



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Growth Hub Update

SWLEP Board Meeting 21/07/22



2 Evaluative Outputs

Today's Growth Hub Update will focus on key findings from 2, delivery related, evaluative documents. Both documents are planned for publication by 31/07/22:

1

Swindon & Wiltshire Growth Hub Independent Evaluation – Commissioned to 'Wavehill'

2

Swindon & Wiltshire Growth Hub Impact Report

Report Features

Wavehill Evaluation

- Condition of BEIS GH Core Grant Funding
- Sets the scene with trading environment over the last year
- Evaluates the performance of the GH service, primarily through surveying it's users
- Focusses on the service-user journey and levels of support delivered
- The possibility of direct impact illustrated for some businesses such as increase in turnover or headcount

Impact Report

- 2 components, a document and highlights video
- A strong focus on newness – new businesses engaged with and accessing support and new elements added to the GH service over this last year
- Will avoid drawing year-on-year comparisons
- The trading environment told through the eyes of businesses via case studies, demonstrating positivity, moving from response mode to more recovery
- Illustration of business support metrics delivered to the S&W SME Community



Key Findings – Wavehill Report

- SWGH has remained relevant to the times, expanding its offer to incorporate support areas such as Green Economy and Cyber.
- With a (pure) sample size of 124 businesses, 74% of respondents felt the SWGH had met or exceeded their expectations.
- 69% of respondents felt they were in a better position having accessed support
- 65% stated they would value further support from SWGH for FY 2022/23
- Played a role in safeguarding 149 jobs and £8.4m GVA
- 2,343 business support interventions delivered vs a target of 2,100
- 2,461 new business contacts added to Hubspot CRM
- c60% of new business contacts are from new businesses to SWGH

Key Illustrations – Impact Report

Type	Target	Actual (inc. ERDF Direct Delivery)
Light (up to 1 hour)	1600	1241
Medium (1 – 6 hours)	300	921
High (6+ hours)	200	181
GH Community Membership	2500	2153
Peer Network Cohorts	10	3
Peer Networks Participants	110	35

New Elements of the GH Service



Business support delivered in the Green Economy area



Digital support, specifically social media, video content creation



Specialist support including data solutions, cyber, health & wellbeing



Methods of delivery – getting back to 'physical'

Case Studies

EXEAT says:

- EXEAT is UK's most exported luxury, sustainable tennis brand.
- Fundamentally a Growth Hub session around business strategy enabled us to develop much tighter global positioning for the brand.
- This helped us break into the American market at speed and scale. The US is now responsible for 60% of our revenues.
- Through the Growth Hub we have also met with other business owners in similar areas with whom we were able to share knowledge and grow our contacts. For instance, being connected to a tremendous freight forwarder has transformed our operation in mainland Europe.

