

# SWLEP Growth Hub

Business Environment Subgroup/Board Update – September 2022



# Growth Hub Service Summary

- **Increase in contact volume**

- Due to the pressures of the rise in the cost of living.
- Businesses are concerned by the sharp rise of energy bills and the resultant pressure on their survival.
- Businesses awaiting news of government support.
- Growth Hub's response has been to publish a wealth of resources on the GH website providing advice and guidance on potential savings, whilst offering wrap-around support with managing money in general.

- **Performance against the Delivery Plan**

- Financial and delivery performance is strong overall.
- However, we are not reaching outputs associated with the ERDF SME Competitiveness Project due to a mismatch between planning programmes and targets before COVID and then delivering during the pandemic.
- Dialogue with the Managing Authority – DLUHC – is ongoing working towards a reduction on the output targets.

- **Growth Hub Plus**

- Progress on the development of Growth Hub Plus has been good.
- The first pay-for webinar has been delivered.
- The sub brand is aimed towards intermediate and advanced level interventions whilst retaining the fully-funded provision at the initial point of contact.

# Financial Performance Tables Q1

Difference			
	Q1 22/23 Budget	Q1 22/23 Actuals	Budget vs Actuals Q1 22/23 difference
<b>Combined</b>			
<b>Income</b>	£158,844	£151,679	<b>-£7,165</b>
<b>Growth Hub Core</b>	£55,901	£55,901	£0
<b>Growth Hub Plus</b>	£0	£0	£0
<b>SME Competitiveness</b>	£102,943	£95,778	-£7,165
<b>Expenditure</b>	£173,082	£165,977	<b>-£7,105</b>
<b>Growth Hub Core</b>	£55,901	£55,877	-£24
<b>Growth Hub Plus</b>	£14,238	£14,321	£83
<b>SME Competitiveness</b>	£102,943	£95,778	-£7,165
<b>Difference</b>	-£14,238	-£14,297	-£60

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<b>Combined</b>			
<b>Income</b>	£158,844	£151,679	<b>-£7,165</b>
<b>Grant income</b>	£145,709	£145,709	£0
<b>Sales</b>	£0	£0	£0
<b>SBC match usage</b>	£13,135	£5,970	-£7,165
<b>Expenditure</b>	£173,082	£165,977	<b>-£7,105</b>
<b>Advertising &amp; Marketing</b>	£0	£3,149	£3,149
<b>General</b>	£100	£152	£52
<b>Professional fees</b>	£61,888	£54,785	-£7,103
<b>IT/Software etc</b>	£12,507	£11,019	-£1,488
<b>Salary</b>	£98,587	£96,871	-£1,716
<b>Difference</b>	-£14,238	-£14,297	-£60

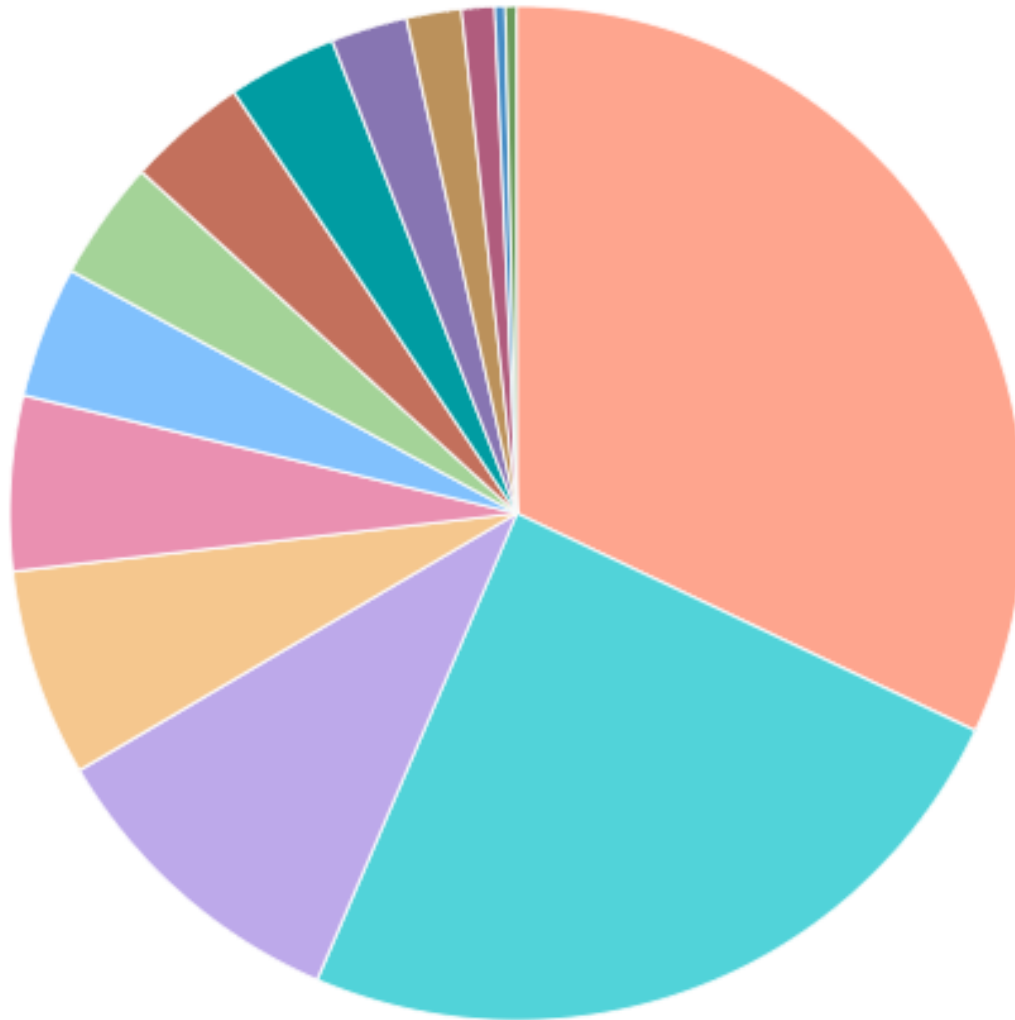
# Delivery Performance Q1

BEIS Intensity Metric	2022/23 target April to March)	Achieved to date
Light Support (up to 3 hours)	800	277
Medium Support (3-6 hours)	290	175
High Support (12+ hours)	216	13
Growth Hub Community Members	2800	2238



# Service Users By Geography

Total Count of Companies: 287



- Swindon – 32.06%
- Salisbury – 24.39%
- Chippenham – 10.1%
- Corsham – 6.62%
- Trowbridge – 5.57%
- Westbury – 4.18%
- Bradford on Avon - 3.83%
- Warminster – 3.83%
- Devizes – 3.48%
- Royal Wootton Bassett 2.44%
- Calne – 1.74%
- Amesbury – 0.35%

# Summary of Recent Activity

- Brokerage of Third/Voluntary/Charity Sector partnership to deliver Social Media workshops.
- Appointed SME Competitiveness Project Co-Ordinator commencing on 17/10/22.
- Skills
  - Contributing to Local Skills Improvement Plan,
  - Partnership working with academic and other institutions for Raspberry Pi competitions
  - 12 apprenticeship 'starts' achieved out of target of 50 for the year, further 50 in pipeline
  - 30% conversion of Kickstart placements into sustainable employment.
- Workshop delivery on Net Zero and Green Economy.
- Workshop delivery on Digital Marketing.
- Development of Growth Hub Plus commercial offer.
- Delivering marketing, promotion and support work for SWLEP's Annual Conference on October 6<sup>th</sup>.

# Summary of Planned Activity

- Continue delivering and developing the Growth Hub Plus offer.
- Provide guidance and support to businesses experiencing difficulty in this cost of living crises.
- Collect Business Intelligence and feedback back to stakeholders and partners.
- Support any activities delivered by the Business Cyber Centre relating to business support and continue to promote the workspace offer.
- Continue to refer businesses to the GPIF loan scheme where appropriate.
- Deliver new starter induction.
- Develop ideas in partnership with Intel relating to SME engagement with IT and Cyber solutions.
- Contribute to and support SWLEP annual conference.
- Submit Project Change Request (PCR) or formalise arrangements with DLUHC regarding ERDF SME Competitiveness output target reductions.
- Fill Business Navigator vacancy.