

Growth Hub

SWINDON & WILTSHIRE LEP

A new gateway to business success



Growth Hub - The story so far



In operation since 2014

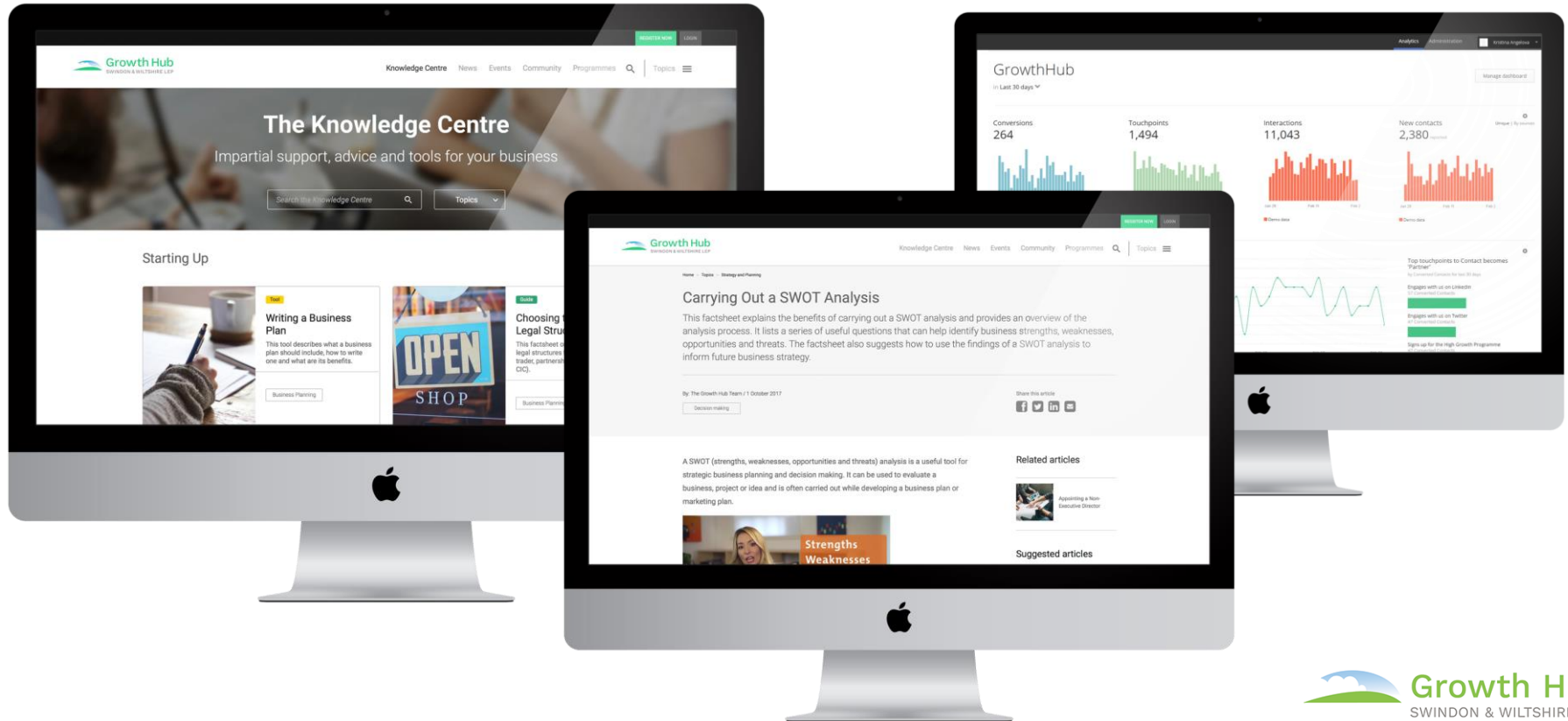
Offering a web portal, phone and face-to-face support services

“ Over the last year, entrepreneurial activity has continued to thrive across both authority areas ”

In 2016:

- 14,044 sessions on the online portal
- 4,535 new users on the online portal
- 52 pre-starts supported
- 49 start-ups supported
- 537 existing businesses supported

Growth Hub - The future



A woman with short brown hair, wearing a green patterned shirt and a beaded necklace, is looking at her smartphone with a smile. The background is a blurred outdoor setting with green foliage.

Making
your business **greater**

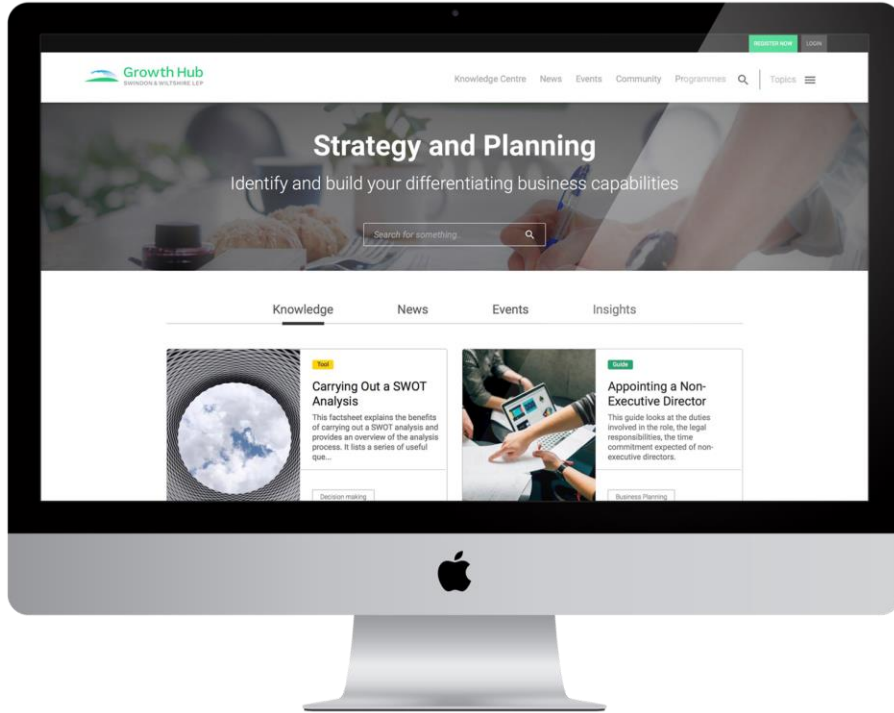
Business is *our* customer

- Capacity
 - Control (need to clone!)
 - Finance (equity/debt)
 - Communication (broadband)
 - Infrastructure (roads)
-
- Qualified People (quality & volume of skills)
 - Premises (office / production)
 - Advice & Support
 - Sales & Marketing
 - How to approach public sector

The Growth Hub Model




A new Growth Hub portal



- Knowledge Centre
- News
- Events
- Business Community
- Key Programmes

Vision for the **new** Growth Hub

A man with short brown hair, wearing a blue patterned button-down shirt and khaki trousers, stands in a grassy field. He is looking towards the camera with a slight smile. In the background, two cows are visible: a brown one on the left and a black one in the center. The background is slightly blurred, showing green trees and a cloudy sky.

Establish a meaningful two-way
communication between my business and
the SWLEP

Neston Farm Shop & Kitchen
Atworth, Wiltshire

Appointing a Non-Executive Director

This guide looks at the duties involved in the role, the legal responsibilities, the time commitment expected of non-executive directors.

By: The Growth Hub Team / 1 October 2017

Business Planning

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Carrying Out a SWOT Analysis



A non-executive director is a member of a company's board of directors who is not involved in the day-to-day management of the organisation, but is typically involved in planning, strategy and policy making in relation to the company and its objectives. The appointment and conduct of all company directors, including non-executive directors, is regulated by the Companies Act 2006.

This guide looks at the duties involved in the role, the legal responsibilities, the time commitment expected of non-executive directors, and how much they should be paid. It also considers how a business can go about finding and hiring a non-executive director.



Ian Durston created a task for Ian Durston (ian.durston@wiltshire.gov.uk)

[Edit](#) | [Actions](#)



Follow up with Mark Smith

Due Date
30/11/2017

Regarding note logged on Wednesday, September 27, 2017 5:09 PM

Type	Assigned to	Email reminder
To-do	Ian Durston	30/11/2017

Associated records



Mark Smith



Digimedia Ltd

October 2017

No events matching current filters for October 2017

September 2017



Ian Durston (ian.durston@wiltshire.gov.uk) left a note about Mark Smith
Sep 27 at 17:09 GMT+1

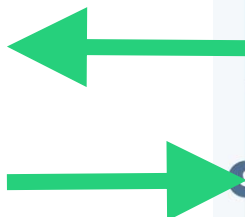
[Edit](#) | [Actions](#)


Mark spoke as keynote speaker at Wellington Barn event on development of Digimedia. John Mortimer asked him to be first Growth Hub 'ambassador' - needs following up?

August 2017



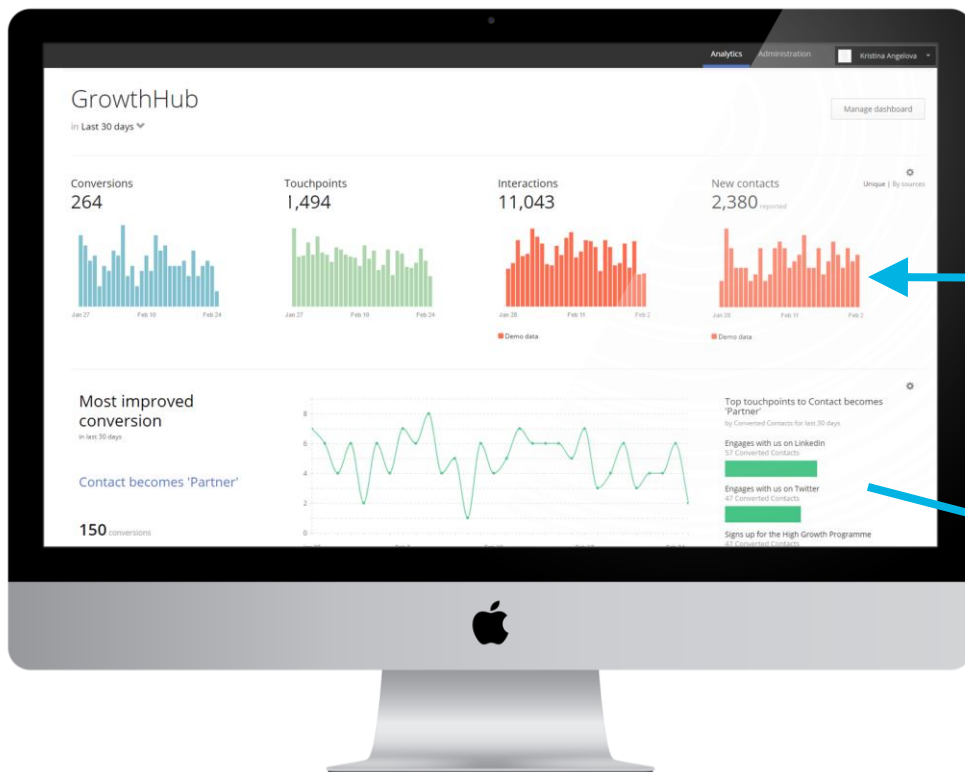
The lifecycle stage for Mark Smith was changed to "subscriber"
Aug 10 at 17:15 GMT+1



A large, multi-story stone house with many windows, some of which are covered in ivy. The house has a classical architectural style with a pedimented roofline. The sky is blue with some clouds.

Deliver effective, impartial and highly-
relevant insight and advice

Bowood House & Gardens
Derry Hill, Calne, Wiltshire



Carrying Out a SWOT Analysis

This factsheet explains the benefits of carrying out a SWOT analysis and provides an overview of the analysis process. It lists a series of useful questions that can help identify business strengths, weaknesses, opportunities and threats. The factsheet also suggests how to use the findings of a SWOT analysis to inform future business strategy.

By: The Growth Hub Team / 1 October 2017

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A SWOT (strengths, weaknesses, opportunities and threats) analysis is a useful tool for strategic business planning and decision making. It can be used to evaluate a business, project or idea and is often carried out while developing a business plan or marketing plan.



Learn how to use SWOT Analysis to create a successful competitive position.

The benefits of SWOT analysis

Carrying out a SWOT analysis can help to clarify business objectives and decide what actions to take. It can be particularly useful when:

- Starting up in business.
- Reviewing business plans or strategies.
- Considering a new product or business idea.
- Embarking on a new project.

Related articles



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Appointing a Non-Executive Director

Suggested articles

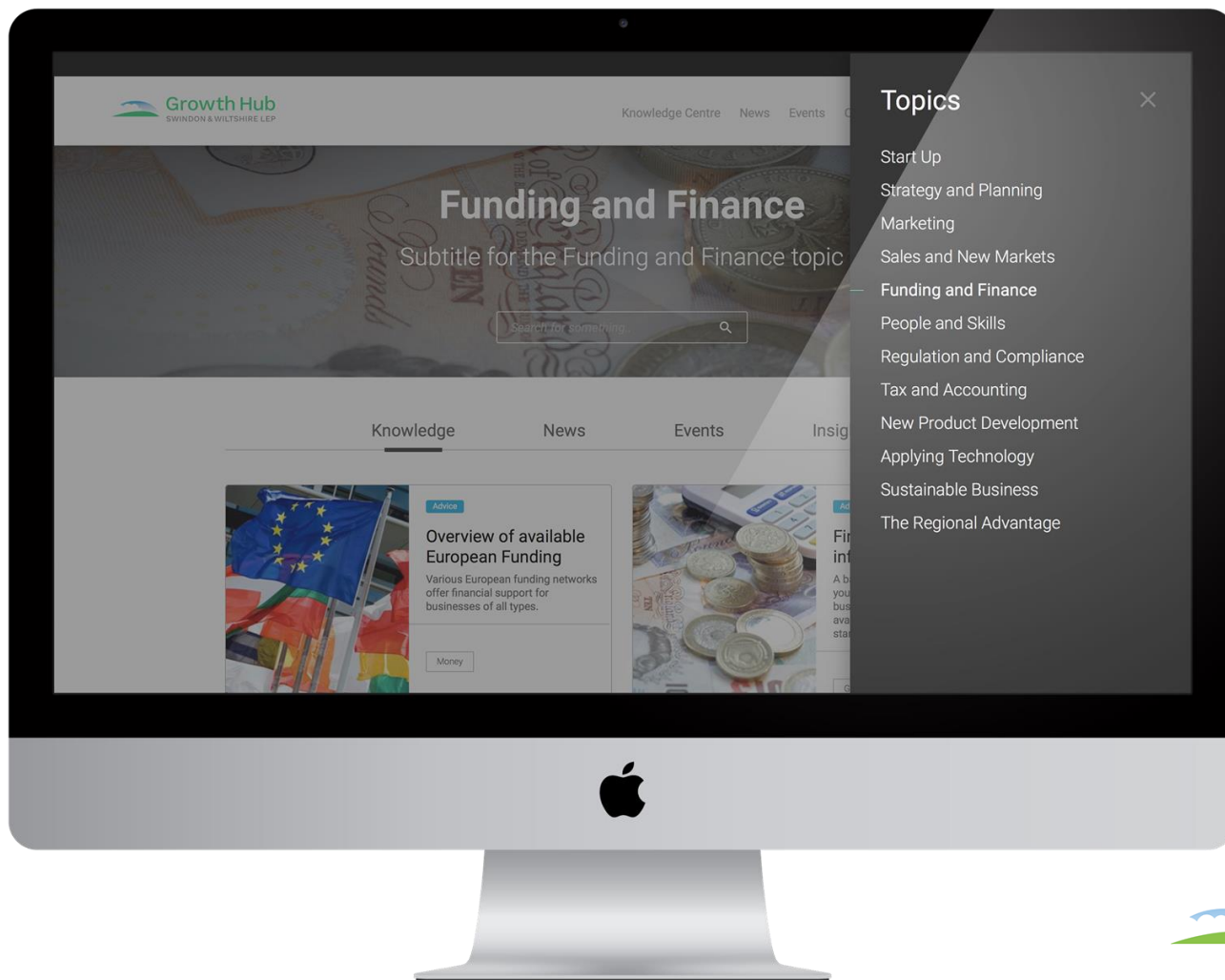


Creating a Marketing Strategy

Published: 1/10/17



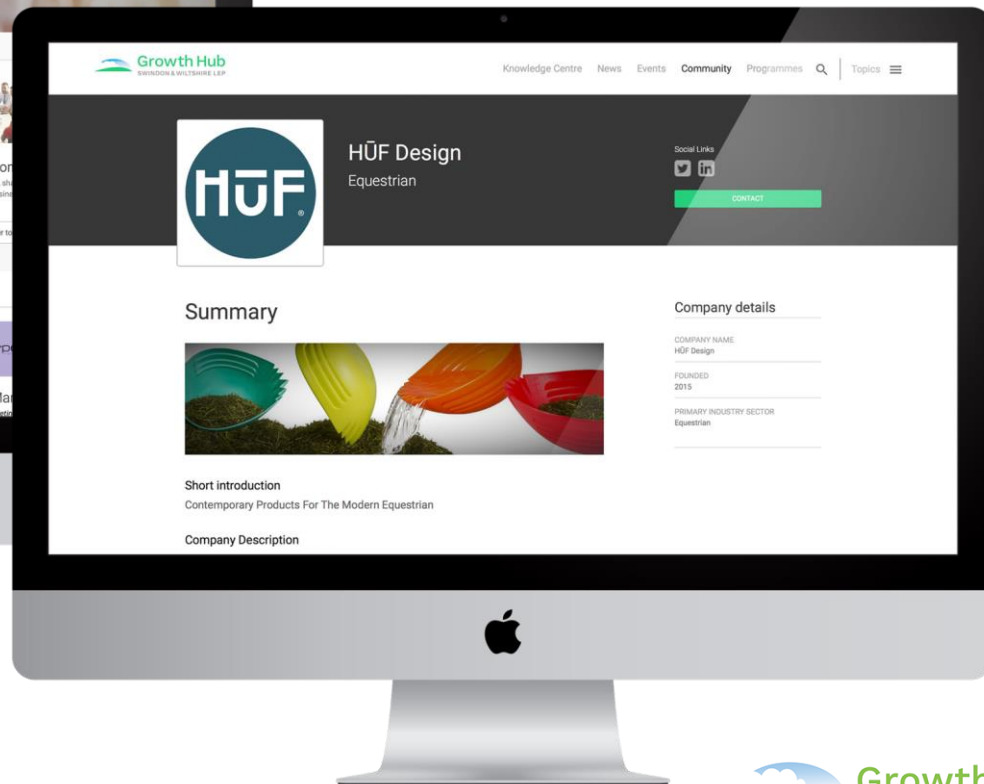
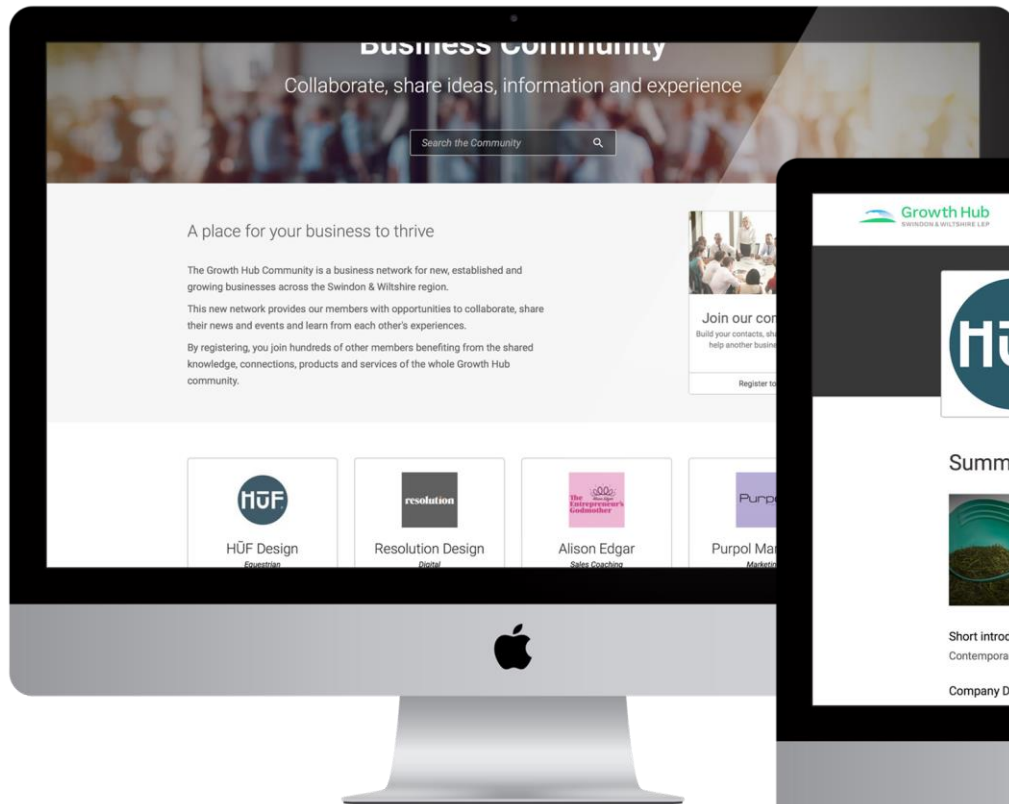
Clear, understandable information on
available funding and how my business can
access it



A modern office interior with a curved wall, a colorful abstract sculpture, a television, and a lounge area with chairs and a sofa.

A community where businesses in Swindon
& Wiltshire can collaborate effectively

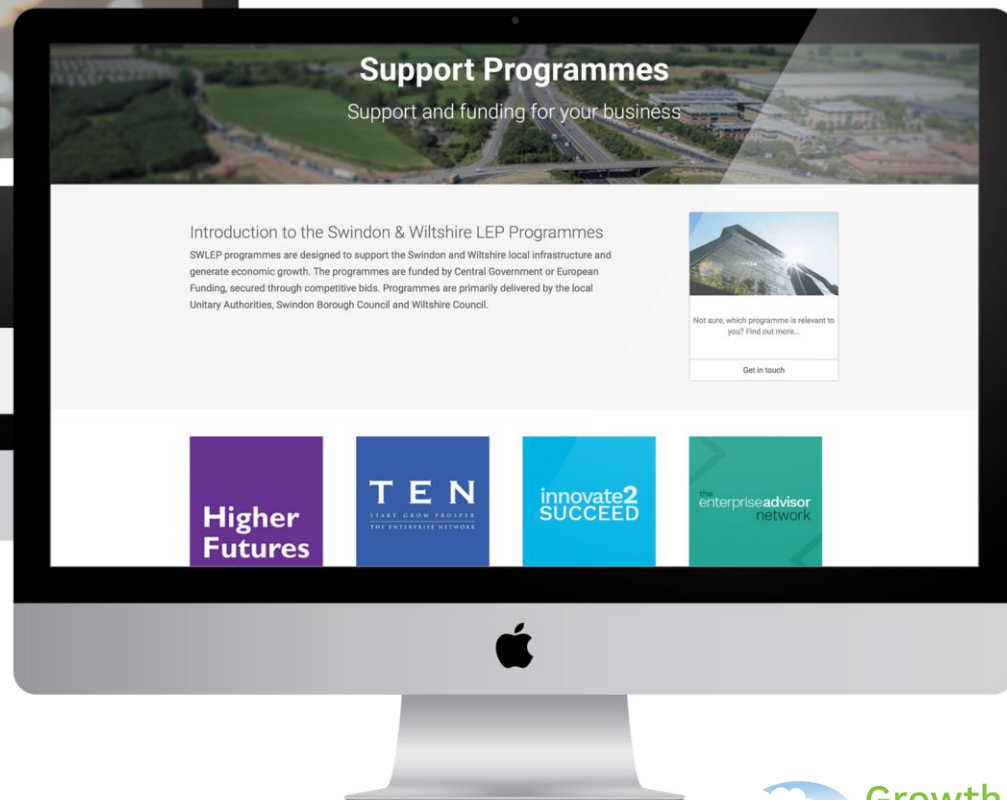
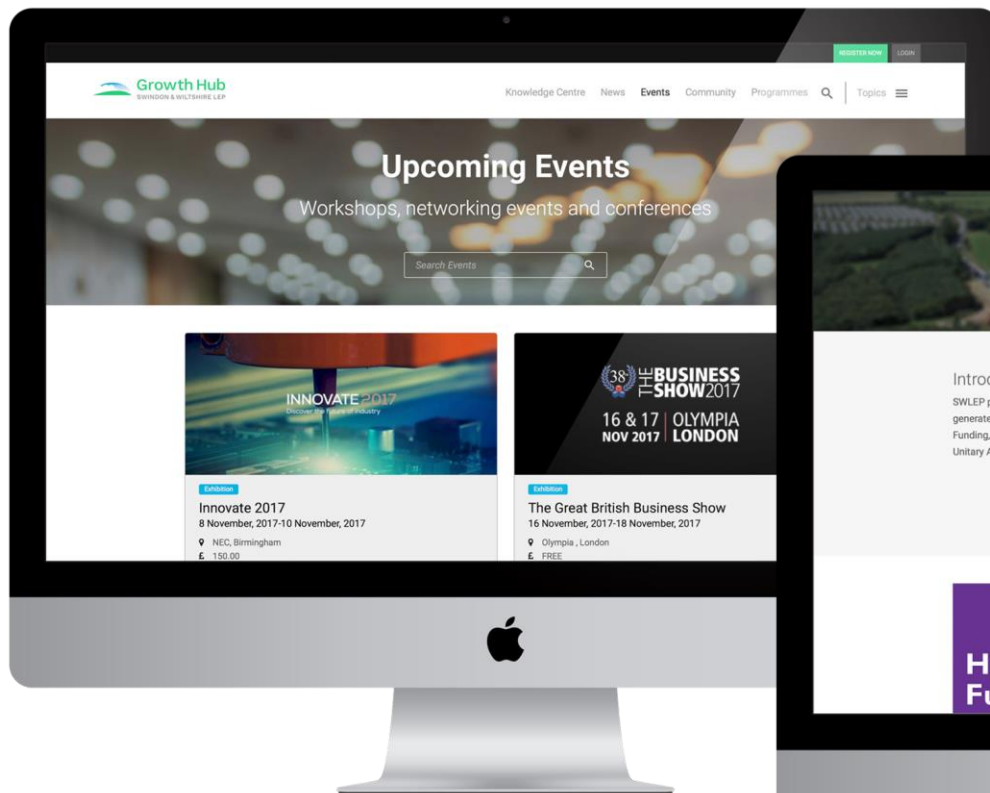
Ashlar ID
Darby Close, Swindon



A photograph of the interior of Hartley Farm Shop, a rustic grocery store. The shop features wooden beams, a high ceiling with track lighting, and various food displays. In the foreground, there are shelves with jars of preserves and a counter with more jars. In the background, there are shelves with packaged goods and a counter with a person working. A chalkboard sign on the left lists weekly specials, and a sign on the right encourages customers to pick up a recipe card.

Fresh ideas on how to make your
business work better

Hartley Farm Shop
Bradford-on-A, Wiltshire



Growth Hub

SWINDON & WILTSHIRE LEP

THANK YOU

How can the GrowthHub better support your
business?