

# SME Competitiveness Project - Overview

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The ERDF SME Competitiveness project was delivered by SWLEP, in partnership with YTKO, University of Bath SETsquared, Wiltshire Council and Swindon Borough Council.

The original model consisted of the Growth Hub delivering into three distinct strands of support

1

Pre-start, start-up and early stage support:  
Delivered with YTKO

2

Scale up support:  
Delivered with SETsquared

3

Support for ex-Honda employees:  
Delivered by YTKO Design and Implementation

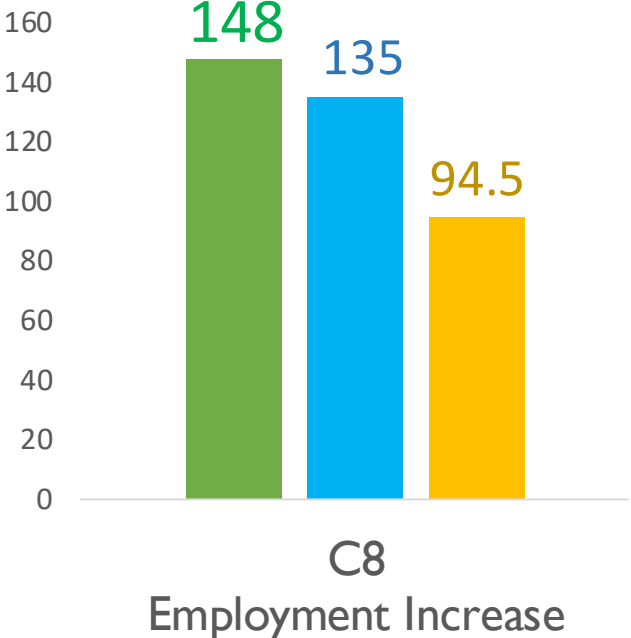
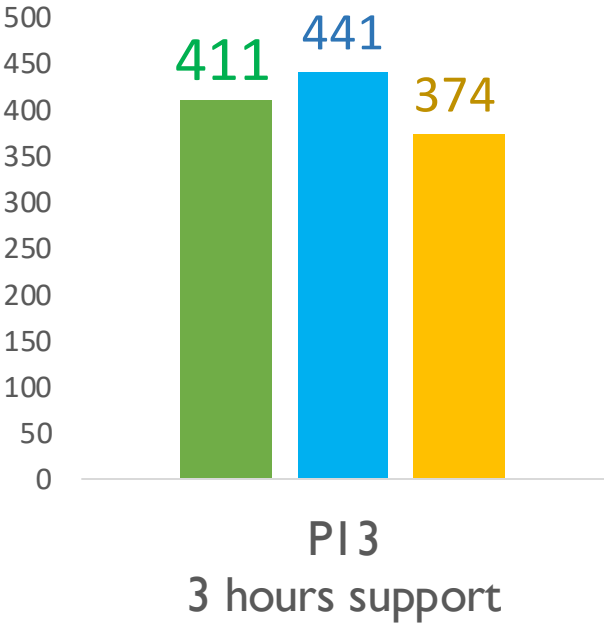
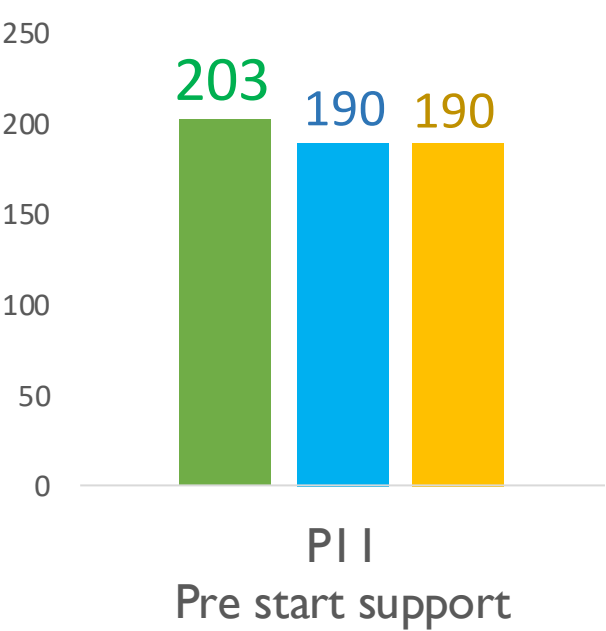


# SME Comp Outputs

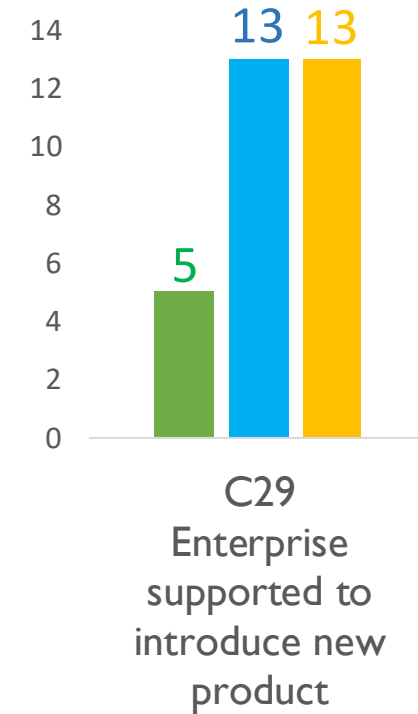
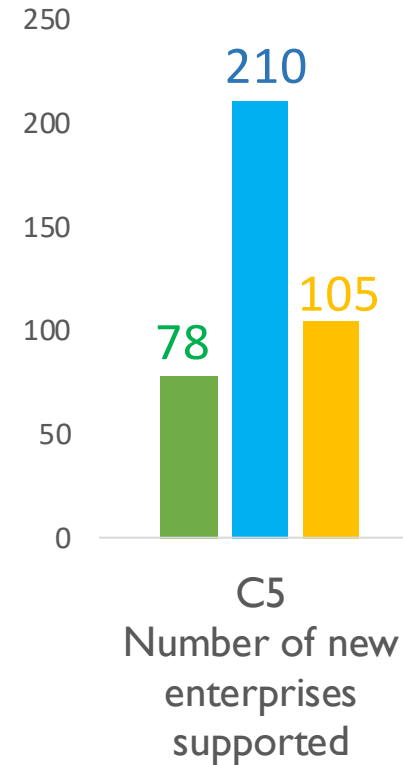
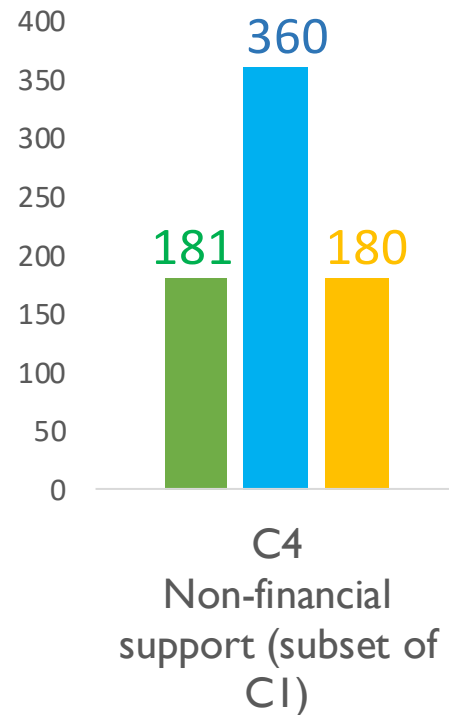
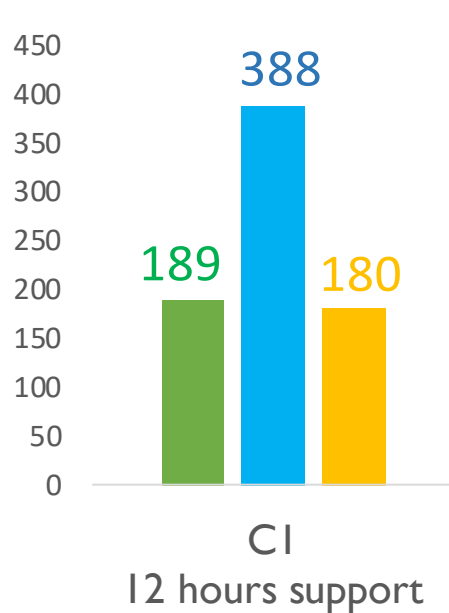
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Total

- Total
- Original Target
- Revised Target



## SME Comp Outputs - continued



## Funding & value for money

The project secured £1.2m of ERDF funding, this was matched with funding from the various delivery partners as set out within the table below with the match funding provided by each partner.

Funding contributions	Total
ERDF	£1,190,38
<b>Public sector match funding</b>	
SWLEP	£751,847
Wiltshire Council	£90,000
Set Squared	£158,153
Swindon Borough Council	£190,383
<b>Total Public sector match</b>	£1,190,383
<b>Total Funding Agreement</b>	£2,380,776

	Total	% of Agreement
Projected total at Project Closure	£2,229,166.00	94%



## Delivery and Management

Service delivery did adapt to changing circumstances and many of these were highly effective.

Establishment of a series of virtual workshops through the Growth Hub

Creation of the Foundry in Swindon to deliver in-person Outset provision by YTKO

Rebranding of services away from innovation by SETsquared to better reflect the perceived needs of eligible businesses.



## Lessons Learned

Frequency of operations steering group meetings

Challenges at project commencement

The fair distribution of marketing budget to each delivery partner

Work closely with local authorities over the coming months to ensure engagement with businesses is not lost





Q&A



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP