

# Stoke-on-Trent & Staffordshire

## Growth Hub

### Annual Update for 2016 – 2017 and Priorities/Targets for 2017 - 2018

The Stoke on Trent & Staffordshire Growth Hub was established in April 2014 and was part of the Wave 2 Growth Hub network funded by Regional Growth Fund money via Lancaster University. Since this time The Dept. of Business Energy and Industrial Strategy (BEIS) has been working hard to establish Growth Hubs in every LEP area and as of May 2016 there are 39 Growth Hubs in the Country for the first time.

The Growth Hub's main purpose is to improve the co-ordination, efficiency and effectiveness of business support across Staffordshire. The core Growth Hub consists of a Business Helpline and 13 part time geographically based qualified Business Advisors working with businesses to find them the practical assistance they need to start, grow or diversify their business.

The Growth Hub has a Steering Group to maintain its progress and it reports to the Business Growth & Innovation Group which is the sub-group of the LEP which all major projects report to. The Growth Hub is funded by BEIS and the Dept. of Communities and Local Government (DCLG) and both have monitoring and evaluation requirements on a quarterly, six monthly and annual basis.

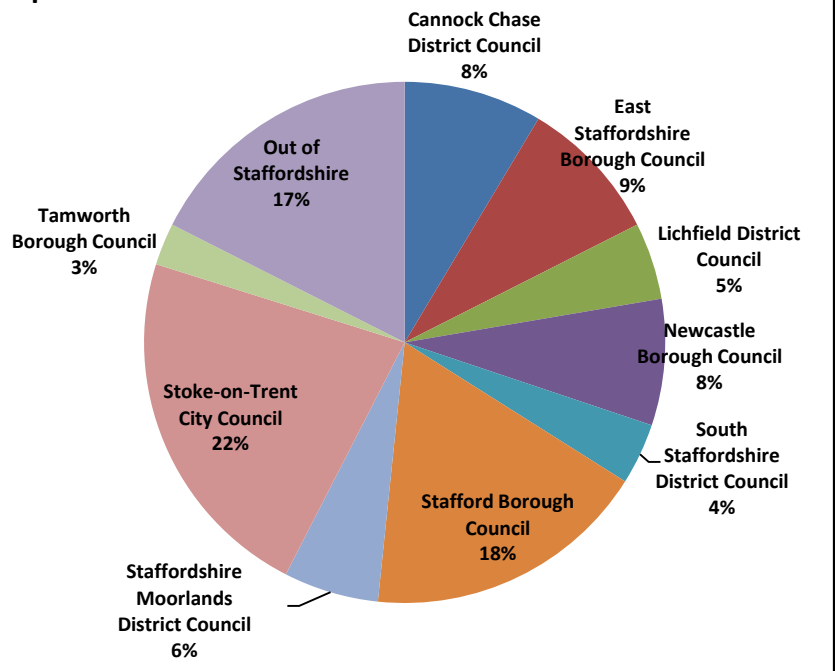
The Stoke on Trent & Staffordshire Growth Hub is a virtual partnership model as the people who work in it are based in different organisations. The County Council is the Accountable Body for the Growth Hub and its sources of funding, and the Business Support Team Leader, the Business Growth Manager from Stoke on Trent City Council and the Growth Hub Manager from the Chambers of Commerce work together to achieve the targets set by the two Government Departments and the Stoke on Trent & Staffordshire Local Enterprise Partnership.

The Business Helpline answers straight-forward enquiries immediately but often businesses are signposted or referred to specialist support such as to the Dept. For International Trade for exporting advice, one of the local colleges for help getting an apprentice or to a scheme to help a business take the next step such as Let's Do Mentoring. If a business has more complex needs, a referral will be made to the Growth Hub Advisors. The referral will generally go to one of the Advisors based in the businesses' geographical area and they will work through a Business Diagnostic Tool to ascertain what needs a business may have in order for it to take the next steps. They will then make recommendations and refer the business on to a business support scheme for assistance. This could be any one of over 60 organisations on the Knowledge Bank of the Growth Hub.

It is important that all areas of the County receive their share of business support and it is one of the tasks of the Growth Hub to monitor the business support landscape to ensure there is no duplications or gaps in service. BEIS ask that a bi-annual report be done to report on coverage in the Growth Hubs area, but the Hub ensures the Knowledge Bank is maintained on an on-going basis as part of the responsibility of the Business Helpline Operator. The Enterprise Round Table helps with this task as it is a bi-monthly meeting of all the providers of business support schemes across Staffordshire.

The following pages provide information on the last year of operation and the priorities and targets for 2017/2018.

April 16 - March 17



## Facts and Figures for 2016 – 2017

- 71% of contact was with existing businesses
- 17% of contact was from pre-starts
- 12% was from start-up businesses
- 40% of businesses are active customers who have contacted the Growth Hub on more than one occasion.
- 33% of referrals to the Growth Hub come from other organisations who work with businesses such as banks, business support organisations and accountants.
- 70% of businesses who contact the Growth Hub fall into the micro business category.
- The businesses sectors the Growth Hub receives the most contact from are manufacturing and retail.
- 510 Business Diagnostics were carried out by the Growth Hub Advisors.
- 1719 businesses contacted the Helpline and 2039 referrals were made for them.
- 25,380 copies of the Growth Hub newsletter were opened.
- 988 contacts were made with partner organisations by phone, email or face to face seeking information/advice to help them.
- 289 pre-starts and start-up businesses were referred on to a programme to help them get going.
- 460 referrals were made for businesses in the manufacturing sector
- Since the Growth Hub began more than 8100 referrals have been made for Staffordshire businesses.

### Business Helpline Calls

#### Business Need

April 2016 to March 2017

Start Up	214
Leadership	137
Customers	231
Financial	528
People	126
Products	213
Markets	49
Operations	142
Not Specified	79
<b>Totals</b>	<b>1719</b>

# BEIS Priority Areas & Targets

## 2017 - 2018

<b>Local Strategic Partnerships</b>	<b>Providing strategic co-ordination and building inclusive partnerships with local stakeholders</b>
<b>Governance</b>	<b>Maintain robust governance arrangements to over activity and alignment with the LEP's strategic plans.</b>
<b>Local Growth Planning/Scale-Ups</b>	<b>Develop a strategic approach to local business growth to enable ambitious business to maximise growth potential.</b>
<b>Delivery</b>	<b>Offer a triage, diagnostic and signposting service that joins up national and local business support, simplifying the offer for businesses.</b>
<b>Sustainability</b>	<b>Ensuring plans are deliverable and sustainable beyond March 2018, ensuring that core services remain free to business at point of contact.</b>
<b>Reporting and Simplification</b>	<b>Apply the common metrics and evaluation framework to produce high-level data for BEIS</b>

# BEIS & DCLG Performance Targets 2017 - 2018

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<b>KPI 1</b>	<b>Number of businesses receiving light touch triage</b>	<b>1500</b>
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<b>KPI 2</b>	<b>Number of businesses receiving medium touch (3 hr)</b>	<b>150</b>
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<b>KPI 3</b>	<b>Number of businesses receiving high intensity (12hr)</b>	<b>22</b>
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<b>KPI 4</b>	<b>Number of businesses receiving a referral to a growth programme</b>	<b>100</b>
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<b>KPI 5</b>	<b>Number of businesses receiving a small capital grant</b>	<b>40</b>
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<b>KPI 6</b>	<b>Number of scale-up businesses engaged with the Hub</b>	<b>20</b>
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