

Analysis of enquiries to the LEP Growth Service, 2017/18

1.0 Analysis of business enquiries 2017/18

- 1.1 Performance data continues to be monitored on a weekly, monthly and quarterly basis. The following information presents more detail on the performance of the service (gateway and SME Growth Managers) from April 2017 to date. It also provides comparisons to previous years in order to assess progress over time.
- 1.2 The service is working towards a target of 625 businesses supported per quarter in order to achieve the 2017/18 target of supporting 2,500 individual businesses. A total of 1,998 SMEs (orange line below) have been supported since the start of April 2017, averaging 600 businesses per quarter. Those businesses have interacted with the service 2,841 times (blue line below), indicating confidence by many businesses in returning to the service for additional support.

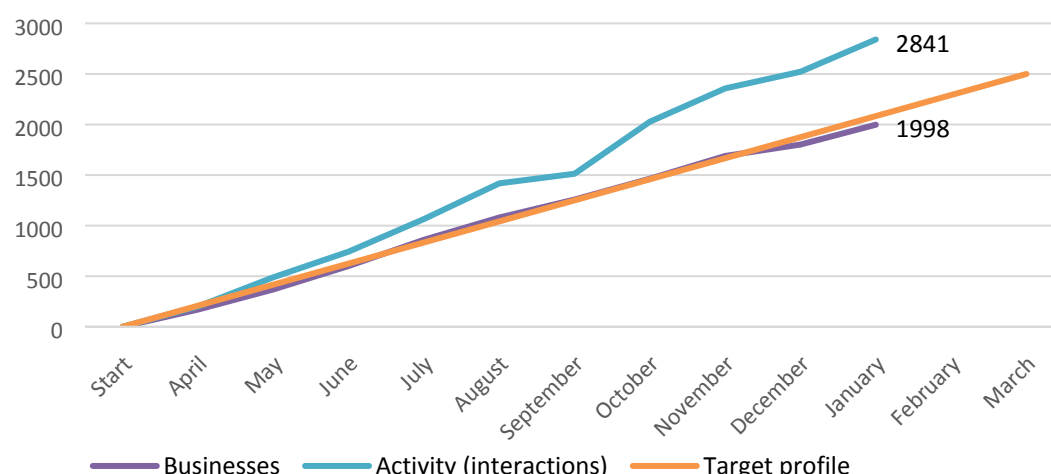


Figure 1: Actual/projected performance against the target of supporting 2500 businesses (Apr 17 – Jan 18).

- 1.3 Level 1 (light-touch support) and Level 2 (more intensive support) enquiries represent the service's target client group. Following an initial surge in the number of enquiries into the gateway in the early part of this financial year as new products were launched, the number of enquiries has reduced slightly as these new products have become more established.

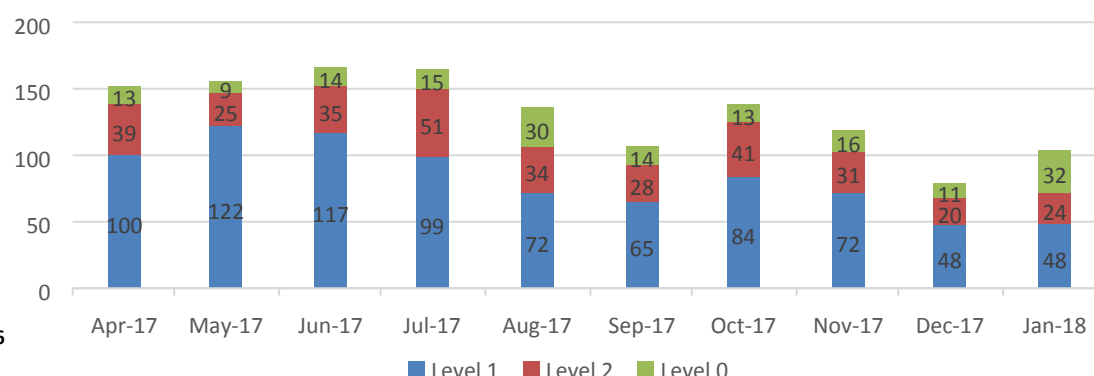


Figure 2: LEP Growth Service enquiries to the Gateway by client group (Apr 16 – Jan 18)

- 1.4 The table below shows the increase in enquiries to the gateway from target clients (i.e. those with plans to grow, classified as Levels 1 and 2). It continues to show a decrease in enquiries from non-target clients, such as pre-start firms.

Table 1: Number of enquiries into the gateway (June 15 – Jan 18)

Enquiry Type	Total July 15 – Mar 16	Total April 16 – Mar 17	Total April 17 to Jan 18
Level 0 – Non Target Client Group	410	252	167
Level 1 – Light Touch Referral	427	911	827
Level 2 – In depth Referrals	235	390	328
Total Gateway Interactions	1072	1553	1321

- 1.5 There has been little change with regards to the most popular routes of enquiries from businesses accessing the service since its launch in July 2015. Although there have been minor fluctuations throughout the years, the most popular route continues to be via the telephone helpline (49%). This percentage has increased by 4% since quarter one of this financial year, whilst the percentage of email enquiries has decreased by 4%

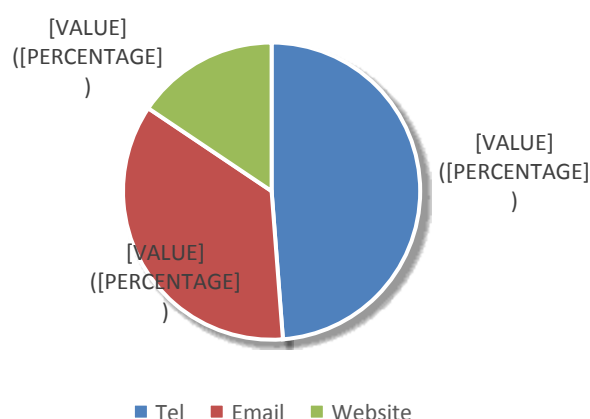


Figure 3: Gateway channels of enquiry (Apr 17 – Jan 18)

- 1.6 Every business contacting the gateway is asked how they have heard about the service. Referrals from 'another LEP product/service' have increased throughout this financial year and now account for 32% of responses, almost the same as internet/website which was previously the most common source. Again this trend reinforces business-confidence in the service by returning to it for additional support. An independent evaluation of the service will take place in March 2018 and will include customer satisfaction as well as the impact of the service on the businesses supported.

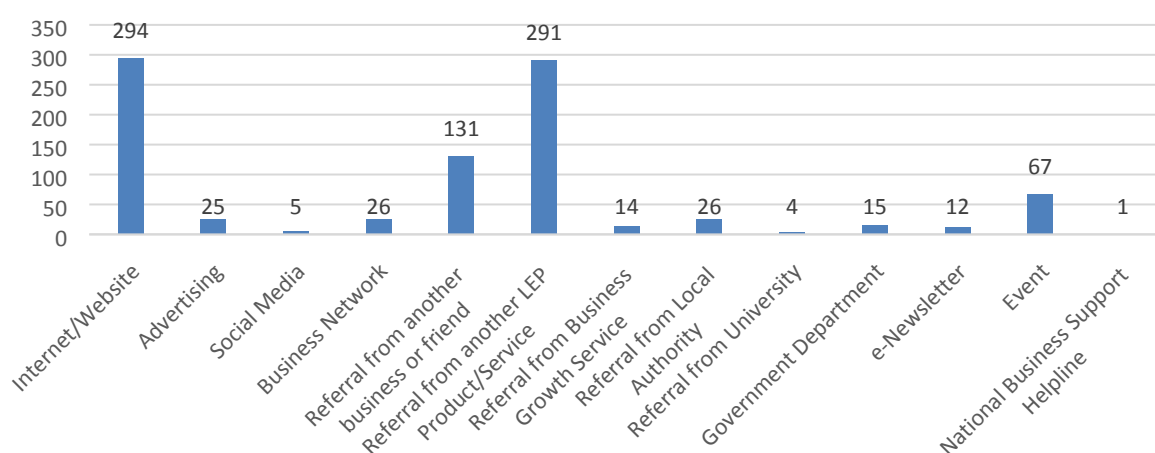


Figure 4: How customers report hearing about the service (Apr 17 – Jan 18)

- 1.7 Collectively the team of SME Growth Managers have supported 685 businesses since April 2017, with 509 receiving ongoing intensive support. Table 2 below provides a breakdown of the number of clients supported by the managers in their districts.

Table 2: SME Growth Manager clients by district (Apr 17 – Jan 18)

SME Growth Manager	Total Clients	Intensively Supported
Bradford & Craven (x2 FTE)	110	107
Calderdale (x1 FTE)	100	40
Harrogate (x1 FTE)	86	68
Kirklees (x1.5 FTE)	74	64
Leeds (x2.5 FTE)	153	103
Wakefield (x1 FTE)	72	68
York (x1 FTE)	63	41
Selby (x0.5 FTE)	27	18
Total	685	509

- 1.8 Figure 5 shows the spread of enquiries to the gateway from across the city region compared to the percentage of the City Region's business stock per district. Leeds, Bradford, Calderdale and Kirklees continue to generate more enquiries than their proportion of overall business stock. The proportion from each district remains similar to previous quarters.

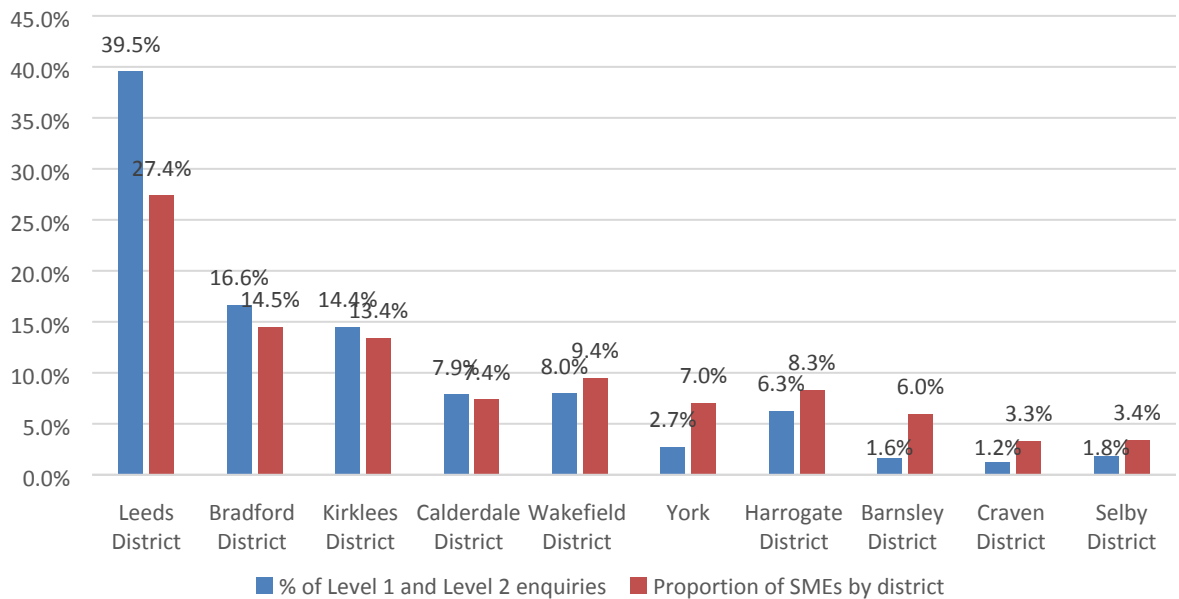


Figure 5: business enquiries compared to the district-proportion of total City Region stock (Apr 17 – Jan 18)

- 1.9 'Access to Finance' continues to be the most popular topic for support for both gateway enquiries and the clients of the SME Growth Managers. 'Business Planning' and 'Skills/Recruitment' are the next most common topics for gateway enquiries, whereas 'Skills/Recruitment' and 'Premises' are the areas that most Growth Manager-clients want support with, after 'Access to Finance'.

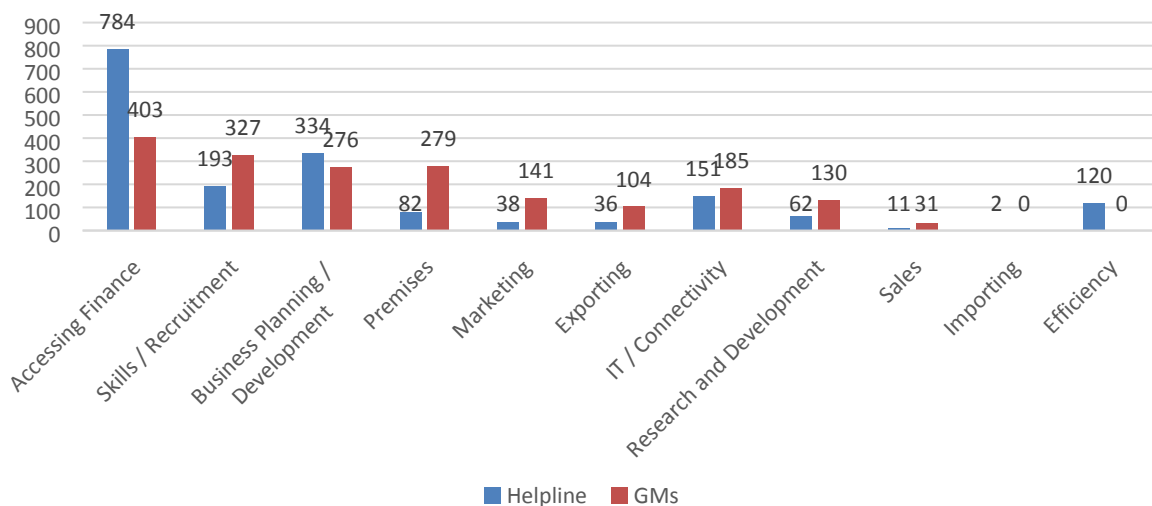


Figure 6: Topics for business support (Apr 17 – Oct 18)

- 1.10 Businesses from the manufacturing sector continue to provide the highest number of enquiries into the gateway. Similarly, it remains that the Growth

Managers' clients are more likely to be in the LEP's priority sectors, particularly Advanced Manufacturing and Creative and Digital, than those firms that come directly through the gateway. This is attributable to the nature of the current support offer which lends itself to these two sectors, and the prominence of growing SMEs in the priority sectors across the city region's largest districts.

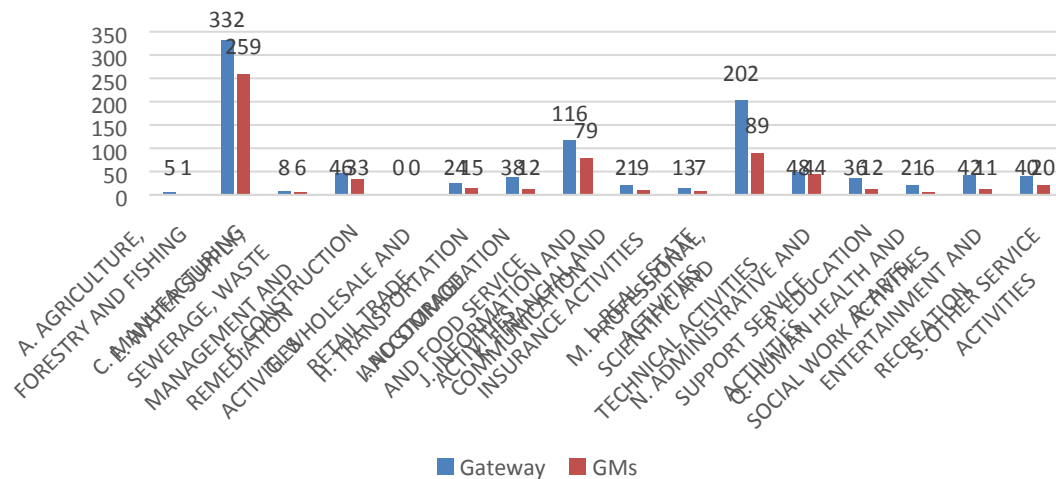


Figure 7: Percentage of Growth Service clients (Gateway and Growth Manager) by sector (Apr 17 – Jan 18)

1.11 Figure 8 below illustrates the breadth of referrals to business support products and organisations from both the gateway and growth managers. The highest number of referrals since April 2017 are to the LEP Capital Grants programme, Digital Enterprise programme, Resource Efficiency Fund, Skills Service, and Ad:Venture. There has been an increase in the number of referrals to Access Innovation as part of an ongoing campaign to promote innovation-related support by the service.

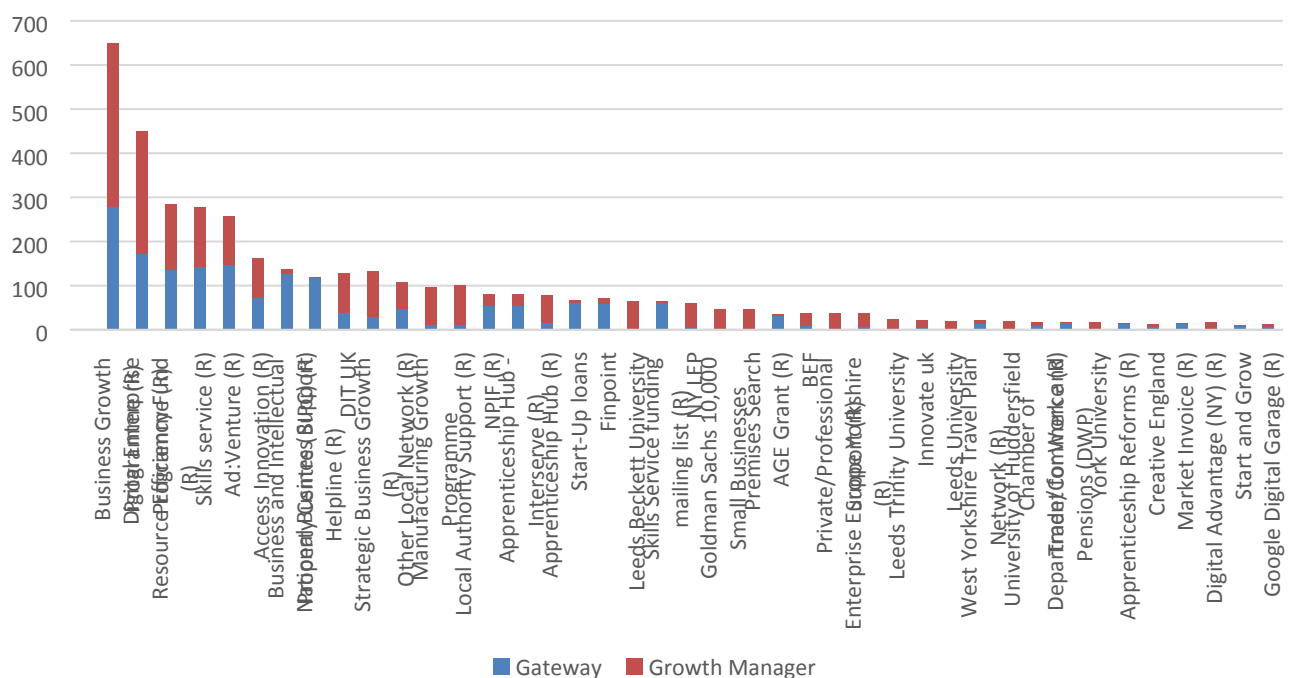


Figure 8: Number of business support referrals (Apr 17 – Jan 18)

1.12 The Growth Managers are working towards an annual target of collectively account-managing 660 businesses, with 25% of those being new clients for 2017/18. Business networks continue to be a good source of clients for Growth Managers in Harrogate, Bradford and Selby in particular.

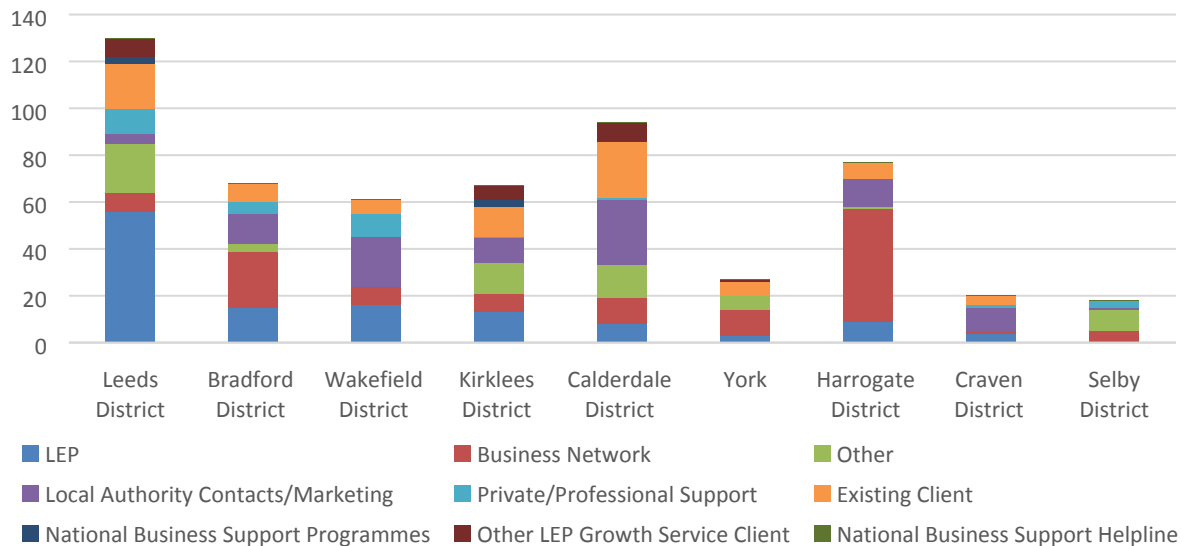


Figure 9: Source of Growth Managers' clients (Apr 17 - Jan 18)