

Appendix 1 - Analysis of enquiries to the LEP Growth Service, 2018/19

1.0 Analysis of business enquiries 2018/19

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 18 to June 18. It also provides comparisons to previous years in order to assess progress over time.

1.2 The service has an annual target of supporting 2750 individual businesses in 2018/19. In order to achieve this target, the Service is working to support 675 businesses per quarter. Since the start of April 18, 800 individual SMEs (purple line below) have been supported resulting in 996 interactions (blue line) overall. The trend whereby many businesses are returning for multiple strands of support has continued over an 18 month period, thus indicating a level of confidence businesses have in accessing support from the Service.

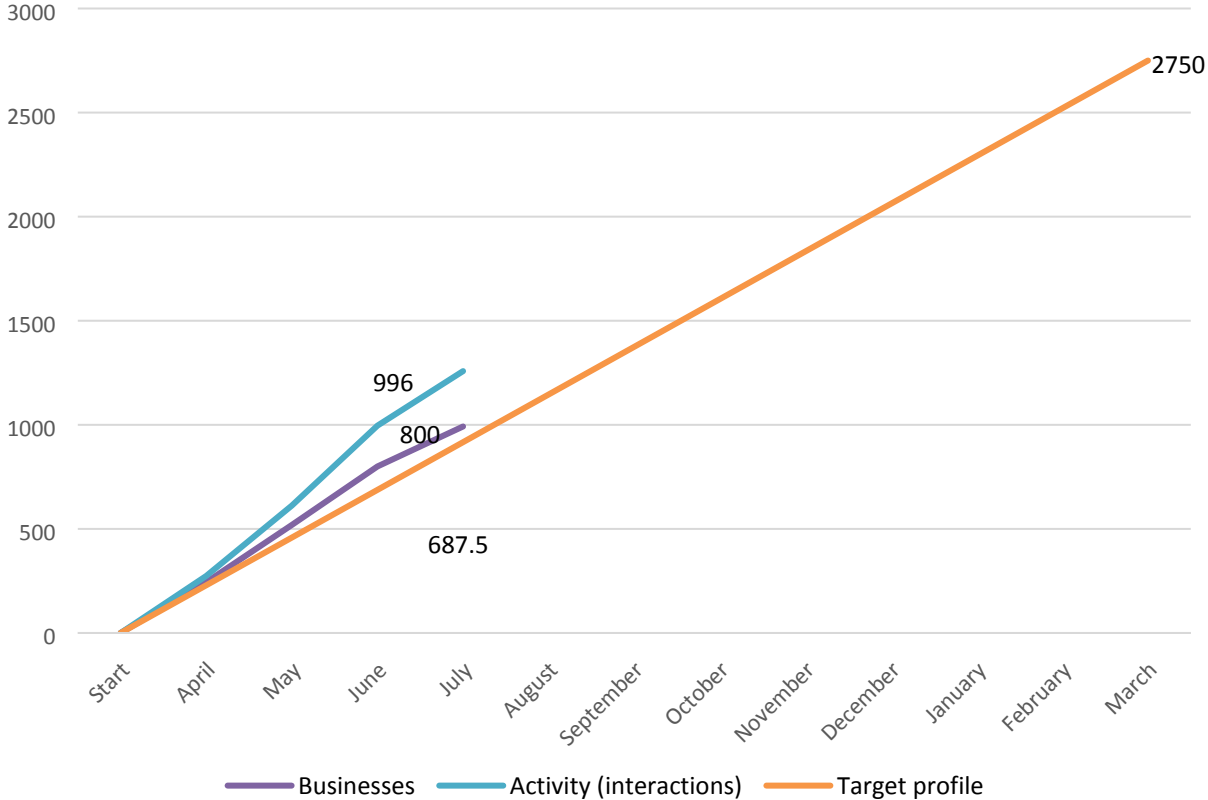


Figure 1: Projected and actual performance against the 2018/19 annual target (Apr 18 – Jun 18).

1.3 Light touch support (Level 1) and more intensive support (Level 2) 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.

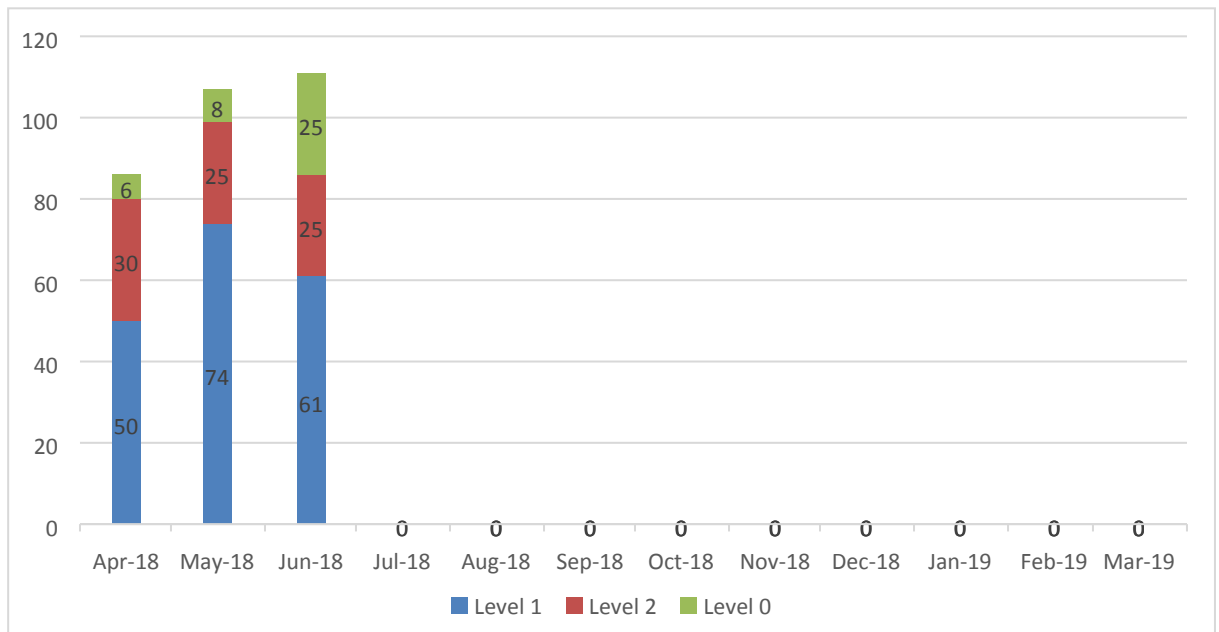


Figure 2: LEP Growth Service enquiries to the Gateway by client group (Apr 18 – Jun 18)

1.4 The table below shows the number of 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-starts.

Table 1: Total enquiries into the gateway (July 15 – Jun 18)

Enquiry Type	Total July 15 – Mar 16	Total April 16 – Mar 17	Total April 17 to Mar 18	Total April 18 to Jun 18
Non Target Client Group	410	252	210	39
Light Touch Referral	427	911	933	185
In depth Intensive Referrals	235	390	375	80
Total Gateway Interactions	1072	1553	1518	304

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 (56%). This percentage has increased by 7% since quarter four of last financial year, whilst the percentage of email enquiries has decreased.

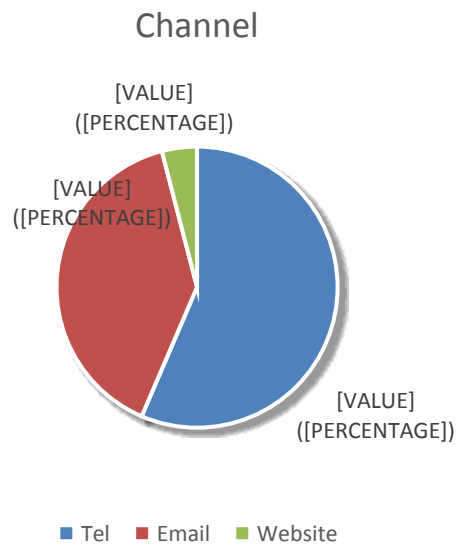
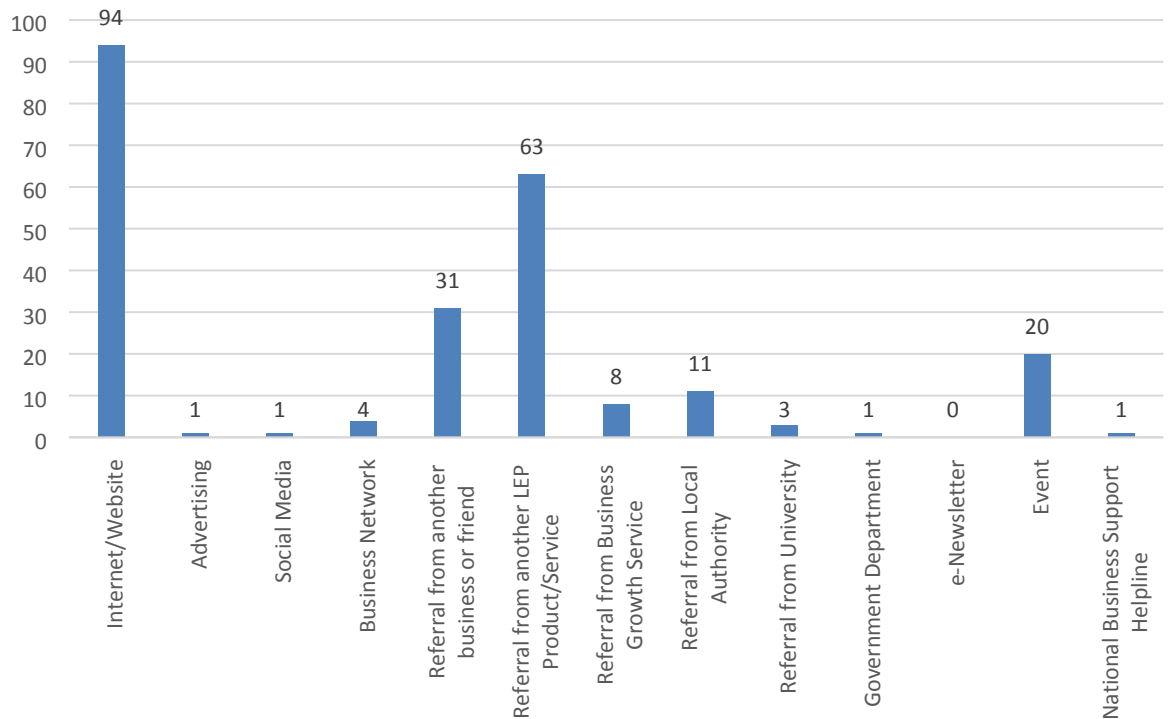


Figure 3: Gateway channels of enquiry (Apr 18 – Jun 18)

1.6 Every business contacting the gateway is asked how they have heard about the service. Internet searches continue to be the most commonly cited response. Encouragingly, there has been a steady increase in the number of respondents stating ‘events’. This increase may be linked to the more frequent delivery of business pop up cafes across the districts, demonstrating a wider impact that these events are having in helping to promote the service.



**Figure 4: How customers report hearing about the service
(Apr 18 – Jun 18)**

- 1.7 The Growth Managers are working towards an annual target of collectively account-managing 630 businesses. Since April 2018, they have supported 337 businesses, with 294 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 18 – Jun 18)

SME Growth Manager	Total Clients	Intensively Supported
Bradford & Craven (x2 FTE)	63	62
Calderdale (x1 FTE)	27	22
Harrogate (x1 FTE)	23	18
Kirklees (x1.5 FTE)	41	38
Leeds (x2.5 FTE)	83	64
Wakefield (x1 FTE)	36	36
York (x1 FTE)	30	25
Selby (x0.5 FTE)	27	22
Total	337	294

- 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, Wakefield and Bradford continue to generate more enquiries than their proportion of overall business stock. The proportion from each district remains relatively similar to previous quarters, with a marginal increase in the number of enquiries from businesses in the Selby district.

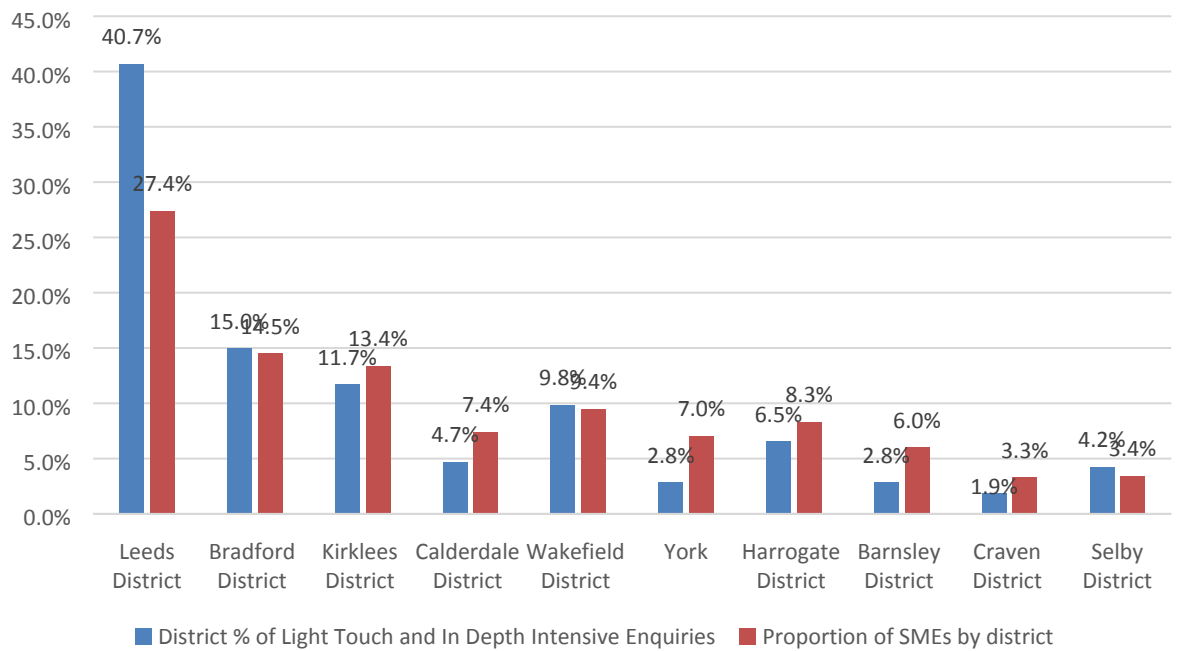


Figure 5: Enquiries compared to the district-proportion of total City Region business stock (Apr 18 – Jun 18)

- 1.9 ‘Access to Finance’ continues to be the most popular topic for support for both gateway enquiries and the SME Growth Manager clients. ‘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’.

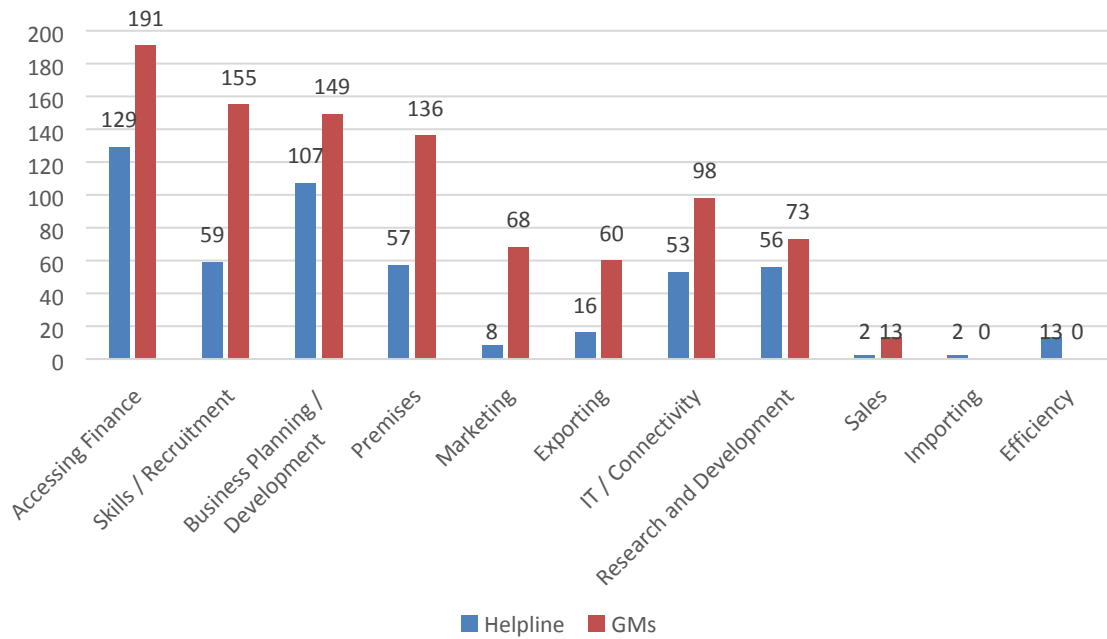


Figure 6: Topics for business support (Apr 18 – Jun 18)

- 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.

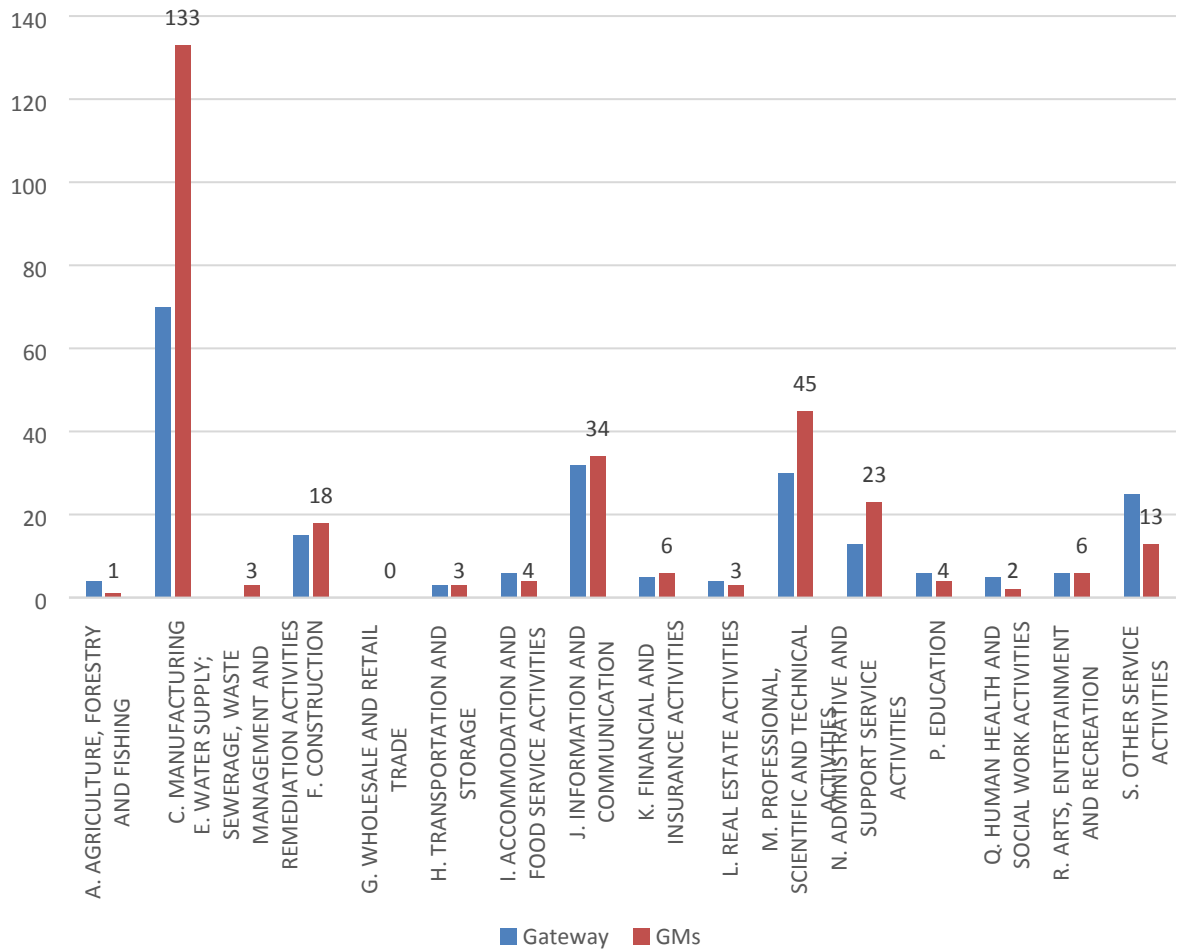


Figure 7: Percentage of Growth Service clients (Gateway and Growth Manager) by sector (Apr 18 – Jun 18)

1.11 Figure 8 below illustrates the breadth of referrals to business support products and organisations from both the gateway and SME Growth Managers. The highest number of referrals since April 2018 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 to SMEs.

Total Referrals from Helpline and Growth Managers

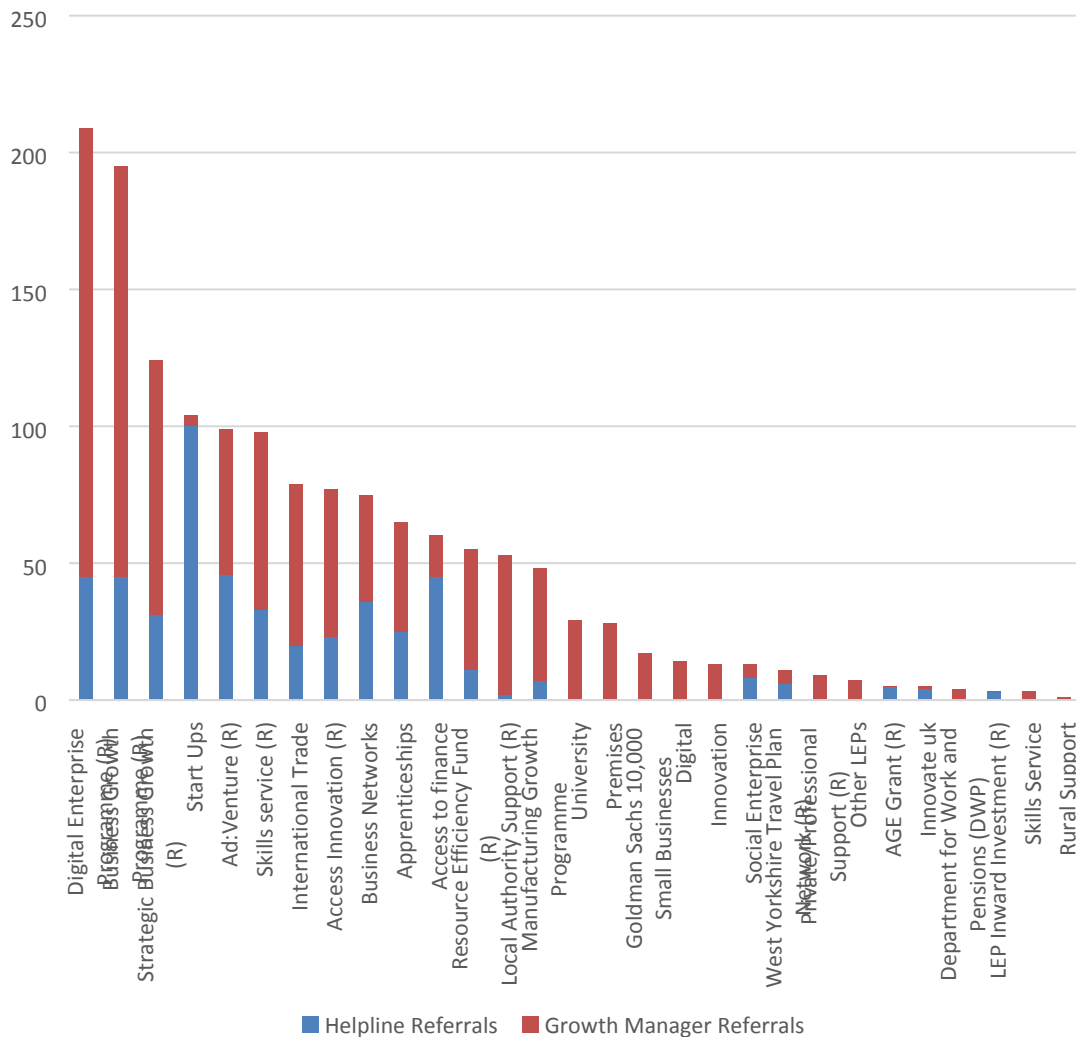


Figure 8: Number of business support referrals (Apr 18 – Jun 18)

1.12 Whilst many of the SME Growth Manager teams continue to receive high levels of referrals from the LEP, business networks are also proving to be a good means of sourcing new clients particularly in Harrogate, Bradford and York. Use of Social Media including LinkedIn searches have also been reported by some of the SME Growth Managers as very useful, which has been included in the category 'other' below.

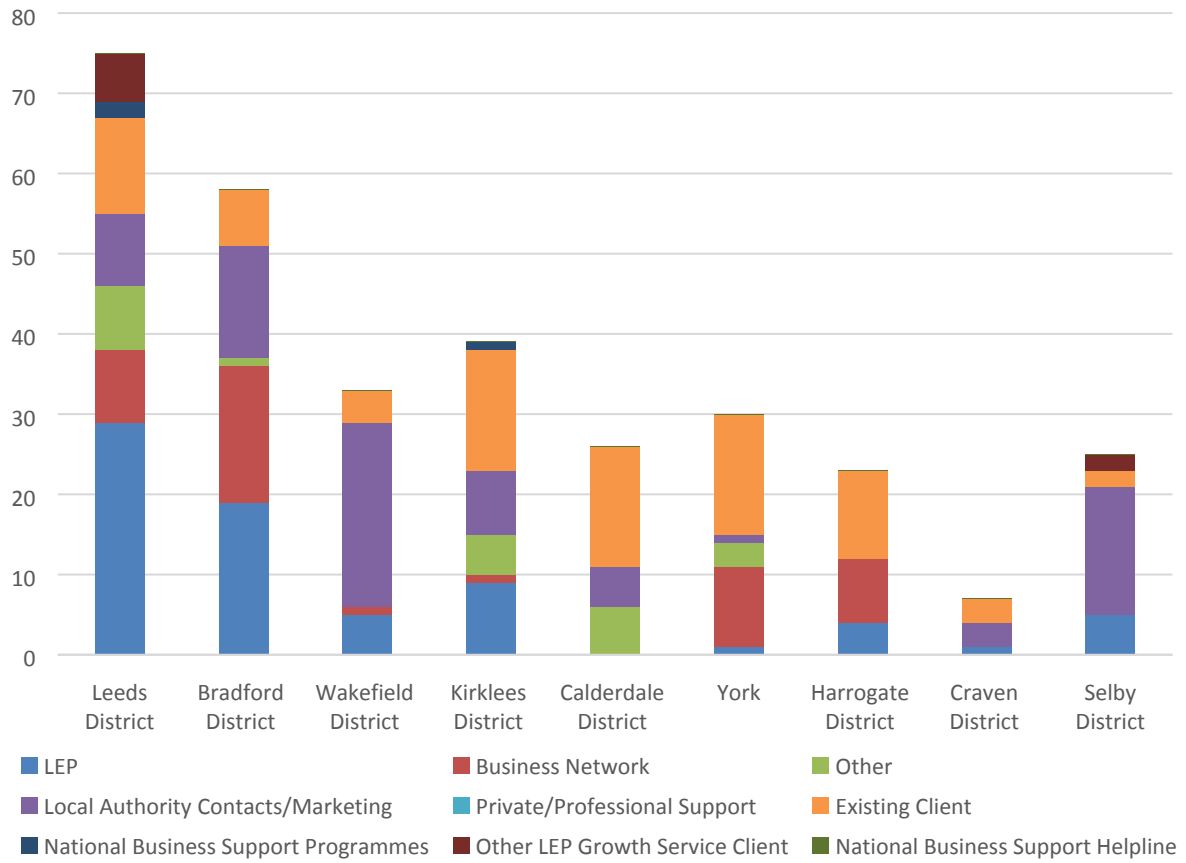


Figure 9: Source of Growth Managers' clients (Apr 18 - Jun 18)