

Growth Hub Performance Update

April – September 2022

Performance

Following a year of challenge in dealing with the ongoing consequences of the pandemic, the Growth Hub in South Yorkshire has been focusing on re-establishing the capacity of the team. This has not been helped by both external pressures including the economic slowdown and the challenging inflationary environment, but also internally as the shock of an unexpected cut to the annual Growth Hub grant and the tight labour market made it difficult to recruit.

Nevertheless, the Growth Hub team have been continuing to deliver its business support offer to South Yorkshire SMEs, delivering business engagement events and conferences across the region, working closely with our network of business support advisors and our local authority and other publicly funded partners.

The table below highlight performance of the Growth Hub in the first 6 months of 2022/23 against its key indicators:

| Indicator | Six Month (04/22 – 09/22) | Six Month (04/22 – 09/21) | Change |
|--|---------------------------------|------------------------------------|--------|
| Number of businesses that have received 'light touch' triage, information and/or signposting support (excluding website traffic) | 1328 | 935 | 393 |
| Number of individuals ¹ that have received 'light touch' triage, information and/or signposting support (excluding website traffic) | 1328 | 926 | 402 |
| Total number of unique visitors to Growth Hub website | 4,790 | 10,887 | -6097 |
| Number of businesses receiving 'medium intensity' information, diagnostic and brokerage support | 504 | 362 | 142 |
| Number of businesses receiving 'high intensity' support e.g., account management / intensive support directly provided by the Hub or partner organisation | 131 | 94 | 37 |
| Number of businesses receiving 'Medium' and 'High intensity' support that, have the opportunity, ambition and greatest potential to grow (including Scale-Ups) | 635 | 39 | 596 |

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|---|-----|-----|-----|
| Total number of individuals who been helped to start a business (excludes referrals to Launch Pad) | 20 | 14 | 6 |
| Number of businesses referred to a mentoring programme (combined figure for 'Medium' and 'High' intensity interventions only) | 0 | 0 | 0 |
| Number of businesses referred to a skills or training programme (combined figure for 'Medium' and 'High' intensity interventions only) – mainly Skills Bank | 128 | 220 | -92 |
| Number of businesses referred to a finance and/or funding programme (combined figure for 'Medium' and 'High' intensity interventions only) | 214 | 7 | 207 |
| Number of businesses referred to an innovation and/or R&D programme (combined figure for 'Medium' and 'High' intensity interventions only). | 32 | 70 | -38 |

In addition, the Growth Hub has:

- Been actively promoting the **Ownership Hub** (a national pilot project), which is a key priority for the Mayor/MCA. We aim to expand the scale of services delivered through the Ownership Hub in the near future.
- Successful in their bid to deliver the **Made Smarter** programme across the Yorkshire & Humber area, on behalf of other cluster partners. We are currently undertaking promotional activity to launch the programme in the February/March 2023.
- Joined the **Sustainability Consortium** which is a regional partnership working to deliver service/solutions to organisations to help them achieve net-zero.
- Been actively involved in policy developing the **Better Business Challenge** in South Yorkshire – to help support local businesses to strive to achieve best business practices, including paying their staff sustainable wages and salaries, promoting diversity in the workplace and investing in training and higher skills opportunities.
- Supported **Skills Bank 3**, a unique skills training offer to local firms in South Yorkshire, was launched in September and is actively promoted through the Growth Hub. The scheme is delivered by Calderdale College and allows employers to obtain up to 50% subsidy to funding training for their staff, which will contribute to the growth of the business.
- Been working on **building business resilience** – the Growth Hub team have developed a policy paper calling on an Action Plan to develop services, in partnership with local and regional business support service partners, to help SMEs navigate their way through the current economic downturn/potential economic recession.