



WORCESTERSHIRE
GROWTH HUB

Business Environment: what does business support look like in Worcestershire and what does the future hold?

WLEP Board

6 October 2023



Funded by
UK Government

POWERED BY
**LEVELLING
UP**

Key Objectives

- Provide a shared understanding amongst the WLEP Board of the WGH service and some of the key challenges and opportunities
- Outline how we provide support – local, regional, national plus business intelligence gathering and brokering relationships for businesses
- Looking forward – identifying some key questions with the Board to help shape future of Business Support and role/focus of sub-board



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Overview of WGH



Funded by
UK Government

POWERED BY
**LEVELLING
— UP —**



WORCESTERSHIRE
GROWTH HUB

Purpose of WGH



- Government and local partner funded
- Supporting any business in the county from pre-start to largest employers

- **WGH** is a key service delivered by the LEP and is primary gateway to business support within the county
- Responsible for gleaning business intelligence and supporting growth – the ‘voice of business’
- Aligned to the [Worcestershire Plan for Growth \(2020-2040\) strategy](#)

- Pre-start to Scale-up...and beyond
- Tailored support – goes beyond the £££
- Information, Advice and Guidance



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

The Value We Bring

USPs

- THE business intelligence/knowledge gathering structure and resource for Worcestershire
- Provide a channel for partners to communicate and promote business support activity/initiatives eligible to Worcestershire businesses
- Provide business intelligence and relationship management expertise for funding partners
- Account management approach to sections of the Worcestershire business community
- Broker access into local, regional and national business support offerings



Funded by
UK Government

POWERED BY
**LEVELLING
UP**

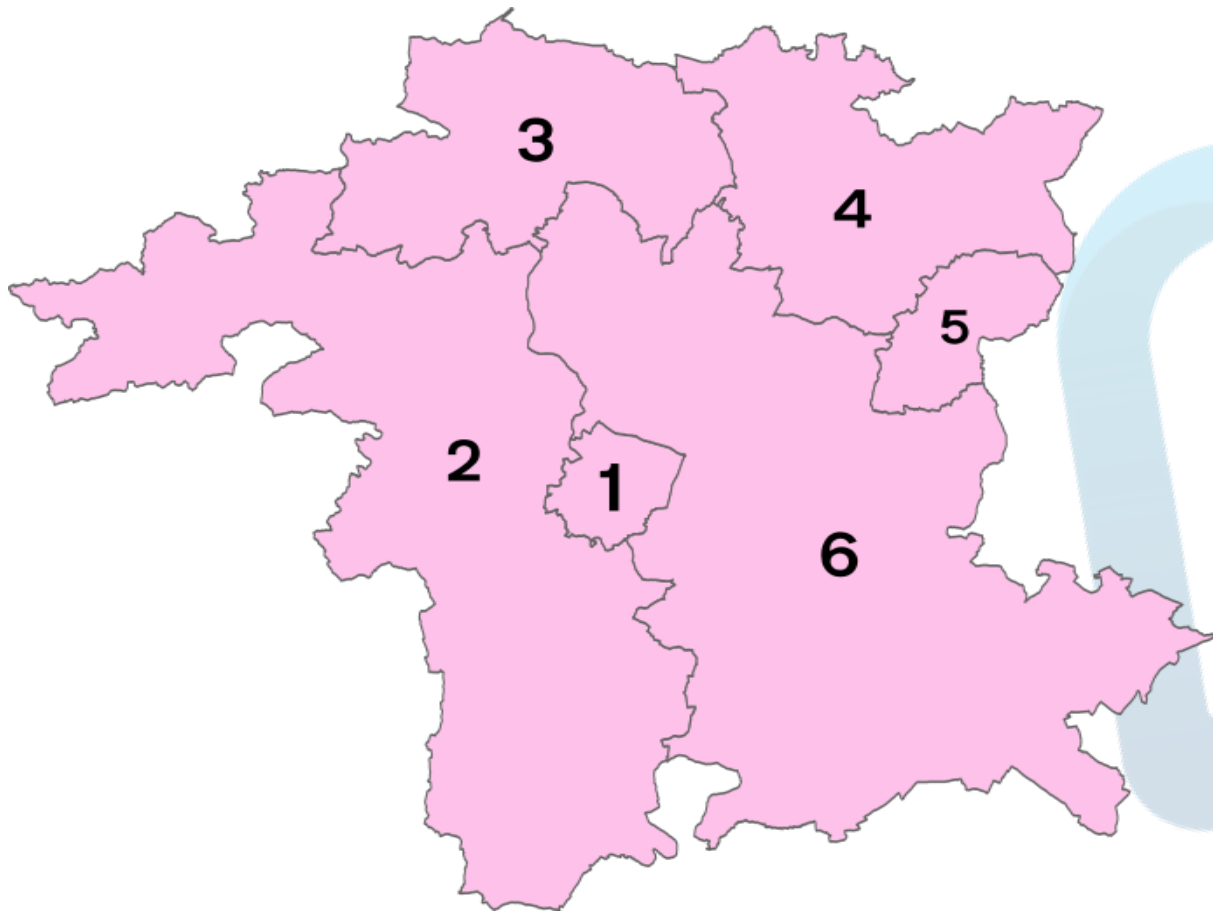


WORCESTERSHIRE
GROWTH HUB

County-wide Support

- Strategic and Foreign Investment engagement
- Skills & Workforce
- Data & Reporting
- Marketing & Comms
- Project support

WGH Team



District Account Management

- 1 – Worcester City
- 2 – Malvern Hills
- 3 – Wyre Forest
- 4 – Bromsgrove
- 5 – Redditch
- 6 – Wychavon



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

WGH Targeting

• Worcestershire Businesses **28,500**

• Micro (0-9) **25,500** **89%**

• Small (10-49) **2,500** **9%**

• Medium (50-249) **400** **1.5%**

• Large (250+) **100** **0.5%**

Lifestyle vs Scale-up potential

Key Account Management Focus (DBT) – Strategic/FDI



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

The Support Offer



Funded by
UK Government

POWERED BY
**LEVELLING
— UP —**



WORCESTERSHIRE
GROWTH HUB

Navigating the Business Support Landscape

Local	Regional	National
Business Grants and Support Programmes	Midlands Engine Investment Fund	UKRI funding competitions and networking events
Skills programmes – Bootcamps, Enterprise Advisors etc	Knowledge Transfer Networks (KTN)	British Business Bank
Apprenticeships	ICAEW	Catapults, Accelerators, Incubators
BetaDen	Midlands Net Zero Hub	National Cyber Security Centre
UoW – Help to Grow, Business School	DBT Export Academy	Be The Business
Professional Business Advisors programme	Universities and Regional Research	



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

WGH – Service Offered

WGH Account Managers



Chris Orr –
Worcester City
& Wychavon



Jamie Clyne –
Malvern Hills &
Wyre Forest



Sally Stevenson
– Bromsgrove
& Redditch



Randesh Kalar –
Small and Micro



Gwen Davies – FDI and
Strategic Businesses

Professional Business Advisors Programme



Digital Adoption of
Technology Advisor



Financial Strategy
Advisor



citizen.

Marketing &
Communications
Advisor



Green Agenda &
Sustainability Advisor

Strategic Marketing
Advisor



Strategic
Workforce
Planning Advisor



General Business
Advisor



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Why get in touch?

- Looking to grow your business – and develop a plan that supports you
- Struggling to recruit, retain or develop staff
- Want to access sector specialists and/or best practice from across the country
- Looking to undertake a project / investment – is there access to finance?
- Importing / exporting queries – experiencing supply chain issues or looking to grow internationally
- Or something else entirely...we are impartial and here to help



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Case Studies



Funded by
UK Government

POWERED BY

**LEVELLING
— UP —**



**WORCESTERSHIRE
GROWTH HUB**



Surf Works

Size: (Micro 0-9)

Location: Wyre Forest

Sector: Design/Creative

Turnover: £0.5m

CONTEXT

- Founded in April 2010
- Initially specialised in print, graphic design, promo items, signage, websites
- Branched out into garments – due to increased demand
- Received extensive support from WGH, WFDC, WCC programmes – accessed Business Booster grant, Kickstarter scheme, PoC, Elevate

IMPACT

- Increased turnover by 260%+
- Grown to six employees and about to hire a 7th
- Client base grown across the UK and abroad including Specsavers UK, NHS, HMPPS and The Post Office as well as hundreds of small, medium and larger businesses
- Outgrown current premises and are hoping to secure a move to a larger building later this year – will facilitate addition of 2nd printer



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Reporting



Funded by
UK Government

POWERED BY

**LEVELLING
— UP —**



**WORCESTERSHIRE
GROWTH HUB**

WGH Reporting Requirements

Who	What	When
DBT	Annual Report	Comprehensive report(s) to provide compliance assurances to Government about activity undertaken/planned, governance arrangements etc. (at start and end of each financial year)
	Mid-Year Report	Mid-Year check-point report provided at end of September
	Invoice Claims	Quarterly claims (in advance) to draw-down DBT core funding
	Business Intelligence 'headlines'	Monthly report template provided to DBT to flag changes in local economic conditions and business support ecosystem e.g. economic shocks or opportunities, business needs and concerns
	KAM invoicing	Monthly progress report detailing Key Account Management contract activity to support invoice in arrears
	KAM Report	Annual report(s) to provide compliance assurances to Government about activity undertaken/planned, governance arrangements etc. (at start and end of each financial year)
District Councils	UKSPF outputs / outcomes	Quarterly return reporting progress against UKSPF targets
	WGH Intelligence report	Quarterly 'glossy' report outlining latest WGH activity and intelligence gleaned
WLEP / WCC	WGH Intelligence report	Quarterly 'glossy' report – aggregating DC reports to county-level



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

WGH – UKSPF Targets

Intervention	E19: Investment in research & development at the local level				WFDC		
Outputs	2022/23	2023/24	2024/25	Total			
Number of enterprises receiving non-financial support	2	8	6	16			
Number of potential entrepreneurs assisted to be enterprise ready	1	4	3	8			
Outcomes							
Number of new enterprises created as a result of support	0	1	1	2			
Number of enterprises adopting new to the firm technologies or processes	0	5	7	12			
Intervention	E23 - Strengthening local entrepreneurial ecosystems				BDC	RBC	WFDC
Outputs	2022/23	2023/24	2024/25	Total			
Number of enterprises receiving non-financial support	28	58	46	132			
Number of potential entrepreneurs assisted to be enterprise ready	2	8	6	16			
Outcomes							
Jobs created as a result of support		6	8	14			
Jobs safeguarded as a result of support		16	16	32			
Number of new enterprises created as a result of support		4	4	8			
Number of enterprises with improved productivity		4	4	8			
Number of enterprises engaged in new markets		11	15	26			
Number of enterprises adopting new to the firm technologies or processes		4	6	10			
Intervention	E29 - Supporting Decarbonisation and improving natural environment				BDC	RBC	
Outputs	2022/23	2023/24	2024/25	Total			
Number of enterprises receiving non-financial support	15	15	15	45			
Number of decarbonisation plans developed as a result of support	0	5	6	11			
Outcomes							
Jobs created as a result of support	0	0	2	2			
Jobs safeguarded as a result of support	0	4	4	8			
Number of enterprises adopting new to the firm technologies or processes	0	5	5	10			
Intervention	E30 - Business support measures to drive employment growth				BDC	MHDC	RBC
Outputs	2022/23	2023/24	2024/25	Total			
Number of enterprises receiving non-financial support	242	478	585	1305			
Outcomes							
Jobs created as a result of support	12	37	67	116			
Increased number of enterprises supported	2	96	148	246			

Current Position – DCs

- BDC / RBC – profile and funding agreements signed off
- MHDC / WDC – profile and funding agreements signed off
- WoCC – profile and funding agreements signed off
- WFDC – funding agreement and profile in process of being signed off

Averages out to circa 70+ visits per month



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Business Intelligence



Funded by
UK Government

POWERED BY

**LEVELLING
— UP —**



**WORCESTERSHIRE
GROWTH HUB**

Where do our leads come from?

1. LA-driven (reactive)
2. Reactive into WGH (phone/email/events)
3. Proactive via WGH
4. Use of quantitative data sets to support pro-active targeting e.g. Beauhurst
5. Business & Professional sector referrals



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Key Challenges

Local Business Intel

- Commercial property availability
- Skills – recruitment and retention
- Cost of energy
- Lack of support offer for non-SMEs
- Access to Markets / Sales / Customers
- Specialist advice and support

WGH – Operational / Tactical

- Reporting and evidence burden – administrative-heavy
- Evidencing impact – due to brokerage and hand-off nature of role
- Actioning the business needs takes time
- Account Manager per DC caseload tension – 3 Acc Mgrs vs 6 x DCs – output splits per DC geographies

Non-SMEs – Intelligence Gleaned

- Competitive market – labour costs / minimum wage in UK / EU exit / energy / cost of raw materials / lead times
- Foreign-owned not supported by parent companies
- Other countries are providing inward investment incentives – e.g. NEOS in Worcester/Kidderminster (Portugal)
- Cap Ex – trying to become more efficient or save money
 - In Italy every piece of cap-ex equipment purchased around Industry 4.0 – then Italian govt refund 40% of the cost
- Titan Steel Wheels – US-owned (based in Wyre Forest) “Growth won’t be here in UK – not attractive to invest plus can’t get the skilled labour”



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Looking Ahead



Funded by
UK Government

POWERED BY

**LEVELLING
— UP —**



**WORCESTERSHIRE
GROWTH HUB**

Questions for Consideration

Business Support Landscape – role for WLEP Business Environment sub-board?

- Should we / could we work more effectively with Business Representative Organisations (BROs)?
- How can we better utilise the business intelligence gleaned across BRO professional networks?
- What are the gaps in business support offering locally, regionally and nationally?
- How do we address the lack of support offering for non-SMEs (large businesses)?
- How do we improve alliance/partnerships with Business & Professional Services sector to gain more quality referrals?
- Where is the funding to tap into if ideas/solutions proposed?
- How can we unleash the full potential of the WGH if unshackled from reporting burdens?

WGH – Operational / Tactical

- What does future optimum operating model look like? Requires co-design with partners to establish requirements.
- How do we manage the ‘tension’ between account management and target hitting in medium-long term?
- Can we review operating processes / procedures to identify efficiencies? Use of technology / automation?
- How can WGH better evidence impact of our intervention / service provided?
- What additional services could be considered to bolster core value proposition of WGH?



**Funded by
UK Government**

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Ask of Board

WLEP Board asked to:

- Review and note WGH service overview
- Engage with a discussion on questions posed and challenges / opportunities faced
- Agree to receive a future report which will provide considered proposals addressing some of these challenges (providing a steer on priorities) and the potential role of a future Business Environment sub-board



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



WORCESTERSHIRE
GROWTH HUB

Thank you for listening

For all enquires or for further information please
contact the
Worcestershire Growth Hub team

info@worcestershiregrowthhub.co.uk

01905 677888



Funded by
UK Government

POWERED BY
**LEVELLING
— UP —**



**WORCESTERSHIRE
GROWTH HUB**