

Berkshire Business Growth Hub

Client Survey 2019

Background

The Berkshire Business Growth Hub has been operating since January 2014. The service was operated by VitalSix between 2014 and 2017, and by Oxford Innovation Services (OIS) thereafter.

The OIS operated Growth Hub offers a 3-tier delivery model with proactive local triage and a diagnostic service to businesses in the LEP area, prioritising those with the opportunity, ambition and greatest potential to grow:

- Tier 1: Light touch advice/signposting and resources via the Hub website and telephone support to a high number of users, events/networking, clinics and masterclasses provided by a network of partners on a pro bono basis
- Tier 2: 1:1 support and account management for entrepreneurs, start-ups and SMEs who demonstrate high growth and scale-up potential
- Tier 3: From 2018/19 the ScaleUp Berkshire Programme offering 1:1 account management, linking businesses to relevant scale-up services and connections to other scale-up leaders to share ideas.

The project also delivers a pre-accelerator programme to a cohort of 10 eligible entrepreneurs with high growth potential each year.

The service offered under the OIS operated ERDF/BEIS funded project differs from the previous VitalSix operated RGF/BEIS funded model (2014-2017) in the following ways:

- It does not offer places on the Berkshire Business Accelerator at Henley Business School or a subsidy/grant to access this support. It signposts SMEs to this support where relevant.
- It does not offer grants to businesses. Businesses who need finance are supported by the Business Champions to identify suitable finance.
- It does not provide long term 1:1 coaching. It offers short term, intensive support and account management alongside connections to relevant support providers.

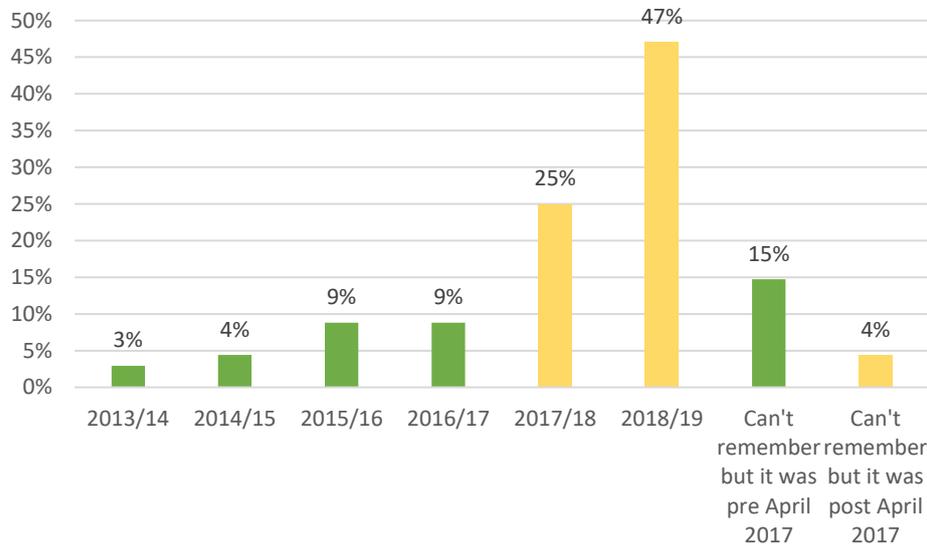
This is the fourth survey Thames Valley Berkshire LEP has conducted with Business Growth Hub clients to gauge satisfaction and impact. The 2019 survey was distributed (via e-mail) to 659 clients including those engaged since 2014 and was completed by 70, a response rate of 11% (a slightly lower response rate to that achieved in previous years).

About the respondents

The majority of survey respondents (76%) received support from the Business Growth Hub post April 2017 when Oxford Innovation Services (OIS) became the Growth Hub operator. 40% of respondents received support from the Growth Hub pre-April 2017 operated by VitalSix. These figures to not

total 100 as some respondents received support both pre and post April 2017. Over half of all respondents have only received support within the last 24 months, and therefore it is early days in terms of assessing impact.

Chart 1: Year in which respondents received support from the Growth Hub



Note 1 – figures do not add to 100% as respondents could have received support in more than one year

Note 2 - 68 respondents, 2 skipped this question

Note 3 – green bars are respondents who used the VitalSix service and yellow bars are respondents who used the OIS service.

Respondents to the survey were most likely to have accessed some form of business coaching, a 1-1 Business Advice Clinic or a workshop. Around 14% received Henley Business School Training (only provided between 2014 to 2017) and only 8% (which equates to five respondents) received a grant (only available in 2013/14).

Table 1: Support respondents received

High Growth Programme / Business Champion Support / Business Coaching	52%
1-1 Business Advice Clinic	45%
Workshop / Transform Masterclass	31%
Business Advisor telephone or e-mail support	20%
Henley Business School Training (2014-2017)	14%
Marketplace listing on Growth Hub website	14%
Networking event	9%
Event listing on Growth Hub website	9%
A grant (only available in 2013/14)	8%
Pre-Accelerator Programme	8%
ScaleUp Berkshire Programme	2%

Reasons for seeking support from the Growth Hub

Just under half of respondents (45%) said they contacted the Growth Hub for general business growth advice and guidance, whilst 15% wanted advice on a specific problem or project. A fifth said that they weren't sure what services they needed but got in touch to find out more about what support was available.

In terms of specific outcomes, respondents were most likely to anticipate developing a growth plan or developing their business strategy (table 2) as a result of working with the Growth Hub. Approximately a quarter hoped to identify sources of finance and just under a quarter anticipated networking / building relationship with other businesses. A fifth planned to start up a business. Only one respondent hoped to understand export markets better.

Table 2: Outcomes respondents were anticipating by working with the Growth Hub

Develop or improve a growth plan for your business.	64%
Work on your business strategy.	57%
Identify sources of finance / explore finance options.	25%
Get involved in business networks / build relationships with other businesses.	22%
Implement a specific business growth project.	19%
Start up a business.	19%
Improve your confidence.	15%
Develop your management and leadership skills.	12%
Get access to potential customers.	12%
You wanted to employ more staff.	10%
You wanted to launch a new product on the market.	10%
You wanted to extend your product or service offering.	10%
Understand your existing / potential markets better.	9%
Understand export markets better.	1%

Additional outcomes mentioned by respondents were:

- Advice on reaching a satisfactory deal when selling a company
- Understand licensing, protecting and monetising our business
- Develop my sales and marketing skills

Progress

In terms of progress respondents had made towards their initial aim, the vast majority (70%), said that some progress had been made but that there was more to do.

Chart 2: Progress made towards aims

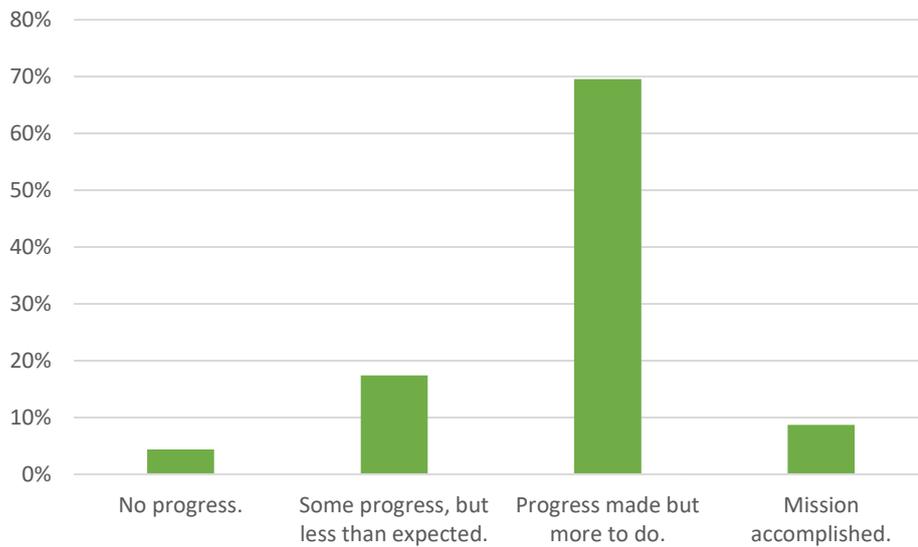
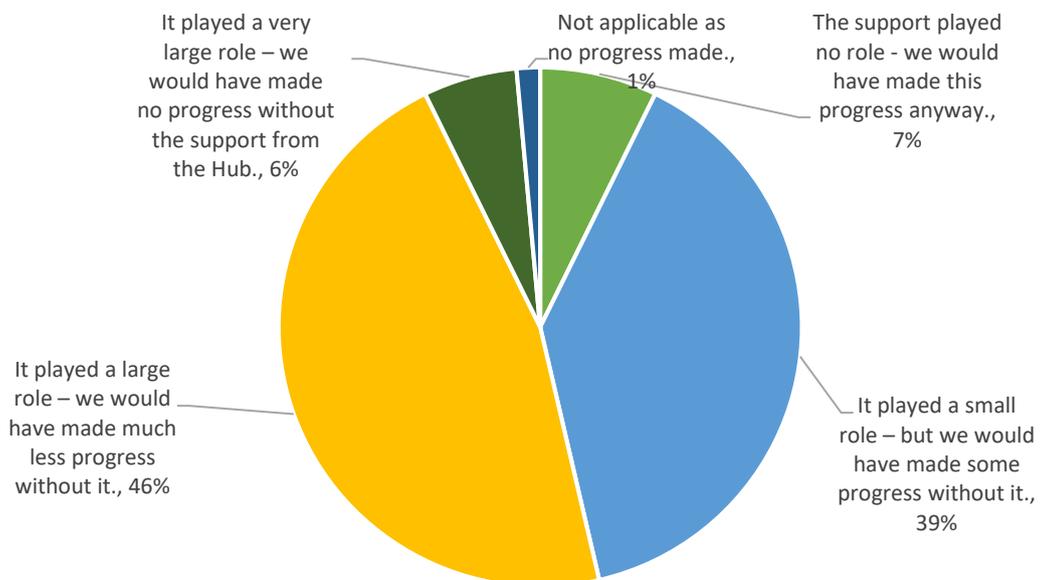


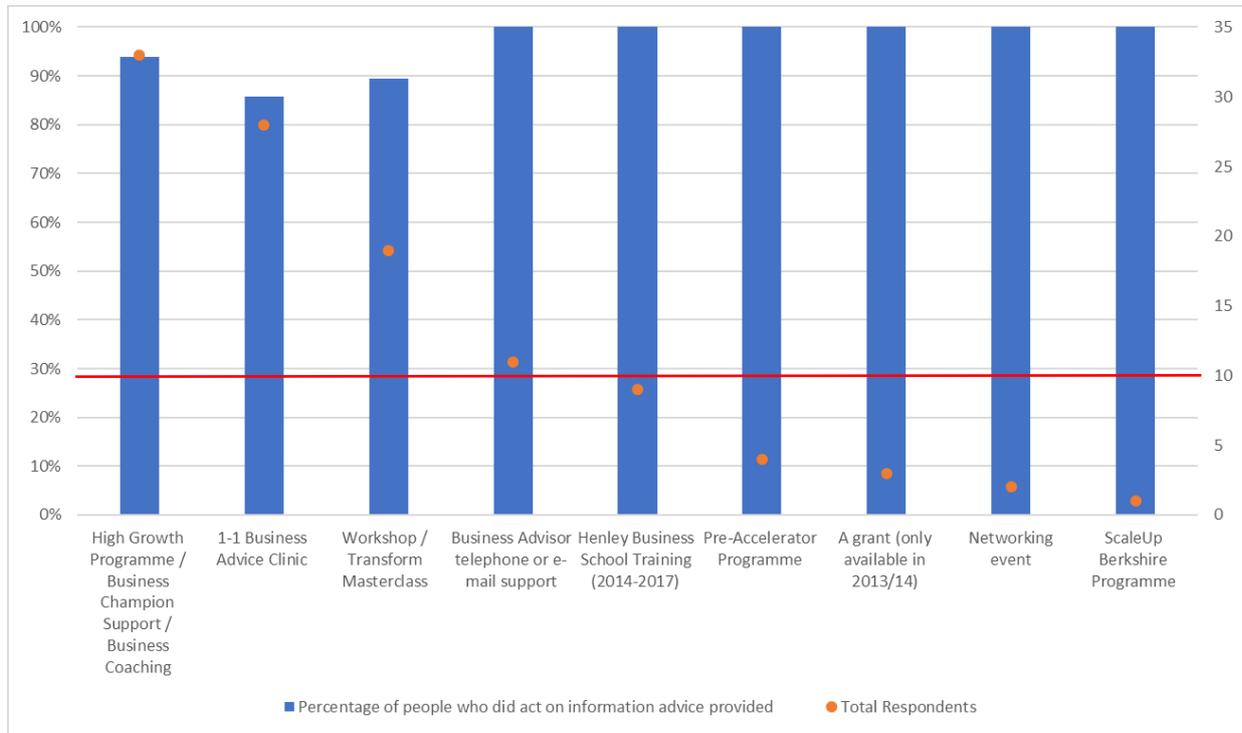
Chart 3: Significance of Growth Hub support in progress made towards aims



The vast majority of respondents who had made progress toward their aims said that the support they had received from the Growth Hub had played a role in their progress. 52% said the support

played a large or very large role, whilst 39% said it had played a small role. Just under 7% felt that the support had played no role in their progress as they would have achieved it anyway.

Chart 4: Percentage of respondents who acted upon support / advice received



Note, scatter points under the red line, indicate that fewer than 10 respondents used that type of support.

Generally speaking, respondents indicated that they did act upon the support they received. Looking at services used by more than 10 respondents, respondents were most likely to say that they acted upon telephone / e-mail advice from a business advisor.

Impact

The vast majority of respondents (91%) reported that the support they had received had made a positive impact on their business: most saying it had a moderate positive impact; 9% of respondents said the support had had no impact and no respondents said it had made a negative impact.

Table 3: Impact of support received

A moderate positive impact	44%
A large positive impact	25%
A slight positive impact	22%
No impact	9%
A negative impact	0%

In terms of the type of changes that respondents had introduced to their business since working with the Growth Hub, 'improved understanding of business model' and 'better business strategy' top the list. Those who received some sort of high intensity support (see Annex 5) were most likely to state these as changes, whilst those who had received some sort of medium intensity support were most likely to note changes to 'marketing / business development', 'understanding of market / opportunities' and 'improved products and services'. Only one respondent to this question had only received low-intensity support and therefore this category has not been included in the table.

Table 4: Changes made since working with the Growth Hub

	All	Received high intensity support *	Received medium intensity support **
Improved understanding of your business model.	61%	69%	35%
You have a better / more appropriate business strategy.	48%	53%	29%
You are better at marketing / business development.	38%	36%	41%
Improved understanding of you market and market opportunities.	34%	31%	41%
You have improved existing products or services.	31%	24%	41%
You have introduced new processes.	28%	27%	29%
Your strategy is more ambitious than it was before.	26%	31%	12%
Improved understanding of competitive position.	25%	24%	12%
You have developed / launched new products or services.	23%	24%	18%
You do things more efficiently.	23%	22%	18%
You are better at spotting and responding to opportunities.	21%	20%	18%
You are better at bringing your ideas to market.	21%	24%	6%
You are more engaged in business networks.	15%	18%	6%
You are better at-risk analysis and management.	11%	13%	6%
You have made new investments.	11%	11%	12%
You are better at coming up with ideas for products and services.	10%	9%	6%
You have secured funding	10%	4%	24%
You have started exporting.	3%	4%	0%
You have started working with research institutions.	3%	2%	6%

*45 Respondents received higher intensity support.

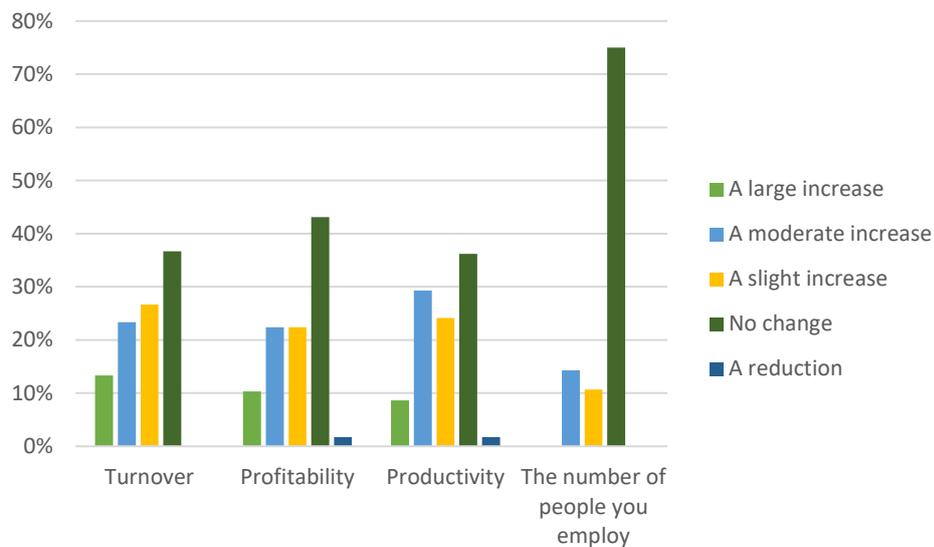
**17 Respondents received medium intensity support.

Respondents were asked to provide some specific examples. These are listed in the Annex 1. Key themes included:

- Making changes to pricing
- Success in accessing funding
- Changing approach to marketing / customer service / sales
- Being more ambitious

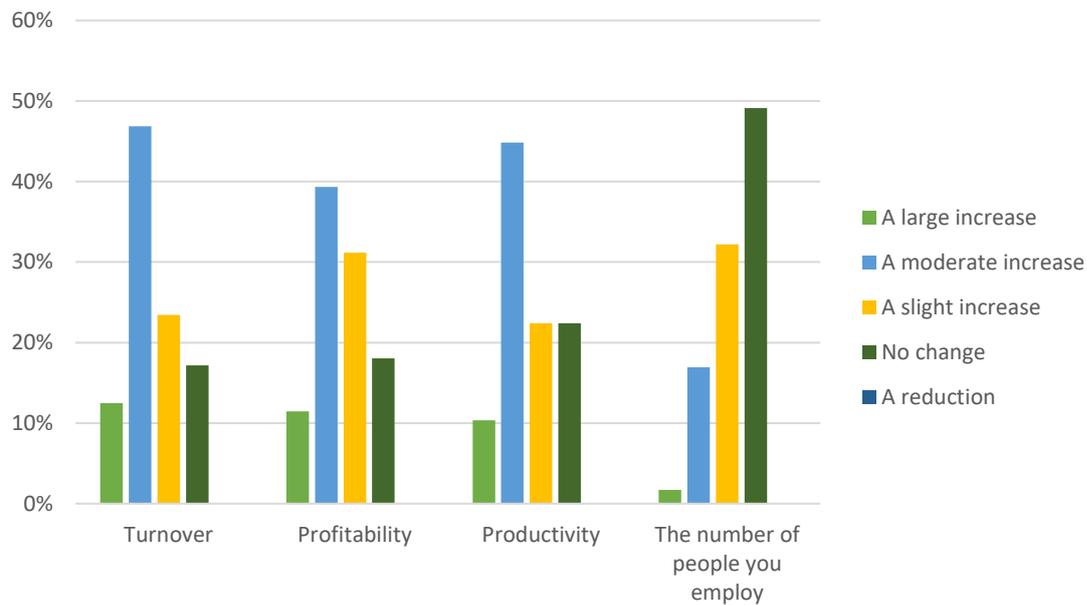
Respondents were asked whether the changes they had made had translated into improvements in turnover, profitability and productivity, or changes in staffing numbers. For many, the changes had led to no changes in these three areas (to date). Respondents were most likely to report a 'slight increase' in terms of turnover, with just over a quarter of respondents to this question doing so. Respondents were most likely to report a 'moderate increase' in terms of productivity with just under a third doing so.

Chart 5: Impact on turnover, profitability, productivity and staffing numbers as a result of changes made since receiving support from the Growth Hub



Base: 63 people responded to this question

Chart 6: Predicted impact over next 12 months on turnover, profitability, productivity and staffing numbers as a result of changes made since receiving support from the Growth Hub

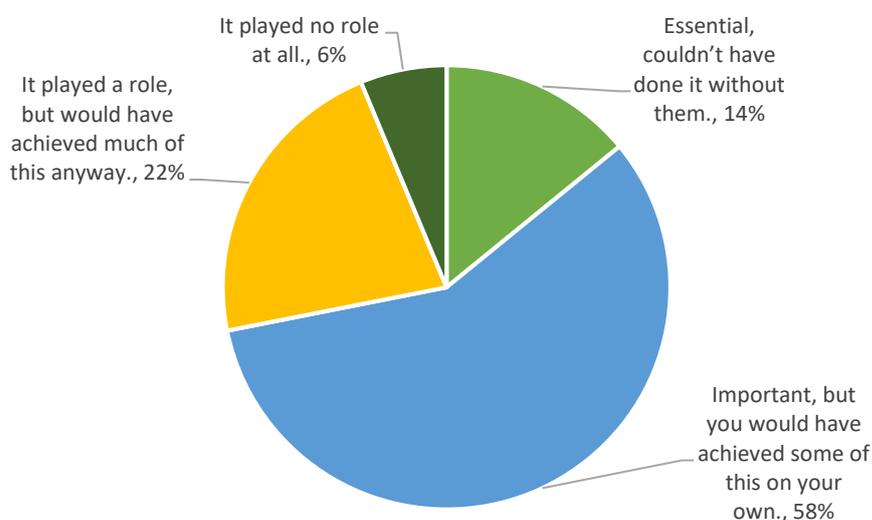


Base: 64 people responded to this question

Looking forward, 83% of respondents felt that the changes they had made would lead to increased turnover during the next 12 months and 81% felt they would lead to increased profitability, 77% of respondents felt their productivity would increase. Just over half of respondents felt that the changes would lead to an increase in the number of people they employ.

When asked to what extent the Growth Hub support had brought about these changes, most felt it had played some role.

Chart 7: Importance of Growth Hub support in bringing these changes about



Overall, respondents felt that the coaching element of the support they had received was most important.

Table 5: Which element of support received was most important

	%
Coaching from a business advisor	54%
Training	14%
1-1 Business Advice Clinic	10%
Hard to say, they all played a role.	8%
Workshops	7%
The grant	5%
Networking	2%

Additional comments on other benefits that had not been asked about in the survey were provided by some respondents, a selection of which are listed below:

- *General support and not feeling alone in the journey is an intangible benefit that made a huge difference to us*

High Growth Programme/ Business Champion Support/ Business Coaching , 1-1 Business Advice Clinic, 2018/19 client

- *It was great to be able to talk to an expert and to hear honest feedback about the ideas and goals which I had built up in my mind. I left feeling more empowered to achieve my aims. A lot of the normal fears and worries were alleviated and I felt like I could go on and be successful*

High Growth Programme, Business Champion Support/ Business Coaching, 2018/19 client

- *The Real Business Club was excellent, thank you!*

Workshop/ Transform Masterclass, 1-1 Business Advice Clinic, 2017/18 client

- *Having had no previous experience the support I received was invaluable. Not just in terms of improving my business acumen, but my self confidence and self-belief*

Henley Business School Training, Business Advisor telephone or e-mail support, 1-1 Business Advice Clinic, Networking event, Event listing on Growth Hub Website, Pre-Accelerator Programme, 2014/15, 2015/16, 2016/17, 2017/18, 2018/19 client

- *Gained confidence - which has allowed me to do things I would not have considered before.*

Henley Business School Training Pre April 2017 client

- *The training is excellent as you have already vetted those providing the training. There are so many courses out there, it's difficult to know where to go. Plus so many courses are so expensive. The training available was really helpful to give an overview of all the things to think about and look for, for a new, small business. Our lead times are 6 months for customers to purchase our products so I would hope to see an even greater growth next year as I am currently still working my way through the marketing.*

Workshop/ Transform Masterclass 2018/19 client

- *I would like to add that everyone was always so supportive and accessible. Sara Charlesworth was a brilliant 'go to' person and she and the rest of the team were always willing to respond to queries and help find solutions. So, whilst the workshops, coaching and clinics were all amazing, what made the experience even better was the fantastic team behind it all making everything work*

High Growth Programme/ Business Champion Support/ Business Coaching, Workshop/ Transform Masterclass, 1-1 Business Advice Clinic, Marketplace listing on Growth Hub website, 2017/18 client

- *Business planning*

High Growth Programme/ Business Champion Support/ Business Coaching, 1-1 Business Advice Clinic, 2018/19 client

Satisfaction

Overall, the vast majority of respondents to the 2019 survey said that they were satisfied with the support they have received from the Business Growth Hub (89%). This is a higher proportion to those reporting that they were satisfied in the 2018 survey (83%) Overall, 4 respondents (7%) said that they were dissatisfied. Three of the four had received support pre 2017 and one post 2017.

Comparing satisfaction levels with what outcome respondents hoped to achieve when they initially got in touch with the Growth Hub reveals that those who wanted to develop or improve a growth plan for their business were most satisfied, followed by those wanting to work on their business strategy. Two of the four respondents who were dissatisfied initially got in touch with the Growth Hub because they had a specific business problem or project that they wanted advice on.

Table 6: Satisfaction with the Berkshire Business Growth Hub

	2014/15 survey	2017 survey	2018 survey	2019 survey
Very satisfied	76%	46.9%	43.5%	43.8%
	19	23	20	28
Somewhat satisfied	24%	38.8%	39.1%	45.3%
	6	19	18	29
Neither satisfied nor dissatisfied	0%	6.1%	6.5%	4.7%
	0	3	3	3
Somewhat dissatisfied	0%	4.1%	2.2%	1.6%
	0	2	1	1
Very dissatisfied	0%	4.1%	8.7%	4.7%
	0	2	4	3
Total	25	49	46	64
Weighted Average	n/a	1.8	1.9	1.8

Since 2017 the respondents to the surveys were asked how likely they would be to recommend the Growth Hub service to a friend / colleague. The majority of respondents to the 2019 survey said that they were likely to (91%). An increase from 83% in 2018.

Table 7: Likelihood of recommending the Berkshire Business Growth Hub to a friend or colleague

	2017	2018	2019
Very likely	59.2%	50.0%	60.9%
	29	23	39
Somewhat likely	28.6%	32.6%	29.7%
	14	15	19
Neither likely nor unlikely	6.1%	6.5%	3.1%
	3	3	2
Somewhat unlikely	0.0%	2.2%	1.6%
	0	1	1
Very unlikely	6.1%	8.7%	4.7%
	3	4	3
Total	49	46	64
Weighted average	1.7	1.9	1.6

Additionality

In the absence of Growth Hub support, respondents were asked how likely they would have been to have undertaken the same activity. 48% of respondents to the 2019 survey said that they were likely to have undertaken the activity anyway. However, this could have been over a longer period of time.

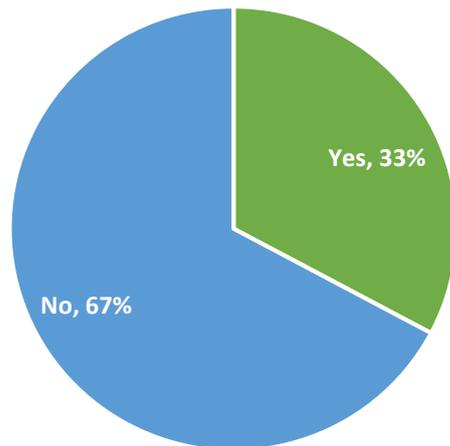
Table 8: In the absence of Growth Hub support, likelihood of undertaking the same activity

	2017	2018	2019
Very likely	22.5%	23.9%	14.1%
	11	11	9
Somewhat likely	32.7%	34.8%	34.4%
	16	16	22
Neither likely nor unlikely	22.5%	15.2%	23.4%
	11	7	15
Somewhat unlikely	16.3%	23.9%	23.4%
	8	11	15
Very unlikely	6.1%	2.2%	4.7%
	3	1	3
Total	49	46	64
Weighted average	2.51	2.5	1.6

Awareness of the Berkshire Business Growth Hub

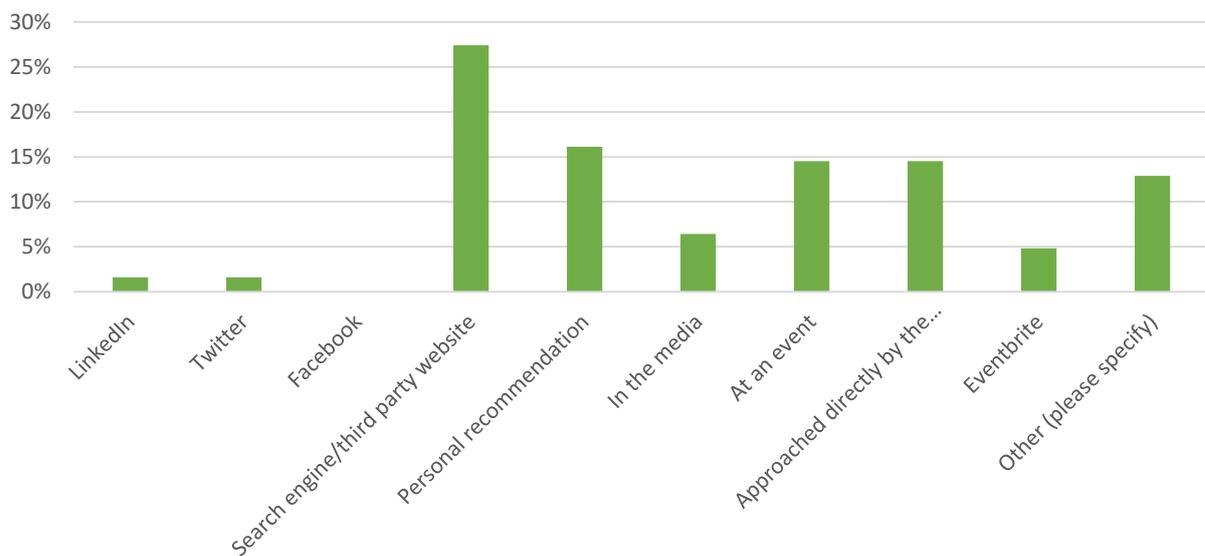
Two thirds of respondents to the 2019 survey made direct contact with the Business Growth Hub themselves, whilst a third were referred by another organisation / individual. Eight respondents provided details on who referred them, these are listed in Annex 2.

Chart 11: Were you referred from another organisation?



The responses to the question regarding where respondents first heard of the Growth Hub illustrates the importance of networking, with 16% first hearing of it through a personal recommendation, with a further 15% hearing of it at an event. 27% of respondents found the Growth Hub via a search engine. 3% first came across the Growth Hub via social media (LinkedIn, Twitter or Facebook).

Chart 12: Where first heard of the Growth Hub



Additional analysis of 2018 / 2019 client evaluation forms

In addition to the survey, the Business Growth Hub provided Thames Valley Berkshire LEP with:

- Client feedback from the 2018/19 Pre-Accelerator
- Clients who had received intensive support in 2018/19

This feedback is provided in Annex 3 and 4.

Key findings

The survey findings suggest that:

- Firms are most likely to get in touch with the Growth Hub for general business growth advice and guidance. Around one in six are seeking advice on a specific problem, and a further fifth get in touch to find out more about what support is available.
- The majority of firms anticipate that the outcome of working with the Growth Hub will be developing their growth plans or business strategy.
- The vast majority of respondents believe that the support they have received has played a role in their subsequent progress and has had a positive impact on their business.
- To date, around half of respondents have experienced increases in turnover, profitability, productivity or employees as a result of changes made since receiving support from the Growth Hub. A much greater proportion believe that the changes will lead to increases in these four areas (particularly turnover) over the next 12 months.
- The coaching element of Growth Hub support was most valued by respondents.
- The vast majority of respondents are satisfied with the support they received from the Growth Hub, and would recommend the service to a friend or colleague.
- 28% of respondents said that they would not have undertaken the same business development activity in the absence of Growth Hub support.
- The internet was the main routes through which respondents first heard of the Growth Hub, with social media having little impact in terms of initial awareness raising.

Conclusion

The Growth Hub has had a positive impact for the vast majority of clients and anticipated increases in turnover and profitability over the next 12 months should lead to productivity gains.

A full impact evaluation of the Business Growth Hub (from its inception in 2014) is planned by the LEP at the end of the current contract (February 2021), as part of the LEP's overarching Monitoring & Evaluation Plan.

Based on the increased levels of satisfaction and the achievement of ERDF and LEP targets set for the Hub, the LEP's new Business Environment Programme Group has supported a proposal to the LEP Board to future fund the Business Growth Hub using unallocated PA3 ERDF funds, which would allow the Hub to continue to operate from the end of the current contract until March 2023 and to use provisional BEIS funds for 2020/21 to support a third year of the ScaleUp Berkshire Programme, to help it become established.

Options for future sustainability of the Growth Hub beyond March 2023 are currently being considered by the LEP as part of the Berkshire Local Industrial Strategy.

Note:

As Growth Hubs are locally led and governed by LEPs they have been set up in ways to meet local economic priorities; a range of different delivery models and typologies have therefore evolved which when combined with the different funding streams accessed by LEPs and Growth Hubs to enable the provision of business support, make it very difficult to compare and contrast the performance of individual Growth Hubs against their neighbours.

Comparisons with support received in other LEP areas should be treated with caution as Berkshire's Growth Hub operates on a smaller budget than many other Growth Hubs in the country and is therefore unable to offer the level of support that can be provided elsewhere.

Annex 1

Examples of changes to businesses since the businesses worked with the Business Growth Hub/ScaleUp Berkshire programme

You are better at marketing / business development.	You have introduced new processes.	You have developed / launched new products or services.	You have secured funding	Improved understanding of your business model.	You have a better / more appropriate business strategy.	Your strategy is more ambitious than it was before.
We have implemented a business model based on information learnt through the support. We have changed our social media and pitching style completely based on 1-1 workshops.	Increased direct sales approach and implemented effective partnering with suppliers	I met Vitalsix with one idea and I now have a range of products and a vision to scale globally. I received investment last year and I'm about to Crowdfund to launch the second product and develop the third product.	Owner invested some more funds and also received some more grants. In addition some sales revenue was also generated that was again invested back into the company	I now know how to value my business	We discussed pricing. We were winning too many quotes so could afford to increase prices a little and still win enough tenders to be busy.	We have a business strategy and business case in place ready to look for investment for a large infrastructure projects. Before the program we was look at this project more on a small scale

You are better at marketing / business development.	You have introduced new processes.	You have developed / launched new products or services.	You have secured funding	Improved understanding of your business model.	You have a better / more appropriate business strategy.	Your strategy is more ambitious than it was before.
Improved understanding of marketing	Set aside Fridays for admin	Opened a new area of services; combined phase equilibria modelling with geochemistry and delivered Industry talks on this to good acclaim.	Have received funding for a local fair we organise.	We were a small business without very much structure or understanding of how to pull together a business plan and a set of financial forecasts, both of which we now have. Much of this was thanks to both my business coach and to the great masterclasses and clinics.	More focused business plan with objectives delegated	When we met our business advisor, whilst we were growing - we were perhaps too cautious in capturing market share. We were uncertain / lacked confidence around additional resources and other infrastructure investments.
Using LinkedIn, Twitter, writing blogs on Wordpress & using the skills and tips that were provided on the course. They were very helpful.	Have set in place analytics to track progress, dedicate time to my business on growing it rather than being a slave to the business.	Di-versed into other business areas	Better knowledge of funding landscape enabled us to raise £1m in 2018	We have implemented a business model based on information learnt through the support.	I designed a better strategy for my business and that generated a 5 figure month that was my goal.	

You are better at marketing / business development.	You have introduced new processes.	You have developed / launched new products or services.	You have secured funding	Improved understanding of your business model.	You have a better / more appropriate business strategy.	Your strategy is more ambitious than it was before.
Increased direct sales approach and implemented effective partnering with suppliers	I have changed my finance and accounting process and my planning process. I am more focused and streamlined	Developed and launched a new activity called a 'Sleuth Room' which is looking to be potentially successful.	We were able to secure some match grant funding		Customer service developing the strength of relationship.	
We have changed our social media and pitching style completely based on 1-1 workshops.	We implemented process through ISO 9001:2008 and we have now been awarded ISO9001:2015. This made us review our management process and implement improvements. Through the Accelerator we were able to measure and identify weaknesses in our structure and recommend KIP's for the staff.	We have started offering workshops and craft activities in store	SECURED ARTS COUNCIL ENGALND £40K CATALYST GRANT AND CONVERTED TO CIC			

Improved understanding of competitive position.	You do things more efficiently.	You have made new investments.	You are better at bringing your ideas to market.	You are more engaged in business networks.	Improved understanding of you market and market opportunities.	Started business	Collaboration
Understanding how important it is to have a differentiation in a crowded market	We increased our fees as a result of the advice we received and focused on our core clients to make our work more efficient. This meant parting company with some existing clients and replacing them. It's early days though - the impact will come.	I have hired a marketing team and a new team member.	Previously, I have had ideas but no idea how to turn them into a business. I've got experience growing businesses and winning large tenders, but there was a chasm in the middle which I feel has now mostly been filled. Since starting the course I have made efforts to progress 2 complimentary ideas simultaneously. They are both progressing well and may not have without the inspiration, networking and advice!	I am now an active member of BNI (networking) which has brought new business and connections to River Creative (my business)	I've set out better parameters to focus my efforts into the markets I need to approach.	I started my business following support from the Business Hub.	The work we completed allowed us to engage with another organisation and merge to form a much stronger enterprise. This is now growing particularly well.
Positioning my workshops and price point	Better customer and prospect engagement	Adding an infrared Sauna					

Annex 2

Referred to Growth Hub by:

- Friend
- Vital6
- Wokingham Council
- The RPA via our grant application
- Your Website
- Link via Reading Business Centre
- My VA found the workshop when searching online for marketing events
- A network colleague

Annex 3

Comments received by clients receiving intensive report post April 18 – Mar 19

Strengths:

- Maintenance
- GrowthMapper
- Helpful in terms of speaking to someone neutral, who has had similar experiences
- Regular meetings
- 1:1 with Mark Robson to the most useful
- GrowthMapper exercise
- 1-1 mentoring
- Sounding board to develop ideas
- Mentoring and hub support in general was excellent
- Sessions with Martin
- Phil was excellent
- Relevant discussions
- High quality, impartial advice
- Evidence-based support to help shape our business plan
- Tools and meetings valuable
- Opportunity to take a step back from day to day and review
- A chance to discuss the blocks that were preventing the next stage of the process
- Transferring business knowledge to guide a start up in its early stages
- The sessions were insightful
- Clinics are focused, and they are well constructed
- Martin's advice and suggestions have been very useful
- Growth Hub staff have been fabulous

- Tony was very knowledgeable and gave great advice
- Most beneficial to work on actual tangible issues rather than on general growth
- Martin was very easy to talk to and was flexible
- Highly professional insightful adviser
- Excellent workshops and service all round
- 1:1 and Masterclasses excellent
- Very useful information and supportive staff

Weaknesses:

- Digital Marketing class
- Plan itself that I was drafting was not discussed much
- Digital Marketing clinic was not very useful

Impact:

- I have kept this for future use and have referred back to it intermittently
- Already made two recommendations
- Stronger and more effective foundations in place and has increased my understanding of how best to run a business and where and how to prioritise
- Full of ideas and excited about the improvements that I could make to my website
- Yes – already have recommended on a number of occasions
- In the process of implementing learnings
- Yes, have already recommended to other businesses
- Helped with business strategy and product roadmap
- Positive impact on our business, our ability to make decisions and strategize, and on our confidence
- Provided tools and structure for analysing current and performance, and developing a more rounded business strategy.
- Step back and think about broader issues effecting our business and opportunities to do things differently.
- It allowed us to grow the conversation internally

- Proud of our achievements
- More confidence
- Specialist information saving us time and enabling us to progress more quickly on a couple of topics.
- Reached my goal as well of the targeted number of clients
- Practical support I have been able to implement
- In fact, I already have to Perfect Shot Media
- I have recommended it to people I have met at networking events
- Enabled me to identify where I may need to engage other specialists and prepare a brief for some.
- Help you to realise the potential of your product
- Help with the skills you don't have or need to improve
- Definitely, have already recommended
- Definitely already have recommended
- Have recommended to our businesses within MyWorkSpot
- Helped me build the business plan
- Helped me to stay focused and have clearer visions.
- Have recommended already
- Steered the conversation into new areas not considered
- I have already recommended
- Helped me to build up a solid plan and I have already gained good traction
- My approach and business has been helped in 3 key areas: Focus, Strategy and Planning

Recommendations:

- It would be good if the programme allowed for follow up in 6 months' time or in a year's time so that new implementations could be discussed/ evaluated.

Annex 4

Pre-Accelerator Programme 2018 - Client feedback

The initial programme has been a great success. Following the receipt of the evaluation forms from attendees, the following feedback was received based on a 50% response rate from the evaluation form:

- 100% would recommend the Berkshire Business Growth Hub and the Pre-Accelerator Programme to others.
- 80% were satisfied overall with the support they received (ie. 4 out of 5 people on the course were satisfied overall with the support they received).
- 100% found the support helpful.
- 100% felt staff were helpful, flexible and professional.

Some of the comments included:

“Really informative course, friendly speakers/presenters too. The programme definitely made me think about how I promote/market myself.”

“I found the programme immensely helpful and informative. Both the teams from the Berkshire Business Hub and VitalSix were supportive and engaging and it was helpful to network with other like minds. Thank you all so much!”

“The programme has made me ask myself a lot of questions, identify problems and find solutions, and it’s really pointed out the importance of networking.”

“Everyone involved in organising and running the programme was really friendly, helpful and approachable and this made all the Fridays really enjoyable.”

“The presentations and taught portions of the course were very helpful, particularly on the finance side, which was hands on and less theoretical. Overall the course helped me to frame my business idea and really think about my customer segments and potential revenue streams.”

“The programme has helped me to identify the market for my products and this in turn helped me to finalise the logo and packaging as well as the company name. I received very helpful feedback on my pitch on the final day of the programme. The pitch also helped to increase my confidence in presenting my products.”

“The course gave me a good understanding of all the elements I needed to consider to start up my own business. It really helped me focus my ideas and actions. Plus, I’ve met some great people. I would definitely recommend it.”

Comments included in the press release and approved for PR and marketing purposes:

“The pre-accelerator course has been an incredible learning experience. It has taught me how to research and develop a business plan, how to find financial backing and how to pitch your business idea. Above all, it has given me more confidence and introduced me to a network of supportive people who already run successful businesses.”

Nancy Mafico

“The course has helped me fast-forward my business plans and improved my understanding of how to make my business profitable. It has given me a great perspective on how everything works, from forecasting and finances to marketing and branding. They were even able to help me explore funding options and provide me with useful contacts, such as Finance South East.”

Billie Lewis, fashion designer

Annex 5

Type of support	High, medium or low intensity
High Growth Programme / Business Champion Support / Business Coaching	High
1-1 Business Advice Clinic	Medium
Workshop / Transform Masterclass	Medium
Business Advisor telephone or e-mail support	Low
Henley Business School Training (2014-2017)	High
Marketplace listing on Growth Hub website	Low
Networking event	Low
Event listing on Growth Hub website	Low
A grant (only available in 2013/14)	Medium
Pre-Accelerator Programme	High
ScaleUp Berkshire Programme	High