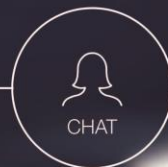


Solent Growth Hub Annual Review 2015-16

- What kind of support are you looking for?
- What is stopping your business from growing?
- Are you looking to create jobs?



Solent Growth



01329 820 898

www.solentgrowthhub.co.uk

Solent Growth Hub

End of Year Annual Report

April 2015 – March 2016

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A Summary of Growth Hub Progress

A1 Background, Key Aims and Objectives of Solent Growth Hub

The Heseltine ‘No Stone Unturned’ report emphasised the pursuit of Growth and the importance of providing co-ordinated support for businesses to help grow the economy stated “by empowering the right people and institutions and providing funding to support businesses, it is possible to enhance prospects and economic growth within local area”. Lord Heseltine highlighted how Chambers have a front door in every main town and city across the UK they are in a unique position to become a ‘first-stop shop’ for any local business seeking advice or support for business growth. It was for this reason that Hampshire Chamber of Commerce joined forces with local councils and universities to create the first BID for our Lancaster driven Growth Hub.

Aim: The aim of the Solent Growth Hub is to provide a single point of access for business support in the Solent Region.

Objective: We do this by providing a Diagnostic, Triage and Signposting service to SME’s. The service identifies the growth barriers of businesses and actions and services to address these. We work with over 100 business support organisations and groups including all local council Economic Development Representatives and the key university players to bring together and develop a community of like minded companies and growth support providers. In addition our www.solentgrowthhub.co.uk has over 700 product pages/schemes signposting business to support solutions.

It was for this reason that Hampshire Chamber of Commerce joined forces with local councils and universities to create the first BID for our Lancaster driven Growth Hub.

A2 Organisations delivering the Growth Hub Activity?

Hampshire Chamber of Commerce delivers the Solent Growth Hub contract under contract to the Solent Local Enterprise Partnership. The Chamber works with The Hampshire & Isle of Wight HIBA forum – members listed below.



A3 How the hub's governance arrangements aided the established/development of the Hub?

In 2012 Hampshire Chamber of Commerce met with local partners to form a collaboration of Business organisations locally known as HIBA. This was in response to the Lord Heseltine's 'No Stone Unturned – in pursuit of Growth' review which was published October 2012; primarily providing co-ordinated support for businesses to help grow the economy.

A4 Key Partners

British Marine Federation
Federation of Small Business
Hampshire Chamber of Commerce
Institute of Directors
Isle of Wight Chamber of Commerce
The Manufacturers Organisation (EEF)
Southern Enterprise Alliance (Represented by WSX)

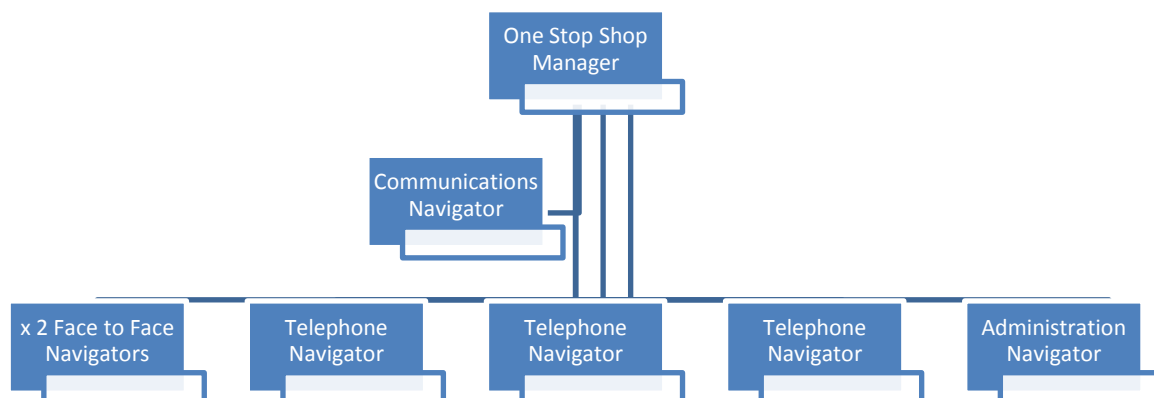
A5 Delivery model and benefits of this approach

Solent Growth Hub employs a team of 7 Navigators providing triage and signposting to the best business advice for our businesses. Through the One Stop Shop Service we work with, and for all partners, from the Region. The core function of the service stays true to the 'No Stone Unturned' report from Heseltine. Through its alliance with HIBA and the HIBA forum the Hub is able to bring together all local, regional and national initiatives and ensure our service is fully up to date.

The service is delivered through:

- Local Telephone Navigators
- Face-to-Face
- Newsletters
- Website
- Events
- Social Media





Local Telephone Navigators

Local Navigators are trained to provide First Stop Telephone Triage. By providing weekly training briefings, at which local partners are invited in to meet and build relationships, our Navigators are able to match the SME with the right support quickly and efficiently. Because we have a good working relationship with our universities, councils, and local providers through the Hampshire and IOW Business Alliance we are able to work nimbly. Telephone Navigators conduct a limited needs analysis and decide to signpost on, or if the business is high growth or their solution may be complex a Face-to-Face meeting is arranged.

Face to Face Navigators

These meetings, are conducted where the business needs are more complex or a multi-dimensional approach to business support is needed. Once the Face-to-Face meeting has taken place work starts with the F2F Navigator and the Telephone Navigator to arrange relevant meetings and support.

The team of Navigators at the Solent Growth Hub have been instrumental in helping businesses across the Solent LEP region in so many different ways, to help seek valuable funding and resource for their business. These have included grant applications, access to finance (including alternative funding), Apprenticeships, 'Green' initiatives and routes to Innovation and University Knowledge Transfer Partnerships.

A6 Physical Presence of Solent Growth Hub

The Solent Growth Hub is located in the heart of the region with offices in Fareham and Southampton. Wates House also houses WSX Enterprise, Future Solent and Hampshire Chamber of Commerce – 3 core HIBA members. The Solent Growth Hub Southampton office is placed within the Business School at Southampton Solent University.



A7 Website Functionality

- Online tools
- How content is developed including local and national programmes/content

Solent Growth Hub www.solentgrowthhub.co.uk

The Solent Growth Hub provides support for all businesses within the Solent area by providing an online Business Support Information Portal – <http://www.solentgrowthhub.co.uk/> which helps signpost businesses to local and national business support service providers and sources of advice and information.

This [Portal](#) is a fully searchable site providing a single location where a business can find out what support is available to them within the Solent region. Behind the Portal lies a comprehensive database which contains hundreds of different types of organisations, business support schemes and services provided by national and local providers.

By inputting the business details and queries into the Portal it matches the business location and requirements with the database to create a tailored webpage with results that are relevant to the individual business. The results presented are different for each and every user and will also change as new information is added to the Portal.

The Portal includes information on business growth, access to finance, mentoring and skills development, digital growth, innovation support, supply chain development, resource efficiency, advice on exporting and much more, introducing businesses to a range of topics that need consideration when starting or growing a business.

The Portal is designed to be as simple to use as possible and does not contain high levels of graphics so it can be accessed by people who do not have broadband services or use older computers.

The Solent Growth Hub Portal Website – In Summary:

- Provides a “one stop shop” for business guidance, support and information
- Access from one central place basic business support advice
- Signposting to curated resources
- Access to a wide range of helpful videos, templates & documents
- Access to a wide range of business support programmes available
- Get in touch with our Navigators (Local Contact Advisors)
- Utilises digital marketing techniques to drive engagement and increase web visibility.
- A site that supports the SLEP, the partners of the SLEP and the business support Navigator team with data, analytics, and content to support their targets.



A8 Localised content

The SGH portal provides easy access to “dynamic content” that is tailored to an individual user as they browse the site via the filtering function. The user can tailor their requirements of dynamic content to their local area via the filtering function which helps you discover the programmes that are being run in the users’ area by various business support partners.

A9 National programme content integration

The SGH portal provides easy access to “generic signposted content” that is available from various government run websites such as .Gov.uk, HMRC, Business is Great, UKTI and many others.

The Business Finance and Support Finder has not been fully integrated in the site, but we signpost to this resource on <http://www.solentgrowthhub.co.uk/finance-and-support-for-your-business>.

The National Business Support Helpline is promoted on a number of pages throughout the site and has a dedicated page outlining the service <http://www.solentgrowthhub.co.uk/business-growth-networks/national-business-support-providers/tools-and-resources-bis-national-support-helpline>.

The Portal also signposts to numerous national programmes highlighted in the attached Appendix.



A10 Activity to align the Growth Hub with other national business support programmes e.g. UKTI, Innovate UK

The Solent Growth Hub:

- works locally with UKTI and Export for Finance – holding joint events
- tracks and signposts to Innovate UK funds, competitions and bids
- promotes national projects in our regular Newsletter to over 9,000 businesses

Our virtual presence has high connectivity with the national Gov.UK service and the national BiS support Helpline. The Hub supports and promotes the BiS National Helpline social media engagement channels for the Business is Great and StartUp Britain. The Hub's social media campaigns and calls-to-action drives target businesses to the SGH Portal and generate leads for our Business Support Navigators.

The Solent Growth Hub website provides curated content on 7 main areas of business growth interest including: Starting your business, Growing your business, Running your business, Financing your business, Exporting for Growth, International Trade, Employing and Developing People and Inward Investment.

We continue to work with partners to raise the profile of the Portal, as well as ensuring that as much high quality business support information as possible is added to the Portal, providing a world class business support experience. This is ensured by our approach to content strategy:

- Treat users as individuals – make our website the perfect companion for all users
- Content demonstrates that the Solent Growth Hub understands SME growth needs
- Content provides a common view of growth agencies
- Content provides Knowledge Navigation

The portal signposts to Tools and Apps, that provide SME Business Growth support, via direct URL links. The Portal should become more interactive, providing diagnostic tools to enable businesses to identify barriers that are holding back growth and what needs to be done to address them. For example, an Investment Readiness Checker and Toolkit, Business Health Check and Business Growth Audit.



B: Key Achievements:

B1 High level overview figures from Logasnet

Number of business (or individuals engaged)	22,988
Number of businesses supported	113
Number of individuals supported	NA
Types of support provided	Face-2-Face, Telephone, Newsletter, Events, Website
Number of Businesses acting on advice	105
Types of service business referred to	Innovate UK, UKTI, Bridging the Gap,
Website Visitors	10,999
Average time on website (in minutes)	3.19
Number of calls to helpline	822

B2 Customer Satisfaction Rates

Customer satisfaction with the Growth Hub, based on a standard question asked of customers by all Growth Hubs:

How likely would you be to recommend this service to a friend/colleague?

Results from Rating 1 – would not recommend, through to Rating 5 – Definitely recommend

Rating 1	2	3.28%
Rating 2	3	4.92%
Rating 3	7	11.48%
Rating 4	10	16.39%
Rating 5*	39	63.93%

*There are an additional 19 businesses from before this time period that have given us 'Rating 5' which we continue to engage with.

In the absence of government support, how likely are you to have undertaken the same activity?

Rating 1	8	14.29%	Not at all
Rating 2	16	28.57%	Perhaps, but would need to find alternative support
Rating 3	7	12.50%	Likely, but would have to do at a later date
Rating 4	12	21.43%	Likely, but on a smaller or slower scale
Rating 5	13	23.21%	Very likely that they would just carry on

B3 Key achievements



We have worked in partnership to create a number of strategic alliances, including:

Future Solent

The Vision: The Solent Local Enterprise Partnership (Solent LEP), together with the Partnership for Urban South Hampshire (PUSH) and the Hampshire Chamber of Commerce agreed a strategy for the development of a low carbon economy in the Solent area which will help stimulate sustainable economic growth, create jobs, and reduce our carbon footprint. Future Solent will help to deliver this vision through Greentech South.

Greentech South

Is a Technology and Innovation Cluster, which has been created by Future Solent and is focussed on goals to support businesses in the low carbon Sector.

Aims for the future include:

- £4 million grant scheme to assist companies in commercialising ideas
- Future focus is facilitation of 200 Greentech Apprenticeships with SME's within 2 years
- Working in partnership to find new markets for export
- Build a strong network of active companies with clear areas of special interest
- Create a thriving and internationally recognised world class Cluster

Creative Network South

CNS is working to develop the creative industries in Hampshire and the Isle of Wight. Our prime focus is the attraction and retention of creative talent. CNS acts as an advocate for the creative economy and with our partners we work to support the development of creative businesses.

The UK defines creative industries as *“Those industries that are based on individual creativity, skill and talent with the potential to create wealth and jobs through developing intellectual property”*.

The Government definition of Creative Industries include:- Advertising, Architecture, Art and Antiques, Design, Designer Fashion, Video Film and Photography, Music Visual and Performing Arts, Publishing, Software and Electronic Publishing, Digital Entertainment Media (including Computer Games), Radio and Television.

We have worked with CNS to deliver presentations to their members on grant funding, access to finance and Apprentices.



C Simplification

C1 How we approached the mapping exercise 2014 – 2015

As part of Wave Two Growth Hubs we initially worked with our Hampshire & Isle of Wight Business Alliance and the Hampshire Chamber of Commerce providers to help with our mapping exercise highlighting their recommendations of local business support providers and resources sites that provided business support information such as Business is Great. Our initial site also promoted the Business Growth Service.

We recognise the importance of our relationship with our local authority partners and support greater collaboration with all stakeholders. All partner organisations and stakeholders were invited to provide content. We continue to work closely with partners and stakeholders to extend the SGH offering and Knowledge Collateral.

The Solent Growth Hub works in close collaboration with external delivery and referral partners including the National Business Helpline, Local Authorities, Innovation Hubs/enterprise networks, universities, training organisations, business support organisations, business membership bodies, industry bodies and Professional Bodies / Networks. The Navigators work as part of this integrated Business Support service; actively linking with local partner organisations, regularly updating their understanding of eligibility and funding/support offers and facilitating “warm” two way referrals of leads.

C2 Mapping exercise undertaken in 2015 – 2016

During our second year the team has developed an ongoing relationship with providers of business support. As the physical location of the Solent Growth Hub is based within the Hampshire Chamber of Commerce this provides real benefits. Hampshire Chamber has an International Trade Department, Greentech South/Future Solent Project and others, meaning we are able to collaborate and stay up to date with all local provision within the area. The Chamber also has an ongoing relationship with most of the Business Improvements Districts within the region.

The team networks with, and provides appropriate signposting and referrals to other external national and local sources of relevant knowledge, support, finance and other resources. Our collaborative activities with referral partners at both local and national levels, together with our active engagement/co-ordination with relevant third parties ensure that we deliver an integrated service.



Part of our mapping exercise was to review business organisations throughout the area and we now regularly communicate with them. This network is called HIBA forum (Hampshire & Isle of Wight Business Alliance Forum)

HIBA Forum Members

17 Port & Maritime Regiment RLC	Hampshire Chamber of Commerce	Skills for Business
Academy for Chief Executives	Hampshire Enterprise Circle	Skills South East Ltd
Action Hampshire	Hampshire Fare C.I.C.	Social Enterprise UK
Action Portsmouth	Hampshire School for Social	Social Startup Portsmouth
Apprentices for Business	Entrepreneurs	Solent Business Growth Network
British Business and General	ICAEW	Solent Centre for Architecture and
Aviation Association	Innovate UK	Design
British Chambers of Commerce	Innovation Space	Solent Education Business
British Marine Federation	Institute of Directors	Partnership
Building European Environmental	Institution of Engineering and	SOLENT OFFSHORE RENEWABLE
and Maritime Skills (BEEMS)	Technology (IET)	ENERGY CONSORTIUM (SOREC)
Business Golf Network - Business	International UK business network	Solent Synergy
Golf Network Portsmouth	Invest in Hampshire	South Coast Design Forum
Business in the Community	Invest in Isle of Wight	South East Business Innovation
Business South Limited	Invest in Portsmouth	and Growth
Community Empowerment	Invest in Southampton	South East Centre for the Built
Confederation of Business	Isle of Wight Chamber of	Environment
Industry	Commerce	South East Health Technologies
CPRE Hampshire (Campaign to	Lantra	Alliance
Protect Rural England - Hampshire	Let's Do Business Group	Southampton Business
Office)	Marine South East Ltd	Partnership
Creative Network South	Medina Business Exchange	Southampton Connect
Cultural Industries Development	Mentor-net	Southampton Innovation Centre
Agency (CIDA)	Natural Enterprise	Southampton Low Carbon Group
Design Council (Design Leadership	Nesta	Southampton Skills Development
Programme)	New Forest Business Partnership	Zone
Education Business Partnership	New Forest Enterprise Centre Ltd	Southampton Solent University
(Portsmouth)	New Forest partnership	Southern Enterprise Alliance
EEF	Parity Trust	Southern Entrepreneurs
Enterprise Europe Network South	Partnership of Urban South	SSA (Shipbuilders & Ship Repairers
East	Hampshire	Association)
Enterprise First	PETA Limited	Sustainable Business Network
Environmental Innovation	Portsmouth and SE Hampshire	Sustainable Routes
Network (E-iNet)	Partnership & The Partnership	Test Valley Borough Council
Europe Direct Fareham	Foundation	The Athena Network
Federation of Small Businesses	Portsmouth and South East	The Enterprise Club -
(FSB) Wessex Region	Hampshire EBP	Southampton
First Partnership Ltd	Portsmouth Innovation Centre	The Juno Project
Forest Entrepreneurs	Portsmouth Property Association	Transport for South Hampshire
FSE Group	Prince's Trust - South of England	and Isle of Wight
Future South	School for Start-ups Launcher	University of Portsmouth
Gosport Marine Scene	Segensworth Business Forum	University of Southampton
Greentech South	Set Squared	University of Southampton
Hampshire and Isle of Wight	Shaping the Future of Portsmouth	Science Park
Community Foundation (HIWCF)	Shipbuilders & Ship repairers	Wessex Partnerships
Hampshire Chamber Asian	Association (SSA)	Wheatsheaf Trust
Network	Silicon Beach	Wight Buzz



C3 What actions and recommendations are being taken forward as a result?

Our approach to mapping the business support landscape was to reach out to all business support organisations through our regular emails, phone calls and meetings. We write to all 12 councils within our region on a regular basis to ensure we have their local business support schemes in place. We work with our three Innovation Centres at the University of Southampton, Solent University Southampton and the University of Portsmouth to ensure our Navigators are kept up to date to provide Knowledge Navigation for specialist provision from higher and further education knowledge bases. Through our links with Hampshire Chamber of Commerce we keep abreast of UKTI and International Trade initiatives.

Actions from our mapping exercise was to employ a Webmaster whose primary role is to keep the Knowledge Bank and Website up-to-date, reaching out to partners to ensure our information is fresh and relevant to the needs of our SME's.

Knowledge Hub

The <http://www.solentgrowthhub.co.uk/> website is the digital platform for the Solent Growth Hub. This Portal delivers Knowledge Navigation for SME growth needs and provides a common view of growth agencies. The Solent Growth Hub Portal is a central repository of information, advice and support for business within our area providing a user friendly, streamlined and coordinated knowledge bank of business information.

The SGH Knowledge Bank feeds the Portal and informs the navigators; capturing local, regional and national schemes, this is a moving map, which changes by the hour. We believe because of our unique position, which is at the heart of business support and as a neutral partner, we are able to respond to partners needs in a quick and nimble manner. Because of our role with the British Chambers of Commerce we are often first to hear of emerging trends and issues.

Our Knowledge Bank consists of:

- Grants
- Loan Opportunities
- Training
- General Help
- Advice
- University support schemes
- European, National, Regional & Local
- 'How to' modules
- How to get your business online or grow your online presence
- How to build and update a website
- How to improve your website
- How to integrate social media to maximise your business
- Utilising EBay, Facebook etc. to increase sales
- How to stay safe online
- Marketing online
- How to Plan your Finances
- How to look for alternative funding
- Community Banks
- Crowdfunding
- Invoice Financing
- How to manage your cash flow
- Collecting your cash quicker
- Reviewing your suppliers
- E-Learning

Attached with this report is our mapping report



C4 Our approach to Simplification

As the single “first stop shop” single point of contact for business support we have been simplifying our offer to a business. As well as signposting businesses through Solent LEP and national funds such as Innovate UK and the now closed Growth Accelerator and MAS, we have been working closely with other local organisations to help deliver a sustainable economy.

Navigators help take the company through its growth journey to assess growth options and unlock finance, signposting appropriate specialist services offered by local and national public, private, education and third sector support organisations.

The joined-up approach of this cross referral system brings local and national support together embedding national and regional programmes into the local business support services infrastructure. Close working relations with local authorities and partners brings further business benefits to maximise impact and provide a cost effective service.

The Solent Growth Hub brings together a tailored range of resources and services, making sure businesses in the Solent region get the support they need, from access to finance, mentoring and skills development to Digital Growth, Innovation Support, Resource Efficiency and specialist advice on exporting.

The Solent Growth Hub has built up a single point of contact for business advice and support services improving and simplifying access to business support.

Signposting

As well as signposting businesses through Solent LEP and national funds such as Innovate UK and the now closed Growth Accelerator and MAS, we have been working closely with other local organisations to help deliver a sustainable economy.

By listening to the needs of our growing businesses, we have been able to provide multi-dimensional signposting and have been influential in setting up and supporting other Growth collaborative partnerships. In particular we have worked closely with Future Solent - and its support of Greentech businesses - and Creative Network South.

Future Solent had already gained a substantial grant programme to deliver green initiatives, and we helped a number of businesses to access this specialist funding. Companies such as KCC, Business Edge, and the Electric Bike Company accessed ‘green’ funding (in excess of £250,000) through Future Solent, creating new jobs and safeguarding the future of the business. We continue to work with them to help support other elements of their business – including potential KTPs and Apprenticeships.



D Evaluation

Do you have any initial findings that you are able to share in this Annual Review?

Appendix 1 – our Mapping report

Appendix 2 – our Intense Interventions with business

Our plans for evaluating the impact of Solent Growth Hub and the businesses it works with

We are currently undertaking a more in-depth evaluation of our Growth Hub through regular surveys and updating the performance of a business through our CRM system. Through our regular conversations and surveys we plan to track the Key Performance Indicators of a business, in particular those Growth Businesses who we offer intense support to.

By focusing on factors that influence growth and productivity we will capture how businesses themselves monitor their success:

- Turnover/ Revenue
- Exploitation of new markets e.g. Exporting
- Profits
- Jobs
- Increase in skills jobs and an increase in the skills of the workforce
- Reduce costs by increasing the productivity of your workers
- Develop and launch new products/services

What plans are in place to access finance?

We also plan to examine what barriers are disrupting growth and the possible impact of external factors.

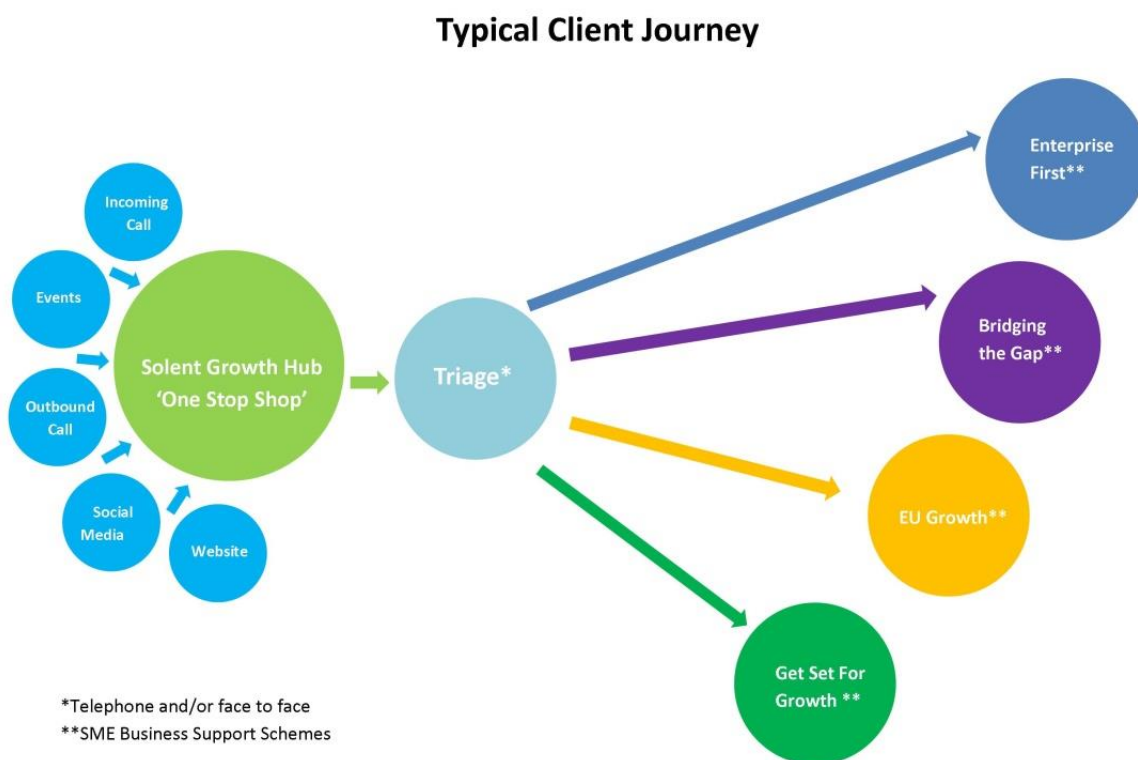
Sharing of information with BiS

We are able to share information with BiS and have a Data Sharing Agreement in place with our businesses. 95% of businesses are happy for us to share their data with BiS providing it is not used by commercial partners.



E Lessons learned/good practice

E1 Customer experience and journey mapping



E2 Best Practice/lessons learned

We currently share best practice with other Growth Hubs and are happy to supply information and documentation about our systems and procedures.

The lessons we have learnt:

- We should put the business first
- Share our case studies with others
- Work with the right type of business with the opportunity to grow

E3 Key Features and Strengths of our Growth Hub

Our strengths include:

- Independence
- Ability to act as honest broker
- Free service
- Telephone and Face to face discussions not just about funding
- Focus on high growth businesses, but also on incubator and future growth businesses
- Focus on business needs and not to push non-relevant commercial organisations

E4 Challenges faced and how we have overcome them

Challenges faced:

- When funding and other services were withdrawn
- Businesses who had growth fund applications rejected
- Supporting 'challenging' businesses; those that have no real business idea, but need some support to get them off the ground

How we have overcome these challenges:

Challenges faced:

- When funding and other services were withdrawn we re-connected with the businesses to offer them alternate routes.
- Businesses that had growth fund applications rejected – we contacted those businesses who had been rejected and continue to work with them to see what could have been done better or to signpost them to alternatives.
- We promptly referred on to other “appropriate” business support organisations who are equipped to support those challenging businesses who have no real business idea, but need some support to help get them off the

E5 Pathfinder/pilots underway with BiS/or and public or sector

We currently have no Pathfinder/pilots underway with BiS/or and public or sector.





Local Funding

- [East Hampshire District Council's Start-up Incentive Grants scheme](#)
- [Eastleigh BC Apprenticeship Grants](#)
- [Eastleigh Borough Council Green Deal](#)
 - (All the funding has now been allocated. The scheme is closed for new applications, but may re-open)
- [Eastleigh Borough council Social Enterprise Grant](#)
- [Eastleigh Borough Council's Business Start-up Grant](#)
- [Eastleigh Borough Council's Incentive to Grow Grant](#)
- Eastleigh Training Grant
- [European Agricultural Fund for Rural Development \(EAFRD\) funding for Rural Businesses on the Isle of Wight](#)
- Fieldfare LEADER programme
- Future Solent Green Growth Scheme
- Get East Hants Working Initiative
- Hampshire County Council Grants:
 - Community Buildings Capital Fund
 - Community Challenge Fund
 - Community First Neighbourhood Matched Fund
 - Community Investment Fund
 - Culture and Recreation Investment Fund
 - Culture, Communities & Business Services (CCBS) Grants
 - Organisational Change Fund Grant
 - Small Grants Scheme
 - Transport Challenge Fund Grants
 - Village Community Grant Scheme
 - Village Shops Grant Scheme
 - Voluntary Car Schemes Grants
- Havant Borough Council's Business and Social Enterprise start-up grant
- Isle of Wight LEADER
- Isle of Wight Lottery Business Loans – IOW New Business Start Up



- LEADER Rural Funding 2014-2220 (Fieldfare)
- New Forest National Park Authority Sustainable Development Fund
- New Forest National Park Authority Sustainable Development Fund
- New Forest RDPE (Leader) Programme
- New Forest RDPE (Leader) Programme 2
- Sports Hampshire
- Test Valley Business Incentive Grant
- Test Valley Independent Retailer Grant
- The Prince's Countryside Fund
- Wheels to Work
- Winchester City Council
 - Business Start-up Grants
 - Micro-Business Development Grant Scheme
 - Apprenticeship Grants for business
 - Apprenticeship Grants for employees
 - Job seekers grant
 - Small Grant Scheme
- WSX Enterprise - Air Land and Sea Funding Programme

Regional Funding - Solent LEP Funding

- Bridging the Gap - Armed Forces
- Isle of Wight Rural SME Fund



National Funding

- Better Business Finance
- BiS Business Finance and Support Finder search tool
- British Business Bank
- British Business Bank Aspire Investment Fund
- Countryside Productivity Scheme
- DEFRA Funding
- Enterprise Nation Fund 101
- Heritage Lottery Fund
- Loddon and Test LEADER Programme 2015 - 2020
- National Lottery – Lottery Good Causes & Big Lottery Fund
- Rural Development Programme for England (RDPE)
- Sports England

European Funding

- Contacts2Contracts
- COSME
 - Enterprise Europe Network
 - Enterprise Europe Network South East
 - European Information Service Centre
 - Erasmus for Young Entrepreneurs
- Create Europe
- Enspire
- EU Prize for Women Innovators
- Eureka Network
- European Innovation Partnership (EIP) funding
- European Institute of Innovation & Technology
- Eurostars
- H2020uk
- Horizon 2020



- The SME Instrument
 - European Enterprise Promotion Awards
- Fast Track to Innovation
- Innovation Union
- KIC's
- Winning Tenders
- Your Europe

Start-Up Funding

- Enterprise First
- Let's Do Business Group
 - Start-up Loans
 - Business Growth Loans
- Ready for Business Programme
- RSB Inspiring Social
- RSB Inspiring Women
- RSB Inspiring Youth Enterprise
- School for Start-ups Launcher
- Smarta StartUp Loans
- Start Up Loans Company
- Start-up Loan Scheme
- Startups
- SWIG Start Up Loans
- Virgin Start Up Loans
- WSX Enterprise Start-up Loans

Self Employment / Non-Bank Finance

- Enterprise Finance Guarantee
- Fredericks Foundation
- Freedman & Partners LLP



- New Enterprise Allowance

Start Your Own Business (SYOB) Funding

- PRIME
- Prince's Trust

Equity Finance

- Business Angels
 - BGF
 - Business Angel Co Investment Fund
 - UK Business Angels Association
- Crowd-Funding Platforms
 - Bank to the Future
 - CrowdBnk
 - CrowdCube
 - CrowdingIn
 - CrowdMission
 - Enterprise Capital Funds programme
 - Funding Circle
 - Gambitious
 - GrowthFundrs
 - Microgenius
 - Mumtrepreneurs
 - Seedrs
 - Trillion Fund
 - Venture Capital
- FSE Group
- South East Seed Fund
- Venture Capital Investors
 - Launcha
 - Venture Central



- Venture Giant

Creativity & Innovation Funding

- Creative England
- Creative Industry Finance
- Design Council
 - Design for Europe
 - Spark Product Innovation Fund
- Grants for the Arts (Arts Council England)
- Innovate UK
 - Catalysts
 - Catapult Centres
 - Collaborative research and development
 - Feasibility studies
 - Funding Competitions
 - Innovation Vouchers
 - Knowledge Transfer Networks (KTN)
 - Knowledge Transfer Partnerships (KTP)
 - Launchpads
 - Small Business Research Initiative (SBRI)
 - Smart Scheme
 - SMART Development of Prototype
 - SMART Proof of Concept
 - SMART Proof of Market
- Nesta
 - Creative Business Mentor Network
 - Digital Social Innovation
 - IGL Grants Programme
 - Impact Investments
 - Innovation Growth Lab
 - Nesta Challenge Prizes



- Research Councils UK
- Santander Breakthrough fund
- School for Creative Startups
- Solent Innovation
- Technology Innovation Fund (NPL)
- The Design Programme

Awards & Funding Competitions

- European Research Capital of Innovation 'iCapital' Award
- Ingenious Britain Awards
- Inspire Business Awards <http://www.inspirebusinessawards.co.uk/about/>
- Lloyds Bank Enterprise Awards
- Nat West Every Woman Awards
- National Business Awards
- Nectar Small Business Awards
- O2 Smarta Awards
- Queen's Awards for Enterprise
- Scottish Enterprise Edge Awards
- Shell LiveWIRE Awards
- Startups Awards
- The Pitch

Digital Growth Funding

- Digital Skills Development
 - Digital Business Academy - Free Online Digital Business Courses
 - Go ON UK - Reach your digital potential
 - HP LIFE e-Learning - Improve your IT and business skills to start or grow your business
 - Nominet Trust Social Tech Seed Grant
 - Tech Partnership Training Fund
- Get Digital Faster



- Hampshire Superfast Broadband

Green Growth Funding

- Clean Tech
 - Bridge – Channel Eco Cluster
 - Building European Environmental and Maritime Skills (BEEMS)
 - Carbon Limiting Technologies
 - Climate-KIC
 - Environmental Innovation Network (E-iNet)
 - Future Solent Green Growth Funding Programme
 - Grants for Eco Innovation
 - Green Grants Machine
 - Green Investment Bank
 - ResilieNtWEB Sustainability Consultation Bursaries
- Resource Efficiency for Business
 - Carbon Footprint
 - Carbon Smart Winchester
 - Carbon Trust
 - CRUMBS
 - Energy Efficiency Financing Scheme
 - ENWORKS
 - Green Deal Finance Company
 - GreenWise
 - Grow Wild Grant
 - Innovation in Waste Prevention Fund (England)
 - Landfill Community Funding
 - LoToNo
 - Low Carbon Workspaces
 - Mixed plastics loan fund
 - My Journey Southampton
 - Natural Enterprise
 - Plug-in car and van grant Grant



- Resource Efficient Business <http://www.rebnews.com/>
 - Sustainability & Resource Efficiency Knowledge Transfer Network
 - Sustainable Routes Grant
 - Sustrans
 - WRAP – AD Loan Fund & On-Farm AD Fund
- Renewable Energy
 - Abundance
 - DECC Energy Entrepreneurs Fund
 - Driverless vehicles business innovation funding
 - Energy Community Knowledge Transfer Network
 - Energy Technologies Institute
 - GROW:OffshoreWind
 - Interreg IVA Channel Programme
 - Interreg IVB North Sea Programme
 - KIC InnoEnergy
 - Low Carbon Plus (LC+)
 - Navitus Bay Offshore Wind Farm
 - Pro-Tide
 - Re-Energise SmartEnergy Fund
 - Rural Community Energy Fund
 - Solent Offshore Renewable Energy Consortium (SOREC)
 - The Green Deal Finance Company
 - Trillion Fund

Social Enterprise & Innovation Funding

- Action Hampshire
- Big Issue Invest
- Big Lottery Fund
- Big Potential
- Big Society Capital
- Building Better Opportunities



- Charity Bank – Loan Finance
- Community Action Hampshire
- Community Action Isle of Wight
- Community Development Finance Association
- Community Empowerment
- Community First New Forest (CFNF)
- Community Foundation Network
- Co-operative Enterprise Hub
- Co-operative Enterprise Hub
- Eastleigh Creative Space
- Fareham BC Community Fund
- Finding Finance <http://www.findingfinance.org.uk/>
- FSE Group Community Generation Fund
- FSE Group Social Impact Accelerator
- FSE Group South East Sustainability Loan Fund
- Funding Central
- Funding Store
- Google Ad Grants for Non-Profits
- Hampshire and Isle of Wight Community Foundation (HIWCF)
- Hampshire County Council Culture and Community Activity Grants
- Hampshire County Council Organisational Change Fund
- Hampshire School for Social Entrepreneurs
- Hampshire School for Social Startups
- Idox BidTrack
- Idox j4bCommunity
- Idox Open 4 Funding
- Inspire2Enterprise
- Know How Non Profit
- Lloyds Bank and Bank of Scotland



- Locality
- National Lottery Funding Finder
- Nesta Digital Social Innovation
- Parity Trust
- Portsmouth City Council Community Fund
- Prince's Trust Women's Leadership Group
- RBS Community Business Loan Fund
- RBS Skills & Opportunities Fund
- Rural Development Programme for England
- Santander SEDA
- Santander Social Enterprise Development Awards
- Social Business Trust
- Social Enterprise Link Wessex
- Social Enterprise UK
- Social Enterprise UK
- Social Entrepreneurs Programme
- Social StartUp Portsmouth
- Tech Hub at Eastleigh Business Centre
- The Big Give
- The Partnership Foundation Fund
- Triodos
- UnLtd
- UnLtd Big Venture Challenge
- UnLtd Build It Award
- UnLtd Do It Award
- UnLtd Fast Growth Award
- UnLtd SEDA Catalyst Award
- UnLtd Social Switch On Award
- UnLtd Spark Award



- UnLtd Star People Award
- Wellcome Trust
- Wessex Partnerships Ltd
- Winchester City Council Open4Community Grant Search website
- WSX Enterprise – social enterprise support programme listings <http://www.wsxenterprise.co.uk/our-services/social-enterprise/>
- Yimby

Asset Finance

- Portman Asset Finance

Bank Finance – Business Loan Finance

- Nat West Small Business Loan

Loan Finance Providers

- 24+ Advanced Learning Loans
- BusinessCash Advance
- Central Bridging Loans
- Enterprise Ventures SME Loans
- Everline
- Fleximize
- Rockstar Start up Loans
- RockStart
- Smarta
- Virgin
- Wessex Partnership

Non-Bank Finance – Alternative Finance

- Factoring and Invoice Finance



- ☐ Bibby Financial Services
- ☐ Touch Financial Support Ltd
- Merchant Cash Advance Loans
 - ☐ United Kapital Business Finance

Grant Finding Search Tools

- Directory of Social Change
- EPSRC Grants on the Web
- Funding Central
- GrantFinder
- GrantNet
- Grants Online
- J4bGrants

Business Growth Networks

- Association of Independent Professionals and the Self employed
- Bizpedia
- BNI UK BNI UK
- Brand New Forest
- British Chambers of Commerce
- Business East Hants
- Business South
- Business South
- Confederation of British Industry
- Discover Southampton
- Eastleigh Business Improvement District
- Engineers Employer Federation
- Enterprise Circles
- Enterprise Club - Southampton



- European Network of Mentors for Women Entrepreneurs
- Federation of Small Businesses (FSB) Wessex Region
- FindNetworkingEvents.com
- Forest Entrepreneurs
- Forum for Private Business
- Forum for Private Business
- Future Southampton
- Hampshire & IOW Business Alliance
- Hampshire Chamber of Commerce
- Hampshire Conference Bureau
- Hampshire County Council Tourism Hampshire
- Hampshire Enterprise Circle
- Hampshire Fare
- Hampshire Farmers Market
- Institute of Directors South
- Institute of Enterprise & Entrepreneurs
- Isle of Wight Chamber of Commerce
- Medina Business Exchange
- Meon Valley Flyers BNI
- National Enterprise Network
- New Entrepreneurs Foundation
- New Forest Business Partnership
- New Forest Sustainable Business Network
- New Forest Sustainable Business Network
- Portsmouth Property Association
- Segensworth Business Forum
- Segensworth Business Forum
- Shaping Portsmouth
- Solent Business Growth Network



- Solent India Business Network
- Southampton Property Association
- Southern Enterprise Alliance
- Southern Entrepreneurs
- Southern Region Collaboration Club
- The Enterprise Club - Southampton
- The Partnership
- Wight Buzz
- Winchester BID

Business Support Service Providers

- National Business Support Helpline
- Business is GREAT
- Intellectual Property Office
- Design Council
 - Design for Europe
 - Spark Product Innovation Fund
- Digital Skills
- Enterprise Nation Marketplace
- Get Mentoring
- Hampshire Chamber of Commerce's – Business Information Service
- Innovate UK
- Mentorsme
- Prime
- Prince's Trust
- Ready for Business
- StartUp Britain
- Winchester City Council Business Centre



Advice & Help for Start-ups

- Business Incubator Hubs – Enterprise Centres, Innovation & Tech Hubs
 - Accelerator Academy
 - Angel Lab
 - Aspex Space for Startups
 - Catalyst Centre
 - Cathedral Innovation Centre
 - Cell Block Studios
 - Eastleigh Creative Space
 - Eastleigh Tech Hub
 - Entrepreneurial Spark
 - Imperial Innovations
 - Innovation Warehouse
 - Institute for small business and enterprise – UK Business Incubation
 - IT Innovation Centre
 - Ocean Village Innovation Centre
 - Oxford Innovation Services
 - SETsquared Partnership
 - Solent Innovation
 - Solent University Support for Enterprise
 - Southampton Science Park
 - Super 50
 - University of Portsmouth Enterprise Clinics – Student & Graduate Support / Start-up Portsmouth Summit
 - University of Southampton Innovation Centre
 - University of Southampton RiS
- Start Your Own Business
 - Companies Made Simple
 - Enterprise First – Start & Grow scheme
 - Let's Do Business Group Start-up Loans scheme
 - New Enterprise Allowance
 - Portsmouth City Council Help for Start Ups & Business Support Service



- Ready for Business
 - School for Startups Entrepreneurs Education Programme (this used to be called [TSB Entrepreneurial Skills Workshops](#))
 - School for Startups Launcher
 - Shell Live Wire
 - Small Business Information Desk - Southampton Central Library
 - Southampton Start-up Support Network
 - Southern Entrepreneurs
 - Start Up Britain
 - Start Your Own Business
 - Starting a Business
 - Start-up Donut
 - Start-up Support Network
 - Virgin StartUp
 - WSX Enterprise
- Young Entrepreneurs
 - Erasmus for Young Entrepreneurs
 - Prince's Trust
 - Shell LiveWIRE
 - Solent Young Entrepreneur Fund
 - Southampton Solent University Solent Student & Graduate Entrepreneur Scheme - Trial, Adapt, Launch Funding programme – for student start up ideas
- Mature Enterprise
 - British Legion Be the Boss Scheme
 - PRIME
 - X-Forces
- Women In Enterprise
 - Aspire Investment Fund
 - B-New (Business Network for Enterprising Women)
 - Enterprising Women
 - Everywoman
 - Forward Ladies



APPENDIX – KNOWLEDGE BASE

- iHubbub
- Mumpreneur
- Prowess
- The Female Entrepreneur Association
- WE Connect International
- Wire
- Women's Wisdom
- Women's Business Council (WBC)
- Business Mentors
 - Erasmus for Young Entrepreneurs
 - Get Mentoring
 - Growth Accelerator
 - MAS
 - Mentor-net Business
 - Mentorsme
 - New Enterprise Allowance
 - Prince's Trust Enterprise Programme
 - WCIT Entrepreneurs Forum Mentors
 - WSX Enterprise

Sector Support

- Green Growth
 - Carbon Limiting Technologies
 - Energy Technologies Institute
 - EnviroBusiness
- Manufacturing & Engineering
 - Engineers Employers Federation
 - SEMTA
- Aerospace & Defence
 - ADS Group
 - Aerospace Knowledge Transfer Network



- Defence & Security Community Knowledge Transfer Network
 - Farnborough Aerospace Consortium
- Marine
 - British Marine Federation
 - Marine South East
 - MAS Support to the Marine sector
- Transport
 - Sustrans
 - Transport Knowledge Transfer Network
- Creative and Digital sector
 - Arts Council England
 - Creative Industry Finance
 - Creative Network South
 - Creative Skillset
 - Creative, Digital and Design Knowledge Transfer Network
 - Cultural Industries Development Agency
 - South East Design Forum
 - Wired Wessex
- Business, Professional & Financial Services
 - Chartered Institute of Management Accountants
 - Chartered Institute of Marketing
 - Chartered Management Institute
- Construction & Property
 - Civil Engineering Contractors Association
 - Land Registry
 - National Association of Estate Agents
 - Online directory of planning consultants
 - South East Centre for the Built Environment
- Food & Drink Producers
 - Hampshire Fare
- Land-based industries



- Country Land and Business Association
 - Lantra
 - National Farmers Union
- Science and Health Technologies
 - South East Health Technologies Alliance
- Tourism
 - Discover Southampton
 - Hampshire County Council Tourism
 - Tourism South East Tourism South East
 - Visit Hampshire
 - Visit Isle of Wight
 - Visit Portsmouth
 - Visit South East England
 - Visit Winchester
- Voluntary & Community
 - Community Action Hampshire
 - Hampshire School for Social Entrepreneurs
 - Social Enterprise UK

Know-How

- Business Information Online Portals – Business Tools & Resources
 - BizHelp24
 - Business & IP Centre <http://www.bl.uk/bipc/ourpartners/rollout/regional.html>
 - Business Balls
 - Business Companion
 - Business Zone
 - ByteStart
 - COBRA
 - Companies House
 - Discover Business
 - Enterprise Nation Skills Toolkit



- Entrepreneurs Handbook
- Growth Business
- HSBC Knowledge Centre
- IT Donut <http://www.itdonut.co.uk/>
- Law Donut <http://www.lawdonut.co.uk/>
- Law Society Law Docs service
- Law Society's CPD Centre
- Lloyds Bank Business Guides
- Marketing Donut <http://www.marketingdonut.co.uk/>
- New Business
- Planning Portal
- Small Business UK
- Smarta
- Social Media Playbook (Government Digital Service)
- Start Your Own Business
- Start-up Donut <http://www.startupdonut.co.uk/>
- Startups
- Tax donut <http://www.taxdonut.co.uk/>
- The Guardian Small Business Network
- The Law Society – Lawdocs service
- Trading Standards
- Digital Skills for your business
 - Cyber Security training for procurement – GOV.UK
 - Digital Business Academy
 - Digital Skills Academy
 - Do More Online
 - EIT Digital
 - E-skills UK (Tech Partnership)
 - GO ON UK - SME Support
 - HP LIFE e-learning
 - Nominet Trust Social Tech Seed Grant
 - Tech Partnership Training Fund



- Web Fuelled Business
- Business Development –tendering & contracting opportunities
 - CompeteFor
 - Contracts Finder
 - European Information Service Centre
 - Hampshire Business Directory
 - Hampshire County Council Procurement Portal
 - Ministry of Defence – Defence Contracts Online
 - Mint UK
 - Official Journal of the European Union
 - SME Access to Finance Scheme
 - South East Business Portal

Skills for Growth

- Skills for Growth Project – Solent Skills for Growth Fund
- Apprenticeships
 - Apprentices for Business
 - Apprenticeship Grant for Employers (AGE 16 to 24)
 - Apprenticeship solutions
 - Hampshire Apprenticeship & Traineeship Scheme
 - Kaplan Financial – Free training for Apprentices
 - Southampton Apprenticeship Employer Helpline
 - Southampton Apprenticeship Grant
 - Winchester Apprenticeship Grants <http://www.winchester.gov.uk/community/grants/apprenticeship-grants/>
- Access Southampton <http://access-southampton.co.uk/>
- Excel Southampton Placement Programme (University of Southampton)
- Hampshire Futures <http://www.hampshirefutures.co.uk/>
- IMPRESS Project – Skilled UP programme
- Traineeships
- Employer Ownership of Skills



- BAE Systems Employer Ownership of Skills Programme
 - Engineering Skills Employer Ownership
 - National Employer Ownership of Skills Programme
 - Solent Employer Ownership of Skills Programme
- Enterprise Education
 - First Partnership
 - Gazelle
 - Portsmouth and South East Hampshire
 - Solent EBP
- Talen Cupboard

Exporting for Growth

- British Exporters Association
- Enterprise Europe Network
 - Enterprise Europe Network South East
 - European Information Service Centre
 - EISC Grant Search
 - EISC Partner Finder
- Entrée Project (WSX Enterprise)
- Europe Direct Information Centre
- Export Britain
- Export Documentation Service
- Institute of Export
- International Business Networks
- Open To Export
- Passport to Export
- Reshore UK
- UK Export Finance
- UK Trade & Investment (UKTI)
 - UKTI Gateway to Global Growth



- UKTI's E-Exporting Programme

Premises

- Invest in Gosport
- Invest in Hampshire
- Invest in Isle of Wight
- Invest in Portsmouth
- Invest in Southampton
- Valuation Agency

Universities

- Southampton Solent University
- University of Portsmouth
- University of Southampton
- University of Winchester

Colleges

- Barton Peveril College
- City College Southampton
- Eastleigh College
- Fareham College
- Gosport College
- Havant College
- Highbury College
- Isle of Wight College
- Itchen Sixth Form College
- Portsmouth College
- Richard Taunton Sixth Form College
- Southdowns College



APPENDIX – KNOWLEDGE BASE

- Sparsholt College
- St Vincent College
- Totton College



Mapping of Business and Enterprise Support Services in the Solent

Executive Summary


The Solent Growth Hub undertook a review of the current provision of business and enterprise support services across the Solent region.

This mapping of business and enterprise support in the Solent area identified 640 schemes, initiatives and programmes delivering business support services. This review process has helped us identify some key features of the business and enterprise support landscape in the Solent region:

- The landscape consists of a range of organisations providing a diversity of support offerings with layered inter-relationships and interdependencies;
- There is a degree of complexity to the landscape which may reflect the diversity of needs of different groups of small business across the region and inconsistencies and inefficiencies in provision in terms of delivery structures and organisational boundaries;
- There is an emphasis on working with start-up businesses and those businesses with growth potential which results in working with businesses in specific sectors and exposes challenges for other types of SME in accessing support;
- There is a need for greater clarity in delivery of business and enterprise support, in terms of the types of services provided at different geographical levels and the roles performed by different types of organisation;
- There is a separation of business and enterprise learning and skills development within the current landscape;
- There is a need for greater engagement with SMEs, as users of business support, in the co-creation of business and enterprise support services. The continued development of the Growth Hub should inspire proposals from businesses to co-create support to address specific areas of need.

This review highlighted a number of issues around the extent and nature of provision. The current business and enterprise support landscape in the region raises a number of issues in terms of addressing gaps and overlaps and identifying ways of enhancing the current effectiveness of provision.


WHAT TYPE OF BUSINESS ARE YOU



START UP BUSINESS

Support, information and routes to funding to help you start and grow your venture.


START HERE



SMALL / MEDIUM BUSINESS

Wanting to grow your business, you have several options, you may have a project in mind.

START HERE



LARGE BUSINESS

The route to information, help, support, grants and loans helping businesses create and realise their objectives.

START HERE



Overview

Our mapping of provision has sought to develop an understanding of the extent and nature of business and enterprise support services across the Solent region and provide insights around the coverage of this support across different groupings of the business and enterprise community in the Solent region.

Aims

- Develop a stronger pool of shared intelligence on the portfolio of business support enabling the Growth Hub to hold, manage and access data (information) on support solutions and share of best practice.
- Capture the business and enterprise support landscape's current provision available to businesses including European, national, regional and local authority level schemes from the public, private and the 'third' sector;
- Identify the key issues around the extent and nature of business and enterprise support services provision in the Solent region, such as the type of support provided, type of provider and type of businesses targeted.
-

Approach

There have been key stages to the mapping of business and enterprise support.

Desk-based review of support services

The mapping commenced with a desk-based review of the Hampshire Business Directory, organisational websites, support directories, promotional material and service literature. This identified organisations from the private, public and not-for-profit sectors that offered some form of business and enterprise support in the Solent region. This review included a mapping of financial assistance for SMEs – debt and equity routes to finance, as well as the Alternative Finance market.

Regular consultation meetings with providers of business and enterprise support services

The Solent Growth Hub hosts regular consultations meetings with scheme providers of business and enterprise support services across all sectors (public, private and Third Sector) inviting different service providers and stakeholders to the Growth Hub. The consultation meetings have been used to capture insights on the extent of provision offered by the organisation and key characteristics of the services provided; including scale of delivery and type of offer (advice, consultancy, coaching, finance, information, networking, mentoring, premises, and training). The nature of funding and associated restrictions are also identified.

Evaluation

The collation of material collected through the desk-based review of provision and the consultations assisted in reviewing the services provided by the organisations identified. This review process identified organisations who provided at least one form of business and enterprise support to SMEs within the Solent region.

The mapping has identified 640 schemes, initiatives and programmes delivering business support services. This demonstrates that at a local and regional level, the business and enterprise support landscape is complex involving a large number of providers, with a series of interdependencies and interconnected relationships and networks.



Findings

Extent and nature of the business and enterprise support landscape

Organisational Type

Within this landscape, there are eight types of organisation providing business and enterprise support:

1. Government bodies and agencies such as the Department of Business, Innovation and Skills, Innovate UK, UKTI, IPO, Design Council, Department of Energy and Climate Change and HMRC. This structure of provision is not fixed which has created a number of ambiguities in the landscape at a local and regional level;
2. National schemes historically provided at a regional level through the Business Growth Service - Growth Accelerator and Manufacturing Advisory Service providing services targeted to businesses with growth potential. However, these services have recently been withdrawn in Mar-16);
3. Local enterprise development organisations who primarily provide 'soft' forms of business support (e.g. coaching, mentoring) to specific groups of individuals and businesses at the early stages of business development (e.g. pre-start and start-up). Within the Solent region, the key providers within this grouping are the local enterprise agencies such as WSX Enterprise and Enterprise First;
4. Local authorities who tend to focus on providing 'hard' forms of business support (e.g. information, finance, premises) to a range of different types of business. Examples of such support includes Eastleigh Tech Hub;
5. Business and enterprise associations, networks and institutes which are business or sector-led and provide access to information and opportunities for businesses to network and learn from each other, such as HIBA, Marine South East, Greentech South and Creative Network South;
6. Private sector providers supporting different aspects of developing and managing a business such as finance, marketing and sales and people development. Examples of such support includes Get Set For Growth and Harpers for Growth;
7. University Enterprise Education providers' key role in providing Innovation Incubator Hubs based at the regions Universities, including SETsquared Southampton, Southampton Science Park and Portsmouth's Innovation Space;
8. Broad range of other providers, such as FE colleges and managed workspace providers, who offer a range of different services.

Scale of delivery

In terms of scale of delivery, there is a focus on regional provision with many providers offering some form of service at a regional level rather than at a local/sub-regional level. The type of services provided at a local, regional and national level varies. For example, there is a greater focus on 'soft' forms of provision (e.g. advice, coaching, mentoring and networking) at a local/sub-regional level and services from private sector providers tend to be offered at a regional level. Whereas 'hard' forms of provision, such as finance, financial assistance and information, tend to be provided by organisations at a regional and national level.

Types of service

The majority of provision within Solent region was business advice, information and networking provision. Financial assistance and training focused on working with start-ups as opposed to other groups of businesses. Coaching and mentoring services tended to prioritise start-ups rather than SMEs.

- Advice, information and networking provision are primarily provided to all types of SMEs, i.e. it tends not to be tailored to the needs of different groups of SMEs;
- Financial provision is primarily provided to those businesses with growth potential;
- A combination of coaching, mentoring and financial provision is commonly provided to individuals wishing to start a business and newly established businesses. This combination enables start-up businesses to learn from others with appropriate experience and make effective use of investment;
- Business training in the Solent area is targeted towards individuals wishing to start their own business and newly established businesses, with training focused on developing the skills required to make the transition from developing a viable business idea to action;
- There is a relative lack of provision around developing enterprising skills and business development skills;
- There is also a lack of support which assists businesses in managing the transition from start-up to growth.



Targeting of provision to meet the needs of specific groupings of businesses

There are clear variations in provision by stage of development. Start-ups are primarily supported through a combination of advice, finance and training. Ongoing business development is supported through advice and training. Businesses with growth-potential are supported through advice, consultancy and financial provision.

A number of organisations do not segment provision in that they provide services to all types of SME across the region i.e. offering support services to all SMEs. Some organisations target specific groups of location, business by stage of development, nature of business activity/sector, location or type of entrepreneurship.

Stage of development

There are a number of organisations who provide a range of services targeted at businesses at different stages of development which can be accessed by start-ups, businesses looking to make the transition from start-up into the early stages of business development, businesses looking to consolidate and survive and growth businesses. Local enterprise development organisations primarily target start-up businesses, whilst regional agencies and private sector providers work with businesses with growth-potential businesses.

Sector specific support

Services targeted at businesses with growth potential are primarily targeted at businesses in specific sectors such as digital and creative industries and high value added manufacturing. There is a clear focus in provision on supporting businesses within specific sectors including advanced/high value added manufacturing, maritime and marine related industries, low carbon, digital and creative and knowledge intensive business services. This reflects both the work of organisations, such as the SLEP, and the funding priorities of the European Commission which have been used to develop networks around certain areas of business activity. These sectors are then embedded in future provision as a way of demonstrating evidence of being business/demand-led.

Geo-specific support

There is a clear focus on supporting business start-ups in specific localities in the region (e.g. Portsmouth and Daedalus) and businesses with growth-potential which reflects priorities at a national level.

Types of Entrepreneurship

Provision from organisations with a regional and national focus tends to be targeted towards: young enterprise e.g. Princes Trust; mature enterprise e.g. X-Forces people (over 50) and the unemployed e.g. New Enterprise Allowance Scheme. Comparatively there is less targeting by type of owner-manager.



Key issues

The current business and enterprise support landscape in the Solent region raises a number of issues in terms of addressing gaps and overlaps and identifying ways of enhancing the current effectiveness of provision.

Gap in supporting resilience of the existing businesses

Analysis of the type of businesses targeted by the range of business and enterprise support services highlights a key focus on supporting start-ups and growth-orientated business. This is a reflection of priorities at a national and regional level, where there is an emphasis on working with individuals to support the transition from unemployment to self-employment and working with existing businesses in key sectors to assist them in exploiting opportunities for growth (e.g. through developing new products and/or developing new markets). This creates a gap in provision enhancing the resilience of the existing businesses, so that businesses are able to prepare, respond and recover to unexpected events in internal or external operating environments.

Lack of provision related to entrepreneurship development and enterprise learning

Analysis of provision highlighted a lack of provision related to the Stimulation of enterprise culture through entrepreneurship /enterprise learning, development of enterprise skills and skills development in small businesses, particularly training provision that integrates enterprise learning and skills with development of the business¹. There is a need for provision within the region which integrates support for business and enterprise learning and skills development ensuring that managers and leaders within the business have the abilities and skills required to survive and thrive.

Inconsistencies in the types of provision delivered at different geographical scales

There is a lack of clarity and inconsistency in the types of provision delivered at different geographical scales. Such inconsistencies can lead to inefficiencies in delivery and a blurring of boundaries between different programmes of provision. For example, similar types of start-up service are provided at both a sub-regional and regional level, as are business growth programmes.

Clarity in delivery structures could be achieved by reflecting on the scale at which certain activities should be delivered with tiered levels of delivery for specific activities:

- Enterprise awareness and education at a national level;
- Business growth programmes and cluster and sector development work at a regional level;
- Start-up provision and early-stage business development activity at a sub-regional/local level.

Business support offers need to capture business needs

Business support providers need to frame the types and levels of support delivered following the changing business requirements at each stage of the enterprise journey to meet the needs of individuals wishing to start a business and different groups of existing business.

¹ The development of these enterprising skills is distinct from management and leadership skills where there is a focus on: allocating and monitoring the work of the team, giving feedback, briefing teams, supporting team members, managing conflict, resolving problems, procuring supplies, and managing and improving customer service.



Emphasis on working with businesses in certain sectors

There is a clear emphasis on working with businesses in certain sectors, such as high value added manufacturing and digital and creative, whilst provision for businesses in other sectors, such as business to consumer services, is limited. This reflects an interplay of three issues:

- current restrictions within funding mechanisms, such as ERDF;
- a focus on job as opposed to wealth creation;
- A lack of understanding within policy development of how business models are evolving to address emergent needs and requirements.

The restrictions within funding mechanisms such as ERDF are a major impediment to working with a wider range of small businesses and introducing innovations within the business and enterprise support offer, to meet the needs of different types of business. A more flexible business support offering could be shaped by exploiting opportunities within other national (e.g. [Coastal Communities Fund](#)) and supra-national ([Erasmus Plus](#), [Creative Europe](#), [ESF Local Response Fund](#)) funding streams, where there is more flexibility to work with groupings of businesses not traditionally supported through more mainstream funding mechanisms.

There is a need to explore how business support services can be offered to a wider range of businesses, particularly those groupings of businesses under-represented in the current landscape.

Provide businesses with opportunities to co-create business support services

There is scope to provide businesses with opportunities to co-create business support services tailored to specific areas of business development need, either in business groupings and/or with existing providers of business support services.

Examples of such demand-led initiatives ([Employer Ownership of Skills](#) and [Apprenticeship Trailblazers](#)) have provided businesses with an opportunity to develop programmes of learning and skills development which address specific areas of need within a sector or geographical area. Such initiatives shift from a supply-led model, where training and learning providers are generating demand from employers for provision that is developed by the provider, to a demand-led model where providers respond to the needs of employers.

The Growth Hub has provided an opportunity to proactively engage with different groups of businesses represented in HIBA to identify demand-led solutions to key business development needs and requirements and the ways in which businesses can develop ownership of the development and delivery of business support. The Growth Hub facilitates the development of bottom-up networks between businesses which currently face challenges in accessing mainstream business support.

There may be opportunities to engage businesses with the co-creation of business support offerings through the Growth Hub facilitating experience exchange and collaboration between businesses to co-create specific programmes of business support, in addition to signposting businesses to existing provision.

Challenges to evaluating the effectiveness of the current business support landscape

There are a number of challenges to gauging the effectiveness of the current business and enterprise support landscape due to the economic focus within evaluation approaches and methodologies used for monitoring the success of funding programmes. Evaluations tend to be underpinned by a particular methodology, focusing on evaluating 'economic impact' which overlooks other aspects of effectiveness (e.g. the development of skills, the development of social capital in the form of relationships) and stakeholder views.

There is a need for this economic perspective to evaluating the impact of business support to be widened by proactively engaging with both the small businesses as users of services and the stakeholders involved in the delivery of business support services.

A business users' perspective and stakeholder assessment of business support should inform the co-creation of evaluation methodologies. It is essential to gain different stakeholder perspectives, critically the views of different groups of small businesses, to ascertain the value of offerings within the current landscape and to benchmark how to engage different groupings of SME with business support services.



Recommendations

Key areas for the development

- Support provision needs to be developed to assist businesses in developing an understanding of business resilience and/or embedding resilience plans in the development of the business. To enhance the sustainability of early stage businesses as well as building the number of businesses who would be prepared for further development and growth.
- Support provision should integrate support for business and enterprise learning and skills development to equip managers and leaders with the abilities and skills required to survive and thrive.
- There is a need for greater clarity in the type of services provided at different geographical levels, by:
 - scoping what can effectively be delivered at a sub-regional, regional and national level in this region;
 - undertaking research which maps current provision in the region onto the key needs and requirements at each stage of the enterprise journey;
 - clarifying the roles to be performed by different groups of business support provider.
- Explore how business support services can be offered to a wider range of businesses, particularly those groupings of businesses under-represented in the current landscape, through the development of the Growth Hub reaching out to these businesses - online retail businesses; micro knowledge intensive business services; micro and small businesses in non-priority sectors (e.g. food and drink); small businesses looking to make the transition from start-up to growth; micro-businesses looking to trade internationally and home-based businesses.
- In the development of the Growth Hub, there is an opportunity to proactively engage with different groups of small businesses to identify demand-led solutions to key business development needs and requirements and the ways in which businesses can develop ownership of the development and delivery of business support. We need to facilitate the development of demand-led solutions to key business development needs and requirements. This could be achieved through either a call for proposals from groups of businesses for programmes of support that address current and future needs and/or facilitating the development of bottom-up networks between businesses which currently face challenges in accessing mainstream business support.
- Extend the scope of the current mapping of business and enterprise support to gain different stakeholder perspectives, critically the views of different groups of small businesses, as to the value of offerings within the current landscape and the foundation this provides for the development of demand-led provision.