



# Growth Hub Review

## Presentation to the Business Support Board

Jon Brunton, Growth Hub Manager, HEY LEP

Thursday 12 May 2022



# Contents

1) Origin & Background

2) Methodology

3) Review Headlines

4) Next Steps



# Origin & Background



## Origin and Background

The need for a **Growth Hub Review** was suggested by LEP Officers in Summer 2021, with the proposal agreed and terms of reference approved by the Business Support Board on 1 November 21.

The rationale behind this was:

1. Various strategic, governance and funding changes necessitated a review to chart the Growth Hub's future course
2. A review would ensure that the Growth Hub meets and exceeds the needs of its service users and stakeholders
3. A review would allow the creation of a development/delivery strategy for the Growth Hub





# Methodology



## **Methodology**

Strategic & Policy Documents were consulted to provide a strategic context to the review. These included:

- **HEY LEP Economic Growth & Workforce Wellbeing Strategy 2021-2026**
- **Levelling Up White Paper**
- **UK Shared Prosperity Fund Prospectus**
- **Economic Strategies of the two LAs.**

The business and stakeholder consultation undertaken by KADA Research was used to understand what businesses and stakeholders want to see from the Growth Hub, as well as its strengths & weaknesses. This consultation comprised:

- **617 telephone surveys**
- **92 online surveys**
- **2 business focus groups with 8 participants**
- **4 stakeholder focus groups with 22 participants**



# Review Headlines



## Review Headlines

### Core Offer

Valued by all

Needs resource long term

### Current Services

Improve marketing

Expand where needed

### New Services

Business resilience

Net Zero

Pre-start & Start-ups

### Client Journey & UX

Single pathway of support

Consistent, advisor & needs led

### Marketing & Reach

Marketing review

Improved brand awareness & reach

### Monitoring & Evaluation

Sophisticated approach

Alignment with partners

### Strategic Collaboration

Improved alignment

Regular horizon scanning

### Web Presence

Website review is ongoing

Budget for resources





# Next Steps



## Growth Hub Review – Next Steps

Board members are invited to **comment and feedback** on the review summary. The LEP Board will also do so, before a **final version** of the document is **approved & adopted**

Using review findings, a **strategic development & delivery plan** for the Growth Hub could be created, to **govern its direction** for the **period to 2026** (in alignment with the HEY LEP strategy).

LEP Officers have already identified the value in **using the review summary to inform other activities and processes**, such as the LEP's delivery plan, the UKSPF investment planning process, and the future of business support in HEY more widely

Does the board have **any other recommendations** for next steps?





# Thank You.

Jon Brunton  
Growth Hub Manager – HEY LEP  
E: [J.Brunton@heylep.com](mailto:J.Brunton@heylep.com)  
T: 07763 579879

