

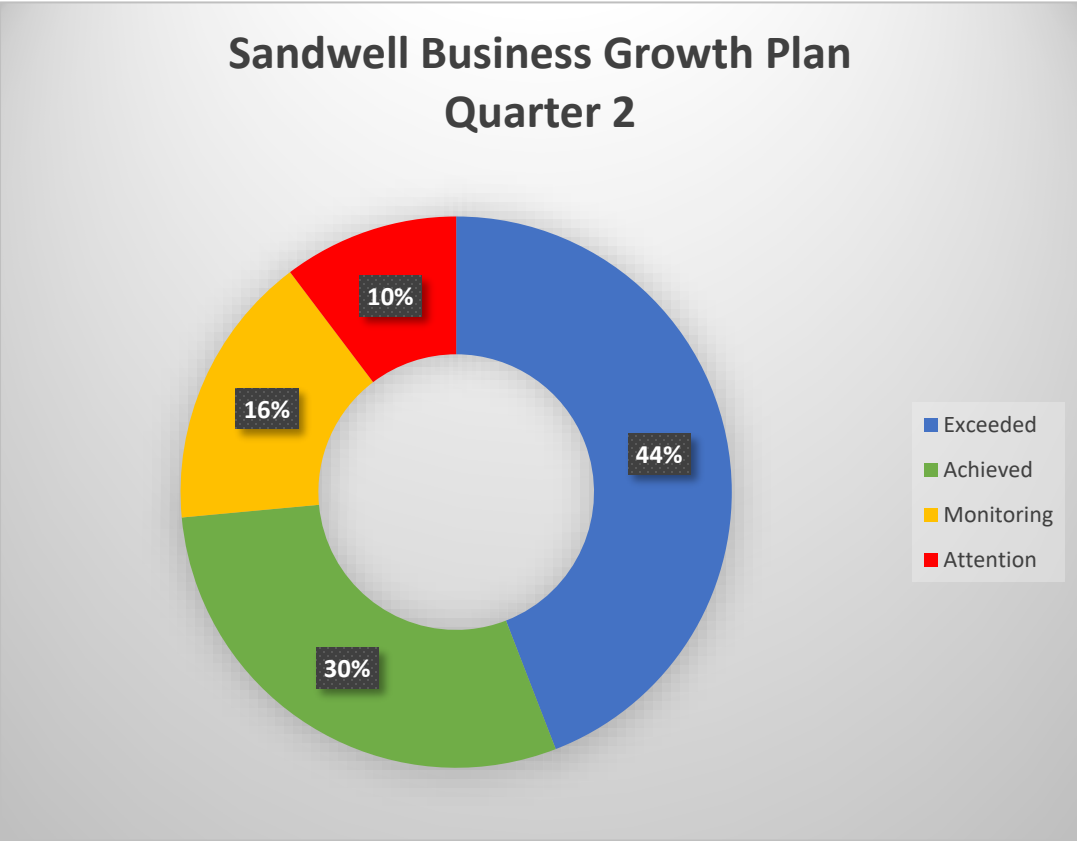
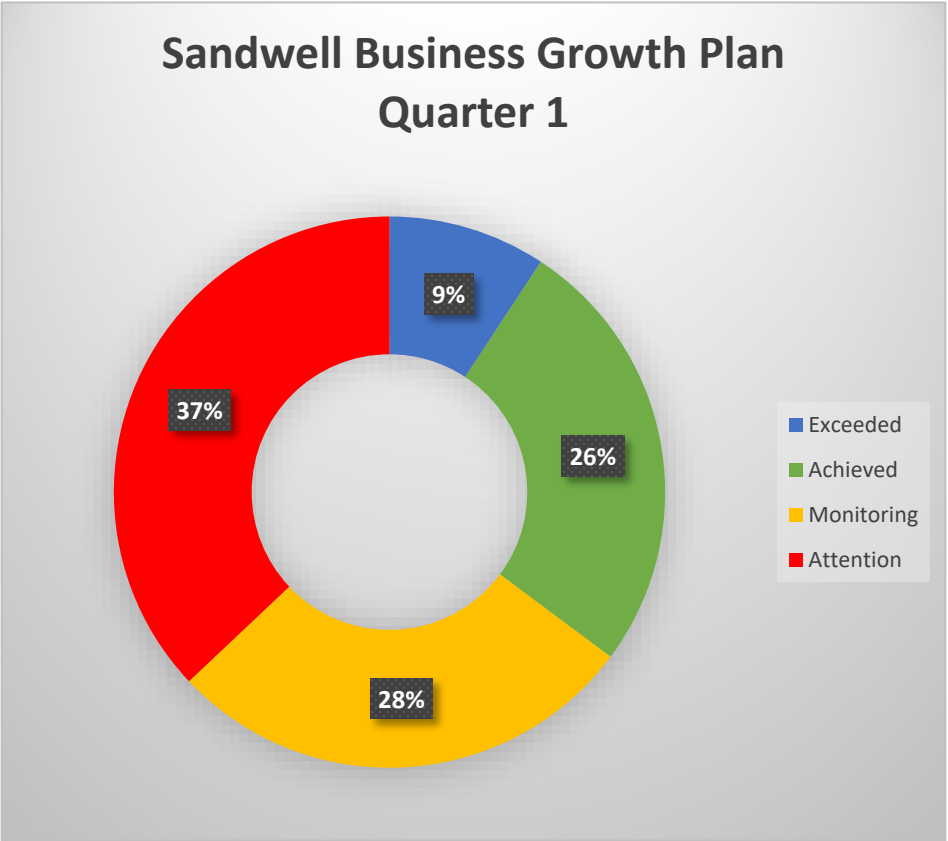
Sandwell Business Growth

**Performance Report
Quarter 1 & 2 - 24/25**

October 2024

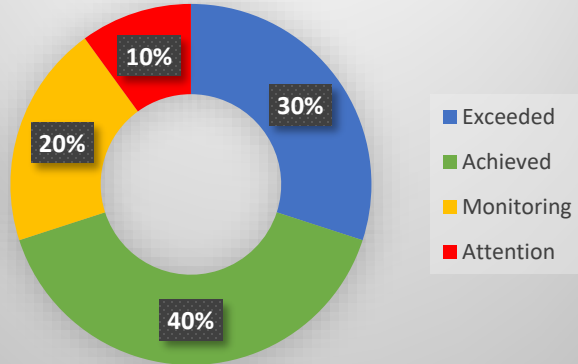


Performance Overview Quarter 1 & 2 – Sandwell Business Growth Plan

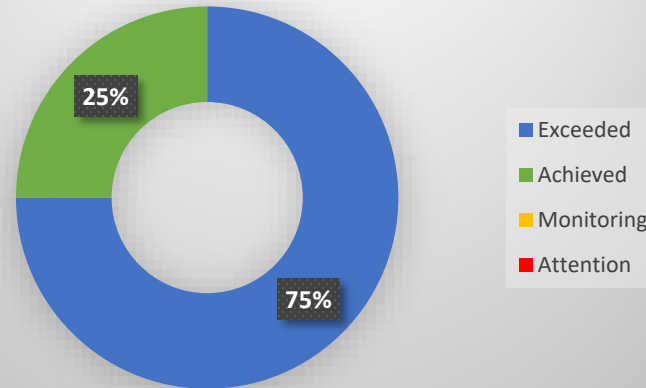


Performance Overview Quarter 1 & 2 – Support in Sandwell

Support in Sandwell Quarter 1



Support in Sandwell Quarter 2



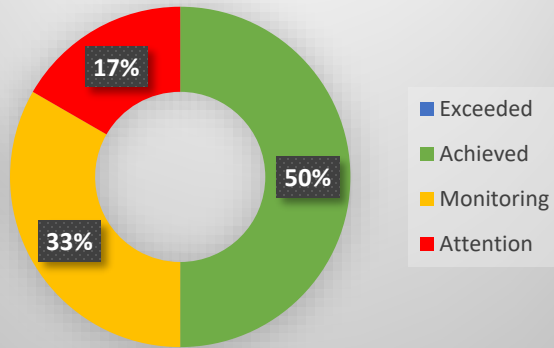
In Q2 Customer Service Standards targets were exceeded, with 100% of enquiries being responded to within 2 working days and addressed within 10 working days.

Over Q1 & Q2 enquiries via the website achieved an average of 52% exceeding the target of 50%. For Q3 & Q4 the website will be promoted across a range of events with businesses to drive traffic to the website.

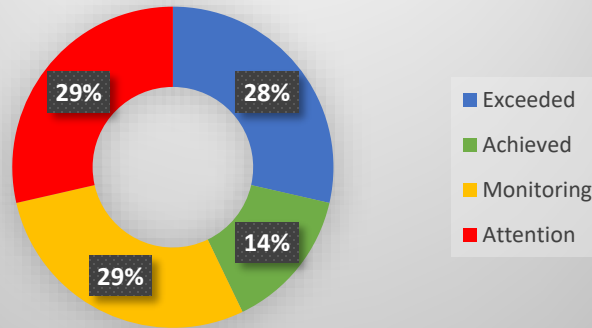
Over Q1 & Q2 customers rating the website as Excellent or Good achieved an average of 80%.

Performance Overview Quarter 1 & 2 – Start Up in Sandwell

Start Up in Sandwell Quarter 1



Start Up in Sandwell Quarter 2



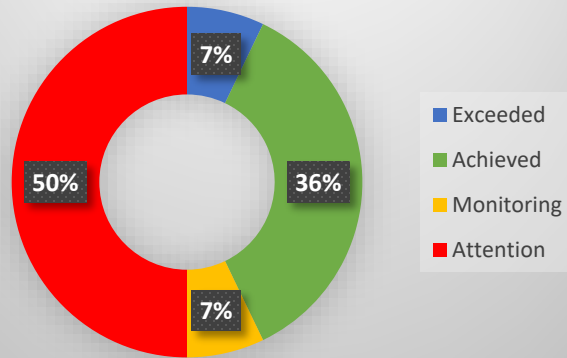
The Start Up Hub has registered 30 users over Q1 & Q2, exceeding the quarterly targets. The hub has hosted 27 events with the average attendance rate of Q1 & Q2 meeting the 70% target.

The Start Up grant programme requires attention during Q3. Only 16% (£23,900.52) of the grant has been administered due to grant applicants not being eligible. A further £24,000 (approx.) of grant has been approved, with a pipeline of applicants for consideration in Q3 & Q4 valued at £15,000 (approx.). If these forecasts do not increase the allocated funds for Start Up Grants will be re-allocated to another grant funding programme within the Sandwell Business Growth Plan – SME Grants.

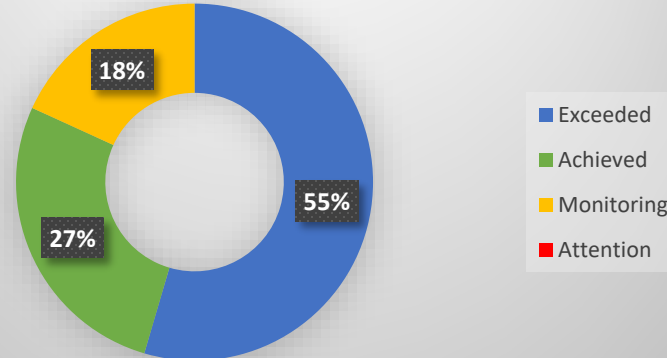
Q2 saw 35 participants complete the Business School programme, contributing to 29% of the annual target. Provider is confident that the programme is on track for Q3 & Q4 targets, but the programme is being monitored.

Performance Overview Quarter 1 & 2 – Grow in Sandwell

Grow in Sandwell Quarter 1



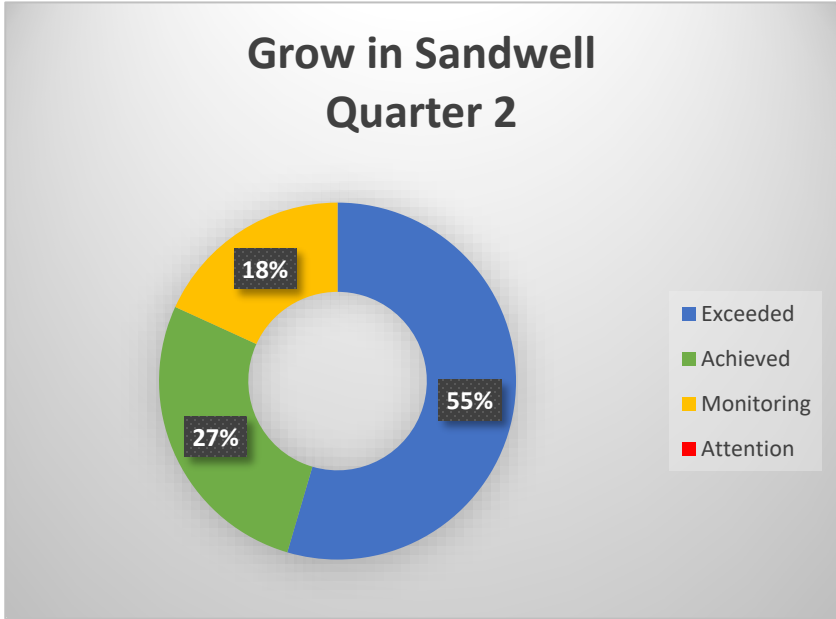
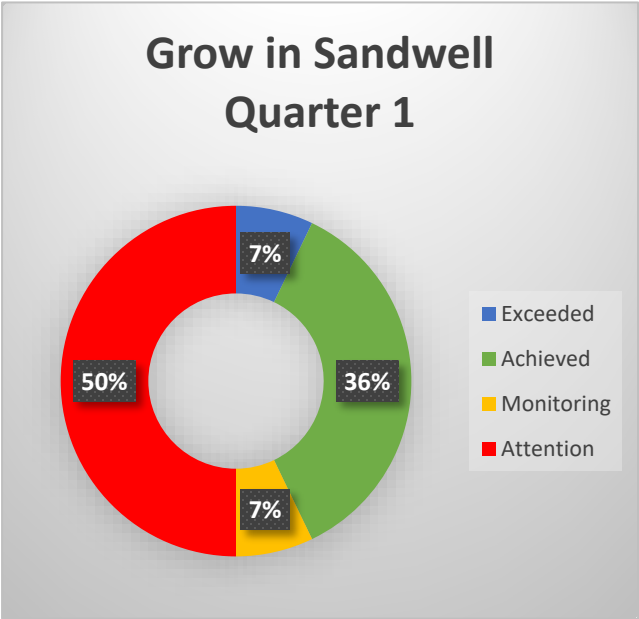
Grow in Sandwell Quarter 2



Sandwell Business Growth received 194 enquiries across the website, email, direct enquiries, and referrals from Business Growth West Midlands. In Q2 28% of enquiries were referred to specialist support programmes that are commissioned and managed by the Sandwell Business Growth Team. 72% of enquiries were addressed directly by the Sandwell Business Growth Team.

The SME Grant Programme is exceeding targets and is closed to new applications until more funds can be allocated from the West Midlands Combined Authority. The grant budget may also increase should the need arise to reallocate Start Up Grant funds to the SME programme to meet demand. The quarterly profile targets have been exceeded in both Q1 & Q2, representing 54% of the annual target. 68% (£913,090.21) of the grant allocation has been defrayed to date. 71% (£110,649.81) of the grant allocation has been defrayed to date. 54% (29) of the outputs have been achieved in quarter 1 and 2. *During the rest of the financial year the remaining budget has been committed to 11 grant applications who have been approved in principle.

Performance Overview Quarter 1 & 2 – Grow in Sandwell



In Q2, the team engaged with eight of Sandwell’s Top 50 companies, providing on-going support. One of these companies has claimed a Net Zero grant and is awaiting an SME grant. Sandwell Top 50 event is arranged for the 20 November 2024, aiming for an attendance rate of 70%. This will be monitored and completed during Q3.

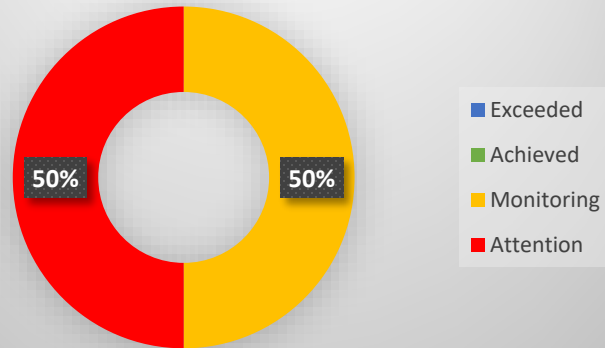
The Trading in New Markets programme is being monitored to ensure the targets for Q3 & Q4 are met by the provider. There has been a delay in commencing the programme during Q1 & Q2 due to delays in completing the 23/24 programme.

The team are exceeding the Key Account Management target, having identified and now working with 5 businesses. Monthly meetings are now taking place with the West Midlands Growth Company to discuss KAM accounts. In addition, the team have achieved the Strategic Relationship Management target, supporting 9 businesses.

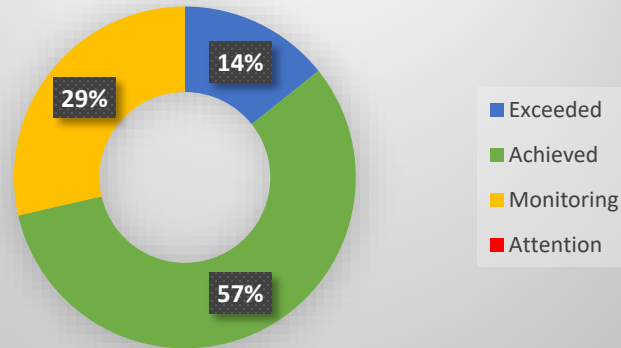
The team have commissioned a provider for wrap-around support to businesses and delivery will commence in Q3. Several businesses have already been referred to the provider and programme performance will be monitored.

Performance Overview Quarter 1 & 2 – Net Zero in Sandwell

Net Zero in Sandwell Quarter 1



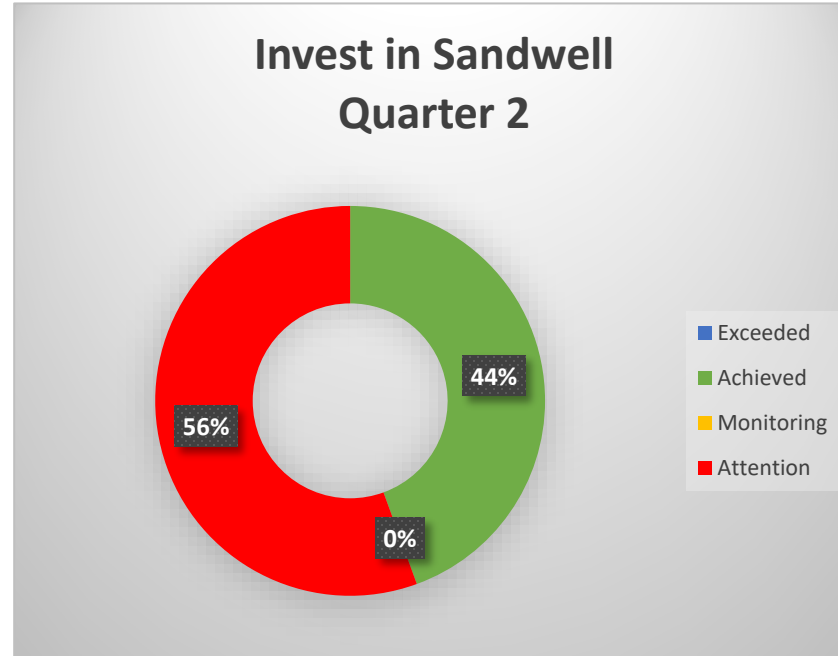
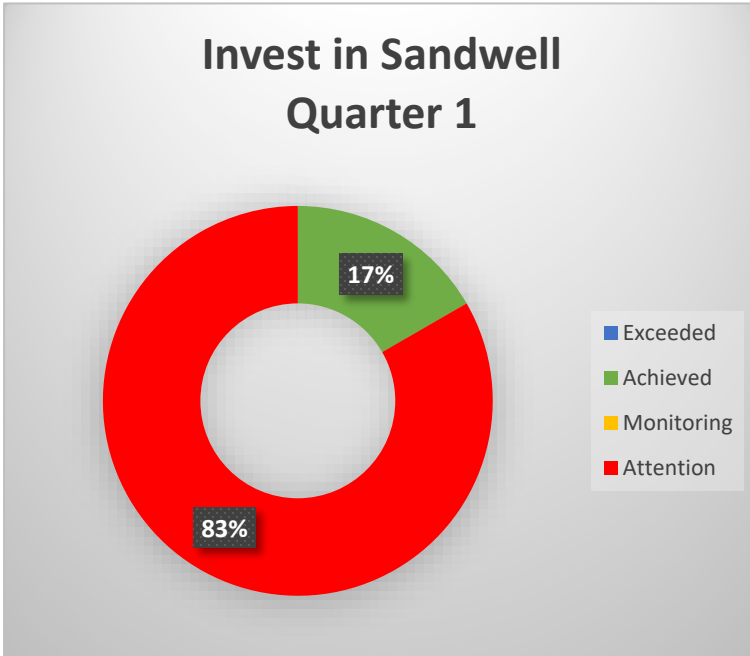
Net Zero in Sandwell Quarter 2



The Net Zero programme is exceeding its target for the number of businesses adopting new technologies, seeing adoption of Solar PV and LED lighting. The team are also seeing success in supporting Sandwell Business to complete energy audits with 89 completed to date. Referrals to the Business Energy Efficiency Programme is delivering positive results for Sandwell Businesses. Three Sandwell businesses joined the programme and are implementing new LED lighting and furnaces. A rise in applications is anticipated in Q3 due to late submissions.

The programme delivered 5 grants totalling £76,105.70 in Q2. Poor weather and Solar PV supply and grid capacity challenges have caused delays to grant awards being expended. The programme has seven approved in principal applications worth approximately £359k, which will increase project spend during Q3 and the grant programme will continue to be monitored.

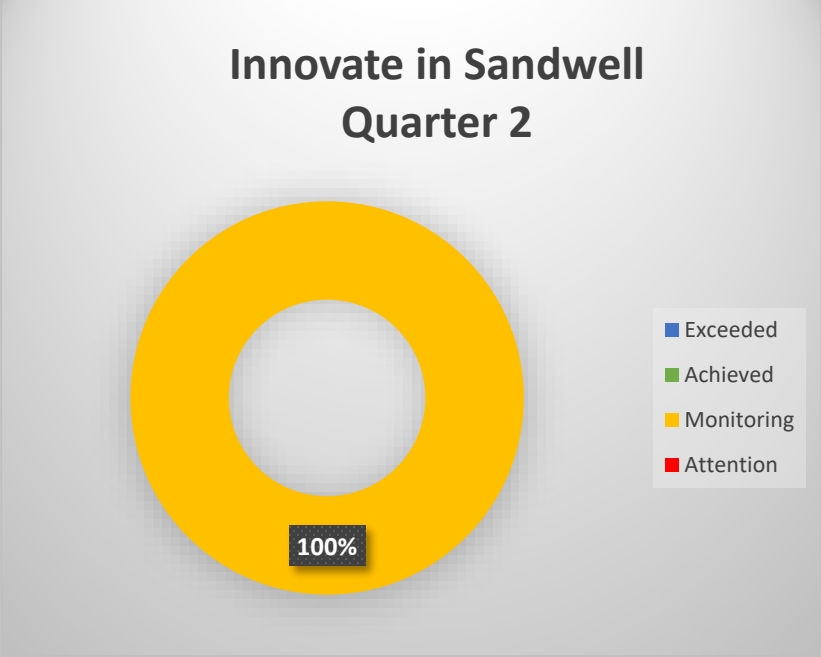
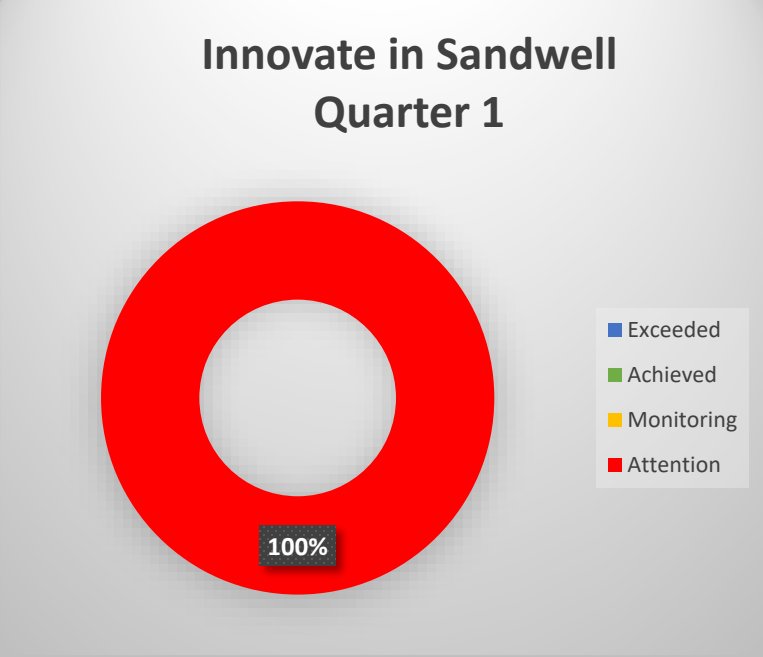
Performance Overview Quarter 1 & 2 – Invest in Sandwell



The team secured new inward investment during Q2 that will transform Carters Green Road, West Bromwich – a superstore that will specialise in Asian food is being built by a company based in London.

The team are achieving the target for supporting businesses within the Life Sciences and Tech Clusters working in collaboration with the West Midlands Growth Company. With regard to Professional Service and Advanced Manufacturing Clusters the team need to liaise with the West Midlands Growth Company to determine Sandwell businesses within this cluster that require support during Q3.

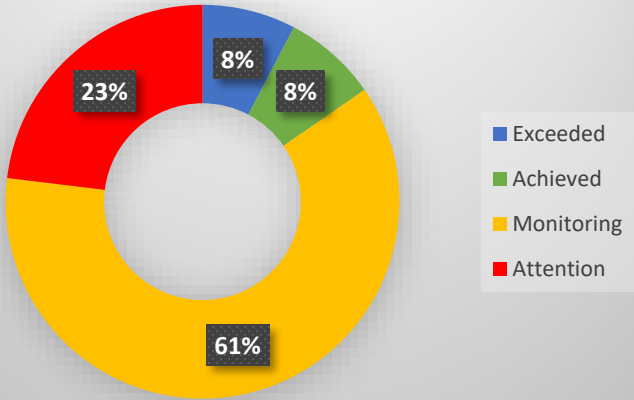
Performance Overview Quarter 1 & 2 – Innovate in Sandwell



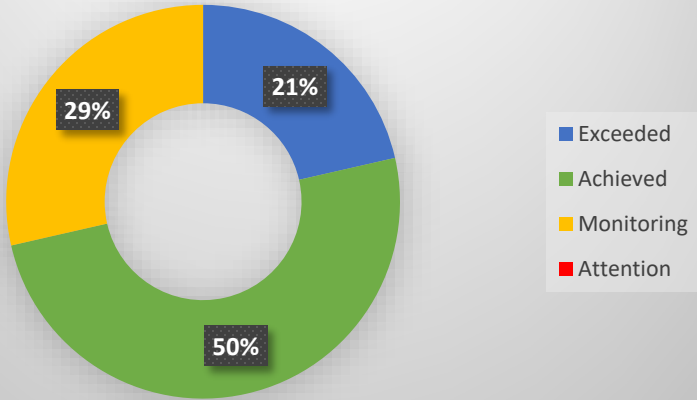
The team identified the need for Sandwell to understand how Sandwell Businesses can benefit from support to access innovation funding and what other support is required. This need has also been identified across the Black Country and as such an Innovation Delivery Framework for the Black Country is out to tender and will be completed by March 2025, informing future actions for the Sandwell Business Growth Team.

Performance Overview Quarter 1 & 2 – Social Value in Sandwell

Social Value in Sandwell Quarter 1



Social Value in Sandwell Quarter 2



During Q2 the team have secured over 195 voluntary hrs for community projects and school support. In addition, 34 apprenticeships and 55 jobs have been secured across Q1 & Q2 through planning applications, council contracts, and Employment & Skills.

Support in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Customer Charter and Service Standards								
	Initial response within 2 working days.	N	98%	100%	100%	96%	96%	All 194 enquiries received in Q2 were responded to within 2 days.
	Full response within 10 working days.	N	95%	98%	100%	91%	91%	All 194 enquiries received in Q2 were responded to within 10 days.
Sandwell Business Growth Website								
	Enquiries derived from the website.	N	50%	63%	41%	48%	48%	Over Q1 & Q2 enquiries via the website achieved an average of 52% exceeding the target of 50%. For Q3 & Q4 the website will be promoted across a range of events with businesses to drive traffic to the website.
	Customers rating website service as Excellent or Good.	N	80%	83%	76%	80%	81%	Over Q1 & Q2 customers rating the website as Excellent or Good achieved an average of 80%.

Start Up in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Sandwell Start Up Hub								
	Businesses receiving non-financial support	Y	40	19	11	10	0	To date 30 users have registered to use the Hub and have achieved 75% of our annual target. The team will continue to promote the Hub.
Hub Events & Workshops								
	No. hosted	N	40	16	11	7	6	27 events held at the Hub over Q1 & Q2 and have achieved 68% of the annual target. To increase attendance, Business School provider to introduce Focus days for start-up businesses. A 'Venturefest' Innovation Event is scheduled for the 14 November.
	Attendance rate	N	70%	71%	69%	72%	68%	Events hosted at the Hub were attended by 133 attendees in Q2. To increase attendance, Business School provider to introduce Focus days for start-up businesses.

Start Up in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Start Up Grant Programme								
	Grant Value Administered	Y	£ 145,000.00	£11,943.96	£11,956.56	£60,549.74	£60,549.74	The Start Up grant programme requires attention during Q3. Only 16% (£23,900.52) of the grant has been administered due to grant applicants not being eligible. A further £24,000 (approx.) of grant has been approved, with a pipeline of applicants for consideration in Q3 & Q4 valued at £15,000 (approx.). If these forecasts do not increase the allocated funds for Start Up Grants will be re-allocated to another grant funding programme within the Sandwell Business Growth Plan – SME Grants.
	No. of Grants	Y	50	4	4	21	21	
Sandwell Business School								
	No. of potential entrepreneurs attending the business school	Y	120	0	35	43	42	Q2 saw 35 participants complete the business school programme, contributing to 29% of the annual target. Provider is confident that the target will be achieved.
	Number of Business School attendees assisted to become enterprise-ready	Y	16	0	12	4	0	Twelve businesses have been identified as being ready for enterprise as a result of receiving support from the Business School.

Grow in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Businesses receiving support from the Sandwell Business Growth Team.								
	No. of Businesses supported	N	N/A	182	194	N/A	N/A	Sandwell Business Growth received 194 enquiries across the website, email, direct enquiries, and referrals from Business Growth West Midlands.
Sandwell Businesses receiving specialist advice from partner organisations.								
	No. of Businesses referred	N	N/A	81	54	N/A	N/A	In Q2 28% of enquiries were referred to specialist support programmes that are commissioned and managed by the Sandwell Business Growth Team. 72% of enquiries were addressed directly by the Sandwell Business Growth Team.
Regional SME Programme								
	No. of Businesses receiving non-financial support	Y	410	118	105	102	85	The quarterly profile targets have been exceeded in both Q1 & Q2, representing 54% of the annual target.
	Value of Capital Grant Administered	Y	£ 1,448,225.00	£339,946.20	£622,877.98	£435,134.79	£0	68% (£913,090.21) of the grant allocation has been defrayed to date.
	Value of SME Revenue Grants Administered	Y	£156,276.00	£49,733.97	£60,915.84	£30,000.00	£15,626.19	71% (£110,649.81) of the grant allocation has been defrayed to date.
	Businesses receiving financial support	Y	54	14	15	23	2	54% (29) of the outputs have been achieved in quarter 1 and 2. *During the rest of the financial year the remaining budget has been committed to 11 grant applications who have been approved in principle.

Grow in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Sandwell Trading in New Markets								
	Businesses receiving 1:1 support	N	22	0	0	11	11	This support to businesses is being provided over the last 2 quarters of the year due to a delay in completing 23.24 cohort.
	Business diagnostics	N	22	0	0	11	11	
	Businesses participating in workshop support	N	22	0	0	11	11	
Sandwell's Top 50 Growing Businesses Programme								
	Growing Businesses actively engaged with account manager	N	10	8	8	0	0	In Q2, the team engaged with eight of the Top 50 companies, providing ongoing support. One of these companies has claimed a Net Zero grant and is awaiting an SME grant. Discussions around Top 50 inclusion, case study development, and event presentations.
	Annual Top 50 Networking Event	N	1	N/A	0	1	0	Business Growth & Employment Summit is taking place on the 20.11.24.
	Event Attendees %	N	70%	N/A	0	70%	0	200 guests will be invited to the Business Growth & Employment Summit - aiming for circa 150 attendees which would achieve 75%. The event will be taking place on November 20 2024. The event invitation has been sent to over 200 businesses and partners as well as being promoted through the SBG website, socials and newsletters. We are also promoting the event through partner websites – BCCC etc.

Grow in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Strategic Businesses KAM Programme								
	Strategic Businesses receiving dedicated KAM	N	4	4	1	0	0	We currently have five businesses on the KAM list, and the Business Growth Team will continue collaborating with them. We hold monthly update meetings with the Growth Company to discuss the SRM and KAM accounts.
Strategic Businesses SRM Programme								
	Strategic Businesses receiving dedicated SRM	N	9	9	0	0	0	We hold monthly update meetings with the Growth Company to discuss the SRM and KAM accounts.. Business Growth Team are working with one business under UKSPF programme.
Wrap-Around Specialist Support Programme								
	Start-Up Businesses receiving 1 Year Free Membership	Y	15	N/A	0	8	7	A provider has been secured, and the program is set to launch in October. Several businesses have already been referred to the provider.
	SME Businesses receiving 1 Year Free Membership	Y	50	N/A	0	30	20	

Net Zero in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Regional Decarbonisation Net Zero Programme								
	UKSPF Grant Value Administered	Y	£543,129.77	£11,305.00	£76,105.70	£335,701.79	£120,017.28	In Q2, five Net Zero SPF grants totalling £76,105.70 were defrayed. Project delays, included weather issues and Solar PV supply and grid capacity challenges. The programme has seven approved in principal applications worth approximately £359k, which will increase project spend on Q3.
	Number of enterprises receiving UKSPF grants	Y	31	3	3	15	10	
	Businesses adopting new to the firm technologies or processes	Y	5	3	5	0	0	Businesses using the net zero grant have mainly adopted new technologies like Solar PV and LED lighting. For many, it's their first time installing solar panels, providing them with better insight into their energy consumption.
	Businesses receiving non-financial support/energy audit	N	N/A	3	89	N/A	N/A	89 businesses have received a completed energy audit report through the Decarbonisation Net Zero programme or the Business Energy Advice Service (BEAS).
	Businesses participate in Net Zero training	N	N/A	19	6	N/A	N/A	6 energy-intensive manufacturers in Sandwell worked with Warwick Manufacturing Group on the Net Zero Innovation Programme to develop sustainability roadmaps and enhance energy efficiency, leading to long-term investments like replacing burning operation generators.

Net Zero in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Business Energy Efficiency Grant Programme								
	BEEGP Grant Value Administered	N	N/A	0	£43,196.00	N/A	N/A	Three Sandwell businesses joined the Business Energy Efficiency Grant programme to implement upgrades like LED lighting and new furnaces. The scheme supports energy-efficient installations to lower costs and enhance practices. A rise in applications is anticipated in Q3 due to late submissions.
	Businesses receiving BEEGP financial support	N	N/A	0	2	N/A	N/A	

Invest in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Secure Inward Investment in Sandwell								
	New Landed Investment	N	3	0	1	1	1	An inward investment that will transform Carters Green Road, West Bromwich landed this quarter. A superstore that will specialises in Asian food is being built by a company based in London.
	New Jobs Created	N	30	0	5	15	10	The Superstore has created five jobs since last quarter's investment, which totals around £3 million,
Strategic Businesses Engaged								
	Growth Sectors - Professional Services	N	3	0	0	2	1	Need to collaborate with the West Midlands Growth Company to determine Sandwell businesses within this cluster that require support.
	Growth Sectors - Life Sciences	N	3	0	1	1	1	A meeting with West Midlands Growth Company (WMGC) confirmed collaboration with a growing Sandwell company in this sector during Q2. The WMGC will provide updates on any further support for this business and other local businesses.
	Growth Sectors - Tech, Creative and Digital.	N	3	0	2	1	0	Working with WMGC to discuss further support and confirm the number of Sandwell businesses in this cluster. Further confirmations for businesses within this cluster are ongoing.
	Growth Sectors - Advanced Manufacturing	N	3	0	0	0	3	Meeting arranged with West Midlands Growth Company to discuss further support & confirm how many Sandwell Businesses are part of the cluster.

Invest in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
International Inward Investment Relationships								
	Delegations Supported/ Hosted	N	1	0	0	1	0	A scheduled visit was due to occur in Q2 however was postponed by the group to later in 2024.
Domestic Inward Investment Relationships								
	Delegations Supported/ Hosted	N	2	1	0	0	1	One business has landed in Sandwell and have formed a relationship with the team for further ongoing support. Further relationships are being built and will be hosted in later quarters.
Investment Events Supported								
	Investment Events Supported	N	1	1	0	0	1	Sandwell supported the UKREiiF event in May 2024 and the team will continue to work with the Growth Company for an event in Sandwell.

Innovate in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Innovation Framework and Delivery Plan for the Black Country								
	Research conducted/ Plan produced	Y	N/A	N/A	N/A	N/A	N/A	Innovation Framework and Delivery Plan is out to tender.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Community/School - College Engagement								
	Community Support Hours	N	100	N/A	112.5	17	17	In Q2 11 Community projects and donation support over the last quarter calculated 1 day@6 hrs = 66hrs. In Q1 community engagement via SV carried over 46.5 hours being supported by 6 different businesses supporting community engagement in many different ways, such as clearing local community allotments, building planters, litter picking, coffee mornings and maintenance and painting community halls. Bringing a total of 112.5 no. hours of community engagement over the 2 Qtrs..
	School Support Hours	N	100	N/A	82	9	9	In Q2 Schools undertaking exams, SATS and summer holiday break delayed outcomes, now they are just returning, and activities for the next quarter are currently being discussed. Meanwhile, two companies have engaged with Careers & Enterprise's 'Give an Hour' initiative and have offered their support giving 2 hours. Captured from Q1 80 no. hours where identified – this consist of mock interviews supported by 7 businesses supporting school engagement; inspirational talks. Also, primary school engagement with mini art competitions based on design & development supporting a further 4 primary schools by four contractors committing to social value 'adopt a school' initiative.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Sandwell Social Value Awareness & Advice								
	Social Value Sessions	N	6	2	3	0	1	A series of Social Value sessions will promote awareness of Social Value, best practices, and support for internal stakeholders and partners. Key dates include: July 12, 2024: Tipton Ward Partnership Meeting September 5, 2024: Sandwell Showcase September 11, 2024: Corporate Parenting Week Marketplace Event
	Good News Stories	N	8	7	6	0	0	Good news stories have been shared on social media and websites, highlighting: <ul style="list-style-type: none"> • Shireland Primary School • Brasshouse Car Park • Caroline Street Allotments • Goldcroft Park, Wednesbury • Darley House and Oldbury Housing Development
Monitoring & Measuring Social Value outputs & outcomes								
	Implementation of a Social Value Monitoring System	N	N/A	N	N	N/A	N/A	Social Value Monitoring System proposal has been approved by the Value for Money Panel and is now out to tender.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Social Value Planning Applications								
	Apprenticeships	N	N/A	4	14	N/A	N/A	There are 14 No. apprenticeships under the planning applications that also will be recognised as part of the Regen Towns Fund Pipeline projects. These apprenticeships are in construction or office-based opportunities.
	Jobs	N	N/A	11	33	N/A	N/A	In Q2 No 33 job outcomes were created and on-going contractual jobs as part of planning conditions and/or Regen Towns Fund Pipeline Projects that are currently
Social Value Council Contracts								
	Apprenticeships	N	N/A	0	5	N/A	N/A	Via the council let contracts as a rule of measure 1 Apprenticeship is identified as opportunity over a 3 yr period. Contracts currently active for this period there are only 5 new starts for this period – NB this number may also identify existing apprentices that are safeguarded and started to work on these projects.
	Jobs	N	N/A	0	2	N/A	N/A	Via the council let contracts as a rule of measure 1 job created is identified as opportunity measurable through various stages up to 52 weeks. Contracts currently active for this period there are only 2 new starts for this period.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Target	Commentary
Employment & Skills Strategy								
	Apprenticeships	N	N/A	4	7	N/A	N/A	Social Value team work closely with the Think Sandwell Employment & Skills Team to support local recruitment & training opportunities through their brokering and relationships with our contractors and partners. These are numbers of opportunities that have been additional leads via the E&S team (to ensure no double counting these have been separated from the previous figures).
	Jobs	N	N/A	3	8	N/A	N/A	
Sandwell Anchor Network Partnership								
	Anchor Network Charter Commitments	N	75%	85%	8%	0%	0%	Overall, 12 Charters have been signed and returned including SMBC.
Supply Chain Support								
	Meet the Buyer Events	N	2	0	0	1	1	Events are being organised for local supply chains to connect with leading contractors involved in major regeneration and infrastructure projects. One event is scheduled for November 6, and a second is planned for March 2025.
	Tender Training	N	3	2	0	0	1	Training sessions for local supply chains in writing winning tenders. These workshops were delivered 14th and 15th May 24. With approximate 8 companies attending each day. There will be another Tender Training session for businesses in March 25 after the MTB events.