

Sandwell Business Growth

Performance Report
Quarter 1-4 24/25

April 2025



Support in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Customer Charter and Service Standards								
	Initial response within 2 working days.	N	98%	100%	100%	100%	100%	All 219 enquiries received in Q4 were responded to within 2 days.
	Full response within 10 working days.	N	95%	98%	100%	98%	98%	5 of the 219 enquiries were not responded to within 10 days. The target for this has been exceeded.
Sandwell Business Growth Website								
	Enquiries derived from the Sandwell Business Growth website.	N	50%	63%	41%	27%	39%	During the financial year of 2024-2025, the enquiries via the website achieved an average of 42.5% which is slightly under the annual target of 50%.
	Customers rating website service as Excellent or Good.	N	80%	83%	76%	91%	77%	77% of users who rated their experience on the Sandwell Business Growth website described it as good to excellent. The overall performance of this indicator was just below the annual target of 78%.

Start Up in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Sandwell Start Up Hub								
	Businesses receiving non-financial support	Y	40	19	11	10	5	To date, 45 users have registered to use the Hub, exceeding the annual target of 40. The team will continue to actively promote the Hub
Hub Events & Workshops								
	No. hosted	N	40	16	11	17	13	57 events held at the Hub over the last 4 quarters and have exceeded the annual target of 40.
	Attendance rate	N	70%	71%	69%	69%	62%	This year, the Hub has successfully delivered 57 events, drawing strong interest with 865 registrations and 792 attendees—an impressive 92% attendance rate. Although the overall target of 70% was narrowly missed by just 2%, overall engagement levels remain high.

Start Up in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Start Up Grant Programme								
	Grant Value Administered	Y	£134,075.43	£11,943.96	£11,956.56	£24,430.01	£85,744.90	Between January and March 2025, the Start-Up Programme awarded 29 grants totalling £85,744.90 to support new businesses in Sandwell. A few participants were unable to meet their grant deadlines, allowing the unallocated funds to be redirected to another UKSPF project within the team. This ensured full and effective use of the total £134,075.43 investment. Overall, 92% of the outputs have been achieved.
	No. of Grants	Y	50	4	4	9	29	
Sandwell Business School								
	No. of potential entrepreneurs attending the business school	Y	120	0	35	37	48	Q4 saw 48 participants complete the business school programme, contributing to 100% of the annual target being achieved.
	Number of Business School attendees assisted to become enterprise-ready	Y	16	0	12	5	8	8 businesses have been identified as being ready for enterprise as a result of receiving support from the Business School. The target has been overachieved.

Grow in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Businesses receiving support from the Sandwell Business Growth Team.								
	No. of Businesses supported	N	N/A	182	194	219	219	Sandwell Business Growth received 219 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	114	93	In Q4 42% of enquiries were referred to specialist support programmes that are commissioned and managed by the Sandwell Business Growth Team or signposted to other services. 20% of enquiries were addressed directly by the Sandwell Business Growth Team. The remaining enquires have been signposted to other services.
Regional SME Programme								
	No. of Businesses receiving non-financial support	Y	410	118	105	102	280	With 605 business assists recorded; the annual target has been successfully exceeded.
	Value of Capital Grant Administered	Y	£1,663,582.05	£339,946.20	£622,877.98	£98,255.32	£602,502.55	To date we have awarded 100% of the grant allocation.
	Value of SME Revenue Grants Administered	Y	£142,369.07	£49,733.97	£60,915.84	£19,072.19	£12,647.07	100% of the grant allocation has been defrayed to date.
	Businesses receiving financial support	Y	54	14	15	5	11	During this year, 83%(45) of the outputs have been achieved.

Grow in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Actual	Commentary
Sandwell Trading in New Markets								
	Businesses receiving 1:1 support	N	22	0	0	0	22	To date deliverables against this project have not been evidenced as outlined in the contract.
	Business diagnostics	N	22	0	0	0	22	
	Businesses participating in workshop support	N	22	0	0	0	22	
Sandwell’s Top 50 Growing Businesses Programme								
	Growing Businesses actively engaged with account manager	N	10	8	8	8	8	In Q4, the team engaged with eight of the Top 50 companies, providing ongoing support.
	Annual Top 50 Networking Event	N	1	N/A	N/A	1	N/A	Business Growth & Employment Summit took place on the 20 th November 2024.
	Event Attendees %	N	70%	N/A	N/A	47%	N/A	A total of 165 individuals registered for the event, with 78 attending on the day. While adverse weather conditions impacted attendance, the event remains a success.

Grow in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Strategic Businesses KAM Programme								
	Strategic Businesses receiving dedicated KAM	N	4	4	1	3	1	Ongoing engagement with several businesses includes addressing operational challenges, supporting expansion plans, and exploring new growth areas such as robotics within Sandwell.
Strategic Businesses SRM Programme								
	Strategic Businesses receiving dedicated SRM	N	9	9	0	0	3	We engaged with a number businesses in the SRM list in Q4 through meetings arranged by the Growth Company. Some are looking properties for expansion and the search is ongoing.
Wrap-Around Specialist Support Programme								
	Start-Up Businesses receiving 1 Year Free Membership	Y	15	N/A	0	7	8	15 businesses have successfully enrolled on the Start-Up Support program, with all required evidence received and satisfactory.
	SME Businesses receiving 1 Year Free Membership	Y	50	N/A	0	7	43	50 SME businesses have successfully enrolled in the Wraparound Support program, with all necessary evidence received and satisfactory.
	Bespoke events	Y	2	0	0	1	3	3 events have taken place at the Start up Hub.

Net Zero in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Regional Decarbonisation Net Zero Programme								
	UKSPF Grant Value Administered	Y	£537,634.70	£11,305.00	£76,105.70	£57,896.92	£392,327.08	In Q4, 5 Net Zero grants totalling £392,327.08 were awarded. The programme has awarded 100% of its total allocation.
	Number of enterprises receiving UKSPF grants	Y	31	3	3	3	6	
	Businesses adopting new to the firm technologies or processes	Y	5	3	5	2	5	5 businesses who were awarded the grant this quarter have adopted new to the firm technologies or processes.
	Businesses receiving non-financial support/energy audit	N	N/A	3	89	13	20	20 Businesses have had Energy audit in the last quarter and are waiting. Some are waiting for Net Zero grant when available while others are yet to decide on next steps.
	Businesses participate in Net Zero training	N	N/A	19	6	10	0	No Events took place this quarter.

Net Zero in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Business Energy Efficiency Grant Programme								
	BEEGP Grant Value Administered	N	N/A	0	£43,196.00	£449,433.33	£0	No businesses have been approved this quarter.
	Businesses receiving BEEGP financial support	N	N/A	0	2	10	0	

Invest in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Secure Inward Investment in Sandwell								
	New Landed Investment	N	3	0	1	0	2	We landed 3 Inward Investments in 2024/2025 financial year. The companies and investment total values at £88m.
	New Jobs Created	N	30	0	5	0	0	There are 120 jobs in the pipeline due to businesses not being open. These will be reported next reporting year.
Strategic Businesses Engaged								
	Growth Sectors - Professional Services	N	3	0	0	0	0	Working with the Growth Company on this measure.
	Growth Sectors - Life Sciences	N	3	0	1	1	2	Currently working with 2 businesses.
	Growth Sectors - Tech, Creative and Digital.	N	3	0	2	0	2	A meeting was held with a local tech provider, alongside a representative from a WGC. Collaboration also continues with another company in the personalised nutrition sector.
	Growth Sectors - Advanced Manufacturing	N	3	0	0	6	N/A	Several companies within this sector maintain connections with the regional growth organisation, including major players in food processing, engineering, metal recycling, and advanced manufacturing.

Invest in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
International Inward Investment Relationships								
	Delegations Supported/ Hosted	N	1	0	0	0	0	A scheduled visit was due to occur. Visits will be rescheduled in the new reporting year.
Domestic Inward Investment Relationships								
	Delegations Supported/ Hosted	N	2	1	0	1	1	A meeting was arranged with a London-based group interested in investing in residential housing projects to support Sandwell's domestic housing initiative. The group is currently exploring suitable properties and locations within the area.
Investment Events Supported								
	Investment Events Supported	N	1	1	0	0	1	We worked closely with Growth company for Sandwell to highlight at Investment events outside the UK attended by Growth Company team members.

Innovate in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Innovation Framework and Delivery Plan for the Black Country								
	Research conducted/ Plan produced	Y	N/A	N/A	N/A	N/A	Y	Urban Foresight delivered research and have produced a report

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Community/School - College Engagement								
	Community Support Hours	N	100	N/A	112.5	303.5	36	Multiple organisations have contributed over £5,500 in donations and community support hours to local groups, projects, and food banks, helping to provide meaningful assistance across the community.
	School Support Hours	N	100	N/A	82	50	38	A range of schools received support through STEM activities, career talks, mock interviews, and other initiatives, delivered by several industry partners committed to education and skills development.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Sandwell Social Value Awareness & Advice								
	Social Value Sessions	N	6	2	3	5	1	Meet the Buyer Event 26 March 25. CWM Framework Partners - showcasing their future works and opening opportunity to the local supply chain.
	Good News Stories	N	8	7	6	5	2	Social media posts highlighted local partnerships supporting residents with valuable on-site experience through a housing development project in Swan Lane. Another update showcased the completion of a major retrofit and new build project in Wednesbury, which also included voluntary community hours contributed to a nearby centre.
Monitoring & Measuring Social Value outputs & outcomes								
	Implementation of a Social Value Monitoring System	N	N/A	N	N	N	Y	The Social Value platform has been successfully tendered and awarded, with implementation still in progress. The team is currently in the early onboarding phase, focusing on identifying and aligning proxy codes with key target metrics.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	Commentary
Social Value Planning Applications								
	Apprenticeships	N	N/A	4	14	2	31	Apprentices and trainee opportunities on construction pipeline projects (of which 8 apprentices are on the R&M Urban Design contracts.
	Jobs	N	N/A	11	33	0	30	Jobs created on various construction pipeline projects.

Social Value Council Contracts								
	Apprenticeships	N	N/A	0	5	8	13	Apprentices and trainee opportunities on council let contracts permanently.
	Jobs	N	N/A	0	2	6	10	Permanent Jobs created on council let contracts.

Social Value in Sandwell

Status	Outcome/Output	Contracted Y/N	Annual Target	Qtr 1 Actual	Qtr 2 Actual	Qtr 3 Target	Qtr 4 Actual	Commentary
Employment & Skills Strategy								
	Apprenticeships	N	N/A	4	7	3	1	These figures represent the number of apprentices recognised as social value leads that E&S supported.
	Jobs	N	N/A	3	8	3	1	These figures represent the number of jobs recognised as social value leads that E&S supported.
Sandwell Anchor Network Partnership								
	Anchor Network Charter Commitments	N	75%	64%	7%	7%	0	No further charters signed.
Supply Chain Support								
	Meet the Buyer Events	N	2	0	0	1	1	MTB Event on 26th March 2025 - CWM Framework showcasing their future contracts and opportunities for potential local supply chain.
	Tender Training	N	3	2	0	0	0	There was no tender workshop identified for Qtr 4.