

## **Summary of the `Enterprises supported to start, revive, innovate, and grow` key performance indicator**

The `Enterprises supported to start, revive, innovate, and grow` is made up of the number of enterprises benefitting from support through six Economy Plan initiatives as follows:

### **1. The Track Creative Digital Hub**

- Measure: The Track Hub Membership
- Target for 21/22: 50
- The measure reflects the Key Performance Indicators (KPIs) in the contract the Council has with Town Square Spaces, who operate the collaborative workspace on behalf of the Council. Due to COVID restrictions The Track was delayed in fully opening to members until April 2021. The KPI is based on hub membership and includes all forms of membership that the operator will offer, including workspace memberships, virtual memberships, corporate memberships, and student memberships. The ambition behind the KPI is to support the establishment of a creative and digital business community in Bognor Regis and the wider area.

### **2. Small and Medium-sized Enterprises (SMEs) Digital Support Programme**

- Measure: Enterprises supported through participation in the pilot Recover and Rise SME Digital Accelerator programme
- Target for 21/22: 300
- The measure is the number of enterprises to be supported through the pilot `Recover and Rise SME Digital Accelerator`. The programme provided 28 webinars delivered as four series, between September 2021 and January 2022 followed by promotions for on-line use. The programme's aim is to help remove barriers to digital adoption amongst West Sussex SMEs by providing practical information and advice and highlighting the business benefits of increased technology use in small businesses. The webinars have been delivered by small businesses and digital experts and include the opportunity to receive intensive support and mentoring from Coast to Capital Growth Hub Digital Champions. The Council is coordinating and managing the initiative, which is jointly funded by the West Sussex local authorities.

### **3. Experience West Sussex (EWS)**

- Measure: businesses benefitting from Experience West Sussex (EWS) support
- Target for 21/22: 800
- The EWS tourism partnership provides a range of support to tourism and hospitality businesses in the county, including a dedicated tourism sector monthly Business to Business e-news, which offers opportunities to get

involved with marketing campaigns, funding opportunities, sector news, updates and links to useful courses, webinars and guides; a regular sector update aimed at business leaders and stakeholders, focusing on the strategic destination development issues; exposure through the EWS website and social media campaigns, generating thousands of business leads; and access to business toolkits, webinar listings, research, signposting and sector updates. EWS is jointly funded by the West Sussex local authorities, with the Council acting as the host authority and accountable body.

#### **4. Business Hothouse (led and managed by the University of Chichester)**

- Measure: enterprises receiving grants or non-financial support
- Target for 21/22: 100
  
- Business Hot House is providing the most extensive business support programme in the county for some time. The grants programme, Invest4, is one of the key workstreams of the programme and offers grants between £2,000 and £170,000 to eligible businesses. The non-financial support targeted at supporting business growth may include training, mentoring, or workshops. Businesses receive five to twelve hours support. The Council is a strategic partner and the West Sussex councils have together provided match funding. The programme has an allocation of more than £5m from the European Regional Development Fund.

#### **5. RISE (Research and Innovation in Sussex Excellence) led by the University of Brighton**

- Measure: Enterprises receiving innovation support
- Target for 21/22: 200
  
- The measure is made up of the number of enterprises benefitting from an increased understanding of innovation, through participating in the RISE programme's events and workshops. Over the lifetime of the project, at least 100 of these enterprises will receive 'deep dive' support from innovation specialists, and at least 20 will receive high intensity innovation support provided by the Universities of Brighton and Sussex. RISE is a unique programme that provides West Sussex SMEs enhanced access to innovation. The programme is a partnership between the Universities of Brighton and Sussex and West Sussex County Council (Strategic Partner). The Council has provided match funding and there is an allocation of £641,000 from the European Regional Development Fund.

#### **6. LoCASE (Low Carbon Across the South and East)**

- Measure: enterprises receiving grants or non-financial support.
- Target for 21/22: 50
  
- The measure is made up of enterprises receiving grants or non-financial support from the LoCASE programme, helping SMEs to adopt eco-innovative and low carbon solutions to improve business performance,

creating jobs and contributing to the protection of the environment. Support provided by delivery partners The Green Growth Platform at the University of Brighton includes grants of up to £10,000 for energy efficiency projects or work to enhance green business growth; 12 hours of support from consultancy with cleantech advisors and/or workshops; and Knowledge Transfer with research entities. The Council is a strategic partner and has provided match funding. There is an allocation of £1m from the European Regional Development Fund.