

Sandwell Business Growth

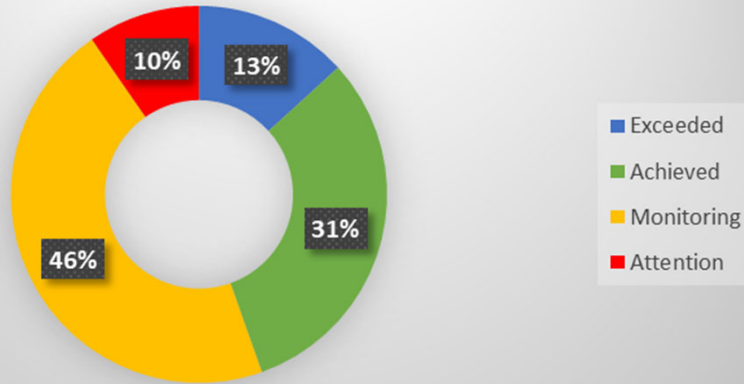
Performance Report

Financial Year Outturn 23/24

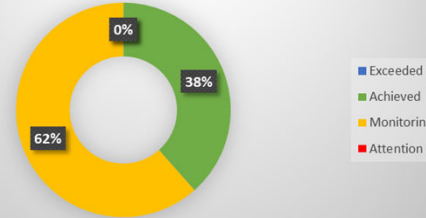


Performance Overview

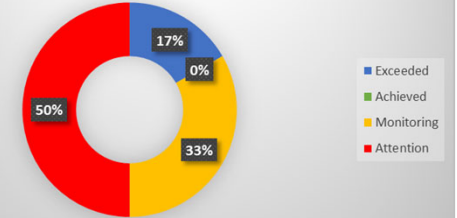
Sandwell Business Growth Plan



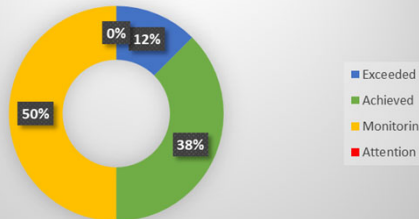
Support in Sandwell



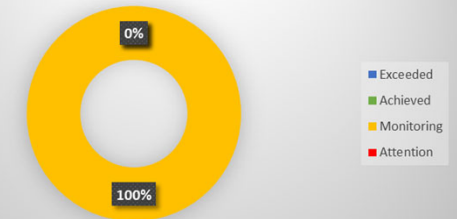
Start Up in Sandwell



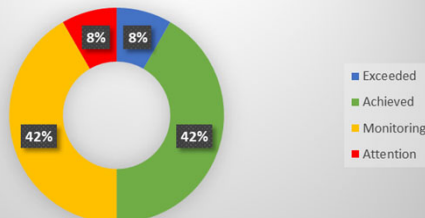
Grow in Sandwell



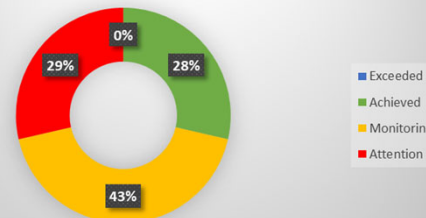
Innovate in Sandwell



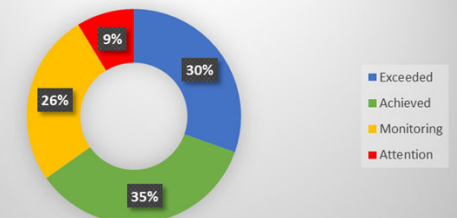
Invest in Sandwell



Net Zero in Sandwell



Social Value in Sandwell



Exceeded

Status	Measure	Output Target	Actual	Programme	Comments
	Sandwell Business School Programme	60	62	UKSPF - Local	The target for Sandwell business school attendees has been achieved.
	SME Programme No. of Businesses receiving non-financial support	230	259	UKSPF – Regional – SME Advisors	This target has been exceeded (113%).
	Grow in Sandwell Event Attendees	100	116	Sandwell's Top 50 Growing Businesses Programme - COMF	The Top 50 launch event on 23.11.23 was very successful with 116 businesses in attendance. At the event they were given information and updates on the SBG offer and how they could access this and also information about the Regeneration Pipeline.
	Sandwell Social Value Awareness & Advice - Social Value Sessions	6	7	Social Value in Sandwell	
	Sandwell Social Value Awareness & Advice - Good News Stories	4	10	Social Value in Sandwell	
	Social Value Pipeline 2022-2027 - Apprenticeships	31	33	Social Value in Sandwell	

Exceeded

Status	Measure	Output Target	Actual	Programme	Comments
	Social Value Pipeline 2022-2027 - Jobs	26	37	Social Value in Sandwell	
	Social Value Council Let Contracts Apprenticeships	10	38	Social Value in Sandwell	
	Social Value Council Let Contracts Jobs	10	28	Social Value in Sandwell	
	Social Value Planning Applications Delivery Plans	30	39	Social Value in Sandwell	
	Social Value Planning Applications Apprenticeships	37	87	Social Value in Sandwell	
	Social Value Planning Applications Jobs	37	82	Social Value in Sandwell	

Blue = Target exceeded

Achieved

Status	Item	Outcome	Programme	Comments
	Sandwell Business Growth Plan	Approved	Support in Sandwell	Approved by Cabinet and launched in November 2023, articulating the Council's priorities for supporting Sandwell's Businesses to grow.
	Brand and Service Offer Launched	Launched	Support in Sandwell	New brand – 'Sandwell Business Growth' launched November 2023, along with a new website aligned to the new customer journey.
	Social Value in Sandwell Policy	Approved	Social Value in Sandwell	Approved by Full Council in January 2024 – the first Sandwell Social Policy in over a decade.
	Customer Journey	Deployed	Support in Sandwell	Customer journey designed and deployed, including a customer charter setting out service standards, new website, and contact centre.
	Customer Charter	Approved	Support in Sandwell	Customer charter setting out service standards to enable performance monitoring.
	SME, Start UP and Net Zero Grant Policies	Approved	UK Shared Prosperity Fund (UKSPF)	Grant administration policies are fully aligned to the WMCA Region and have been approved.

Attention

Status	Measure	Output Target	Actual	Programme	Comments
	Number of attendees at Hub Events	800	331	UKSPF - Local	To date 331 attendees have attended events from September 2023. *Based on average 20 attendees per event.
	Start Up Grant Value Administered	£ 180,000.00	£15,000	UKSPF - Local	Businesses have not been business ready to be in position to apply for a grant. The budget has been carried forward into 2024/25.
	Start Up Grants awarded	48	5	UKSPF - Local	Businesses have not been business ready to be in position to apply for a grant. The budget has been carried forward into 2024/25.
	Net Zero Grant Value Administered	£180,355.77	0	UKSPF – Regional Programme	While there was no committal of spend in 2023/24 due to the Shorter time window, grant spend is picking up significantly in 2024/25. Which is the case across most LA's.
	Net Zero Grants awarded	11	0	UKSPF – Regional Programme	We have a strong pipeline of businesses applying for grants. This output allocation has been rolled forward into 24/25 by The WMCA.

Sandwell Business Growth Plan

UKSPF - Spend Profile 23/24 and 24/25 Forecast

	UKSPF - Project Funding Profile	Allocation 23/24	Actual 23/24	Carry Forward	24/25 Allocation	Total Forecast 24/25
Local	Start Up Grants Capital	£ 60,000.00	£ -	£ 60,000.00	£ 180,000.00	£ 240,000.00
	Start Up Grants Revenue	£ 90,000.00	£ 15,000.00	£ 75,000.00	£ 30,000.00	£ 105,000.00
	Entrepreneurial Training - Revenue	£ 50,000.00	£ 29,400.00	£ 20,600.00	£ 50,000.00	£ 70,600.00
	Start Up HUB - Revenue	£ 194,044.00	£ 132,803.38	£ 61,240.62	£ 254,077.00	£ 315,317.62
Totals:		£394,044	£177,203.38	£ 216,840.62	£514,077	£730,917.62

	UKSPF - Project Funding Profile	Allocation 23/24	Actual 23/24	Carry Forward	24/25 Allocation	Total Forecast
Regional	SME Grants - Capital	£ 495,887.66	£ 227,338.46	£ 268,549.20	£ 579,675.99	£ 848,225.19
	SME Grants - Revenue	£ 53,980.17	£ -	£ 53,980.17	£ 102,295.76	£ 156,275.93
	Net Zero - Capital	£ 180,355.77	£ -	£ 180,355.77	£ 312,774.02	£ 493,129.79
	SME advisors - Revenue	£ 230,000.00	£ 144,403.36	£ 85,596.64	£ 819,000.00	£ 904,596.64
Totals:		£960,213.60	£371,741.82	£ 588,481.78	£1,813,745.77	£2,402,227.55

£3,133,145.17



Support in Sandwell

Deliver a consistent, accessible customer service experience to Sandwell Businesses, while striving to understand, anticipate, and exceed customer needs, fostering trust and loyalty through responsive communication, problem-solving, and a commitment to delivering a high standard of service excellence.

Status	Measure	Output Target	Actual	Programme	Comments
	Sandwell Business Growth Plan produced and approved	Y/N	Yes	Sandwell Business Growth Plan	The business growth plan has been developed, approved and was officially launched in November of 2023.
	Initial response within 2 working days.	95%	93%		477 total number of enquiries 33 over 2 days (includes weekend)
	Full response within 10 working days.	95%	94%		29 enquires are over 10 days full response target due to more intense business support requirement.
	Sandwell Business Growth Brand Launched	Y/N	Yes		New website and new name launched November 2023.
	Sandwell Business Growth website launched 23 November 2023.	Y/N	Yes		New website launched November 2023.
	Enquiries derived from the website.	60%	41.5%		From the 477 total enquiries received during 2023/24 106 came through Think Sandwell / Sandwell Business Growth Website.
	Customers rating website service as Satisfactory	10%	9%		Following launch of website in November 2023 customer rating of satisfactory/good/excellent = 88%. 12% rating of hate/dislike.
	Customers rating website service as Good	30%	21%		
	Customers rating website service as Excellent	60%	58%		

Note: Monitoring commenced September 2023.



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Status	Measure	Output Target	Actual	Programme	Comments
	No. of referrals received from Business Growth West Midlands	N/A	143	Sandwell Business Growth Plan	30% of referrals came from Business Growth West Midlands during 2023/24.
	No. of enquiries triaged from contact centre.	N/A	41	Sandwell Business Growth Plan	Contact centre commenced 22/06/2023 and 41 referrals have been received.
	Policy Lobbying & Critical Friendship	N/A	0	Sandwell Business Growth Plan	Ambassadors to host Cabinet Focus Groups throughout 24/25 covering: <ul style="list-style-type: none">• Lifting Aspirations• Local Employment (Skills)• Links to Council – influencing business strategy• Local Spend
	Sandwell Business Ambassadors #DoingBusinessBetter Support and Advice provided to Sandwell Businesses	N/A	0	Sandwell Business Growth Plan	Ambassadors to host a number of workshops covering a range of topics including the King's Award for Enterprise.

Note: Monitoring commenced September 2023.



Start Up in Sandwell

Make Sandwell the Home of the Successful Start Up by empowering entrepreneurs and providing tailored guidance, resources, and mentorship to help them navigate entrepreneurship challenges, achieve sustainable growth, and realise their full potential in the competitive business landscape.

Status	Measure	Output Target	Actual	Programme	Comments
	Start-Up Hub Businesses receiving non-financial support	30	20*	UKSPF - Local	Over this period desk spaces have been occupied 125 times, however of this number 20 individual users have used on multiple occasions.
	Hub Events and Workshops hosted	40	33	UKSPF - Local	Since September 2023 there have been 33 various events held at the Start Up HUB.
	Number of attendees	800	331	UKSPF - Local	To date 331 attendees have attended events from September 2023. *Based on 20 attendee's average.
	Grant Value Administered	£ 180,000.00	£15,000	UKSPF - Local	Businesses have not been business ready to be in position to apply for a grant. The budget has been carried forward into 2024/25.
	No. of Grants awarded	48	5	UKSPF - Local	Same reasons as above.
	Sandwell Business School Programme	60	62	UKSPF - Local	The target for Sandwell business school attendees has been achieved.

Note: Monitoring commenced September 2023.



Grow in Sandwell

Empower businesses to achieve sustainable and scalable growth by providing strategic guidance, resources, and solutions to drive innovation, enhance competitiveness, and expand market reach, enabling businesses to reach their full growth potential and thrive in dynamic markets.

Status	Measure	Output Target	Actual	Programme	Comments
	Businesses receiving support from the Sandwell Business Growth Team.	N/A	477	Sandwell Business Growth Plan	A total of 477 businesses have received support during stage 1 and stage 2 of the customer journey process in this financial year.
	Sandwell Businesses receiving specialist advice from partner organisations.	N/A	86	Sandwell Business Growth Plan	86 businesses have been referred for specialist advice, 62 successfully completed the Aspire4U entrepreneurship programme and 24 received support from Winning Moves.
	SME Programme No. of Businesses receiving non-financial support	230	259	UKSPF – Regional – SME Advisors	This target has been exceeded (113%).
	No. of Entrepreneurs provided assistance to be business ready	12	0	UKSPF – Regional – SME Advisors	This target has been carried forward to financial year 24/25.
	Value of SME Grant Administered	£360,000.00	£293,083.52	UKSPF – Regional – SME Grants	81% of the allocation for SME grants has been awarded. The balance has been carried forward into 2024/25.
	Businesses receiving financial support	28	16	UKSPF – Regional – SME Grants	16 grants have been awarded. The balance has been carried forward into 2024/25.
	Enterprises assisted to be business ready	2	0	UKSPF – Regional – SME Grants	This target has been carried forward to financial year 24/25.

Note: Monitoring commenced September 2023.



Grow in Sandwell

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Status	Measure	Output Target	Actual	Programme	Comments
	Businesses receiving 1:1 support	20	15	Sandwell Trading in New Markets Programme - COMF	Amount of application forms submitted.
	Business diagnostics	20	15	Sandwell Trading in New Markets Programme - COMF	15 diagnostics undertaken after the initial application form received (all followed up after application).
	Businesses participating in workshop(s) or trading support	20	15	Sandwell Trading in New Markets Programme - COMF	15 businesses registered to receive support
	Growing Businesses actively engaged with account manager	9	9	Sandwell's Top 50 Growing Businesses Programme - COMF	There are 9 top 50 businesses on our SRM
	Annual Top 50 Networking Event	1	1	Sandwell's Top 50 Growing Businesses Programme - COMF	This target has been achieved.
	Event Attendees	100	116	Sandwell's Top 50 Growing Businesses Programme - COMF	The Top 50 launch event on 23.11.23 was very successful with 116 businesses in attendance. At the event they were given information and updates on the SBG offer and how they could access this and also information about the Regeneration Pipeline.
	Sandwell's Strategic Businesses	N/A	12	Strategic Businesses actively engaged with account manager	List of businesses to be provided so engagement can be compliance checked.
	Strategic Businesses KAM Programme	5	5	Strategic Businesses receiving dedicated KAM	This target has been achieved. Tokai Carbon just been added. Previous in list were Eriks, Kuka Robotics Systems UK, Thyssenkrupp UK PLC, Marcegaglia. Sample checked and some businesses not on tractivity.
	Strategic Businesses SRM Programme	8	12	Strategic Businesses receiving dedicated SRM	All strategic businesses on the internal Account Management system have been contacted by a council officer within the Business Growth Team who is assigned as a primary contact. Response has either been received or being chased by the internal officer. Sample checked a few and some not on tractivity.

Note: Monitoring commenced September 2023.



Net Zero in Sandwell

Empower businesses to achieve sustainable and scalable growth by providing strategic guidance, resources, and solutions to drive innovation, enhance competitiveness, and expand market reach, enabling businesses to reach their full growth potential and thrive in dynamic markets.

Status	Measure	Output Target	Actual	Programme	Comments
	Grant Value Administered	£180,355.77	0	UKSPF – Regional Programme	While there was no committal of spend in 2023/24 due to the Shorter time window, grant spend is picking up significantly in 2024/25. Which is the case across most LA's.
	Businesses receiving financial support	11	0	UKSPF – Regional Programme	We have a strong pipeline of businesses applying for grants. This output allocation has been rolled forward into 24/25 by The WMCA.
	Businesses receiving non-financial support	N/A	32	UKSPF – Regional Programme	32 businesses are engaged on the net zero programme with 6 businesses awaiting an energy report.
	Businesses receiving Energy Audits	N/A	26	UKSPF – Regional Programme	26 businesses have received an energy audit report.
	Greenhouse gas reductions (%) Decrease Kt Co2e	N/A	N/A	UKSPF – Regional Programme	Accurately quantifying this is challenging. After a business implements an energy efficiency project with grant support, estimating this data is possible using their initial energy report. However, it will only be an approximation.
	Businesses adopting new to the firm technologies or processes	N/A	N/A	UKSPF – Regional Programme	Reporting is not possible until the grant has been provided to support the adoption of new technologies or processes by the firm.
	Businesses participate in Net Zero training	N/A	0	UKSPF – Regional Programme	This is carried forward into 24/25. Net Zero training has been is being delivered on 16 th April 2024 by Aston University, Big Solar and Pro Enviro.

Note: Monitoring commenced September 2023.



Invest in Sandwell

Attract and facilitate investment in Sandwell, creating a dynamic and prosperous environment for businesses, entrepreneurs, and investors by showcasing the opportunities, infrastructure, and resources Sandwell offers, and fostering strategic partnerships to drive economic growth.

Status	Measure	Activity	Output Target	Actual	Programme	Comments
	New Landed Investment	Secure Inward Investment in Sandwell	3	2	Sandwell Business Growth Plan	Worked with the Department for Business & Trade to support them in landing new inward investment to Sandwell. Across all two landings the amount of site investment over the next few years will be in excess of £25 million.
	New Jobs Created		30	89? anticipated or created?		
	Inward Investment Value		£	£25,150,000		
	Growth Sectors - Professional Services	Strategic Businesses engaged	2	2		Businesses are engaged with by Growth Sector Account Managers in partnership with the Business Growth Team.
	Growth Sectors - Life Sciences		2	1		
	Growth Sectors - Tech, Creative and Digital.		2	1		
	Growth Sectors - Advanced Manufacturing		2	7		
	Growth Sectors - Professional Services		2	1		

Note: Monitoring commenced September 2023.



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Status	Measure	Activity	Output Target	Actual	Programme	Comments
	International Inward Investment Relationships	Delegations Supported/ Hosted	1	1	Sandwell Business Growth Plan	On 24th October 2023, a delegation of government officials visited from the Department of Veteran Affairs from Zhejiang Province.
	Domestic Inward Investment Relationships		1	0		Discussions being undertaken about delivering a domestic delegation visit.
	West Midlands Growth Company - Business Plan	Agreed Sandwell Support Programme	Y/N	Y		Agreed and meeting quarterly with the West Midlands Growth Company.
	Investment Events Supported	Investment Events Supported	2	0		The WMGC are planning their event calendar/schedule, which SMBC will review and see where partnership working could take place.

Note: Monitoring commenced September 2023.



Innovate in Sandwell

Champion and nurture innovation, fostering an environment where creativity, collaboration, and exploration thrive in Sandwell.

Status	Measure	Activity	Output Target	Actual	Programme	Comments
	Sandwell Innovation Research Project	Sandwell Innovation Evidence Base	Y/N	Begun activity	Innovate in Sandwell	The evidence base is being constructed following an action plan we have put together to research the Top 50 businesses in Sandwell by turnover.
	Scope Innovation Support Products & Programmes available for Sandwell Businesses.	Referral pathways for Innovation Products/ Programmes-made smarter, Innovate UK, Innovation Alliance WM. Mobile Hub events.	Y/N	Begun activity	Innovate in Sandwell	We have met with Innovate UK Business Growth to establish a relationship. Black Country LA's are also aligning with each other on strategy until March 2025. Next steps is promoting this and collating to update SBG website imminently.
	Sandwell Manufacturing Innovation Cluster	Black Country Industrial Cluster, Make UK, Oxford Innovation.	Y/N	Begun activity	Innovate in Sandwell	Discussions being undertaken with manufacturing companies on their needs and cross over work.
	Sandwell Low Carbon Innovation Cluster	WM Circular Economy working group following routemap. WMIS - West Midlands Industrial Symbiosis	Y/N	Begun activity	Innovate in Sandwell	Collaborate with the WMCA to identify Sandwell opportunities from the Manufacturing Cluster as articulated within the West Midlands Plan for Growth
	Sandwell Life Science & Health Tech Innovation Cluster potential	NHS learning campus, new MMUH to be completed 2024. (future)	Y/N	No	Innovate in Sandwell	Collaborate with the WMCA & NHS to identify Sandwell opportunities for within the Life Science Health Tech Cluster. Sandwell is currently not identified within this cluster in the West Midlands Plan for Growth. No update has been given on this activity.
	Research & Development (R&D)	WMG Innovation programme	Y/N	Begun activity	Innovate in Sandwell	Develop relationships with local universities to identify R&D support for Sandwell Businesses – Engaged with UOB regarding knowledge transfer partnerships, and WMG through Coventry Uni on SME support. Further engagement with local universities to be undertaken.

Note: Monitoring commenced September 2023.



Social Value in Sandwell

Enhance Social Value in Sandwell by enabling our contractors and partners to provide employment and skills opportunities for local people, provide local supply chain opportunities for our businesses, and community benefits for our voluntary organisations to create a more inclusive and thriving local community.

Status	Measure	Activity	Output Target	Actual	Programme	Comments
	Sandwell Social Value Policy & Toolkit	Policy Approved	Y/N	Yes	Sandwell Business Growth Plan	Policy is in place.
	Sandwell Social Value Awareness & Advice	Social Value Toolkit	Y/N	No		In progress.
		Website Information	Y/N	Yes		Social Value page has been developed and policy has been updated still more information and supporting documents to go on and be updated.
		Best Practice Brochure	Y/N	No		Examples of best practice to be incorporated into the Social Value Toolkit.
		Social Value Sessions	6	7		Procurement Team Training / presentation, Regen Team West Smethwick, CIL team presentation, Connect SV themed event, LUF presented to lead officers, MTB x 2
		Good News Stories	4	10		Apprentice; Kier local labour; Bam – E&S and Local Spend; McCann 2 x electrical support stories; MSP – Ideal for all Hub Kitchen, and various school engagement; parade Civils; community garden; Hindley – Murray Hall food bank and hub support; Amey Consulting – Sandwell valley green space and Axis Europe – Oak Tree Counselling room.
	Sandwell Business Ambassadors - Give Back to Sandwell	Business to Business promotion	N/A	0		Through their website and event attendance, Sandwell Business Ambassadors promote to other Sandwell Business ways they can contribute to Sandwell's communities and enhance their SV offer.
	Monitoring & Measuring Social Value outputs & outcomes	Research & Market Testing	Yes	No		To undertake research and market testing into products/ systems to effectively record, monitor and measure social value outputs of the council.

Note: Monitoring commenced September 2023.



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Status	Measure	Activity	Output Target	Actual	Programme	Comments
	Social Value Pipeline 2022-2027	Social Value Delivery Plans	No.	13	Sandwell Business Growth Plan	Pipeline projects originally come to us through planning
		Apprenticeships	31	33		This includes all apprentice and safeguarded apprentices on site in this active period. (16 new starts, 17 safeguarded)
		Jobs	26	37		Job opportunities created recognised on the pipeline contracts.
		Local Spend	£	£		BAM = £8.29m within 30 miles update £5.06m within 10 miles
	Social Value Council Let Contracts	Social Value Delivery Plans	No.	9		Currently working with 30 Council Let Contracts, of which 10 have been actively creating SV opportunities in 2023.
		Apprenticeships	10	38		These 38 are part of the overall number of new start apprenticeships and safeguarded apprentices. (21 new starts, 17 safeguarded)
		Jobs	10	28		These 28 jobs are part of the overall number of jobs created as additional social value.
		Local Spend	£	£		Unable to report at present, require platform to record, monitor and report.

Note: Monitoring commenced September 2023.



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Status	Measure	Activity	Output Target	Actual	Programme	Comments
	Social Value Planning Applications	Social Value Delivery Plans	30	39	Sandwell Business Growth Plan	SVDP are developed for each individual contract – 30 is average per annum – 37 are currently active – these include pipeline. (all pipeline contracts have SVDP at Planning application stage).
		Apprenticeships	37	87 (33,38,16)		Calculation of apprentices is a minimum of 1 full apprentice 104 person weeks on each contract. This is proportioned to type, cost and duration of development. 87 Total - 33 Pipeline (16/17) , 38 CLC (21/17), 16 planning obligations – (4 /12)
		Jobs	37	82 (37,28,17)		Calculation of job outcome is usually measured as a minimum of 1 job over 13 person weeks on each contract. <ul style="list-style-type: none">This number also includes 11 x graduate jobs(7) x Permanent jobs identified 82 Total – 37 Pipeline, 28 CLC, 17 planning obligations
		Local Spend	£	£		Unable to report at present, require a platform to record, monitor and report.
	Supply Chain Support	Meet the Buyer Events	2	2		Target has been achieved.
		Tender Training	3	2		2 Tender training have been delivered.
	Sandwell Anchor Network Partnership	Anchor Network Charter Commitments		2		At present, 2 businesses have signed up to the charter.
		Anchor Network Action Plan	Y/N	Yes		In place.
		Spend Analysis Research	Y/N	No		Spend analysis and budget to be rolled forward.

Note: Monitoring commenced September 2023.