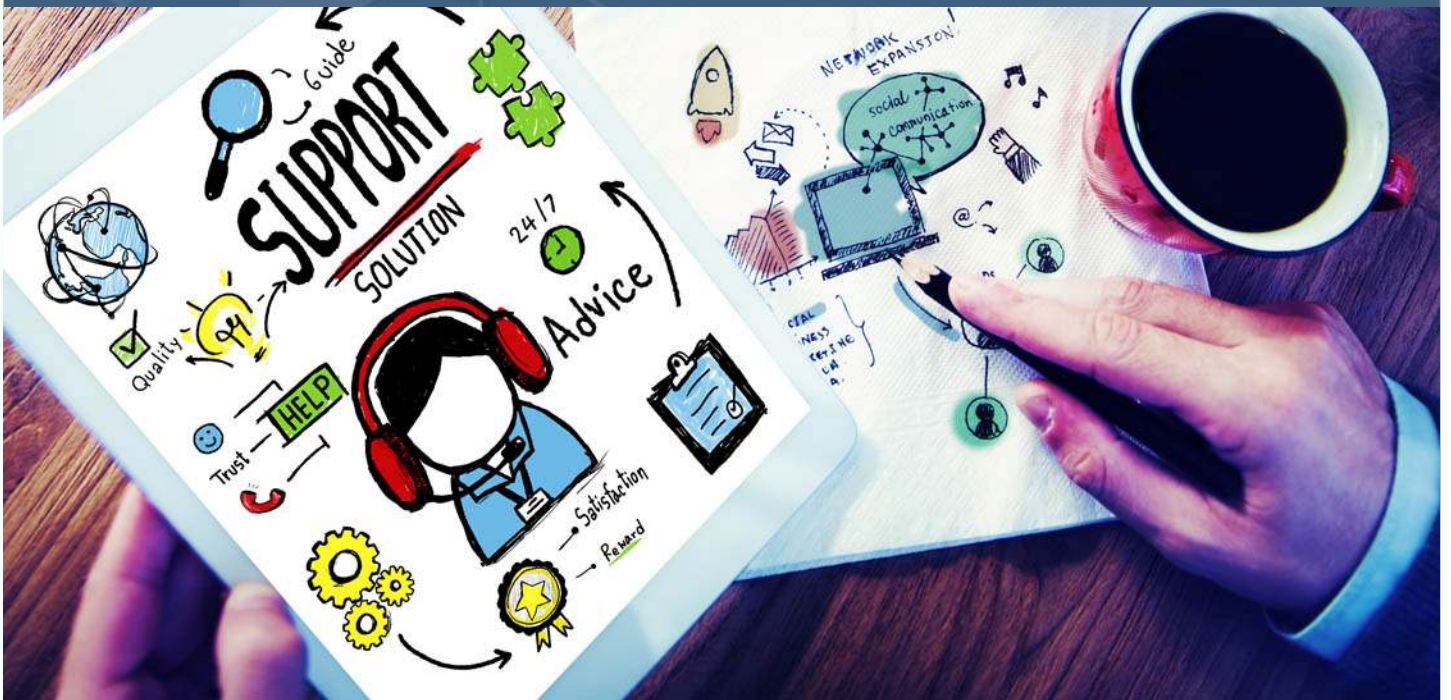




heart of the south west  
**Growth Hub**



# PARTNER BRIEFING PACK



## Partner Briefing Pack

### An Introduction to the Heart of the South West Growth Hub Service



The Heart of the South West Growth Hub provides the key access point for business support in the Heart of the South West LEP area; Devon, Plymouth, Somerset, and Torbay. We deliver independent diagnosis and referrals to existing business support services.

The Growth Hub service is the first point of contact for both new and established businesses seeking business support; the Growth Hub team is on hand to answer questions or make referrals to experts in specialist areas such as funding opportunities, tax advice, exporting or innovation. The Growth Hub provides access to all local and national business support services and is offered completely free at point of access for all businesses seeking advice. The Growth Hub can help any business sector and any business size. The Growth Hub is the Heart of the South West LEP's main mechanism of engaging with businesses across the area.

### Programme Information

The Heart of the South West Growth Hub Service is delivered by Serco Enterprise on behalf of the Heart of the South West Local Enterprise Partnership. Somerset County Council is the Accountable Body on behalf of the Heart of the South West LEP, working in partnership with Plymouth City Council and the LEP Business Leadership Group. The Growth Hub service is funded by the Department for Business, Energy and Industrial Strategy. The service runs from Feb 2016 to Feb 2019.

### Service Components



**Online Business Advisers** – our experienced team will talk through your business goals with you and put you in touch with the best support to help you achieve them

**Outreach Events** – we will attend events and workshops across the Heart of the South West LEP area where you can speak to the Growth Hub team

**Website** – our web portal will provide access to information about all the business support currently available in your local area as well as links to national programs. You will also find full listings of local business support events.

**Information Provision** – our monthly e-newsletters provide updates on support services available to businesses such as advice, grants, funding, events and workshops and key business topics such as sales, marketing or public procurement opportunities.

**Growth Support Service** - a fully funded one to one advice service available to businesses in the Growth Hub area. The service is aimed at business sectors that are not already covered by other business support services such as ERDF, Manufacturing or Exporting support services. The service offers a session with a business adviser and provision of a business support plan which identifies practical steps to help move plans forward.



### Eligibility

The Heart of the South West Growth Hub is the 'service for all' component of the Growth Hub programme and as such is available to any business in any sector and at any size or stage of development from prestart to high growth. The service covers the Heart of the South West LEP area of Devon, Plymouth, Somerset, and Torbay.

### Our Approach to Partnership



Working in partnership with business support providers underpins the success of the Growth Hub. Understanding, promoting and referring clients to the services of our partners is at the heart of the Growth Hub's role. We will keep in regular contact with the business support landscape and are tasked with mapping business support provision on behalf of the LEP through creation of an annual report. We will provide feedback to the LEP via our monthly reporting activities regarding the coverage, quality and effectiveness of the business support provision in the LEP area from both local and national schemes. We will work in partnership with the national business support helpline and signpost to resources on the .Gov website. Business Support providers can tell us about their services using our [online form](#).

### Growth Hub Partner Charter

We have committed to operate under the following principles:

- Operate with all partners in a fair, open and honest manner
- Report Growth Hub performance against referral and engagement targets
- Avoid competing, duplicating or confusing activity
- Deliver regular communications to keep all partners updated with activity
- Share knowledge and information that will improve business support
- Work to develop mutual solutions or opportunities
- Develop partnerships that reflect inclusivity, ethnicity or diversity
- Prepare for a legacy of knowledge and expertise

### Partnership Networking Events



We hold monthly Partnership Networking Events aimed predominantly at business support providers and stakeholders. We rotate the location across the project area to ensure full coverage of providers and geographies. Attendees are invited to update about their respective projects and any support services available. We will, when required invite external speakers that are valuable to the providers. This could include members of the Local Enterprise Partnership, funders, subject specialists and so forth. Suggestions will be welcomed from attendees as to speakers they would like us to try to secure for future meetings. Feedback as to the value of meetings will be gathered from attendees to ensure they remain useful over the life of the programme.



## The Growth Hub Team

Team Member	Contact Information	Key Roles
David Hynd, Programme and Partnership Manager	<a href="mailto:David.Hynd@heartofswgrowthhub.co.uk">David.Hynd@heartofswgrowthhub.co.uk</a> M: 07773764277 T: 03456 047 047 ext 8417	<ul style="list-style-type: none"> <li>• Head of Growth Hub</li> <li>• Key contact for partners at strategic level and partnership networking events lead</li> <li>• Overall responsibility for operational contract delivering and reporting to LEP and Contract Manager</li> </ul>
Emily Herbert, Marketing Officer	<a href="mailto:Emily.Herbert@heartofswgrowthhub.co.uk">Emily.Herbert@heartofswgrowthhub.co.uk</a> T: 03456 047 047 ext 8280	<ul style="list-style-type: none"> <li>• Marketing, communication and event activity for the Growth Hub service</li> <li>• Works with the LEP Communications Manager</li> <li>• Key contact for service providers requiring marketing support for their services</li> <li>• Creates and distributes the Growth Hub e-newsletters</li> </ul>
General Enquiries & CRM Enquiries	<a href="mailto:info@heartofswgrowthhub.co.uk">info@heartofswgrowthhub.co.uk</a> T: 03456 047 047	<ul style="list-style-type: none"> <li>• General enquiries</li> <li>• Supports the design and delivery of output reports</li> <li>• Data synthesis and manipulation</li> <li>• Business support provision mapping</li> </ul>
Chelsea Hardy Online Business Adviser	<a href="mailto:Chelsea.Hardy@heartofswgrowthhub.co.uk">Chelsea.Hardy@heartofswgrowthhub.co.uk</a> T: 03456 047 047 ext 8020	<ul style="list-style-type: none"> <li>• Key contact for clients requiring business support</li> <li>• Provision of diagnostic, referral and signposting services</li> <li>• Maintenance of Growth Hub provider knowledge bank</li> <li>• Key contact for providers regarding referral processes and client enquiries</li> </ul>





### Marketing Services

The Growth Hub will provide marketing and promotional activity on behalf of business support providers across the project area. This can include:

- Featuring information about services on the Growth Hub website
- Promotion of activity through monthly e-news updates to our business database
- Listing events and workshops on the Growth Hub website
- Social media promotion
- Inclusion in partner and stakeholder updates

### Outreach Events



We will be running outreach events at key venues such as innovation centres and work hubs across the project area. We are keen to work in partnership with providers to deliver these events or to support their events. If you are delivering event programmes already that the Growth Hub can support or would like to talk to us about delivering events with us please contact us via [info@heartofswgrowthhub.co.uk](mailto:info@heartofswgrowthhub.co.uk)

Thank you in advance for your support in raising awareness of the Growth Hub Service.

### For more information:

- General enquiries** [info@heartofswgrowthhub.co.uk](mailto:info@heartofswgrowthhub.co.uk)  
**Telephone** **03456 047 047**  
**Website** [www.heartofswgrowthhub.co.uk](http://www.heartofswgrowthhub.co.uk)  
**Sign up for e-news** [www.heartofswgrowthhub.co.uk/get-in-touch](http://www.heartofswgrowthhub.co.uk/get-in-touch)