Innovating for Growth
Supporting companies to scale up and create jobs.

Economic Impact Analysis
October 2011 - December 2015

3 MONTH BUSINESS SUPPORT PROGRAMME

IMPROVED BUSINESS PRACTICES

Developed new business processes or systems 85%
Improved branding of business 83%
Created new products and/or services 71%
Increased knowledge/commercial use of IP 58%

ACHIEVED GREAT ECONOMIC IMPACT AT GOOD VALUE FOR MONEY

A payback of £7.60 for every £1 of public sector money spent
Cost per net job created £10,534 expected to drop to £5,089 by 2016

Businesses assisted 241
Gross jobs created 249
GVA created £16m
Turnover increased £77m

21% Above target
25% Above target
320% Above target
378% Above target

1 Implied by GVA target *GVA = Gross Value Added. Source: Evaluation of Innovating for Growth Programme, AMION Consulting 2016
BUSINESSES SUPPORTED WERE FROM A WIDE RANGE OF SECTORS

- Creative/ Media/ Publishing 20%
- Professional Services/ Consulting 11%
- Manufacturing/ Engineering/ Construction 8%
- Education 8%
- ICT/ Telecommunications 8%
- Health/ Social Work 8%
- Manufacturing/ Engineering/ Construction 8%
- Environmental 7%
- Wholesale/ Transport 6%
- Manufacturing/ Engineering/ Construction 8%
- Leisure/ Hospitality/ Restaurant 5%
- Banking/ Finance/ Investment 1%
- Creative/ Media/ Publishing 20%
- Other 17%

97% Were very satisfied or satisfied
98% Would recommend the programme to others

“"The Relationship Manager is ‘the glue’ that holds the programme together.”

“The British Library is a trusted and neutral organisation, with great facilities, which meant that I was more confident about their services.”

“The project helped me to be strategic about my business ie working on it rather than in it.”

“The British Library helped us transform our business. They were fantastic and have put us in a really great position.”

SOCIALLY INCLUSIVE AND ACHIEVING ENVIRONMENTAL IMPACTS

- Female-led businesses: 43%
- Black, Asian and Minority Ethnic-led businesses: 39%
- Disabled-led businesses: 4%
- Environmental businesses: 7%

- Above target: 53%
- Above target: 34%
- Above target: 25%
- Above target: 56%