

# boost

## Quarterly Report

---

Q2 2018



**boost**  
Lancashire's Business  
Growth Hub

 **European Union**  
European Regional  
Development Fund

 Lancashire  
Enterprise Partnership

**Lancashire**  
County  
Council 

# Lead generation

**208**

Boost enquiries  
via the website

✓ **8%** decrease in enquiries  
since Q1 2018

There were also

**62**

enquiries for Startup Lancashire  
(GSP) support this quarter.

## Sources:

Social media / partnerships

**1%**

E-mail marketing

**13%**

Search Engine

**28%**

Direct / Unknown

**48%**

Referral Website

**12%**

---

# PR and Content Marketing

## In this period:

Number of case  
studies issued to the  
media:

**3**

News stories /  
comments /  
features:

**5**

Pieces of  
press / online  
coverage:

**39**

Case studies /  
news articles  
posted:

**21**

Blogs posted:

**8**

---

# PR and Content Marketing

## COVERAGE EXAMPLES:



- **Blackpool drones duo ready to take flight in business (World 360)** – Coverage received in *Blackpool Gazette*, *Lancashire Business View*.
- **Boost hosts free breakfast for business advisors** – Coverage received in *Lancashire Business View*.
- **Lancashire firms' mission to No 10 to help small businesses** – Coverage received in *Business Lancashire*, *Lancashire Business View*, *Lancashire Evening Post*.
- **Resort digital platform Boost (OFFIGO)** – Coverage received in *Blackpool Gazette*.
- **Investing in skills for growth** – Coverage received in *Lancashire Business View Debate*.
- **Social media firm prospers by sharing start-up success (Smith Media)** – Coverage received in *Business Lancashire*.

# PR and Content Marketing

## Blackpool drones duo ready to take flight in business



Directors of World 360, left to right Dan O'Connor and Connor Romain

By

**TIM GAVELL**

Email

Published: 09:54

Tuesday 03 April 2018

A visual content media provider specialising in virtual reality, virtual tours and commercial aerial drones has gone from a university project to a high-flying enterprise, thanks to Boost's Growth Support programme.

Fylde-based World 360 is a visual content provider and commercial aerial drone business, specialising in 360-degree panoramic virtual tours, video and photography that help improve advertisements for client businesses.

The panoramic tours allow clients – including estate agents, surveyors and retailers – to interact and view the specifics of properties from a 360-degree immersive tour that can include drop-down menus, video, [photos](#) and hotspots.

Founders Daniel O'Connor and Conner Romain first met enterprise4all business adviser Yusuf Musa to discuss how they could turn their Blackpool and Fylde University project into a successful business.

**03.04.18**

Blackpool Gazette

## BOOST HOSTS FREE BREAKFAST FOR BUSINESS ADVISORS

Boost is hosting a free breakfast seminar to help Lancashire business advisors better understand the funding and support available to help their clients.



Hosted by Lancashire Business View publisher Richard Slater on April 18 in Sarnesbury, the event will take a particular focus on protecting innovation and trading internationally.

It is part of the growth hub's campaign to assist more than 4,000 businesses in the county by the end of 2018.

Speakers from the Intellectual Property Office will highlight how intellectual property (IP) impacts on every business and the free tools available to help understand the subject.

The Department for International Trade and the local chambers of commerce will also be on hand to offer an insight into the opportunities available to help Lancashire businesses trade overseas.

Boost advisors will be in attendance to introduce their fully funded support programmes including: start-up support, mentoring, new product development and help accessing finance.

Andrew Leeming, Boost programme manager, said: "The aim of the event is to update the county's bankers, accountants, lawyers and business advisors on the wealth of national and local support available from government to help businesses grow."

This event is organised in partnership between the Intellectual Property Office (IPO), the Institute of Chartered Accountants in England and Wales (ICAEW) Lancashire & South Lakeland, Boost (Lancashire's Business Growth Hub), the Association of Chartered Certified Accountants (ACCA) and the Department for International Trade (DIT).

- The event is being held at the Best Western Sarnesbury Hotel from 7.30am-9.30am on 18th April 2018. To find out more and to book your free place visit <http://bit.ly/2laOoDER> or call Boost on 0800 488 0057.

**10.04.18**

Lancashire Business View

## Lancashire firms' mission to Number 10 to help small businesses grow

By Phil Ghayour - May 11, 2018

SHARE



(L-R) Catarina King, Anne Williamson, Andrew Leeming, Robert Binns and Guy Cookson

A delegation of Lancashire entrepreneurs joined Boost on a visit to Downing Street this week to discuss how government can help more small businesses to grow.

It was also a chance for Boost, the county's £7.8m business growth hub, to share some of its #GrowingLancashire success

**11.05.18**

Business Lancashire



# PR and Content Marketing

## Resort digital platform Boost

By **Tim Gavell**  
tim.gavell@press.co.uk  
@The\_Gazette

A digital platform that connects high street retailers with local consumers is booting up for success after receiving expert business advice from Boost's Growth Support scheme.

The tailored programme helped David Preston, founder of Blackpool-based OFFIGO, to structure his business idea and gain tangible market focus to take the enterprise forward.

Working with a Boost adviser, David carried out a thorough research programme with consumers and businesses to understand how his platform could be developed to meet their needs.

OFFIGO is an online service that allows businesses to create a free profile on his site and post their offers and events each day.

It means consumers and businesses can connect through a single platform promoting local offers and events on the high street, without having to trawl through numerous individual sites.

Working with Enterprise4All business adviser Yusuf Musa, David completed a detailed diagnostic analysis of his experience and business idea. Despite David's experience working in advertising and hospitality, he needed a specialist support to deliver a strong business model and create the OFFIGO platform.



David also attended the Boost Lean Launchpad series and completed a Business Model Canvas, and a Visioning

Orbit, which helped give the business focus and direction.

Boost is Lancashire's Business Growth Hub, led by the Lancashire Local Enterprise Partnership and Lancashire County Council and supported by cash from the European Regional Development Fund.

David said: "OFFIGO isn't just another 'buy local' campaign. It's about Blackpool being stronger together and changing the way businesses connect with residents and visitors."

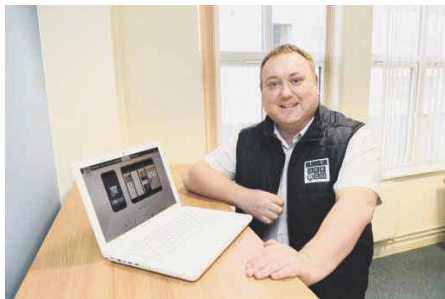
The support from Yusuf and Boost has allowed me to give the business a real structure and a focus on how we are going to move forward."

Yusuf Musa said: "David has a strong business idea and is a great example of the type of entrepreneur we want support. It was important for him to take a step back and devote some time to work on the business."

Yusuf Musa said: "David has a strong business idea and is a great example of the type of entrepreneur we want support. It was important for him to take a step back and devote some time to work on the business."

### Get in touch

If your business has news to share, contact tim.gavell@jpress.co.uk  
Alternatively, telephone 01253 361631



David Preston

03.04.18

Blackpool Gazette

## DEBATE: INVESTING IN SKILLS FOR GROWTH



PRESENT: Richard Slater - Lancashire Business View - Andrew Leeming - Boost Business Lancashire - Nigel Davies - BUE Systems - Helen Fogg - Lancaster University Management School - Richard Harrison - Gemini Training - Susan Meadows - Sager - Lisa Holzer - Lancashire Skills Hub - Louise Scanlan - Corporate Business Solutions - Chris Smith - Peride Engineering

### HOW DO WE PERSUADE BUSINESSES TO KEEP INVESTING IN SKILLS?

Andrew Leeming: How can we not keep investing in skills? In periods of uncertainty you can't stop doing what you are doing. What you need to do is know where you are, look at doing more and look at having better, smarter conversations.

It's about how, as business owners, you try to enforce and reinforce the idea that you need your staff and your team to be the very best they can be.

Lisa Holzer: Businesses have to be open to having a conversation. If everything is going well it's very hard to persuade a business to make an investment when they don't see the return on that investment. It comes down to whether or not they see it as beneficial and why there are barriers.

Nigel Davies: You need to know your own business. One of the key things we have looked at and have a clear understanding of is demographics in relation to how we deliver skills and training.

We need to meet the needs of the younger generation coming in but there is still a need to re-skill and refresh the older generation in relation to the changes of our business.

We invested in our training centre because we wanted to look at how we innovate and inspire our existing workforce, but also the next generation.

Richard Harrison: Skills isn't the start of the conversation. It is the end of it. If we look at the productivity gap, we perform well as a country with technology and with process. So you have to improve people to improve productivity.

Skills provision has to be linked to benefit or impact. If we're selling skills commercially the first thing we need to do is go to a business and talk about the impact and the return on investment.

It's not just the cost of training in terms of pound notes but also the time companies contribute. It's a big investment so organisations need to see a tangible return.

Andrew Leeming: There's a real stereotype out there about training being this really dull, uninteresting load of paperwork and we need to shift the conversation away from training that is passive into training that is dynamic, exciting and motivating.

10.04.18

Lancashire Business View

## Social media firm prospers by sharing in start-up success

By Phil Ghayour - June 27, 2018

SHARE [Facebook](#) [Twitter](#) [G+](#) [Pinterest](#) [Like 3](#) [Tweet](#)



Daniel Smith, founder and managing director of Smith Media Limited

Blackburn-based Smith Media Limited helps businesses to develop an effective social media presence without having to pay for a full digital marketing team.

They help other companies to create strategic social media campaigns, tailored to their target market and budget.

The business idea came about when Daniel noticed that busy firms didn't have the time or knowledge to promote their services to potential and current customers on social media platforms.

Daniel Smith, founder and managing director of Smith Media Limited, gained a clear vision of which direction to move in as a result of gathering ideas and insights from other businesses on the programme.

He heard about Growth Support through a referral and contacted Yusuf Musa, senior business adviser at Enterprise4All, who delivers the programme for Boost.

The programme involved Daniel taking part in a 1-2-1 diagnostic, during which Yusuf

10.04.18

Lancashire Business View

# Website Analytics

IN THIS PERIOD, FROM LANCASHIRE:



**3,287**  
visitors

**8%**  
Down this  
quarter



**70%**  
new visitors



**2.0%**  
conversion rate\*

After a busy Q1, this quarter saw a reduction in visitors and enquiries – which is to be expected as programmes are starting to book up, meaning there is less support available and our paid Google advertising programme came to an end.

## Insights:

(Lancashire-based IP addresses only):

- **Best referral site: Lancashire.gov.uk prompted**  
prompted 6 enquiries
- **Most popular case study: Cuckoo Gin**  
62 users read
- **Most popular news story: Chorley to become digital hub**  
67 users read
- **Most popular blog: Growth Stories Issue 4**  
45 users read
- **Most popular programme: Growth Vouchers**  
148 users viewed

*\*This is the proportion of visitors who applied online or clicked to call the 0800 number. Excludes direct calls to the Gateway helpline.*

# Twitter

Boost's community on Twitter continues to grow and remain highly engaged (i.e. they are retweeting, @mentioning and clicking links in Boost tweets). This makes Twitter a highly effective tool for promoting events and Boost news.

**269** 

new followers  
in this period



Total followers

**6,611**

(An increase from  
6,342 in Q1 2018)

**805** @

mentions in  
this period

(Q1 2018: 1,046)

**970** 

retweets in  
this period

(Q1 2018: 842)

**39%** 

of followers are  
women and

**61%** 

are men

**340,900**

organic  
impressions in  
this period

(Q1 2018: 294,500)

**4,903** 

total  
engagements

(Q1 2018: 4,910)

**669** 

link clicks in  
this period

(Q1 2018: 594)



# Twitter

Top performing posts in this period:



 Reached 53,773

 **18 retweets**

 Reached 87,353

 **17 retweets**

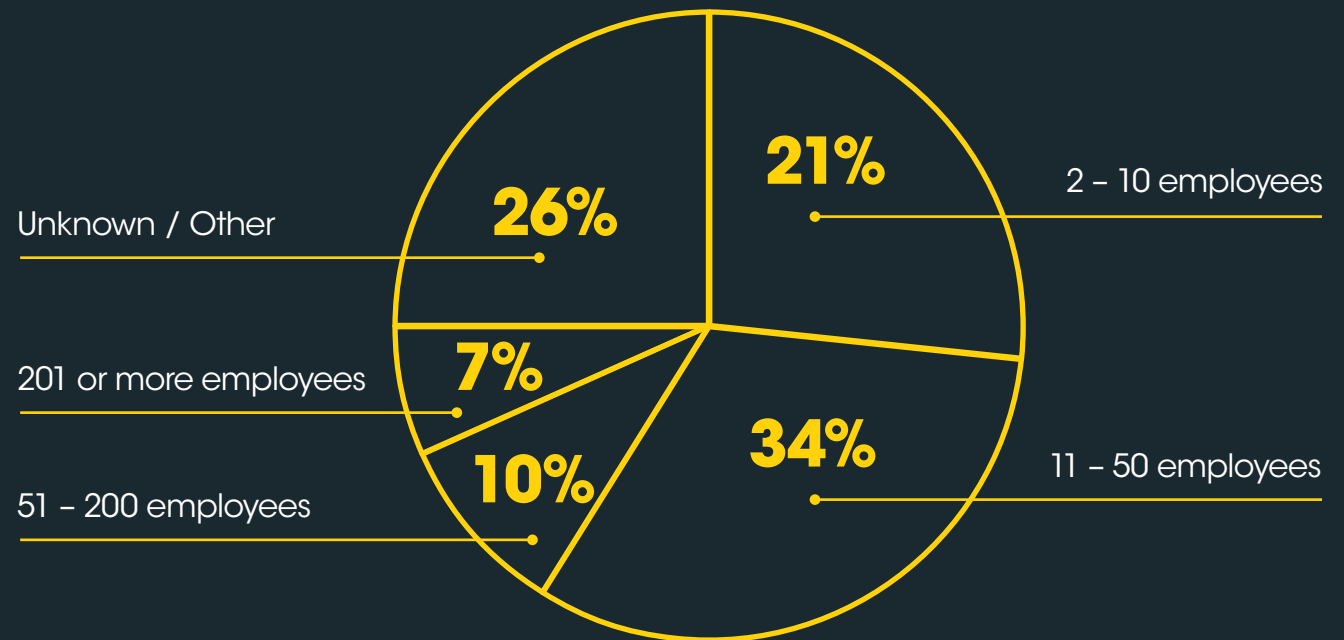
 Reached 46,275

 **14 retweets**

# LinkedIn

Boost maintains an active LinkedIn company page for businesses to follow. Our focus with LinkedIn is on encouraging delivery partners to use their own profiles to promote Boost. The performance of the company page this quarter is:

Total page followers:	<b>483</b>
New page followers:	<b>40</b>
Company page visits:	<b>296</b>
Unique post impressions:	<b>3,810</b>
Likes and shares of posts:	<b>50</b>
Link clicks:	<b>81</b>




# LinkedIn

Top performing posts in this period:

**boost** Lancashire's Business Growth Hub  
502 followers  
3mo

Manufacturing support helped **Fairham Mouldings Ltd** boost production and win new orders. How can we help your **#GrowingLancashire** business succeed?



**Blackburn manufacturer targets sales after support**  
boostbusinesslancashire.co.uk

6 Likes


Like Comment

Organic impressions: 269 Impressions Show stats

 **269 Impressions**  **18 Clicks**  **6 Likes**

**boost** Lancashire's Business Growth Hub  
502 followers  
3mo

Want to get your business found on Google? We're hosting a free event with South Ribble Borough Council that'll help you get customers coming to you - <https://lnkd.in/g8iZuRk>



**Digital Visibility - Get your business found on Google, 26th June, 4.00pm @ South Ribble Borough Council**  
eventbrite.co.uk

1 Like


Like Comment

Organic impressions: 153 Impressions Show stats

 **153 Impressions**  **7 Clicks**  **1 Likes**

**boost** Lancashire's Business Growth Hub  
502 followers  
4mo

Four Lancashire firms joined Boost to speak directly with the Prime Minister's special adviser for business earlier this week. ...see more



**Lancashire firms' mission to Number 10 to help small businesses grow**  
boostbusinesslancashire.co.uk

4 Likes

Like Comment

Organic impressions: 175 Impressions Show stats

 **175 Impressions**  **5 Clicks**  **4 Likes**

---

# Facebook

During this period the Startup Lancashire campaign came to an end, meaning we stopped spending on Facebook advertising and this impacted follower growth. However, this channel has continued to grow organically and is valuable in promoting events and case studies.

Total Facebook fans:

**224**

Comments on posts:

**5**

Link clicks:

**200**

---

Organic post impressions:

**4,656**

Shares of posts:

**83**

Paid post impressions:

**26,800**



# Facebook

Top performing posts in this period:

**boost** Boost; Lancashire's Business Growth Hub June 1 · 🌟

Manufacturing support helped Fairham Mouldings Ltd boost production and win new orders. How can we help your #GrowingLancashire business succeed? <https://www.boostbusinesslancashire.co.uk/.../blackburn-manu.../>



BOOSTBUSINESSLANCASHIRE.CO.UK

**Blackburn manufacturer targets sales after support - Boost**

Blackburn manufacturer Fairham Mouldings has increased sales and...

157 People Reached 23 Engagements 61 Clicks [Boost Post](#)

**157**  
People reached

**23**  
Engagement

**61**  
Clicks

**boost** Boost; Lancashire's Business Growth Hub May 8 · 🌟

Are you making the most of business networking? This free event will show you how..



EVENTBRITE.CO.UK

**Increasing your Sales through Business Networking** [Learn More](#)

3,126 People Reached 21 Engagements 35 Clicks [Boost Again](#)

**3,126**  
People reached

**21**  
Engagement

**35**  
Clicks

**boost** Boost; Lancashire's Business Growth Hub May 21 · 🌟

If you're not using LinkedIn to help support the growth of your business, you're missing out. Find out more at our free event next month.. <https://www.eventbrite.co.uk/e/how-why-its-time-to-get-seri...>



EVENTBRITE.CO.UK

**How & Why It's Time to Get Serious about LinkedIn** [Learn More](#)

2,357 People Reached 8 Engagements 41 Clicks [Boost Again](#)

**2,357**  
People reached

**8**  
Engagement

**41**  
Clicks

---

# Contact

For more information, please contact:

**Mark Brennan or Simon Turner**

**Freshfield**

**01772 888400**

**[markb@freshfield.com](mailto:markb@freshfield.com)**

**[simon@freshfield.com](mailto:simon@freshfield.com)**

**FRESHFIELD.**