

BUSINESS SUPPORT HELPLINE

0300 456 3565

Boost Business Lancashire (Lancashire LEP) to end September 2015

The data published within this dashboard report represents the total number of callers (pre-starts, new start-ups and existing businesses) accessing the Business Support Helpline via a range of channels e.g. GOV.UK, Business is GREAT, other government departments and business intermediaries as well as growth hubs.

The tables and charts set out in this report show the data that is currently captured within the National Helpline CRM. It should be noted that not all customers provide data for all of these data fields e.g. pre-starts or because they choose not to. Therefore, the figures provided relate only to those callers that have provided information in relation to that particular data field and not a percentage of the overall total of calls e.g. trading status may be captured for 113 customers but only 38 captured for customer age.

We discuss your growth hub with all customers that contact the Business Support Helpline, regardless of their initial enquiry reason. All customers who wish to speak to your growth hub and who meet the requirements set out by yourselves within your Knowledge Bank template are signposted to the growth hub. Where we have a data sharing agreement in place with hubs, we transfer all data relating to customers who meet the growth hub profile and who have agreed to have their data shared.

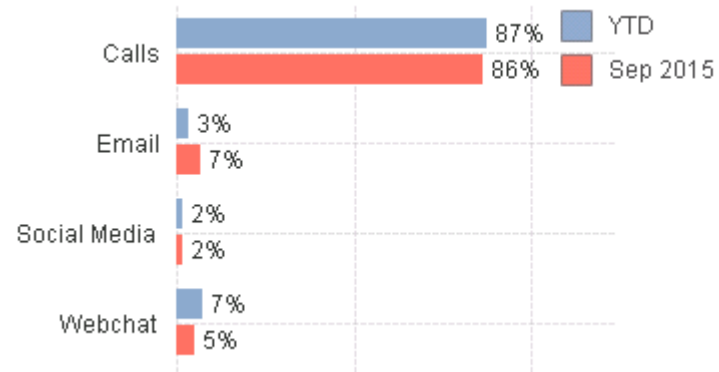
All queries in relation to this report should be directed to [Sally Pomfrey](#) and copied to [Jane Fairclough](#).

BUSINESS SUPPORT HELPLINE

SIGNPOSTS TO GROWTH HUB

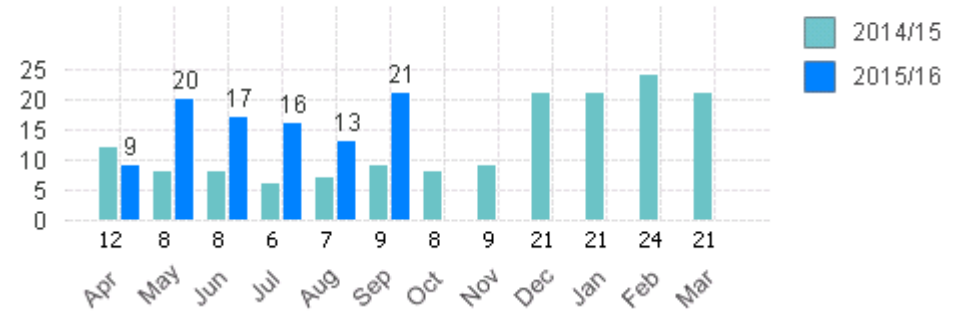
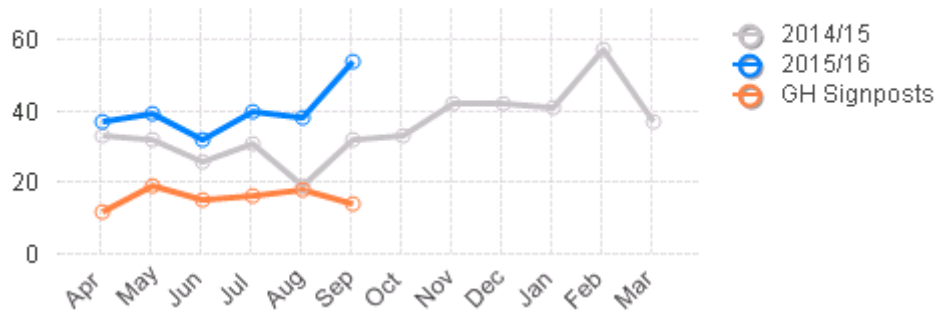
	Apr	May	Jun	Jul	Aug	Sep
Total Calls	38	41	36	42	40	58
Signposts	12	19	15	16	18	14
%	32%	46%	42%	38%	45%	24%

ENQUIRY CHANNEL



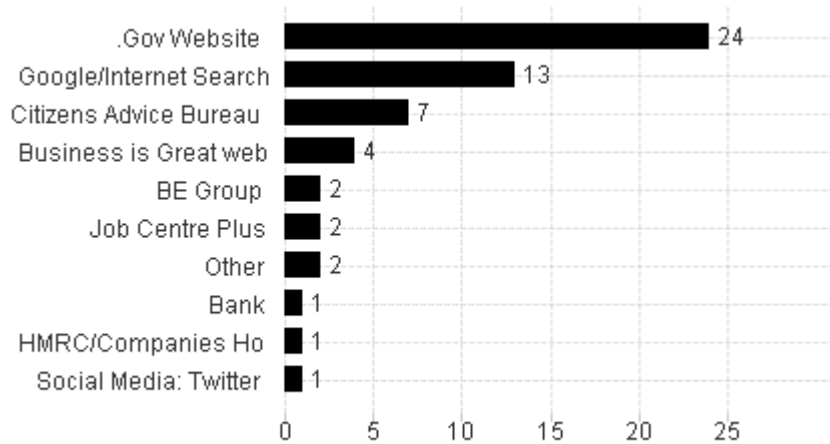
TOTAL INBOUND CALLS – TIER 1

TIER 2 NATIONAL BUSINESS SUPPORT ADVISER APPOINTMENTS

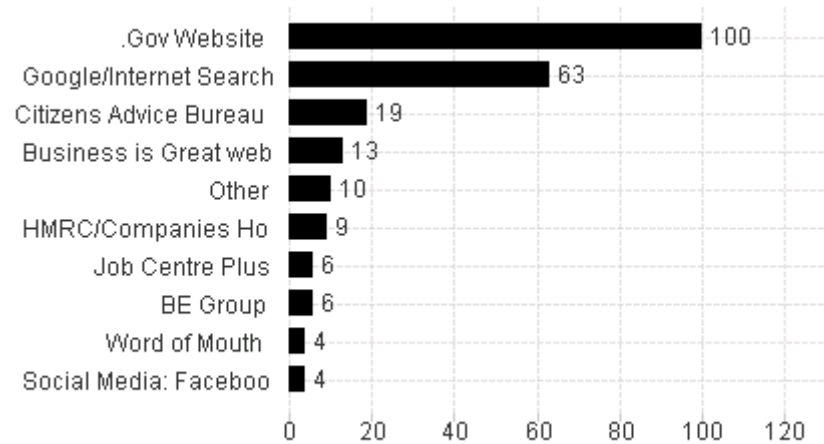


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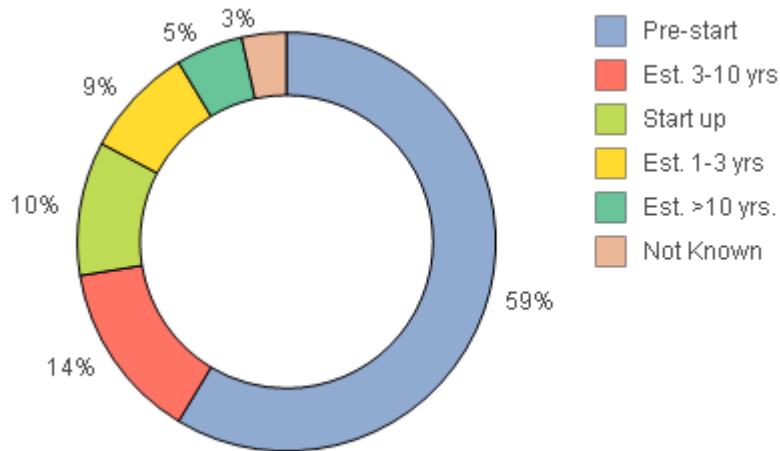
ENQUIRY SOURCE (IN MONTH)



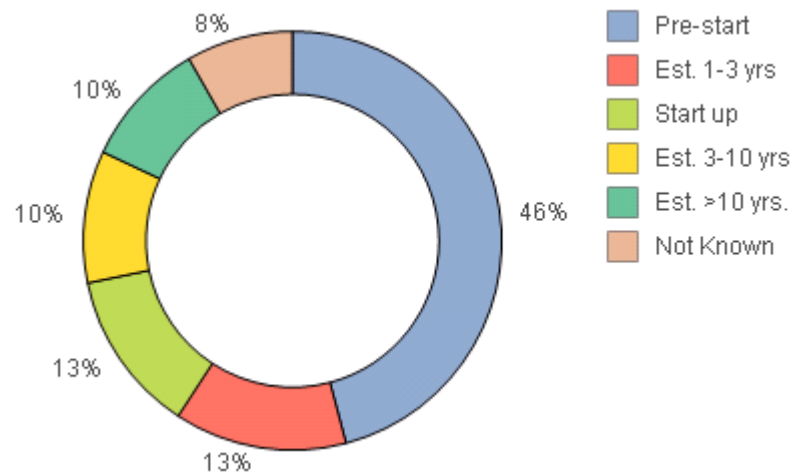
ENQUIRY SOURCE (YTD starting April)



INBOUND CALLS BY TRADING STATUS (IN MONTH)

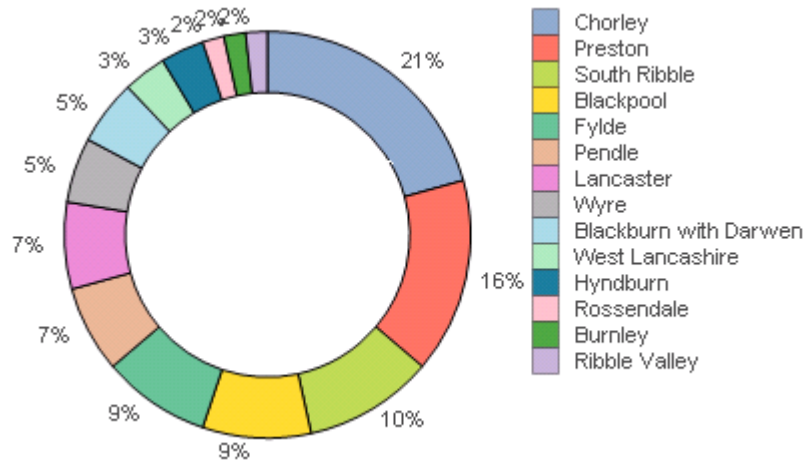


INBOUND CALLS BY TRADING STATUS (YTD starting April)

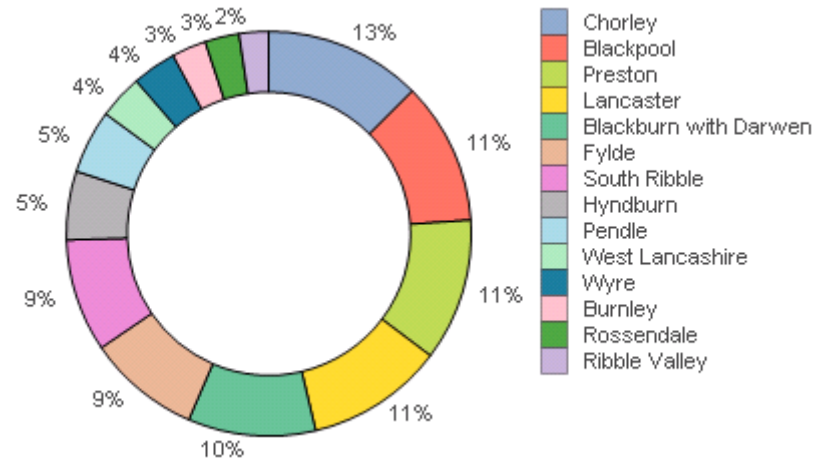


BUSINESS SUPPORT HELPLINE

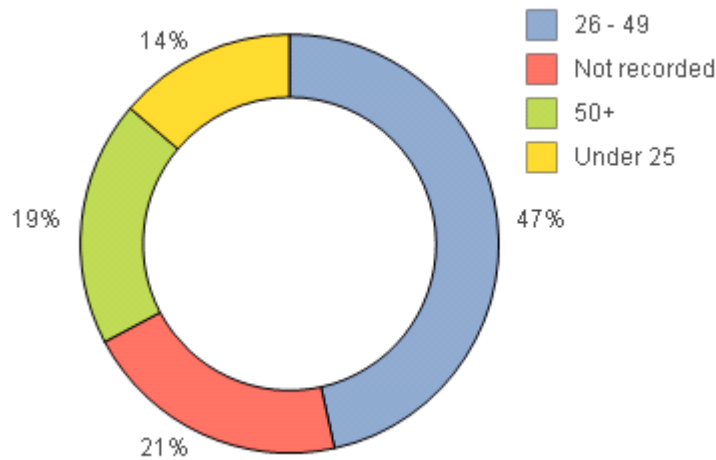
INBOUND CALLS BY LOCAL AUTHORITY (IN MONTH)



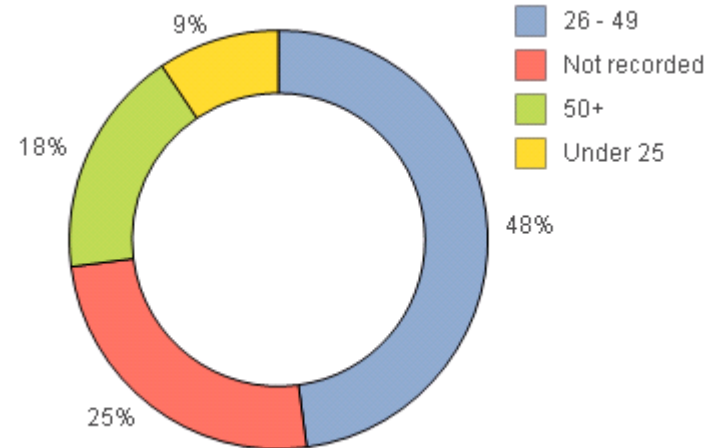
INBOUND CALLS BY LOCAL AUTHORITY (YTD starting April)



INBOUND CALLS BY CUSTOMER AGE (IN MONTH)



INBOUND CALLS BY CUSTOMER AGE (YTD starting April)



BUSINESS SUPPORT HELPLINE

TOP 15 REASONS FOR CALLING (IN MONTH)

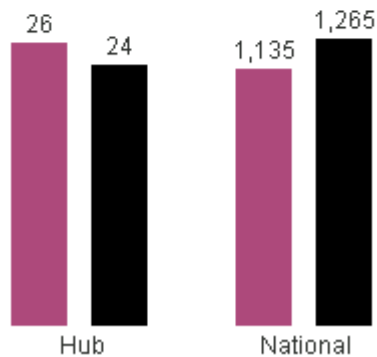


TOP 15 REASONS FOR CALLING (YTD starting April)



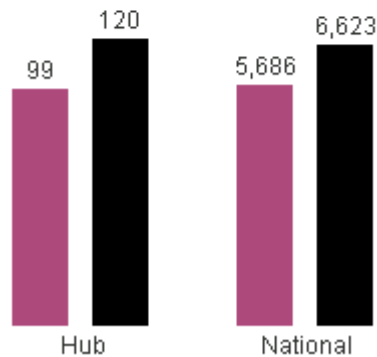
GENDER (IN MONTH)

Female Male



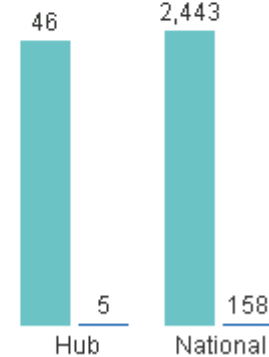
GENDER (YTD starting April)

Female Male



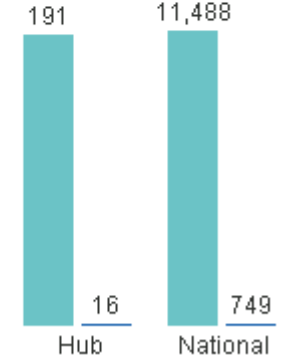
INTERNET ACCESS (IN MONTH)

Yes No



INTERNET ACCESS (YTD)

Yes No



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TOP 10 REASONS FOR CALLING BY TRADING STATUS (IN MONTH)

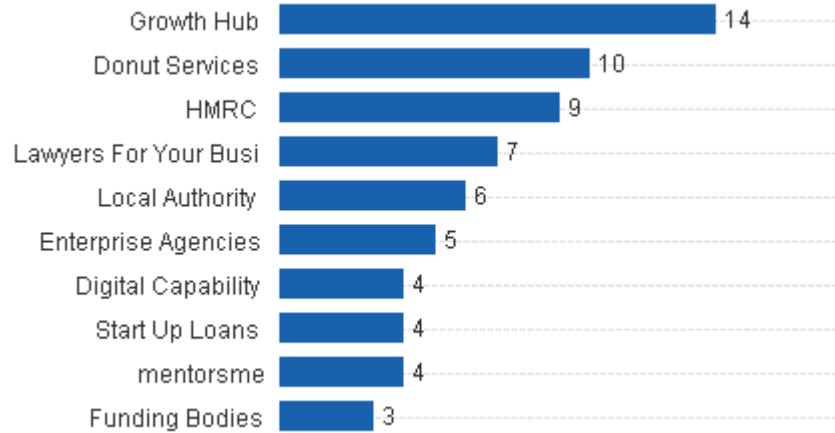
	Starting a Business	HMRC/Tax	Regulations	International Import/Export	Start-up Finance/Grants	Legal Structure	Finance/Funding Est Businesses	HR & Recruitment	Business Growth Service
Pre-start	20	4	2		1	1			
Start up	2	1	2	1					
Est. 1-3 yrs			3	1					
Est. 3-10 yrs		1	1			1	1	1	1
Est. >10 yrs.			2			1			
Not Known			1			1			

TOP 10 REASONS FOR CALLING BY TRADING STATUS (YTD starting April)

	Starting a Business	HMRC/Tax	Regulations	International Import/Export	Start-up Finance/Grants	Legal Structure	Finance/Funding Est Businesses	HR & Recruitment	Business Growth Service
Pre-start	56	10	6	4	11	7	2	1	2
Start up	5	7	4	2	5	1	2	2	
Est. 1-3 yrs	1	5	7	6		2	5		1
Est. 3-10 yrs		6	3	3		2	1	3	3
Est. >10 yrs.	1		6	5		1	3	3	1
Not Known	1	2	1	1	2	3	1	2	

BUSINESS SUPPORT HELPLINE

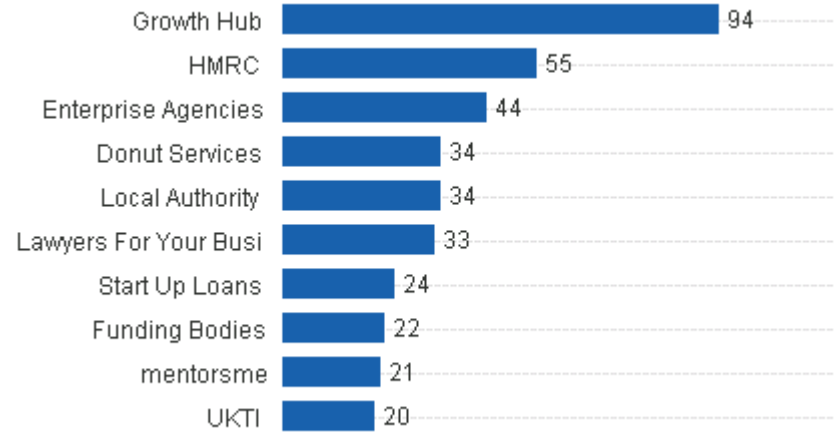
SIGNPOSTED TO (IN MONTH)



REASON NOT SIGNPOSTED TO GROWTH HUB (IN MONTH)



SIGNPOSTED TO (YTD starting April)



REASON NOT SIGNPOSTED TO GROWTH HUB (YTD starting April)



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REASON FOR SIGNPOST TO GROWTH HUB BY TRADING STATUS (IN MONTH)

	Business Age	Business Planning	Finance Funding Support	Growth Potential	Looking To Recruit Staff	Meet Sector Specific Requi	Other	Start Up Support
Pre-start	1	2	3		1		1	9
Est. 1-3 yrs			1					1
Est. 3-10 yrs	1		1	1				
Est. >10 yrs.	1					1	1	

REASON FOR SIGNPOST TO GROWTH HUB BY TRADING STATUS (YTD starting April)

	Business Age	Business In Crisis	Business Planning	Finance Funding Support	Finding New Customer...	Growth Potential	Looking To Export	Looking To Recruit Staff	Meet Sector Specific Requi	Other	Start Up Support
Pre-start	8		8	10	3	1	1	2	1	1	38
Start up	4	1	1	4					1	3	6
Est. 1-3 yrs	6			7	2	4	2	1	2	2	3
Est. 3-10 yrs	5		2	2		2	2	2	1	2	1
Est. >10 yrs.	7			2		1		1	1	2	
Not Known			1	2							3

Overview of Boost Business Lancashire (Lancashire LEP)

The narrative provided below relates to customers that have accessed the Helpline service from within your provided postcode growth hub area, if you have an updated postcode list or any queries please liaise with your Knowledge Manager contact [Helen Watson](#) or [Ken Arnold](#)

YTD (Apr 2015-Sep 2015) the Business Support Helpline has handled 255 from customers within your growth hub area; this is a 49% increase in the number recorded in the same time period last year. This month (September 2015) the Helpline has handled 58 total calls from customers within your growth hub area. This is a 81% increase in the number recorded in the same time period last year. We discuss your growth hub with all customers contacting us, regardless of their initial enquiry reason. During September 2015 we have signposted 14 customers to the growth hub, which is 24% of the Helpline calls handled and YTD we have signposted 94 customers, which is 37% of the Helpline calls handled.

We signpost all customers who wish to speak to the growth hub, who meet the requirements set out by yourselves within your Knowledge Bank template. Please advise your Knowledge Manager if your hub's requirements have changed. Page 7 details the reasons why customers were not signposted.

Customer Demographics

We ask all customers all of our data capture fields, however we can only capture and subsequently share the demographics of customers who are prepared to share this level of detail with the service. The demographic data charts within this report demonstrate the YTD picture. During September 2015 59% of customers were Pre-Starts, 10% were Start up Businesses and 28% were Established Businesses. YTD Pre-starts made up 46%, Start-ups 13% and Established businesses 33%. Any remaining % refers to customers who refused to provide their Trading Status.

Of the calls received in September 2015 47% were within the 26-49 age bracket, 19% were within the 50+ bracket and 14% were Under 25. YTD 48% fell within the 26-49 bracket, 18% were within the 50+ bracket and 9% were under 25. We ask all of the customers contacting the Helpline how they heard about the Helpline. For customers within your growth hub area in September 2015 the top 2 were 41% from GOV.UK, and 22% from Google searches. YTD this was 39% from GOV.UK and 25% from Google searches.

The Helpline will signpost customers to all of the relevant business support organisations or schemes available to that individual customer, including to the growth hub. On Page 7 in the chart entitled "Signposted to" you can see the Top 10 organisations/programs we have signposted customers to from within your growth hub area. Please note as we make multiple signposts the number of calls received will not correlate directly to the number of signposts made.

Thank you
Helpline Team

Notes:

- 1) Signposts to non data sharing Growth Hubs: The Helpline will signpost relevant customers to the Growth Hub by providing the customer with the Hub's contact details, the onus will then be on the customer to make contact with the Hub.
- 2) Tier 1 Helpline Inbound Calls is all of the Inbound Calls, relating to the Helpline service, received within your growth hub area within the given time frame