

West Devon Business Support April – September 2016

West Devon Business Support Project

Support Given

Since the beginning of the 2016 West Devon Business Support Project we have held 39 interventions with clients in the area. Of these 39 clients we have assisted 17 clients who are looking at starting a new business, 10 who have started a business in the last 2 years and 6 who are in an existing business. The majority of these have been in the Tavistock and Okehampton areas of West Devon.

Workshops Held

BIP has held two workshops, Federation of Small Businesses, covering funding and access to finance and an Enterprise Club, a group led session that looks at all areas of setting up a business. There have been a total of 7 clients from the West Devon area at these workshops.

Marketing

To help market the project we have sent information in the following ways:

An email newsletter for BIP subscribers continues to be sent out twice a month, covering relevant business news and advice. This is a useful means of promoting new initiatives.

Regular Email marketing campaigns have been sent to our mailing list informing them of relevant workshops and support in their area.

Social media, particularly on Facebook and LinkedIn, growing the BIP audience and engagement on all platforms.

BIP Activity in the West Devon Area (not funded by WDBC)

We also have the following projects within the West Devon Area which provide additional support.

New Enterprise Allowance (NEA)

The new NEA project started in April 2016 of which BIP are a delivery partner. Since April 2016 there have been 15 clients referred onto the scheme from the West Devon Area needing assistance to complete their business plan and begin trading. Of these, 7 have gone through to successfully complete a business plan and 2 have confirmed they have commenced trading.

In addition, 1 client already on the scheme has completed their business plan and commenced trading and 4 have confirmed they have reached 26 weeks trading during the same time frame.

Natwest

A successful bid to Natwest/RBS banking group has brought a small amount of additional funding (around £3000) into the district to support rural women who are contemplating starting a business but are a long way short of starting up. The project is in its early days and so far has recruited 1 West Devon client, she has undergone her initial diagnostic.

Start-Up Loans

Start-up Loans is a government alternative source of funding where conventional sources prove difficult to access, up to £25,000 is available as an unsecured personal loan at 6.2% over 5 years. 6 people in West Devon have been supported through this process since April 2016.

Future Activity

Workshops for both West Devon Business Support and the Natwest contracts are currently being planned. The topics that will be covered in the coming months are:

- Self-Employment – Is it for me?
- Business Start up
- Business Planning
- A couch potatoes guide to marketing