



Interreg Europe



European Union
European Regional
Development Fund

WSX ENTERPRISE

Peter Grant
Chief Executive

Peter.grant@wsxenterprise.co.uk

WSX Enterprise/Hampshire/UK

15th January 2019 |

Overview

➤ Hampshire

- One of the largest counties in England, one of the most prosperous areas in the UK, but also with concentrations of deprivation
- C. 65,000 businesses, of which 99.6% SMEs
- High concentration of overseas companies headquartered in the County.
Net contributor to the UK – economy worth c. £46 bn

➤ Governance & Economic Development Structure

- Portsmouth & Southampton statutory local authorities plus district councils – each providing some form of economic development or business support service

➤ Plus

- 2 Local Enterprise Partnerships (LEPs) – Enterprise M3 and Solent – similar to Regional Development Agencies, responsible for Strategic Economic Plans and securing Government funding for critical infrastructure projects, business support initiatives etc. for their area.
- Both LEPs have different operating models, accountable to the Department of Communities and Local Government (DCLG) (not BEIS – Business, Energy & Industrial Strategy)

Aldershot Enterprise Centre & WSX Enterprise



- Initial partnership between Hampshire County Council, Local Enterprise Partnership (LEP) and WSX
- Support from the Army Covenant Fund and The Royal British Legion



Hampshire
County Council

enterprise **m3**
Driving prosperity in the M3 corridor



- 
- MENTOR-NET**
direction • support • results



Aldershot Enterprise Centre & WSX Enterprise



Other initiatives:

- Short business skills workshops targeting skills local businesses want, e.g.
 - *Social media techniques such as Instagram for business and Facebook advertising*
 - *GDPR implications and understanding*
 - *Grants and understanding crowd funding platforms*
 - *Business Start-up courses*
- Specialist 1-1 business support service giving mentoring advice
- European Direct Information Service



Aldershot Enterprise Centre & WSX Enterprise

- Business failure rates less than 10% against 60% national average
- Over 300 jobs and 80 businesses created
- Enhancing the local economy



Digital Capability for Business Start-ups

- New Entrepreneurs in UK
- Only 5% of digital capacity is utilised
- Business Start-ups still a growing market
- 660,000 in 2016
10% increase on 2015



Digital Skills for an entrepreneur

1. Communication

2. Finances

3. Branding

4. Marketing

5. Networking

6. Automation

7. The Design

8. Analytics

9. Technical

10. Learning

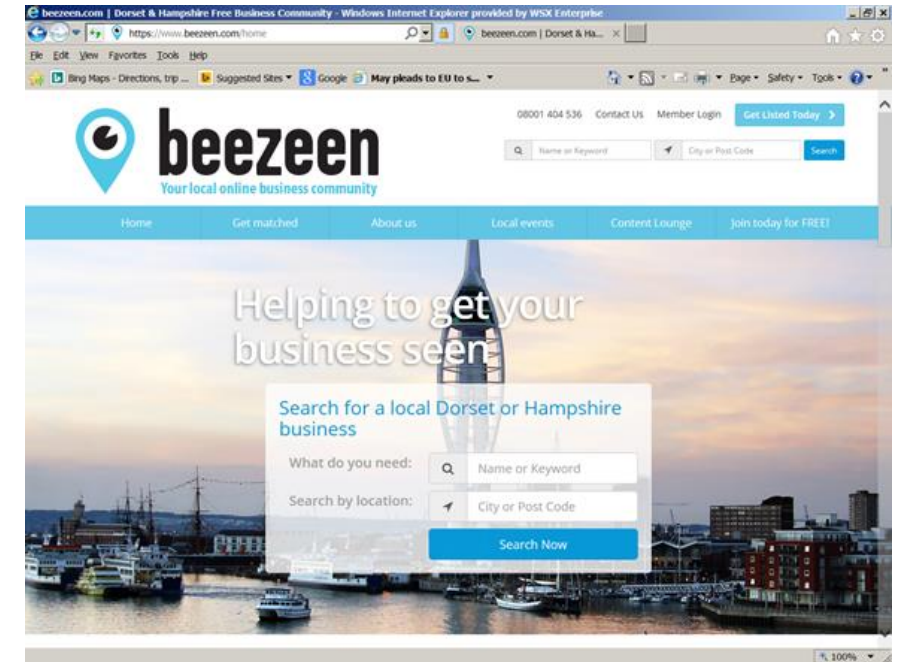
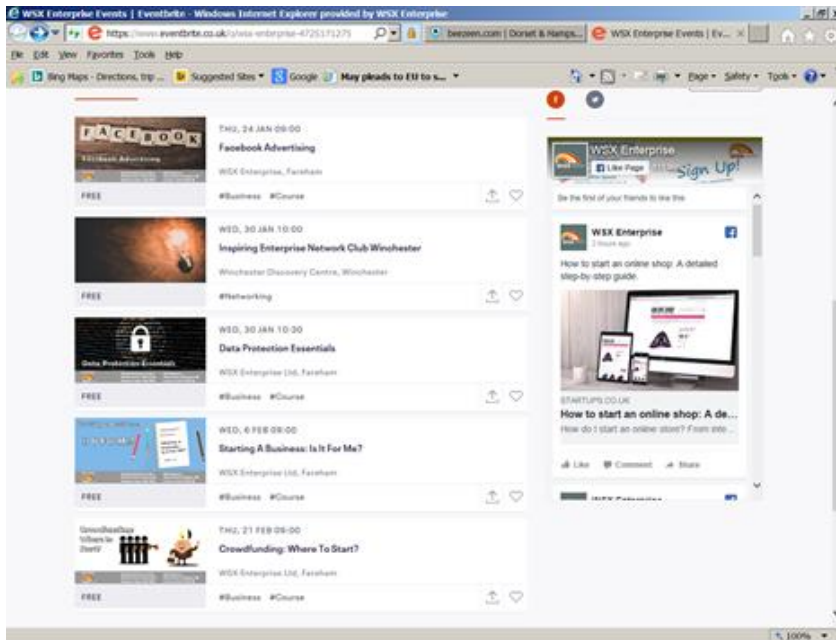
THE DIGITAL
ENTREPRENEUR

WHO IS
A DIGITAL
ENTREPRENEUR ?



Our Programmes

- Digital Capability – Dorset
 - **Beezeen** <https://www.beezeen.com/>



- Specific training seminars:
- e.g. *Using Social Media for Business*

Inspiring Enterprise

- Building Better Opportunities

- Supporting unemployed people to start their own business
- Project covers EM3 LEP area
- Value £1.45 million
- 450 participants to date
- In negotiations to extend the project

