

West of England Growth Hub – Audience Segmentation

Segment	Definition/Characteristics	Needs	Sub- Segment	Value to GH/Priority Level	Benefits of accessing the Growth Hub	Push to:	Estimated Segment Size
1.Pre Starts	Considering starting a business	Understand what they need to do eg business planning, accessing finance, understanding/complying with red tape, awareness of support available.	1.1 With an innovative product/ service and or investor backing Product/service/ company in WoE priority sector**	Priority 1	-Everything you need under one roof when considering starting a business -Joined up fast-tracking to the right specialist (s)	Decision Tree Get Involved – Personalised Phone/Email support Content NCC	
		Identify investment and securing funding	1.2 Lifestyle service/ product Service / product not in priority sector**	Priority 3	Everything you need under one roof when considering starting a business	Directory of Providers Categories - Content NCC	
2.Start Ups	Started a business in the last 2 years	Understand what they need to do eg business planning, accessing finance, understanding/complying with red tape, awareness of support available, recruiting first member of staff.	2.1 With an innovative product/ service and or investor backing Product/service/ company in WoE priority sector**	Priority 1	-Everything you need under one roof when considering starting a business -Joined up fast-tracking to the right specialist (s)	Decision Tree Get Involved – Personalised Phone/Email support Content NCC	Less than 1 year – 2% of business population Less than 2 years – 2% of business population (Source SBS 2014)
		Identify investment and securing funding	2.2 Lifestyle service/ product Service / product not in priority sector**	Priority 2	Everything you need under one roof when considering starting a business	Directory of Providers Categories – Content Get Involved NCC	
3.Growth & Growth Potential	Owner manager with ambition to grow their business Team managed growing or forecasting growth in sales/profits. Financial performance which demonstrates growth	Support with any aspect of proactive or reactive business expansion: recruiting staff, developing leadership and management skills, securing funding, developing international markets, product development, managing rules & regulations	Previously accessed public sector business support Not previously accessed public sector business support In WoE priority sector ** Not in WoE priority sector **	Priority 1	-Everything under 1 roof -Joined up fast-tracking to the right specialist(s)	Decision Tree Get Involved – Personalised Phone/Email support Content NCC	Based on 563,420 nationally, estimated Based on 2% of SME’s nationally based in WofE - 11,500
4.Lifestyle	Owner manager with little aspiration to grow. Motivated to be in business to be their own boss and in control of their lifestyle.	Improve the effectiveness of their operations through understanding and implementing best practice and finding ways to improve their compliance and management of rules and regulations.		Priority 2	-Everything under 1 roof	Directory of Providers Categories – Content Get Involved NCC	2.4 million sole traders & 266,991 SME’s nationally Based on 2% of SME’s nationally based in WofE - 5340 SMEs & 48K sole traders
5.Steady State	Team managed unwilling or unable to grow above levels that maintain their position in the market. Interested in managed growth rather than fast growth. (Survivalists)	Looking at safe ways of progressing eg implementing best practice.		Priority 2	-Everything under 1 roof	Directory of Providers Categories – Content Get Involved NCC	142K nationally Based on 2% of SME’s nationally based in WofE - 2,840
6. Business Support Providers – Public/Private	Deliver business advice/support to the market	More efficient/cost effective customer acquisition		Priority 1			

In terms of further segmentation of the Priority 1 groups for communication purposes, messages will be tailored to businesses which have received public sector business support previously and those which have not,

****West of England Priority Sectors**

- Professional & Legal Services
- Advanced Engineering, Aerospace and Defence
- Hi-Tech
- Low Carbon
- Creative Industries