



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Mid Ulster Business Development Programme Evaluation



Presented by: Jim Eastwood & Andrea McGuckin

Aims & Objectives

Mid Ulster Business Development Programme



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Initiative designed to help increase the sustainability and competitiveness of micro/SME's in the Mid Ulster Council area by one to one tailored mentoring assistance.

- **To recruit, audit and provide up to 3.5 days'** one to one consultancy of 20 businesses
- **Job Creation** - Create a minimum of 4 new jobs
- **Job Retention** – sustain a minimum of 20 existing jobs
- **Turnover** – to achieve an average of at least 5% increase in turnover
- **Follow on Support** – All 20 businesses to be provided with written information detailing all other relevant sources of support
- **Access follow on Support** – A minimum of 10 businesses to access follow on support from other support providers

Programme Support



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Following a diagnostic Audit, tailored support was provided in 6 key business areas:

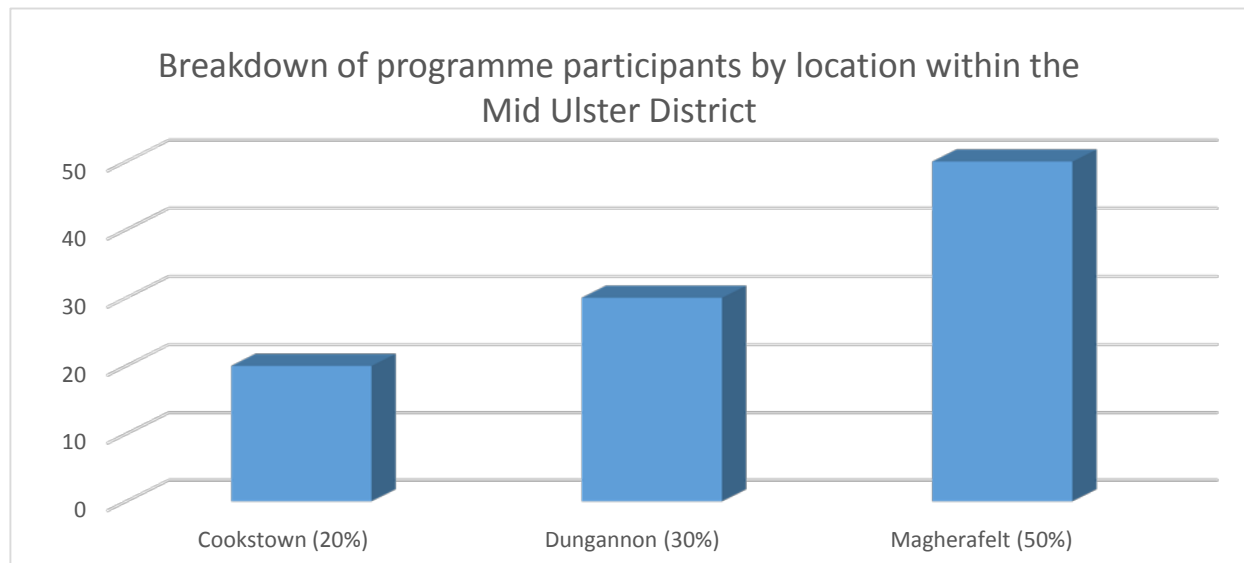
- Business Planning
- Sales and Marketing
- Effective Pricing
- Human Resource Management
- Financial Management
- Quality Standards

Business Participants Location



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- 20 Businesses recruited onto programme (27 applications)



To recruit, audit and provide up to 3.5 days



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- 20 business availed of 70 days / 3.5 days of mentoring support

Business Industries	% Participants
Manufacturing	35%
Construction	20%
Leisure	15%
Retail	10%
Agriculture	5%
Transport	5%
Environmental	5%
Hospitality	5%

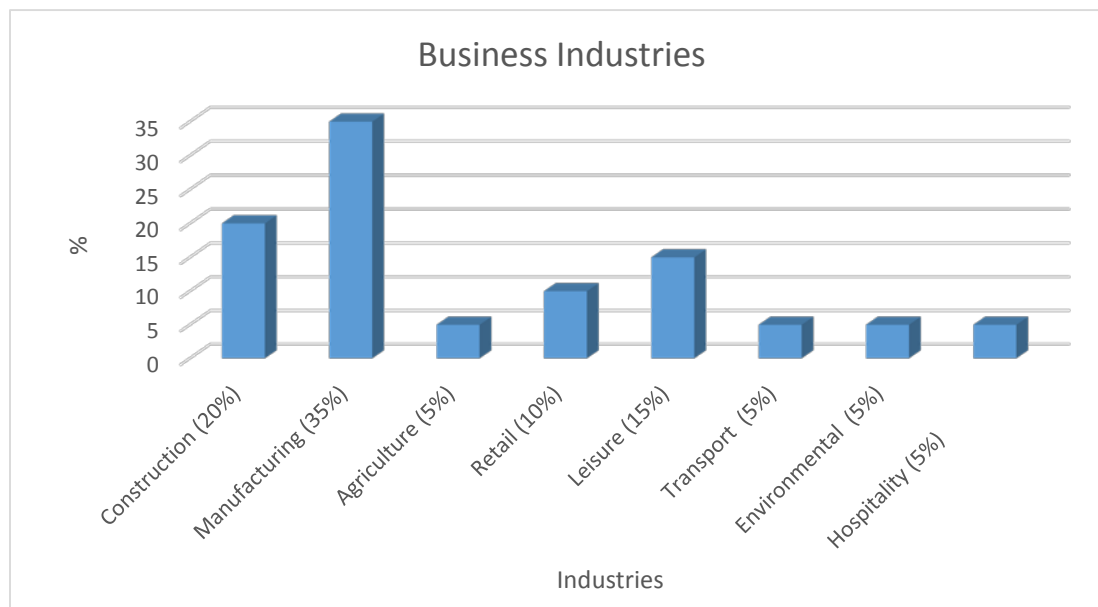
Business Area	% Participants
Business Plan (Invest NI Standard)	22.5%
Sales and Marketing	37.5%
Effective Pricing	17.5%
Human Resource Management	10%
Financial Management	12.5%
Quality Standards (UK Standards)	0%

Business Participations - Industries



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- 35% of business recruited onto the Programme were from the Manufacturing Industry
- 20% of business recruited onto the Programme were from the Construction Industry
- The lowest represented industries include; Agriculture (5%); Environmental (5%); Transport (5%); Hospitality (5%).



Action/Performance	Achieved (√ or x)	Additional Information
To recruit, audit and provide up to 3.5 days' one to one consultancy support to a minimum of 20 businesses	√	Target Met 20 Businesses recruited and mentored on the programme
Job Creation - Create a minimum of 4 new jobs	√	Target Exceeded 11 jobs up until Dec 2016 – Value of £220,480 23 Jobs 2017 – Value of £510,236 12 Jobs 2018 – Value of £294,984 6.5 Jobs 2019 – Value of £147,032 Combined value of £1,172,732
Job Retention – sustain a minimum of 20 existing jobs	√	Target Exceeded 143 jobs have been sustained
Turnover – to achieve an average of at least 5% increase in turnover **The timeframe of recording a 5% increase in turnover within a 6 months' timeframe was too ambitious for some businesses.	√	Collective average increase in turnover of 25% by December 2016 80% of businesses have achieved a 5% (or more) increase in turnover to the value of £816,781 (Dec 16) with a further £138,496 generated by those businesses that had an increase in turnover just under 5% this results in a collective increase of £955,277 90% of businesses to achieve a 5% (or more) increase in turnover within 1 year of participating on the programme - increasing turnover by a collective £2,292,664



Action/Performance	Achieved (✓ or x)	Additional Information
Follow on Support – All 20 businesses to be provided with written information detailing all other relevant sources of support	✓	Target Exceeded All 20 businesses have been provided with written information detailing 110 other sources of relevant support
Accessed Follow on Support - Minimum of 10 businesses to access follow on support from other support providers	✓	16 businesses (80%) have accessed 30 individual signposting programmes/initiatives as a result of the programme
TOTAL ECONOMIC VALUE		£1,175,757

Summary - Overall Economic Impact



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- **Economic Return on Investment**

Economic Return	Amounts
Mid Ulster Business Development Programme – Overall Budget	£26,920
Mid Ulster Business Development Programme – Actual Spend	£26,130
Economic Impact of New Jobs & Increase in Turnover	£1,175,757
<u>Actual & Potential</u> Financial Support sourced as a direct result of the Programme	£119,258
Return on Investment (per £ spend)	£3.56 (356%)

e.g. programme achieved excellent value for money in terms of *efficiency* and *return on investment*, **delivering 43:1** return on investment.

Feedback from Participants



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- High level of satisfaction with the programme and strong demand for a future similar programme
- Future Programme should have a flexible 'roll on approach' which to enable businesses to avail of support as and when required.
- More time needed to evaluate the Programme's impact, following completion of support (e.g. +6 months)

Feedback from Programme Mentors



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- The mentoring time (per business) should be increased from 3.5 days to 5 days to allow more intensive support.
- ½ day mentoring (per business) over a one-year period, mentor would monitor and assess real time outputs and advise plan of action for the month ahead.

Feedback from Programme Mentors



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- Important / New mentoring areas, recommended;

Old Style Sales Methods	For Engineering and Manufacturing businesses there is still a requirement for 'Old Style Sales Methods' support and training, this includes; Sales Pitches, Build Brand Awareness, Tradeshow, Build Customer Relationships, Marketing Budgets.
Leadership Training	Some business owners do not have any leadership skills. Leadership should happen from the top and if this is not the case the business loses direction.
Product Costing	Most businesses do not understand how to price their products/services correctly to ensure profitability. The timeframe given for this level of support would depend on each business / product offering recommended 5 days.