

Our reference: MGLA270126-2882

26 February 2026

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 26 January 2026. Your request has been considered under the Freedom of Information Act (FOI) 2000.

**You requested:**

My request relates to the 'London Growth Hub: "Hub & Spoke" (Micro and SME Business Support Programme). The original TFL reference number (July 2019) was: GLA81366. The contract was extended a couple of times ending officially c. June/July 2023.

I request copies of monthly reports submitted by [named individual], Programme Manager, "Newable" (the delivery partner) to the Greater London Authority in relation to the 'Business Adviser' element of above programme (rebranded London Business Hub, c. September 2020).

The reports were entitled 'LONDON GROWTH HUB [LONDON BUSINESS HUB wef September 2020], Business Support Programme, [MONTH OF THE REPORT e.g. MARCH REPORT] and period e.g. 01 March 2022-31 March 2022. Please see the page attached which is a copy of the front cover of the March 2022 report which I hope assists to identify the reports requested.

I specifically require the aforementioned reports for January-December 2020 (I believe there may not have been a January 2020 report); January-December 2021; and January-February 2022. (Many of these reports will be 10 pages or less in length.)

Further, I would like to know the full-legal name of the supplier if, at any time, during contract extensions, this changed from Newable Ltd (former GLE) to Newable Partnership Ltd or to any other business in the Newable group.

If any of the requested information is considered exempt from disclosure (for example under section 43 of the Act), I request that:

- any genuinely exempt information be redacted, and
- the remainder of the reports be disclosed.

# GREATER LONDON AUTHORITY

If the GLA considers that the information is not held, or that the scope of the request could be refined to fall within the appropriate cost limit, I would be grateful for advice and assistance under section 16 of the Act.

If this request is considered to fall under the Environmental Information Regulations 2004, please treat it accordingly.

Please confirm receipt of this request and do not hesitate to contact me if clarification is required. I am happy to receive information by email to the address above.

Finally, I take this opportunity of thanking the GLA/Mayor for the LGH/LBH initiative. I am aware of numerous businesses that were assisted to survive the pandemic, sustain their organizations with many growing back stronger (measured in terms of turnover, profits, improved cashflow, jobs created and safeguarded) with the assistance of interventions provided by Growth Hub Business Advisers.

On 11 February 2026, we clarified with you that you were seeking *...the monthly or weekly reports produced for the GLA for March 2020 to August 2020 inclusive*

## **Our response to your request is as follows:**

Please find attached the information that the GLA holds within the scope of your request.

The following content is exempt from disclosure:

- Testimonies and feedback
- Contextual information regarding named businesses
- Word clouds summarising the raw data of support needed.

This information is exempt from disclosure under section 40 (Personal Information) of the Freedom of Information Act.

In *Ashley v HMRC*, the tribunal confirmed that data may constitute personal data where it can be linked to an individual through a "continuum of relevance". In this instance, the information indirectly relates to clients who have sought assistance from the London Growth Hub.

Disclosure could potentially identify specific businesses and individual business owners. As such, the information meets the definition of personal data under Article 4(1) of the UK General Data Protection Regulation (UK GDPR), which covers any information relating to an identified or identifiable living individual.

Releasing this information would therefore contravene the first data protection principle under Article 5(1)(a) of the UK GDPR, which requires personal data to be processed lawfully, fairly, and in a transparent manner.

Further, we consider that the provisions under section 41 (Information provided in confidence) are relevant in this instance. Section 41(1) of the Act provides that:

*"Information is exempt information if- (a) it was obtained by the public authority from any other person (including another public authority), and (b) the disclosure of the information to the public (otherwise than under this Act) by the public authority holding it would constitute a breach of confidence actionable by that or any other person"*

# GREATER LONDON AUTHORITY

In this instance it is clear that the information withheld from disclosure was accompanied by a caveat that the information is confidential and permission to publish has not been obtained.

As far as we are aware, the supplier's name did not change through the course of the contract (including the extension) and remained Newable Limited.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA270126-2882.

Yours sincerely

## **Information Governance Officer**

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

## LGHB Business Support COVID19 Report (20/03/2020)

General update:

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- They continue to provide SMEs with as up to date information as possible.
- As it was projected in the previous report, Calendly has experienced an increased level of bookings. Total = 82 Since 18/03/2020
- They continue to accommodate as many SMEs as possible. Each adviser has 10 slots a day for bookings although they need to not only make those calls but to signpost, refer and send relevant information to the SMEs contacted.

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives. The business advisers working in this project are doing an amazing job supporting the SME community affected by Covid 19 while delivering the LGH Business support programme, which helps London's SMEs with up to 12 hours of business advice support.

They continue to provide SMEs with as up to date information as possible using the information provided by governmental sources and different stakeholders.

\*The data of this report will present this week first and compare it with the cumulative data so far (09/04/2020 at 15:00 pm).

### Bookings

This week (03/04/2020 to 09/04/2020) there has been a slight increase in the number of bookings through LGH website Total = 87

	This week figures	Last week	% increase	Total since 18/03/2020	% Total
Bookings	87	82	6.09%	230	37.8%

They continue to accommodate as many SMEs as possible. Each adviser has 10 slots a day for bookings although they need to not only make those calls but to signpost, refer and send relevant information to the SMEs contacted.

### 1. Number of interactions with SMEs where COVID19 was discussed

**This week= 85**

This includes the total number of companies: new and existing clients.

We call "new" to the SMEs who have contacted us since the beginning of this Covid 19 support that started on 18/03/2020

Total since 18/03/2020 = 375

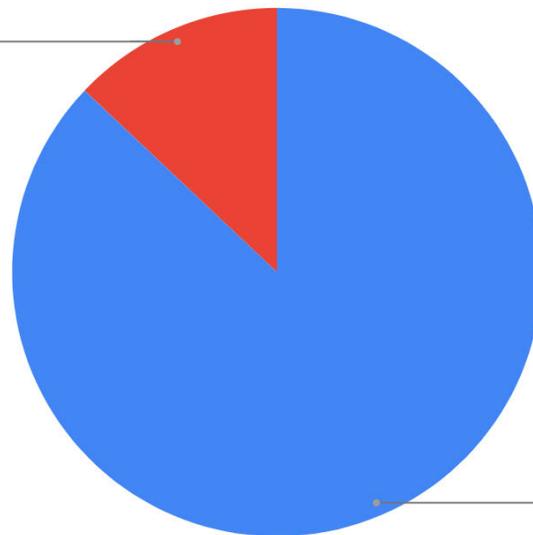
- Please note that the weeks analysed didn't have the same number of effective working days.

New clients = **74 (87.1%)**

Existing clients = **11(12.9%)**

Count

Existing  
12.9%



New  
87.1%

Total New clients = **276 (26.6%)**

Total Existing clients = **100 (73.4%)**

	W/c 18-20/03/2020	W/c 27/03/2020	W/c 03/04/2020	W/c 09/04/2020
<b>Total</b>	52	163 (213% increase)	128 (27.3% decrease)	85 (33% decrease)
<b>New</b>	27	104	102	74
<b>Existing</b>	30	58	26	11
	2 days	5 days	5 days	4 days

- Please note that the weeks analysed didn't have the same number of effective working days.

**a) No. of telephone enquiries and basic signposting**

**b) No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most the interactions are by phone.

½ hour = 35

1 hour = 44

1.5 hours =4

2 hours = 2

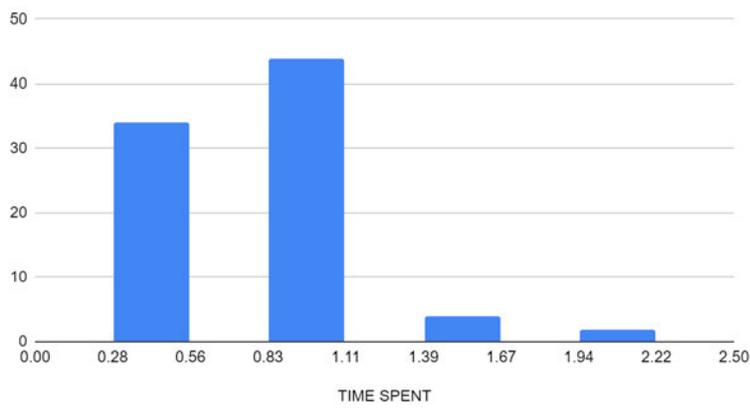
**c) No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

**0 interactions** that lasted more than 3 hours

Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone and email for the follow on meetings.

Below is the average time spent per day in those interactions.

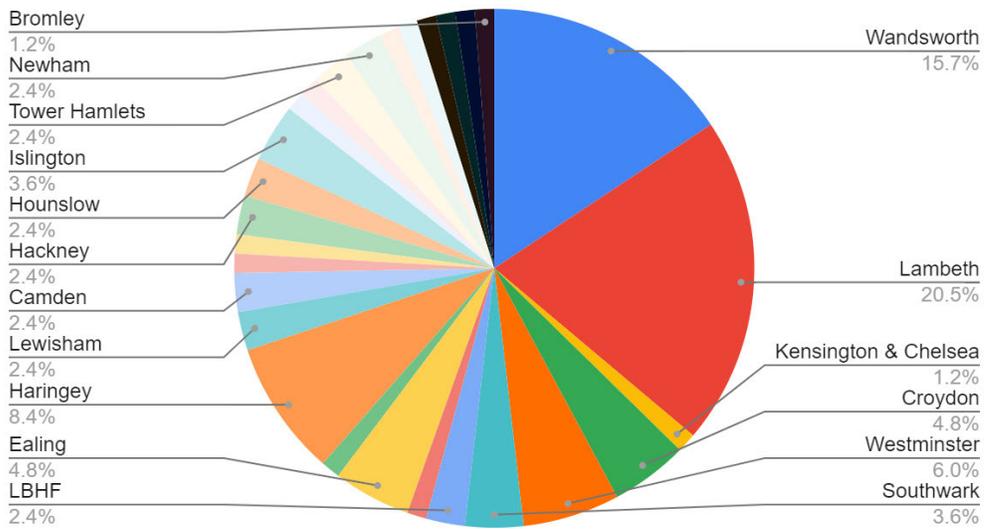
Histogram of TIME SPENT



**2. Number of companies registered (Per Borough)**

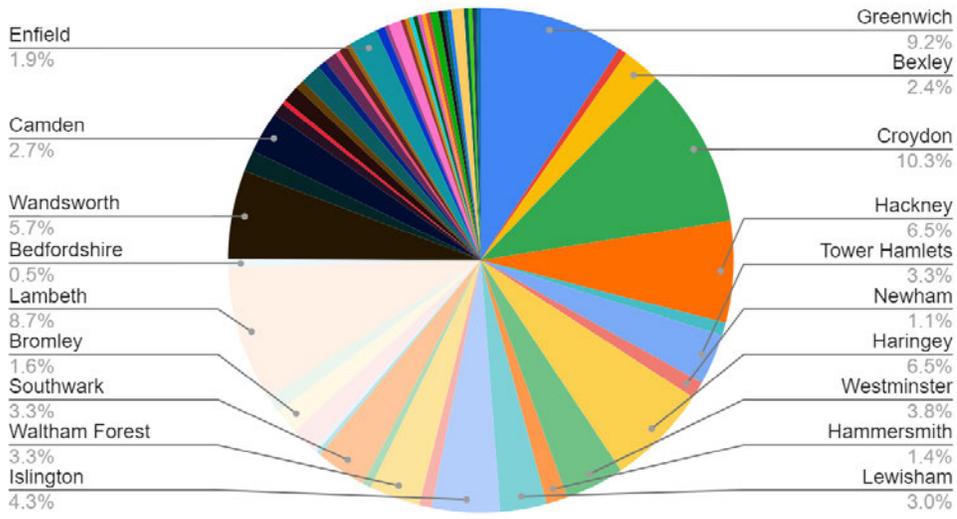
These are the percentages and interactions per borough **this week**.

Count of BOROUGH

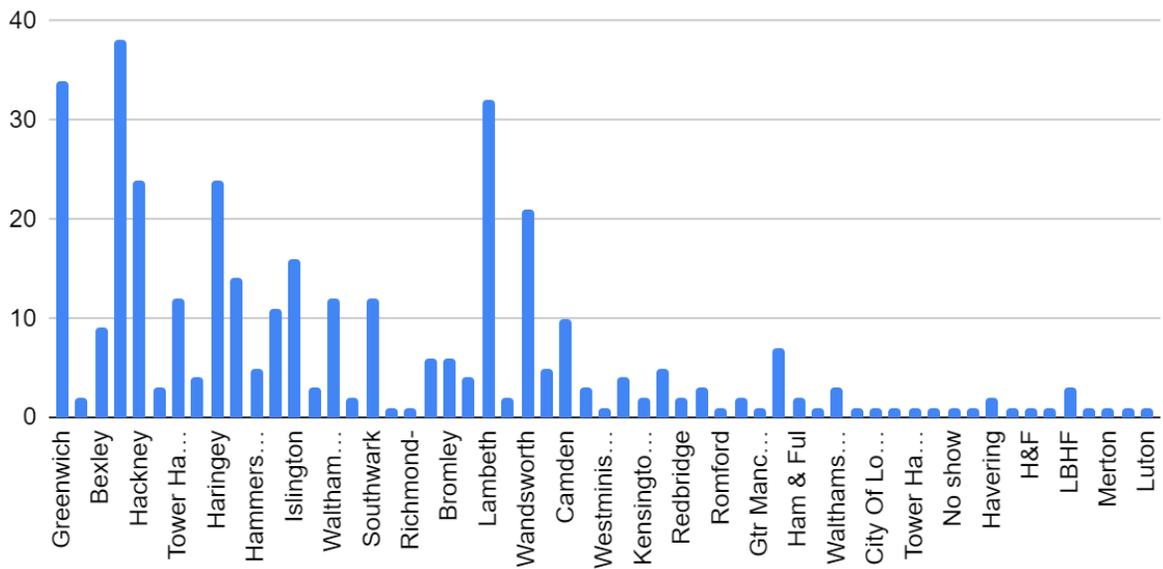


Below is the percentage of interactions per borough since the beginning of Covid 19 support

## Count of BOROUGH



## Count of BOROUGH



Count of BOROUGH





Still, the general feedback from the companies contacted is how grateful they feel for the support and knowledge of our advisors in these times of uncertainty

There are almost four hundred stories behind the numbers represented above. The LGH business advisers are doing an admirable job supporting, guiding and encouraging companies during these difficult times, as an example of the great job done by the advisers and the great feedback received. Please find below the great feedback received by one of our advisors, [REDACTED], in the words of one of our clients:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]"

[REDACTED]

## LGHB Business Support COVID19 Report: Week 27/03/2020- 04/03/2020

General update:

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- They continue to provide SMEs with as up to date information as possible.
- As it was projected in the previous report, Calendly has experienced an increased level of bookings. Total = 128 Since 27/03/2020
- They continue to accommodate as many SMEs as possible, although they need to not only make those calls but to signpost, refer and send relevant information to the SMEs contacted.
- **There are some success stories appearing of companies who have seen their turnover increased or found some new opportunities in the current climate**

### 1. Number of interactions with SMEs where COVID19 was discussed

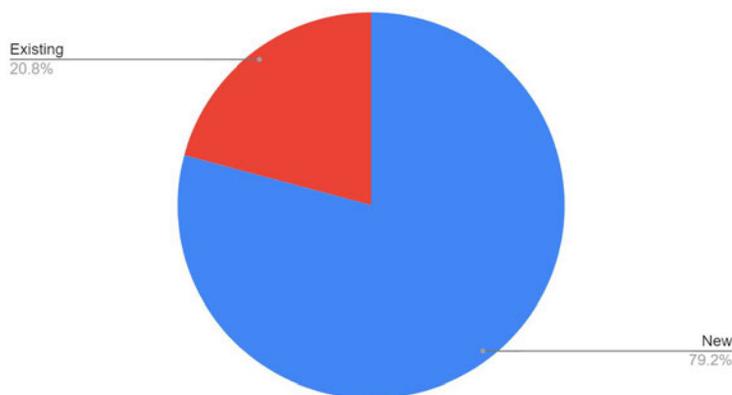
Total = 128

This includes total number of companies: new and existing clients

New clients = **99 (64.25)**

Existing clients = **26 (35.8%)**

Count of New Existing



\* Note, there are 4 interactions not defined

#### a) No. of telephone enquiries and basic signposting

#### b) No. of face-to-face/telephone/video appointments (light touch) - below 3 hours

There are no face to face interactions at the moment as per government advice so most the interactions are by phone.

½ hour = 53

1 hour = 61

1.5 hours = 9

2 hours = 3

3 hours = 1

**c) No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

Only 1 interaction lasted 3 hours or more

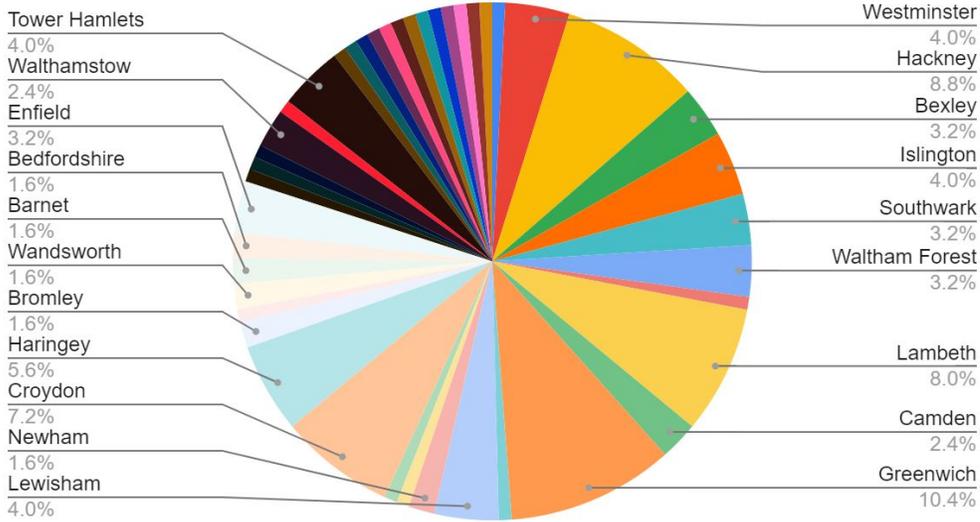
Below is the average time spent per day in those interactions have increased slightly from last week (0.81)

<i>DATE</i>	AVERAGE of TIME SPENT
27/03/2020	0.56
30/03/2020	0.96
31/03/2020	0.97
01/04/2020	0.83
02/04/2020	0.81
03/04/2020	0.88
<b>Grand Total</b>	<b>0.86</b>

**2. Number of companies registered (Per Borough)**

These are the percentages and interactions per borough

### Count of BOROUGH



### 3. Types of clients contacted

A) **By sector:** These are the sectors the SMEs contacted belong to:



## **B) By number of employees:**

- 0 -1 employees = 63
- 2-5 employees = 32
- 6-10 employees= 10
- 11-20 employees= 8
- 21-45 employees=3

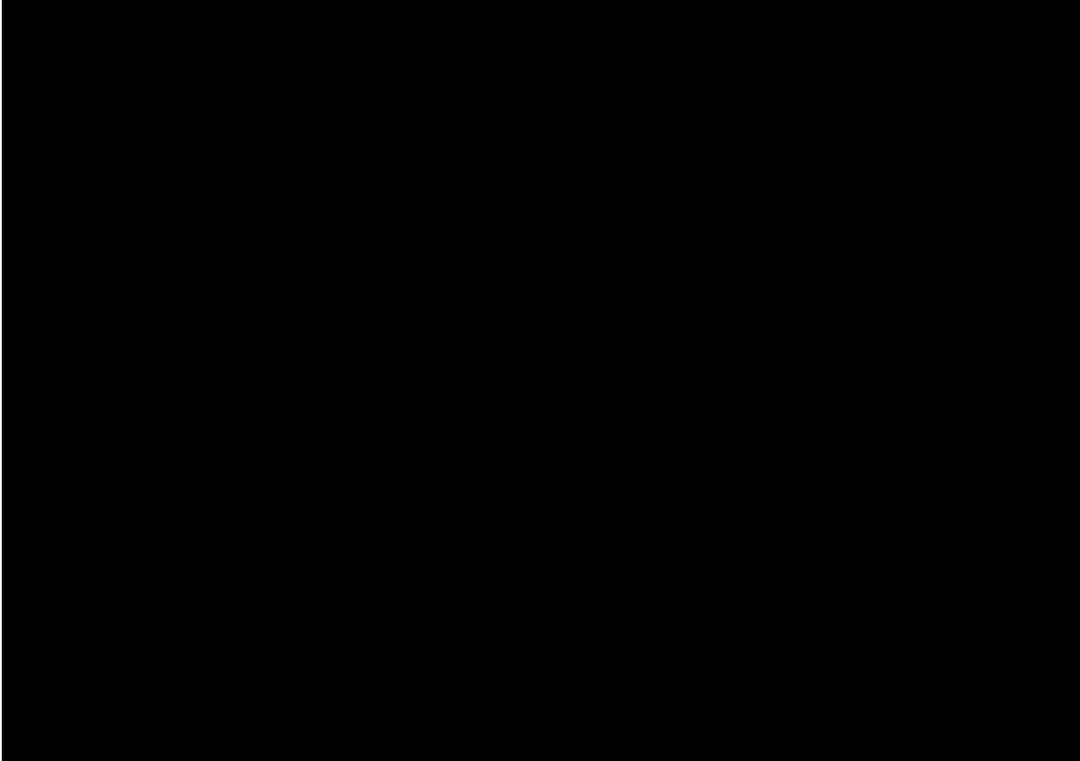
## **4. Support needed. Responses**

This is a summary of the responses collected so far and these are the topics they considered more pressing:

- Cash flow
- Staff
- Business rates
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients
- Looking for self-employed announcements
- CBILS appears as one of the topics most mentioned in the commentaries

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversations.

*\*For a better understanding I will send an excel attached with the raw data of answers so far.*



That most of the SMEs are seeking some sort of reassurance is still valid, there's a need to feel that they have someone on their side. The general feedback from the advisers is that the majority of the SMEs contacted, if not all of them, feel very grateful that the team has reached out to them in these times of uncertainty.

Many advisers have noticed that the CBILS scheme has appeared more and more in the questions from SMEs, but also business rates worries and cash flow. How to access grants and bank loans and about being eligible to the different government schemes..

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**LGHB Business Support COVID19 Report: Cumulative data since 18/03/2020**

General update:

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- They continue to provide SMEs to many companies daily
- As it was projected in the previous report, Calendly has experienced an increased level of bookings. Total = 197 Since 18/03/2020
- They continue to accommodate as many SMEs as possible. Although they need to not only make those calls but to signpost, refer and send relevant information to the SMEs contacted.

### 1. Number of interactions with SMEs where COVID19 was discussed since 18/03/2020

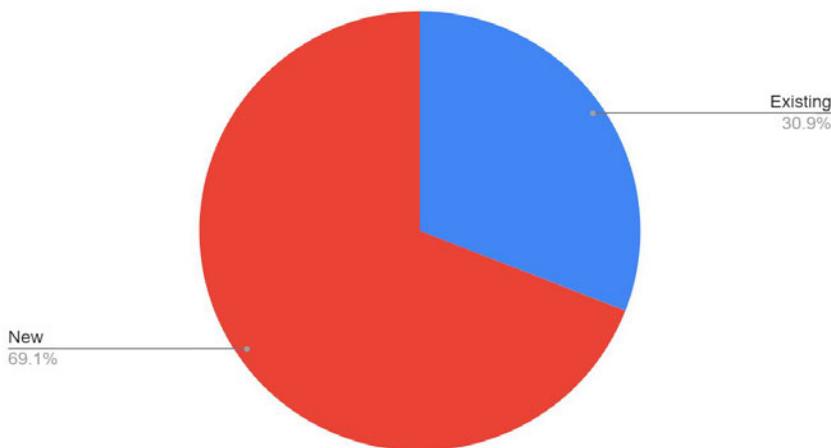
**Total = 291**

This includes total number of companies: new and existing clients  
6 interactions were not defined at this stage.

New clients = **196 (68.8%)**

Existing clients = **89 (31.2%)**

Count of New Existing



#### a) No. of telephone enquiries and basic signposting

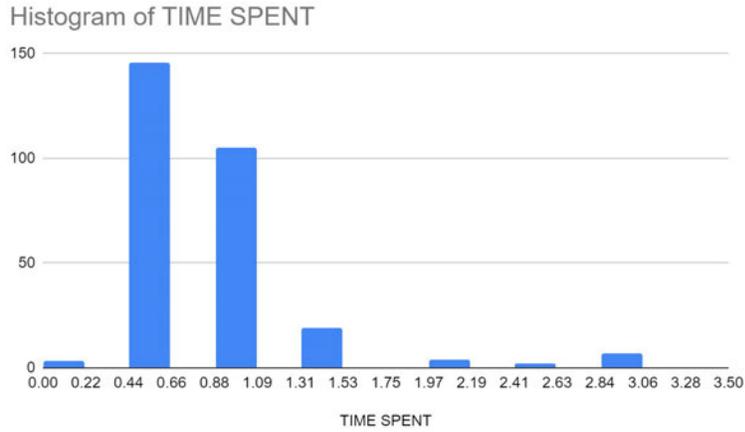
#### b) No. of face-to-face/telephone/video appointments (light touch) - below 3 hours

There are no face to face interactions at the moment as per government advice so most the interactions are by phone.

- ½ hour = 147
- 1 hour = 105
- 1.5 hours = 19
- 2 hours = 4
- 2.5 hours = 2

#### c) No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours

Only 7 interactions lasted 3 hours or more



Below is the average time spent per day in those interactions.

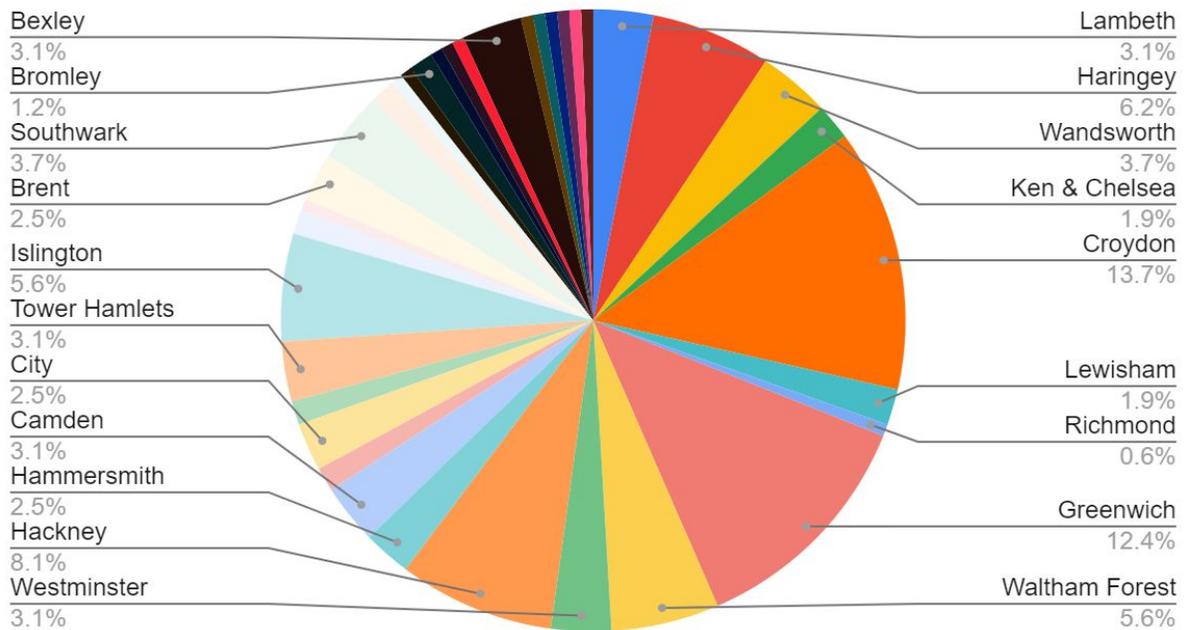
DATE	AVERAGE of TIME SPENT
27/03/2020	1.50
17/03/2020	0.75
18/03/2020	1.28
19/03/2020	0.75
20/03/2020	0.66
23/03/2020	0.80
24/03/2020	1.04
25/03/2020	0.85
26/03/2020	0.59
27/03/2020	0.73
<b>Grand Total</b>	<b>0.81</b>

## 2. Number of companies registered (Per Borough)

These are the percentages and interactions per borough

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### Count of BOROUGH



## 3. Types of clients contacted

A) By sector: These are the sectors the SMEs contacted belong to:





he is giving the SMEs

***“Though everyone is connecting with us for assistance with the aid my comms on this is relatively short and simple as i am doing the following***

- ***Helping then identify what help they may be entitled to, answering any queries normally related to timing and then signposting them***
- ***Any business that may wish to access CBILS requires a more in-depth conversation***
- ***I am then spending a reasonable amount of time in discussing other challenges the situation has presented and discussing new strategies to either mitigate or take advantage of the current situation. Most of my time is spent with this latter point.”***

## LGHB Business Support COVID19 Report (17/04/2020)

### General update

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- The team has incorporated a new adviser this past week working 50% of his time supporting SMEs in London. Next week 3 new advisers will also join the team focusing on the construction sector.
- This week we have received **87 booking** through the LGH booking system: "Calendly". **317 bookings** since the 18/03/2020 when this specific service started. (This does not reflect the number of interactions which is usually higher
- They continue to accommodate as many SMEs as possible and with the new additions to the team the service will be reinforced. The time spent by the advisers counts the time on the phone or other communication platforms, however, their work includes not only the first interaction on the phone or other platforms but the diagnose of their whole business and brokerage; providing the SMEs with the relevant information, given them access to relevant stakeholders and potential partners. In summary a whole holistic approach, client oriented that it is very much appreciated by our clients.

\*The data of this report will present this week first and compare it with the cumulative data so far (17/04/2020 at 15:00 pm).

### Number of Bookings:

	This week figures	Week 09/04/2020	% increase	Total since 18/03/2020	% Total
Bookings	87	87	0%	317	27.4%

### 1. Number of interactions with SMEs where COVID19 was discussed

#### This week= 85

This includes the total number of companies: new and existing clients.

We call "new" to the SMEs who have contacted us since the beginning of this Covid 19 support that started on 18/03/2020

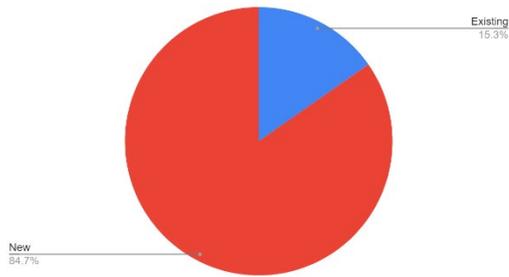
Total number of interaction since 18/03/2020 = **461**

- Please note that the weeks analysed didn't have the same number of effective working days.

New clients =**72 (84.7%)**

Existing clients = **13(15.3%)**

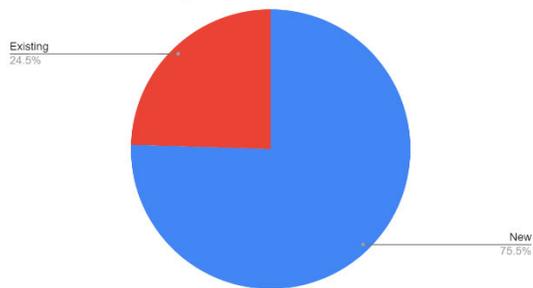
Count of New Existing



Total **New clients** since 18/03/2020 =**348 (24.5%)**

Total **Existing clients** since 18/03/2020 =**113 (75.5%)**

Count of New Existing



	<b>W/c 18-20/03/2020</b>	<b>W/c 27/03/2020</b>	<b>W/c 03/04/2020</b>	<b>W/c 09/04/2020</b>	<b>W/c 17/04/2020</b>
<b>Total</b>	<b>52</b>	<b>163 (213% increase)</b>	<b>128 (27.3% decrease)</b>	<b>85 (33% decrease)</b>	<b>85 (0% increase)</b>
<b>New</b>	<b>27</b>	<b>104</b>	<b>102</b>	<b>74</b>	<b>72</b>
<b>Existing</b>	<b>30</b>	<b>58</b>	<b>26</b>	<b>11</b>	<b>13</b>

	<b>2 days</b>	<b>5 days</b>	<b>5 days</b>	<b>4 days</b>	<b>5 days</b>
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- Please note that the weeks analysed didn't have the same number of effective working days.

**a) No. of telephone enquiries and basic signposting**

**b) No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most the interactions are by phone.

- ½ hour = 34
- 1 hour = 41
- 1.5 hours =8
- 2 hours = 2

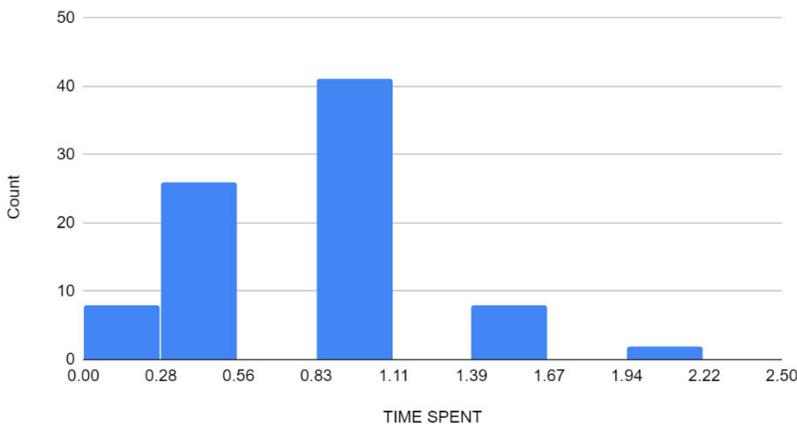
**c) No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

**0 interactions** that lasted more than 3 hours

Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone and email for the follow on meetings.

Below is the average time spent per day in those interactions:

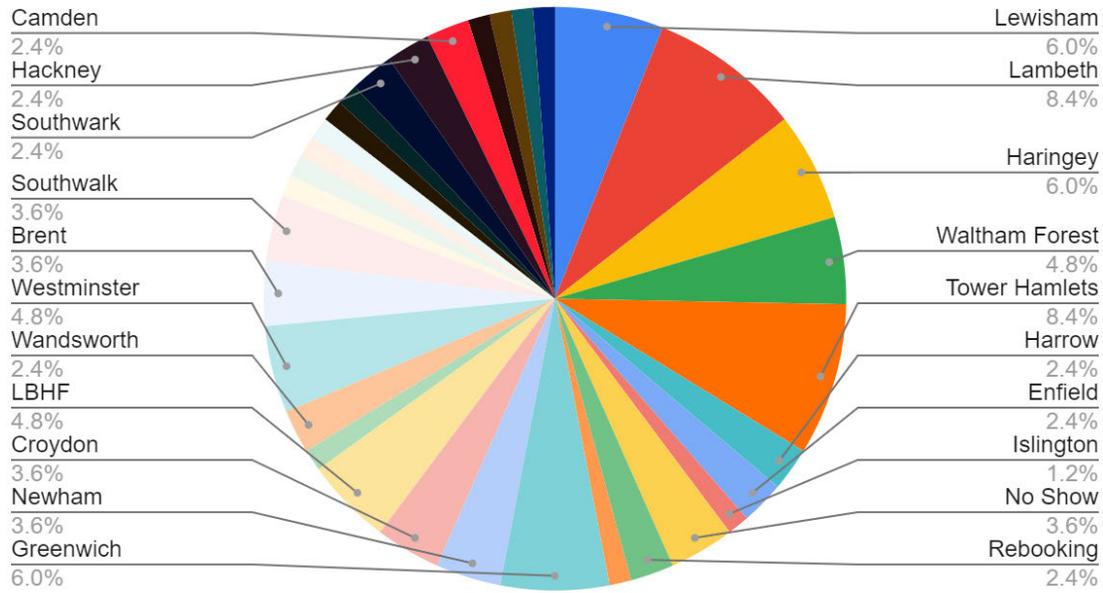
Distribution of TIME SPENT



**2. Number of companies registered (Per Borough)**

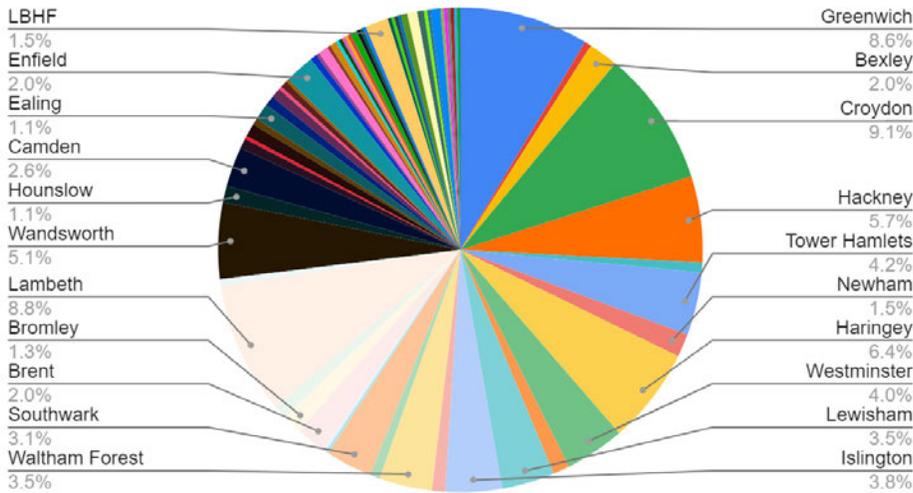
These are the percentages and interactions per borough **this week**.

# Count of BOROUGH

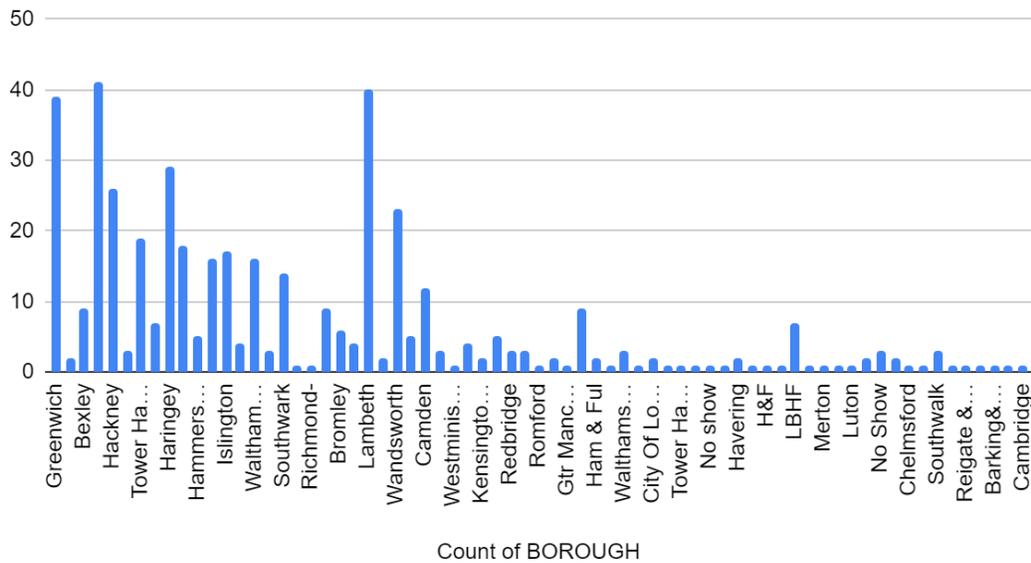


Below is the percentage of interactions per borough since the beginning of Covid 19 support

# Count of BOROUGH



## Count of BOROUGH



In the figure above you can see that the boroughs where most interactions are coming from since **18/03/2020**: Croydon 41, Lambeth 40, Greenwich 39, Haringey 29, Hackney 26, Wandsworth 23.

### 3. Types of clients contacted

A) By sector: These are the sectors the SMEs contacted belong to:



The sector most represented are: Services, hospitality, creative sector, e-commerce, consultancy, food and retail.

## B) By number of employees:

- 0 -1 employees =35
- 2-5 employees = 32
- 6-10 employees= 4
- 11-20 employees= 3
- 21-60 employees= 0
- Not determined = 11

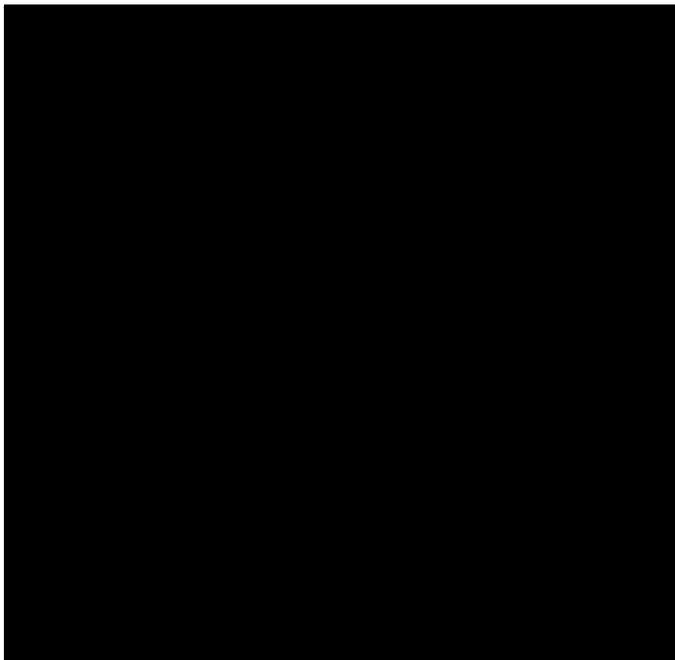
All of the SMEs contacted this week had 16 or less employees.

## 4. Support needed. Responses

This is a summary of the responses collected so far and these are the topics they considered more pressing:

- Cash flow forecast
- Staff
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients
- Furloughing employees
- Eligibility for grants/ loans or government programmes
- Looking for self-employed announcements

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversation this week. *\*For a better understanding an Excel document will be sent attached to this report with the raw data of answers so far.*



As we started to see last week some SMEs are exploring new opportunities in this current situation. We the help of our advisers, they are starting to think outside the box, looking for new ways to reinvent their business model or avenues where to market their products: Our advisers are helping them to successfully apply and get loans, they are reporting SMEs winning contract with the NHS and doubling their turnover. They are providing them with relevant contact that will open new avenues for their business

Still, the general feedback from the companies contacted is how grateful they feel for the support and knowledge of our advisers in these times of uncertainty

There are more than four hundred and sixty stories behind the numbers represented above. The LGH business advisers are doing an admirable job supporting, guiding and encouraging companies during these difficult times. As an example of the great job done by the advisers and the great feedback received, please find below some examples of the feedback received by our advisers, in the words of our clients:

[Redacted]

[Redacted]

## LGHB Business Support COVID19 Report (24/04/2020)

### General update

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- The team has incorporated 3 new advisers focusing on the construction sector.
- This week we have received **86 bookings** through the LGH booking system, "Calendly". **403 bookings** since the 18/03/2020 when this specific service started. (This does not reflect the number of interactions which is usually higher)
- The advisers continue to accommodate as many SMEs as possible and with the new additions to the team the service will be reinforced. The time collected in this report to be spent by the advisers counts the time on the phone or other communication platforms (i.e. skype, teams). However, their work includes not only the first interaction on the phone or other platforms but also the diagnosis of their whole business and brokerage, providing the SMEs with the relevant information, giving them access to relevant stakeholders and potential partners. In summary a whole client oriented holistic approach.

\*The data of this report will present this week first and compare it with the cumulative data so far (24/04/2020 at 15:00 pm).

### Number of Bookings:

	This week 20-24/04/2020	Week 10-17/04/2020	% increase	Total since 18/03/2020	% Total
Bookings	86	87	-1.14%	403	20.5%

### 1. Number of interactions with SMEs where COVID19 was discussed

#### Reported this week= 106

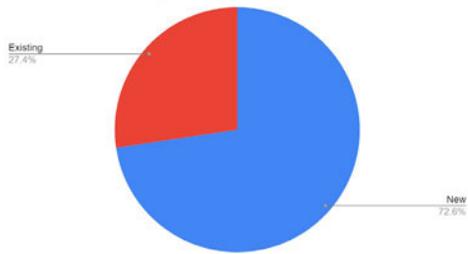
This includes the total number of companies: new and existing clients. We call "new" those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

This figure includes also the number of interactions that happened on 17/04/2020 that were not included the previous one because they took place after the closing of the data for this report on 17/04/2020 at 3pm =12

New clients =77 (84.7%)

Existing clients = 29 (15.3%)

Count of New Existing

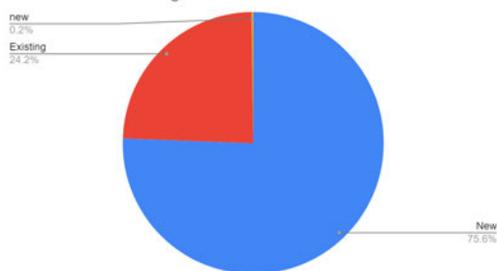


Total number of interaction since 18/03/2020 = **568**

Total New clients since 18/03/2020 = **378 (75.6%)**

Total Existing clients since 18/03/2020 = **121 (24.2%)**

Count of New Existing



	W/c 20/03/2020	W/c 27/03/2020	W/c 03/04/2020	W/c 09/04/2020	W/c 17/04/2020	W/c 24/04/2020
<b>Total</b>	<b>52</b>	<b>163 (213% increase)</b>	<b>128 (27.3% decrease)</b>	<b>85 (33% decrease)</b>	<b>85 (0% increase)</b>	<b>106 (24% increase)</b>
<b>New</b>	<b>27</b>	<b>104</b>	<b>102</b>	<b>74</b>	<b>72</b>	<b>77</b>
<b>Existing</b>	<b>30</b>	<b>58</b>	<b>26</b>	<b>11</b>	<b>13</b>	<b>29</b>

	2 days	5 days	5 days	4 days	5 days	5 days
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- Please note that the weeks analysed didn't have the same number of effective working days.

**No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

- ½ hour = 36
- 45 mins=1
- 1 hour = 53
- 1.5 - 1.45 hours = 13
- 2 hours =3

**No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

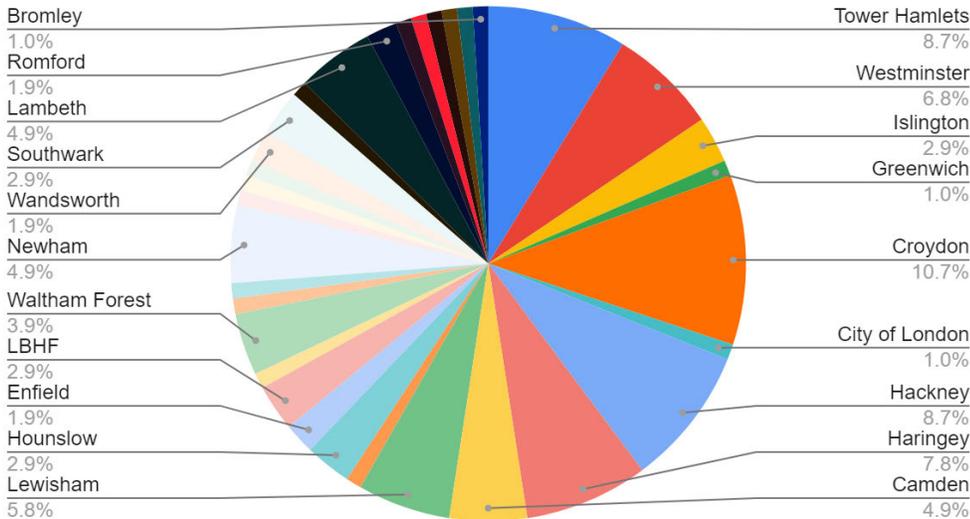
0 interactions lasted more than 3 hours

Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

**2. Number of companies registered (Per Borough)**

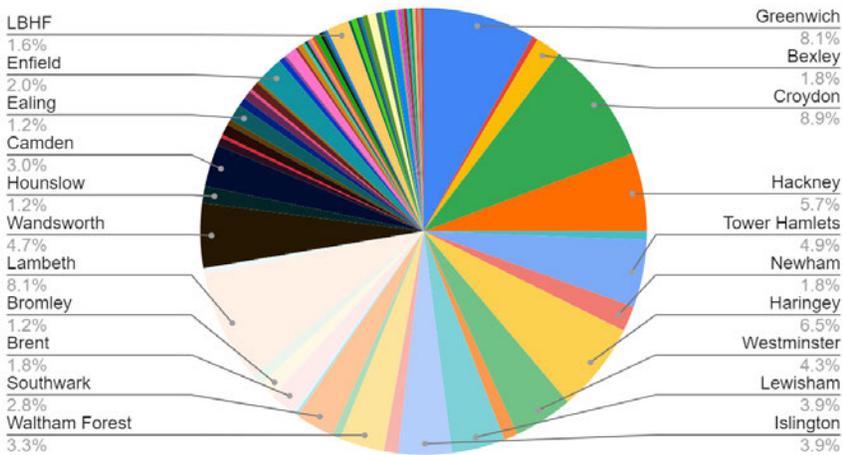
These are the percentages and interactions per borough **this week**.

Count of BOROUGH

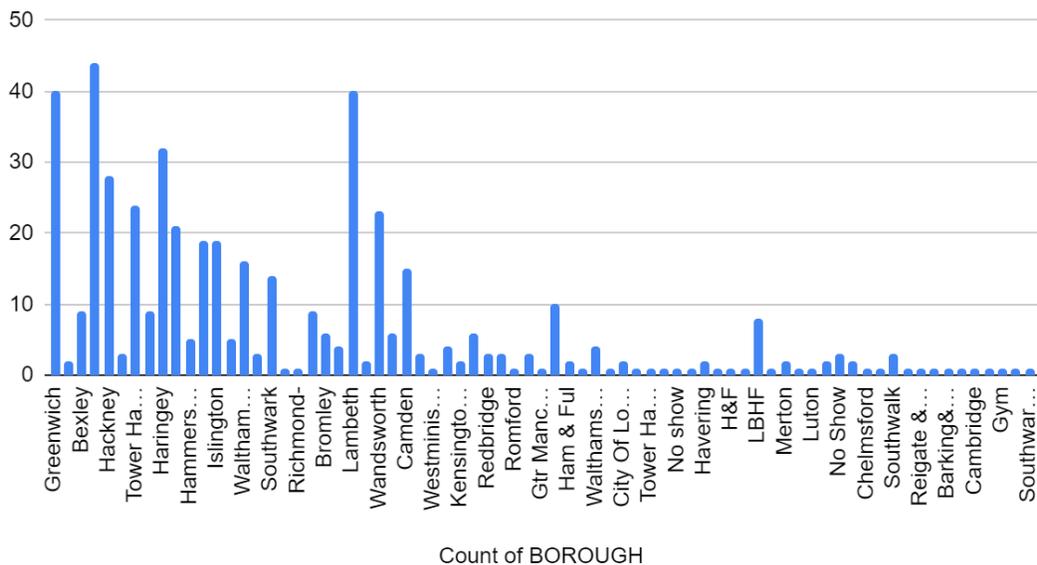


Below is the percentage of interactions per borough since the beginning of Covid 19 support

Count of BOROUGH



Count of BOROUGH

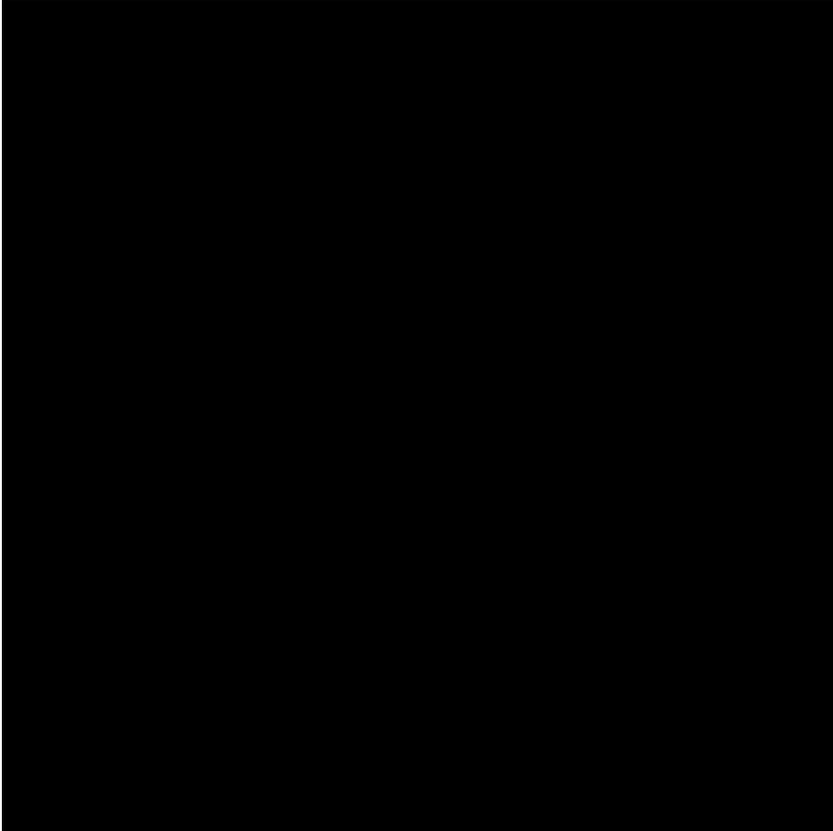


In the figure above you can see that the ranking of boroughs where most interactions are coming from since 18/03/2020: Croydon 44, Greenwich 40, Lambeth 40, Haringey 32, Hackney 28, Tower Hamlets 24.



- Rent, problems with their landlords
- Need help generating new clients
- Furloughing employees
- Eligibility for grants/ loans or government programmes
- Looking for self-employed announcements

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversation this week. *\*For a better understanding an Excel document will be sent attached to this report with the raw data of answers so far.*



We continue to see the trend that started two weeks ago: After the initial shock, the advisers have noticed a shift in the mood and SMEs are exploring new opportunities for a post- Covid19 situation With the help of our advisers, they are starting to think outside the box, looking for new ways to reinvent their business for , a “new normal”. Our advisers are helping them to successfully apply and get loans, they are reporting SMEs winning contracts with the NHS and doubling their turnover. They are providing them with relevant contact that will open new avenues for their business

Still, the general feedback from the companies contacted is how grateful they feel for the support and knowledge of our advisors in these times of uncertainty. As an example of the work done by the advisers, please find below an example of the feedback received, in the words of our clients:

*Please note that we have not asked clients for permission to publish their comments so they are confidential and for internal purposes only*



## LGHB Business Support COVID19 Report (01/05/2020)

### General update

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- The team has incorporated 3 new advisers on 29/04/2020
- This week we have received **81 bookings** through the LGH booking system, "Calendly". **484 bookings** since the 18/03/2020 when this specific service started. (This does not reflect the number of interactions which is usually higher)
- The advisers continue to accommodate as many SMEs as possible and with the new additions to the team the service will be reinforced. The time collected in this report to be spent by the advisers counts the time on the phone or other communication platforms (i.e. skype, teams). However, their work includes not only the first interaction on the phone or other platforms but also the diagnosis of their whole business and brokerage, providing the SMEs with the relevant information, giving them access to relevant stakeholders and potential partners. In summary a client oriented holistic approach.

\*The data of this report will present this week first and compare it with the cumulative data so far (01/05//2020 at 15:00 pm).

### Number of Bookings:

	This week 27-01/05/202 0	Week 20-24/04/202 0	Week 10-17/04/202 0	% Weekly increase/ decrease	Total since 18/03/2020	% Total
Bookings	81	86	87	-5.81 %	484	16.7%

### 1. Number of interactions with SMEs where COVID19 was discussed

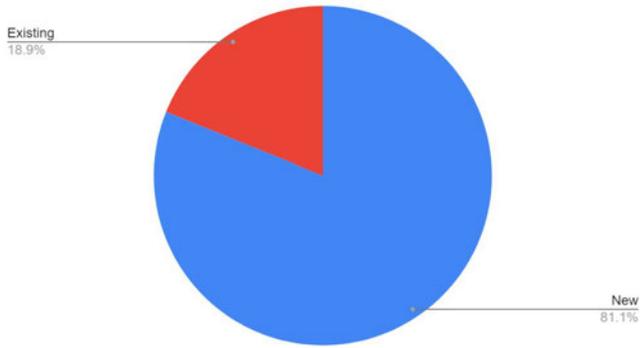
#### Reported this week= 90

This includes the total number of companies: new and existing clients. We call "new" those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

New clients = **73 (81.1%)**

Existing clients = **17 (18.9%)**

Count of New Existing

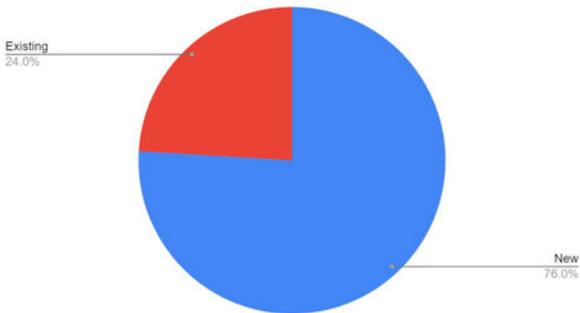


Total number of interaction since 18/03/2020 = **657**

Total New clients since 18/03/2020 = **499 (76%)**

Total Existing clients since 18/03/2020 = **158 (24%)**

Count of New Existing



	W/c 20/03/20 20	W/c 27/03/20 20	W/c 03/04/20 20	W/c 09/04/20 20	W/c 17/04/20 20	W/c 24/04/20 20	W/c 01/05/20 20
<b>Total</b>	<b>52</b>	<b>163 (213% increas e)</b>	<b>128 (27.3% decreas e)</b>	<b>85 (33% decreas e)</b>	<b>85 (0% increas e)</b>	<b>106 (24% increas e)</b>	<b>90 (15% decreas e)</b>
<b>New</b>	<b>27</b>	<b>104</b>	<b>102</b>	<b>74</b>	<b>72</b>	<b>77</b>	<b>73</b>
<b>Existing</b>	<b>30</b>	<b>58</b>	<b>26</b>	<b>11</b>	<b>13</b>	<b>29</b>	<b>17</b>

	<b>2 days</b>	<b>5 days</b>	<b>5 days</b>	<b>4 days</b>	<b>5 days</b>	<b>5 days</b>	<b>5 days</b>
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- Please note that the weeks analysed didn't have the same number of effective working days.

**No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

½ hour = 17

1 hour = 65

1.5 = 6

2 hours =2

**No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

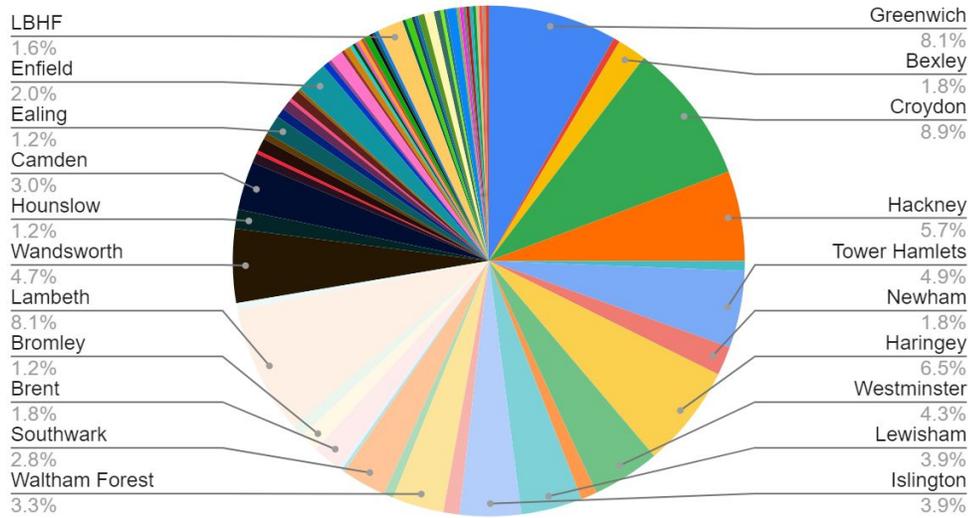
**0 interactions** lasted more than 3 hours

Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

**2. Number of companies registered (Per Borough)**

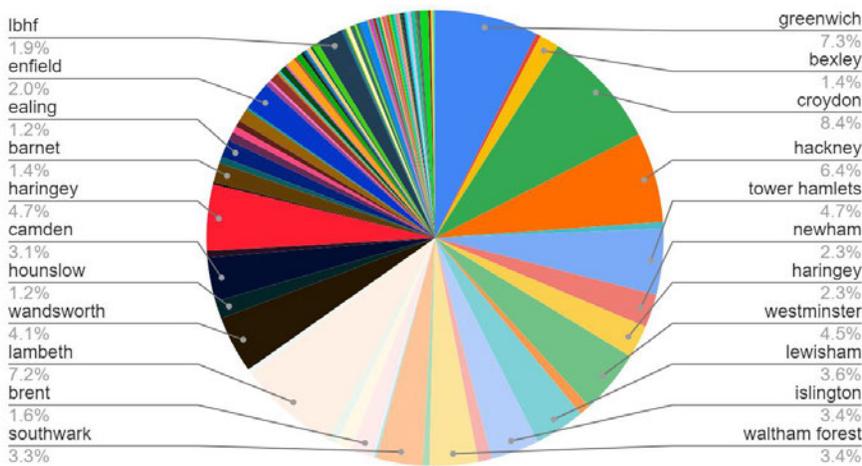
These are the percentages and interactions per borough **this week**.

### Count of BOROUGH



Below is the percentage of interactions per borough since the beginning of Covid 19 support

### Chart for BOROUGH





Sector distribution by percentage is evenly distributed: Retail, Services, Hair and Beauty: 9.6% , Hair and Beauty 3.45 2.9% , Educational services 2.3% , legal services 2.3% and creative industries

#### **B) By number of employees:**

- Micro 0 --10 employees= 41
- 11-20 employees= 3
- 21-60 employees= 1
- Not determined = 10

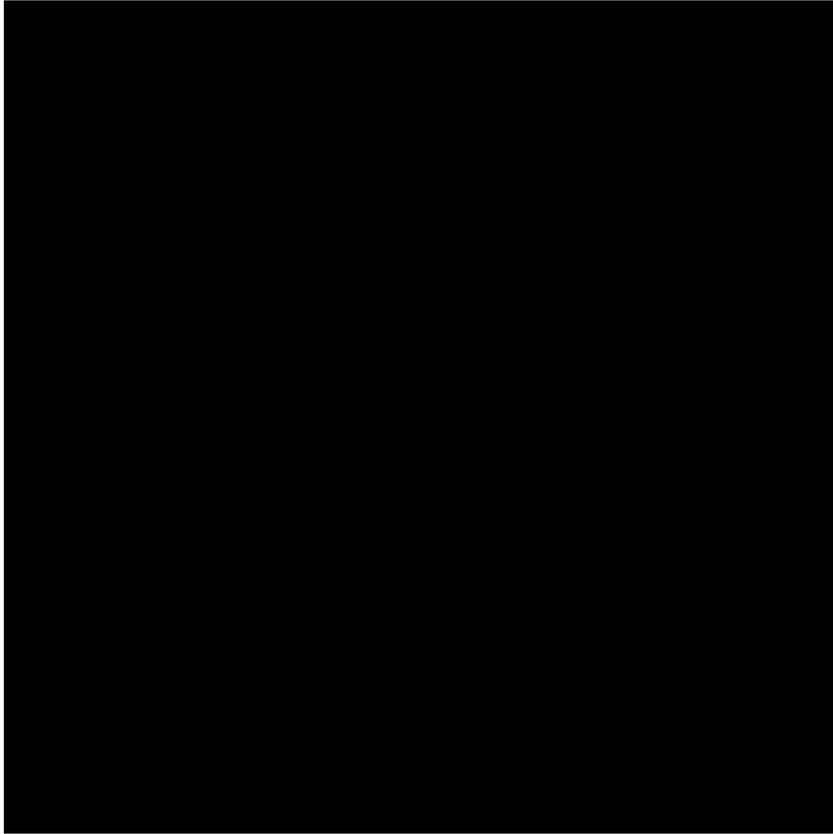
100% of the the interactions are SMEs <250 employees

#### **4. Support needed. Responses**

This is a summary of the responses collected so far and these are the topics they considered more pressing:

- Cash flow forecast
- Staff
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Bounce back loans
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients
- Furloughing employees
- Eligibility for grants/ loans or government programmes
- Looking for self-employed announcements

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversation this week. *\*For a better understanding an Excel document will be sent attached to this report with the raw data of answers so far.*



We continue to see the trend that started 3 weeks ago: We have noticed a shift in the types of questions where SMEs are exploring new opportunities and planning for a post- Covid19 situation: changing their business models or how they deliver their products or services, as well as doing market research to understand the needs of their target market.

We see a surge in enquiries regarding each new Government scheme after it is announced, the Bounce Back Loan scheme appears in many interactions this week as well as the Self employment Income Support Scheme SEISS

**Testimonials: As an example of the work done by the advisers, please find below an example of the feedback received, in the words of our clients:**

*Please note that we have not asked clients for permission to publish their comments so they are confidential and for internal purposes only*



## LGHB Business Support COVID19 Report (07/05/2020)

### General update

The LGH Business advisers continue to support SMEs worried about Covid19 and the impact on their businesses and personal lives.

- This week we have received **65 bookings** through the LGH booking system, “Calendly” Note (4 day working week) . **549 bookings** since 18/03/2020 when the Covid 19 specific support started (This does not reflect the number of interactions which is usually higher)
- The advisers continue to accommodate as many SMEs as possible and with the new additions to the team the service will be reinforced. The time r the advisers counts the time on the phone or other communication platforms (i.e. skype, teams). However, their work includes not only the first interaction on the phone or other platforms but also the diagnosis of their whole business and brokerage, providing the SMEs with the relevant information, giving them access to relevant stakeholders and potential partners. In summary a client oriented holistic approach.

\*The data of this report will present this week first and compare it with the cumulative data so far (01/05//2020 at 15:00 pm).

### Number of Bookings:

	This week 07/05/2020	This week 27- 01/05/2020	Week 20- 24/04/2020	Week 10- 17/04/2020	% Weekly increase/ decrease	Total since 18/03/2020	% Total
Bookings	65	81	86	87	-19%	549	11.8%

### 1. Number of interactions with SMEs where COVID19 was discussed

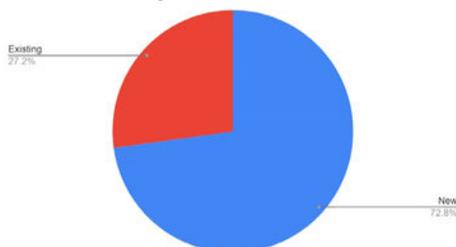
#### Reported this week= 78

This includes the total number of companies: new and existing clients. We call “new” those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

New clients = **56 (72.8%)**

Existing clients = **22 (27.2%)**

Count of New Existing

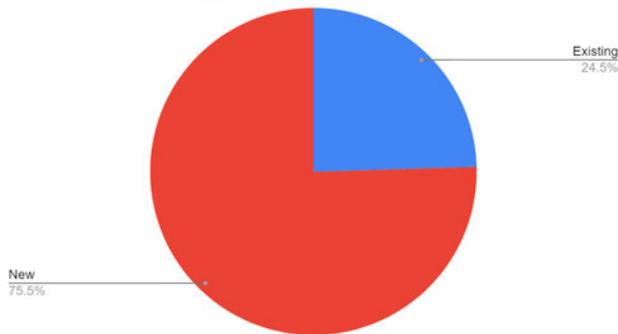


Total number of interaction since 18/03/2020 = **735**

Total New clients since 18/03/2020 =**554 (75.5%)**

Total Existing clients since 18/03/2020 =**180 (24.5 %)**

Count of New Existing



	W/c 20/03/2020	W/c 27/03/2020	W/c 03/04/2020	W/c 09/04/2020	W/c 17/04/2020	W/c 24/04/2020	W/c 01/05/2020	W/c 07/05/2020
<b>Total</b>	52	163 (213% increase)	128 (27.3% decrease)	85 (33% decrease)	85 (0% increase)	106 (24% increase)	90 (15% decrease)	78(13% decrease)
<b>New</b>	27	104	102	74	72	77	73	56
<b>Existing</b>	30	58	26	11	13	29	17	22
	2 days	5 days	5 days	4 days	5 days	5 days	5 days	4 days

- Please note that the weeks analysed didn't have the same number of effective working days.

**No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

- ½ hour = 27

- 1 hour = 46
- 1.5 = 4
- 2 hours =4

**No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

**0 interactions** lasted more than 3 hours

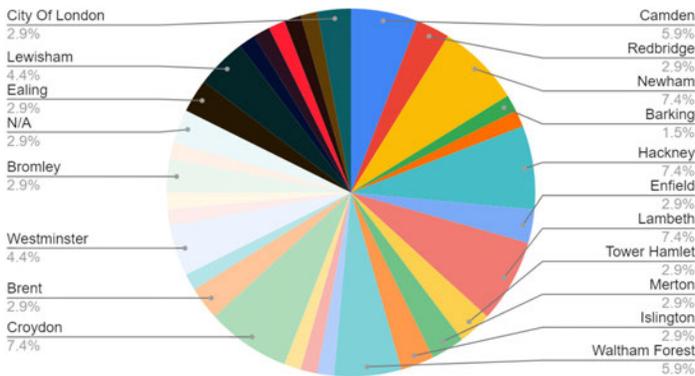
Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

**2. Number of companies registered (Per Borough)**

These are the percentages and interactions per borough **this week**.

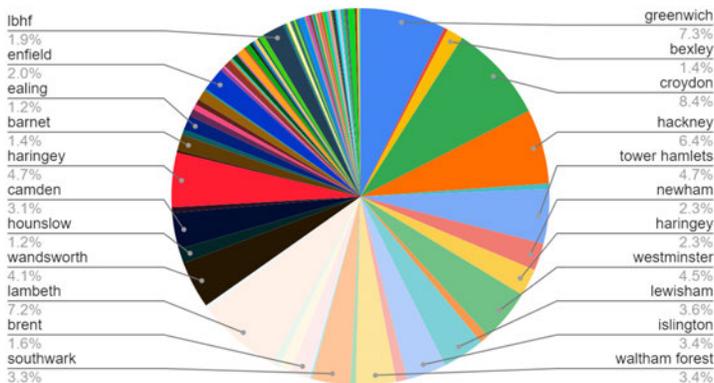
With Newham, Camden, Hackney and Croydon with the highest number of SMEs using our services this week

Count of BOROUGH



Below is the percentage of interactions per borough since the beginning of Covid 19 support

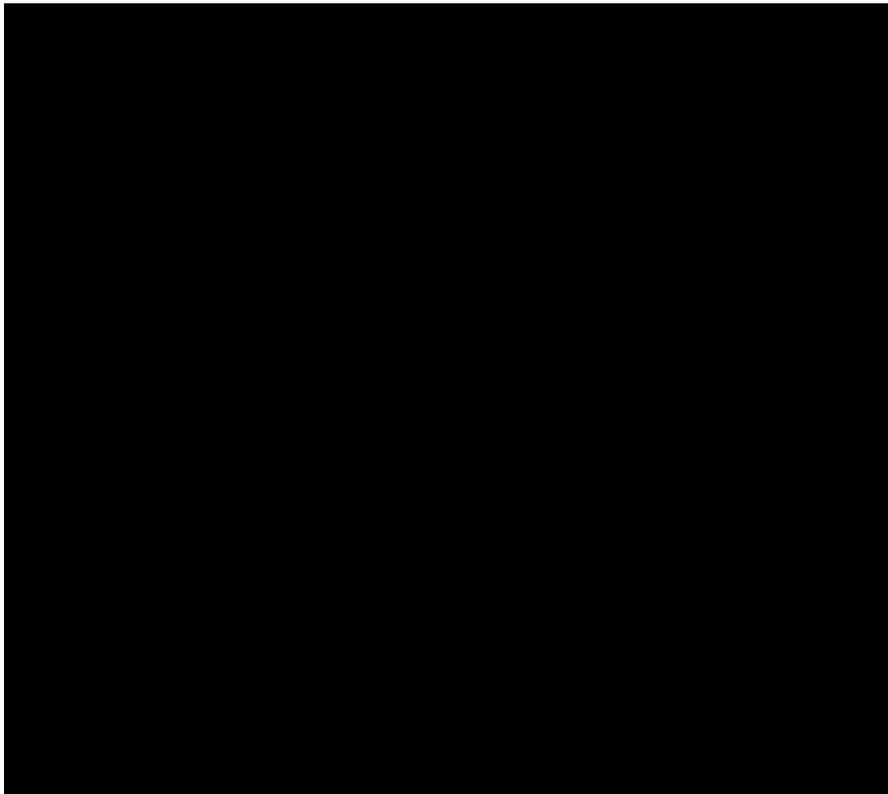
Chart for BOROUGH





- Staff
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Bounce back loans
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients
- Furloughing employees
- Eligibility for grants/ loans or government programmes
- Looking for self-employed announcements

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversation this week. *\*For a better understanding an Excel document will be sent attached to this report with the raw data of answers so far.*



We continue to see the trend that started mid April. We have noticed a shift in the types of questions where SMEs are exploring new opportunities and planning for a post- Covid19 situation: changing their business models or how they deliver their products or services, as well as doing market research to understand the needs of their target market.

We see a surge in enquiries regarding each new Government scheme after it is announced, the Bounce Back Loan scheme appears in many interactions this week as well as the Self employment Income Support Scheme SEISS.

There is an increase in the number of companies wondering about the status of their applications loans or grants after a

month since their applications and delays from the boroughs releasing cash grants with the subsequent client's anxiety over this. Advisers are trying to manage this giving them contacts and exploring other funding schemes.

We are getting more bookings from start ups just as it happened before Covid that the advisers are referring to other specialised services

In this week's report, we had added the information about the actions agreed between the clients and advisers that would add and added value to the analysis of the companies needs and the support provided..

**Testimonials: As an example of the work done by the advisers, please find below an example of the feedback received, in the words of our clients:**

*(Please note that we have not asked clients for permission to publish their comments so they are confidential and for internal purposes only)*

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## LGHB Business Support COVID19 Report (15/05/2020)

### General update

The LGH Business advisers continue to support SMEs worried about Covid-19 and the impact on their businesses and personal lives.

- This week we have received **77 bookings** through the LGH booking system, “Calendly”. **629 bookings** since 18/03/2020 when the Covid 19 specific support started. This does not reflect the number of interactions which is usually higher.
- The advisers continue to accommodate as many SMEs as possible and with the new additions to the team the service will be reinforced. The time r the advisers counts the time on the phone or other communication platforms (i.e. skype, teams). However, their work includes not only the first interaction on the phone or other platforms but also the diagnosis of their whole business and brokerage, providing the SMEs with the relevant information, giving them access to relevant stakeholders and potential partners. In summary a client oriented holistic approach.

\*The data of this report will present this week first and compare it with the cumulative data so far (01/05//2020 at 15:00 pm).

### Number of Bookings:

	This week 11-15/5	Week 04-07/05	Week 27-01/05	Week 20-24/04	Week 10-17/04	% Weekly increase/ decrease	Total since 18/03/2020	% Total
Bookings	77	65	81	86	87	18.4%	629	12.2%

### 1. Number of interactions with SMEs where COVID-19 was discussed

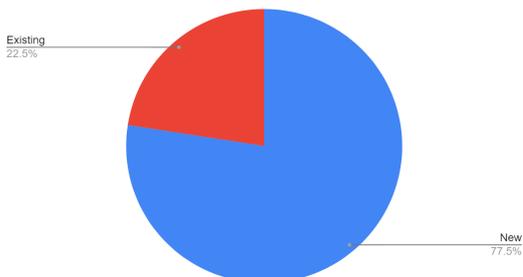
#### Reported this week = 102

This includes the total number of companies: new and existing clients. We call “new” those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

New clients = **79 (77.5%)**

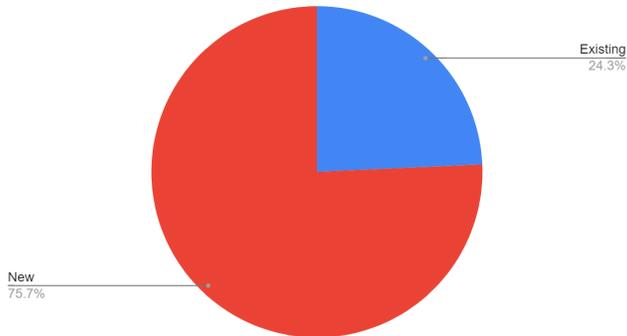
Existing clients = **23(22.5%)**

Count of New Existing



Total number of interaction since 18/03/2020 = **836**  
 Total New clients since 18/03/2020 = **633 (75.7%)**  
 Total Existing clients since 18/03/2020 = **203 (24.3 %)**

Count of New Existing



	W/c 20/03	W/c 27/03	W/c 03/04	W/c 09/04	W/c 17/04	W/c 24/04	W/c 01/05	W/c 07/05	W/c 15/5
<b>Total</b>	52	163 (213% incre ase)	128 (27.3 % decre ase)	85 (33% decre ase)	85 (0% incre ase)	106 (24% incre ase)	90 (15% decre ase)	78(13 % decre ase)	102
<b>New</b>	27	104	102	74	72	77	73	56	79
<b>Exist ing</b>	30	58	26	11	13	29	17	22	23
	2 days	5 days	5 days	4 days	5 days	5 days	5 days	4 days	5 days

- Please note that the weeks analysed didn't have the same number of effective working days.

**No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

- ½ hour = 36
- 45 mins= 1
- 1 hour = 53
- 1 hour 1.15=54
- 1.5 = 8
- 2 hours =4

**No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

**0 interactions** lasted more than 3 hours

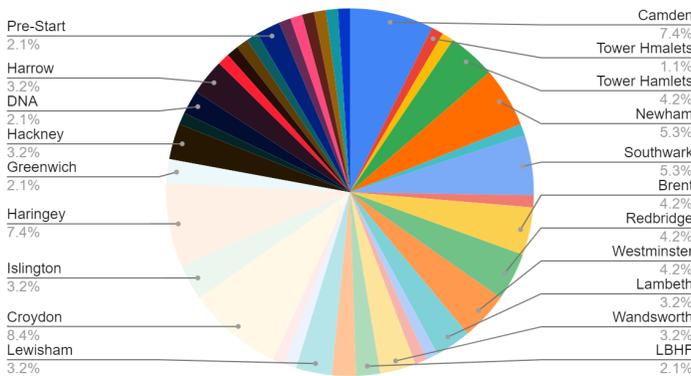
Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

**2. Number of companies registered (Per Borough)**

These are the percentages and interactions per borough **this week**.

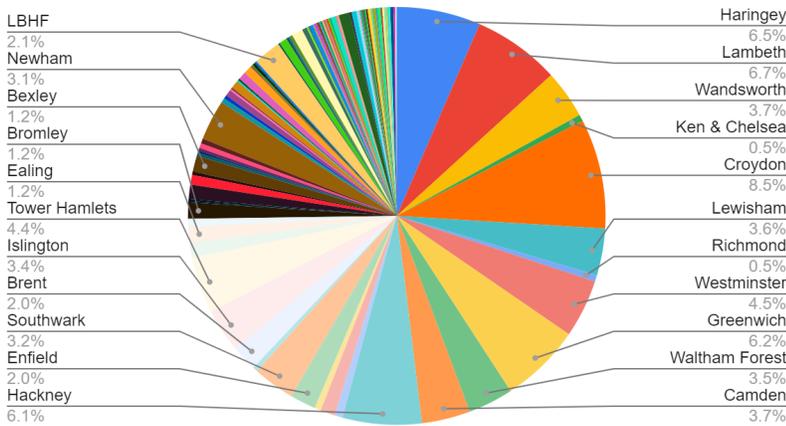
With Croydon, Camden, Haringey and with the highest number of SMEs using our services this week

Count of BOROUGH

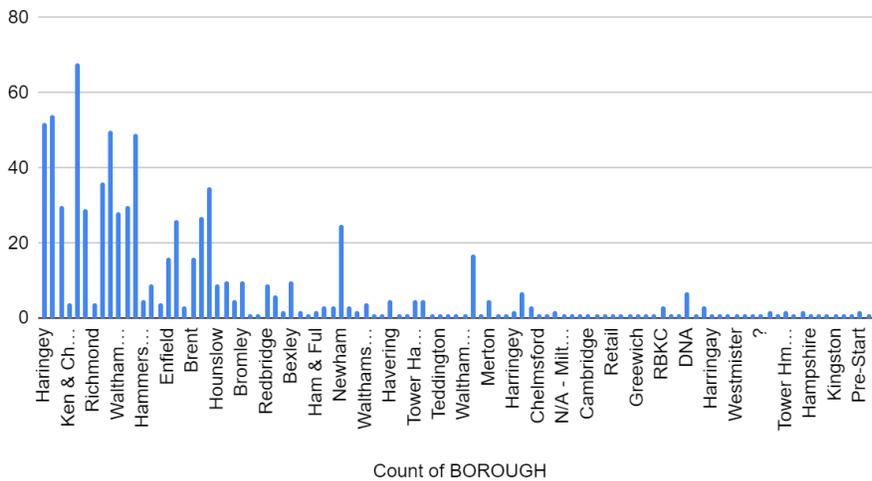


Below is the percentage of interactions per borough since the beginning of Covid 19 support

### Count of BOROUGH



### Count of BOROUGH



The figure above, shows the ranking of boroughs where most interactions are coming from since 18/03/2020: Croydon 68, Lambeth 54 ,Haringey 52, Hackney 49, It has been consistent for the last 4 weeks with the same boroughs occupying the top positions in the ranking

### 3. Types of clients contacted

**A) By sector:** These are the sectors the SMEs contacted belong to:



Sector distribution by percentage is evenly distributed: but the sectors that were more significant this week were: Distribution- trade, recruitment, care, creative sector, food and hospitality.

**B) By number of employees:**

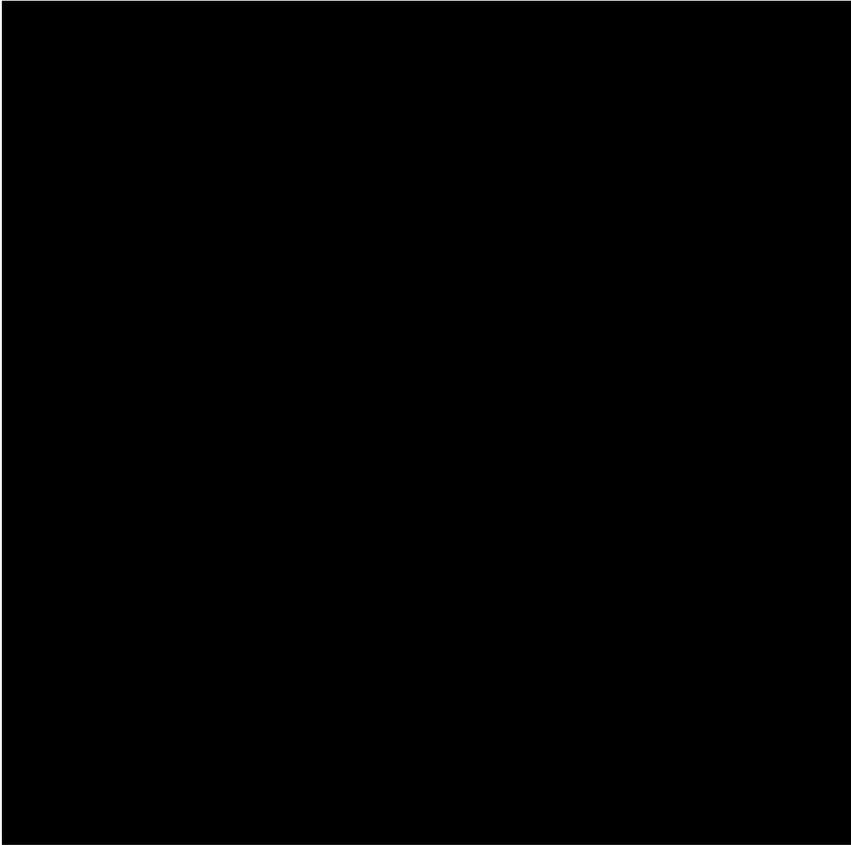
- Micro 0 --10 employees= 85
- 11-20 employees= 1
- 60 -100 employees= 1
- 100- 150= 1
- Not determined = 14

**4. Support needed. Responses**

This is a summary of the responses collected so far and these are the topics they considered more pressing:

- Cash flow forecast
- Staff
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients
- Furloughing employees
- Eligibility for grants/ loans or government programmes
- Looking for self-employed announcements

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversation this week. *\*For a better understanding an Excel document will be sent attached to this report with the raw data of answers so far.*



We continue to see the trend that started mid April. We have noticed a shift in the types of questions where SMEs are exploring new opportunities and planning for a post- Covid19 situation: changing their business models or how they deliver their products or services, as well as doing market research to understand the needs of their target market. Many companies who have suffered the demand being eroded are trying to find ways to pivot their business to reflect their online work.

We see a surge in enquiries regarding each new Government scheme after it is announced, the Bounce Back Loan scheme appears in many interactions this week as well as the Self employment Income Support Scheme SEISS.

We continue to see companies wondering about the status of their applications loans or grants after a month since their applications and delays from the boroughs releasing cash grants with the subsequent client's anxiety over this. Advisers are trying to manage this giving them contacts and exploring other funding schemes. We receive more enquiries from companies that are not eligible for the Small Business Grant Funding, for example, due to different reasons and many awaiting payment and how SMEs are trying to reach agreement with their landlords and negotiate payments.

We continue to see more bookings from start ups just as it happened before Covid that the advisers are referring to other specialised services

**Testimonials: As an example of the work done by the advisers, please find below an example of the feedback received, in the words of our clients:**

*(Please note that we have not asked clients for permission to publish their comments so they are confidential and for internal purposes only)*

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## LGHB Business Support COVID19 Report (21/05/2020)

### 0. General update

The LGH Business advisers continue to support SMEs worried about Covid-19 and the impact on their businesses and personal lives.

- This week we have received **60 bookings** through the LGH booking system, "Calendly". **689 bookings** since 18/03/2020 when the Covid 19 specific support started. This does not reflect the number of interactions which is usually higher.
- The advisers continue to accommodate as many SMEs as possible and with the new additions to the team the service will be reinforced. The time r the advisers counts the time on the phone or other communication platforms (i.e. skype, teams, facebook). However, their work includes not only the first interaction on the phone or other platforms but also the diagnosis of their whole business and brokerage, providing the SMEs with the relevant information, giving them access to relevant stakeholders and potential partners. In sum, a client oriented holistic approach
- **Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief webinar** - the first of a series of webinars took place on 21 May 2020. There were **67 registrants** out of which **66 attended** the webinar (99% attendance rate).

\*The data of this report will present this week first and compare it with the cumulative data so far (21/05//2020 at 15:00).

### Number of Bookings:

	This week 18-21/5	Week 11-15/5	Week 04-07/05	Week 27-01/05	Week 20-24/04	Week 10-17/04	% Weekly increase/ decrease	Total since 18/03/20	% Total
Bookings	60	77	65	81	86	87	-22%	689	8.7%

### 1. Number of interactions with SMEs where COVID-19 was discussed

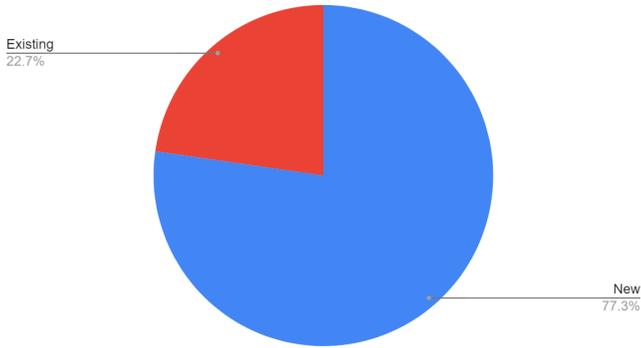
#### Reported this week = 66

This includes the total number of companies: new and existing clients. We call 'new' those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

New clients = 51 (77.3%)

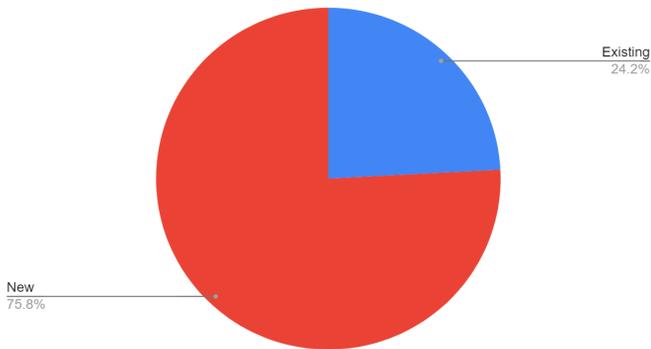
Existing clients = 15 (22.7%)

Count of New Existing



Total number of interaction since 18/03/2020 = **902**  
 Total New clients since 18/03/2020 = **648 (75.8%)**  
 Total Existing clients since 18/03/2020 = **218 (24.2 %)**

Count of New Existing



	W/c 20/3	W/c 27/3	W/c 03/4	W/c 09/4	W/c 17/4	W/c 24/4	W/c 01/5	W/c 07/5	W/c 15/5	W/c 18/5
<b>Total</b>	52	163 (213% increase)	128 (27.3% decrease)	85 (33% decrease)	85 (0% increase)	106 (24% increase)	90 (15% decrease)	78 (13% decrease)	102 (30.7% increase)	66 (34% decrease)
<b>New</b>	27	104	102	74	72	77	73	56	79	51

<b>Existi ng</b>	30	58	26	11	13	29	17	22	23	15
	<b>2 da ys</b>	<b>5 days</b>	<b>5 days</b>	<b>4 days</b>	<b>5 days</b>	<b>5 days</b>	<b>5 days</b>	<b>4 days</b>	<b>5 days</b>	<b>4 days</b>

- Please note that the weeks analysed didn't have the same number of effective working days.

**No. of face-to-face/telephone/video appointments (light touch) - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

- ½ hour = 22
- 1 hour = 38
- 1.5 hours = 6

**No. of face-to-face/telephone/video appointments (medium & high touch) - more than 3 hours**

**0 interactions** lasted more than 3 hours

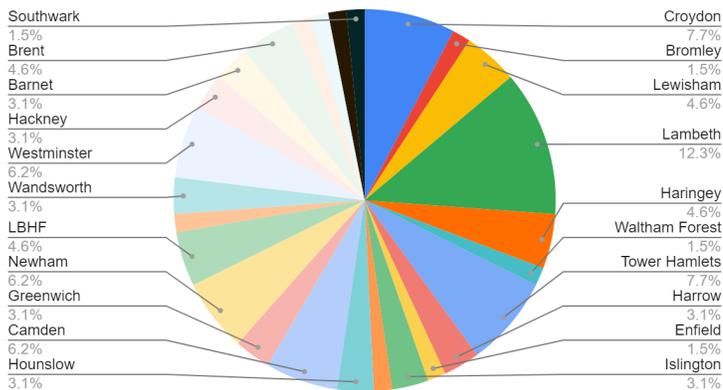
Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

**2. Number of companies registered (Per Borough)**

These are the percentages and interactions per borough **this week**.

With Croydon, Camden, Haringey and with the highest number of SMEs using our services this week

Count of BOROUGH



Below is the percentage of interactions per borough since the beginning of Covid 19 support

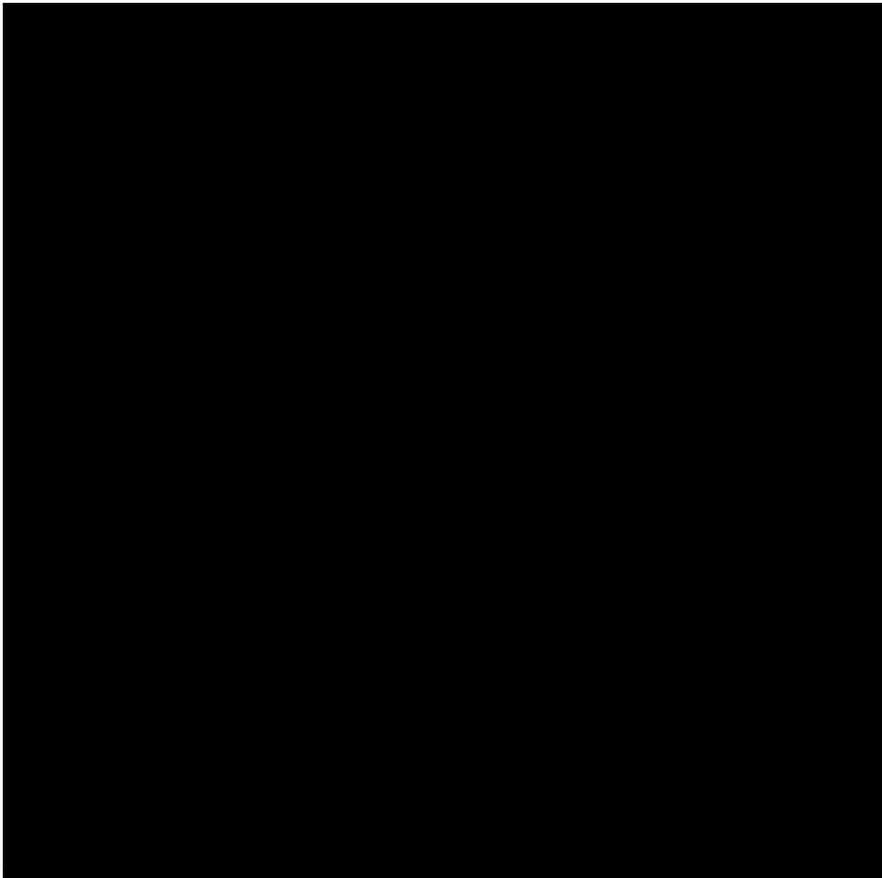


#### 4. Support needed. Responses

This is a summary of the responses collected so far and these are the topics they considered more pressing:

- Cash flow forecast
- Staff
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients
- Furloughing employees
- Eligibility for grants/ loans or government programmes
- Looking for self-employed announcements

**But in summary, for most of them, it was a combination of all the above.** The word cloud below represents better all the topics that were covered in the conversation this week. *\*For a better understanding an Excel document will be sent attached to this report with the raw data of answers so far.*



We continue to see the trend that started mid April. We have noticed a shift in the types of questions where SMEs are exploring new opportunities and planning for a post- Covid19 situation: changing their business models or how they deliver their products or services, as well as doing market research to understand the needs of their target market. Many companies who have suffered the demand being eroded are trying to find ways to pivot their business to reflect their online work.

We continue to see companies whose businesses are drying up for the lack of clients, or suffering client cancellations, events put on hold, loss of contracts from existing clients, and our SMEs are worried about potential client defaults. All of The length of the Covid situation is putting all this business in a dire situation and our SMEs are worried about their business' continuity..

HR and legal aspects are now taking center stage, we anticipate a surge on these aspects in terms of possible claims over furloughs, restructuring and redundancies.

We are managing more than 900 SMEs and our advisers are starting to put their clients in contact with each other looking for synergies and intra-programme collaborations. This is an aspect still in it's early stages but that the team is willing to explore.

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

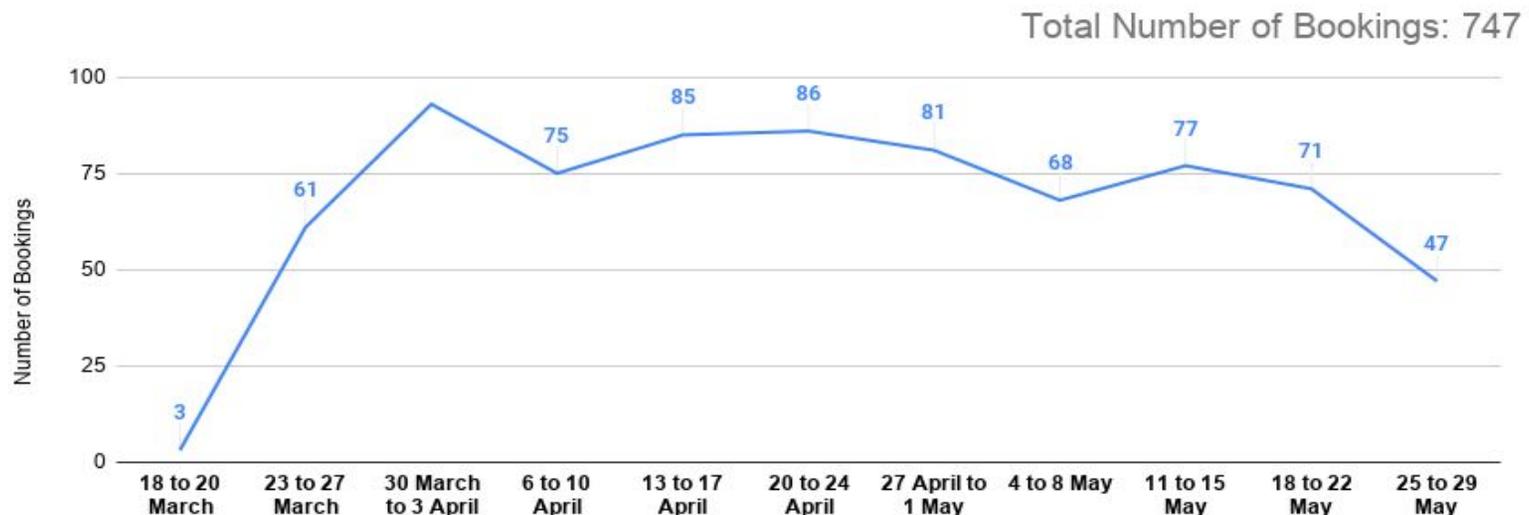
**26 - 29 MAY 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
3. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
4. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
5. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
7. [NUMBER OF COMPANIES REGISTERED PER BOROUGH](#)
8. [TYPE OF CLIENT \(BY SECTOR AND BY SIZE\)](#)
9. [TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAS](#)

## 1. THIS WEEK'S HIGHLIGHTS

- ❑ This week's report will cover the period from 22/05/2020 to 29/05/2020 (15h00). Due to the Spring bank holiday (25/05/2020), last week's report covered the period from 18/05/2020 to 21/05/2020 only.
- ❑ A total of **47 bookings received** via the LGH booking system - Calendly - representing a 21.7% decrease from last week.
- ❑ A **total of 747 bookings** have been received since 18/03/ 2020. This week's **47 bookings represent 6.3% of total** bookings since 18/03/2020.
- ❑ **Webinars:**
  - ❑ The first of a series of webinars took place on 26/05/2020. The webinar was titled '*Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief*'. **108 registered, 66 attended business delegates:** (61% attendance rate)
  - ❑ The second webinar took place on 26/05/2020. The webinar was titled '*Adapting Communications to Retain Customers - COVID-19 Business Help Series*' and there were **21 registered out of which 17 attended.** (80% attendance rate)
- ❑ **Accelerator Programme:** The London Business Accelerator programme was back this week, with the first cohort of companies, selected in March, attending the first modules on 26/05/2020 and 28/05/2020.

## 2. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



### 3. NUMBER OF INTERACTIONS (THIS WEEK AND OVERALL)

#### This week

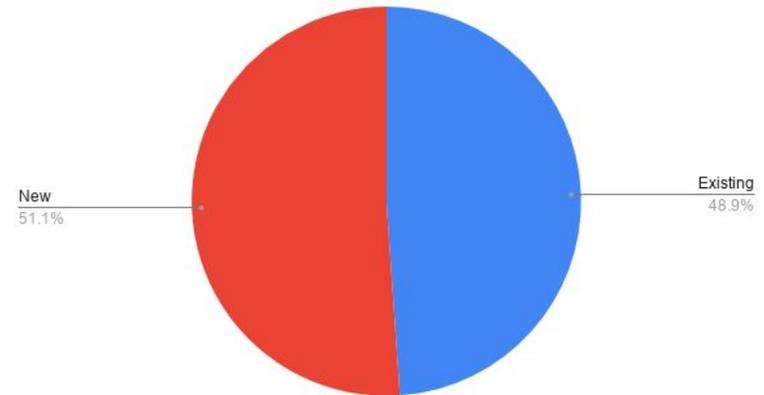
**New clients = 46 (51.1%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 44 (48.9%)**

**This week's total: 90**

% of New to the LGH and Existing SMEs



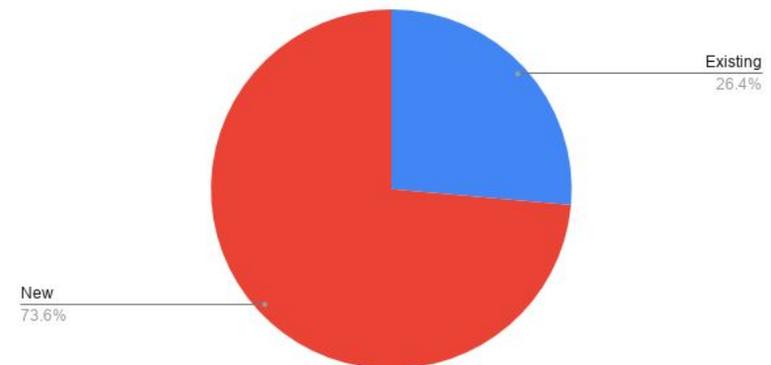
#### Overall

**Total New clients since 18/03/2020 = 730 (73.6%)**

**Total Existing clients since 18/03/2020 = 262 (26.4 %)**

**Total number of interactions since 18/03/2020 = 992**

% of New SMEs to the LGH and Existing SMEs since 18/03/2020



#### 4. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20-Mar	27	30	52	N/A	2 days
27-Mar	104	58	163	213% increase	5 days
03-Apr	102	26	128	27.3% decrease	5 days
09-Apr	74	11	85	33% decrease	4 days
17-Apr	72	13	85	0% increase	5 days
24-Apr	77	29	106	24% increase	5 days
01-May	73	17	90	15% decrease	5 days
07-May	56	22	78	13% decrease	4 days
15-May	79	23	102	30.7% increase	5 days
18-May	51	15	66	34% decrease	4 days
26-May	46	44	90	36.4% increase	5 days*

*\*including 22/05/2020*

NB: Please note that the weeks analysed didn't have the same number of effective working days.

**5. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
25	56	6	3	0

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

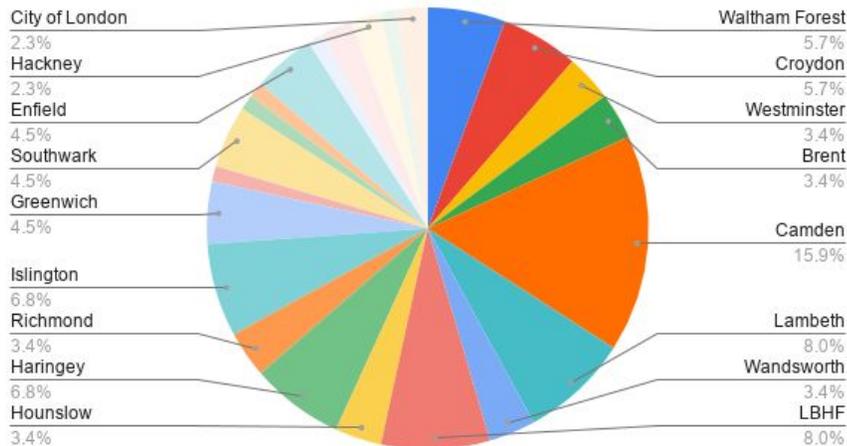
**0 interactions** lasted more than 3 hours

Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

## 7. NUMBER OF COMPANIES REGISTERED PER BOROUGH

Percentage of interactions per borough this week

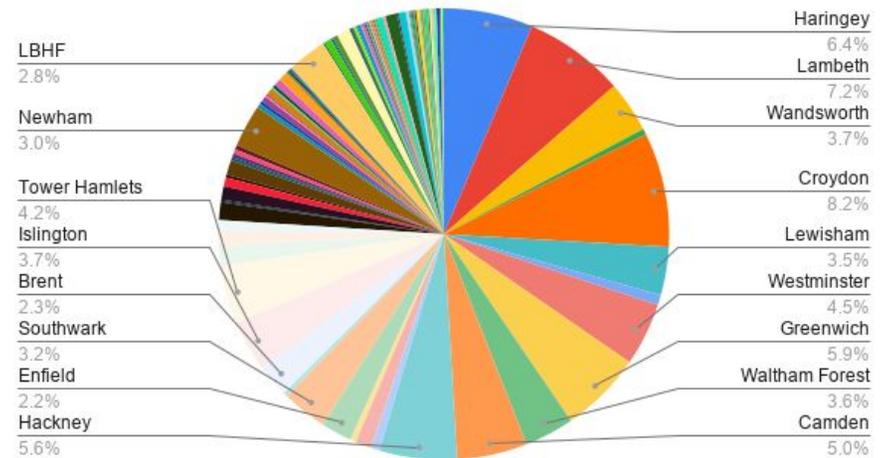
% per BOROUGH this week



This week's Top LGHB service Users:  
Camden, Lambeth and LBHF with the highest number of SMEs using our services this week

Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2020



Top LGHB service Users since 18/03/2020:  
Croydon 78, Lambeth 69, Haringey 60, Greenwich 56

This has been consistent for the last 5 weeks with the same boroughs occupying the top positions in the ranking



## 9. TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs

This is a summary of the responses collected so far and these are the topics they considered more pressing:

- Cash flow forecast
- Staff incl. Job retention government scheme
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

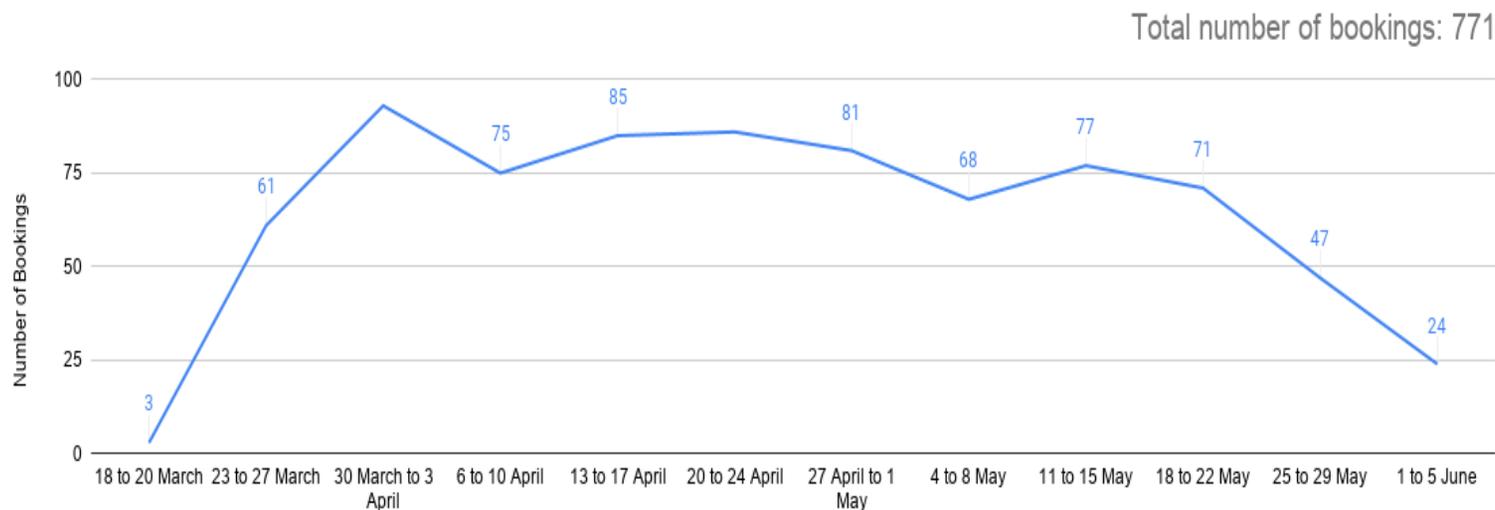
**01 - 05 JUNE 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
3. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
4. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
5. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
7. [NUMBER OF INTERACTIONS PER BOROUGH](#)
8. [TYPE OF CLIENT \(THIS WEEK\)](#)
9. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

1. **THIS WEEK'S HIGHLIGHTS**

- ❑ A total of **24 bookings received** via the LGH booking system - Calendly - representing a 49% decrease from last week.
- ❑ A **total of 771 bookings** have been received since 18/03/2020. This week's **24 bookings represent 3.1% of total bookings** since 18/03/2020.
- ❑ **Webinars:**
  - ❑ The first of a series of webinars took place on 26/05/2020. The webinar was titled '*Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief*'. There were **108 registrants and 66 attendees** (61% attendance rate).
  - ❑ The second webinar took place on 26/05/2020. The webinar was titled '*Adapting Communications to Retain Customers - COVID-19 Business Help Series*' and there were **21 registrants out of which 17 attendees** (80% attendance rate).
  - ❑ The third webinar titled '*Moving your business into the virtual world*' took place on 03/06/2020. With **62 registrants and 43 attendees** (66% attendance rate).

## 2. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



### 3. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

#### This week

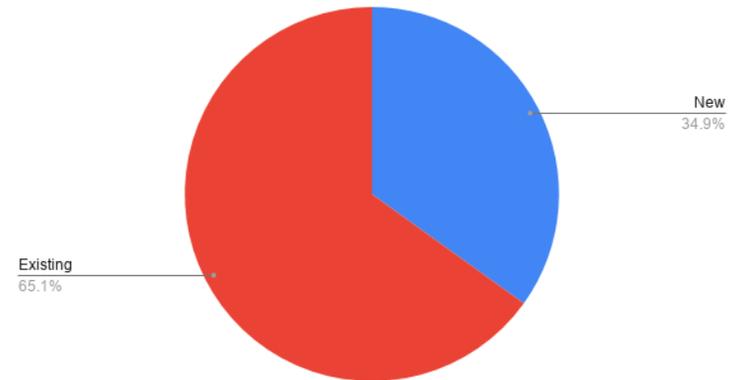
**New clients = 22 (34.9%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 41 (65.1%)**

**This week's total: 63**

% of New to the LGH and Existing SMEs



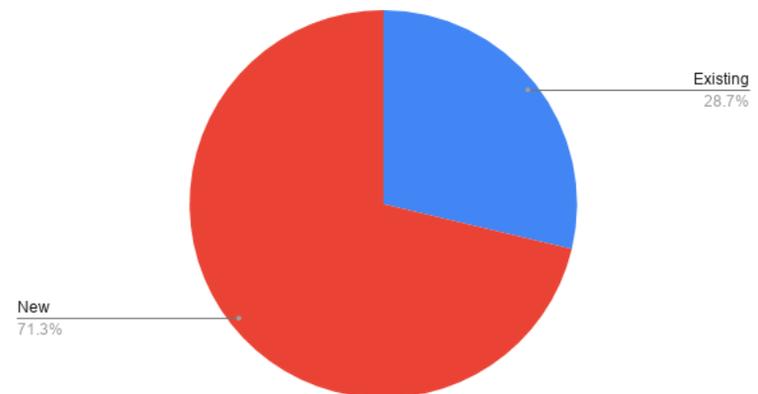
#### Overall

**Total New clients since 18/03/2020 = 752 (71.3%)**

**Total Existing clients since 18/03/2020 = 303 (28.7%)**

**Total number of interactions since 18/03/2020 = 1,055**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean contact between Business Advisers and Clients/ SMEs phone call, video conference, meeting, etc

#### 4. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20-Mar	27	30	52	N/A	2 days
27-Mar	104	58	163	213% increase	5 days
03-Apr	102	26	128	27.3% decrease	5 days
09-Apr	74	11	85	33% decrease	4 days
17-Apr	72	13	85	0% increase	5 days
24-Apr	77	29	106	24% increase	5 days
01-May	73	17	90	15% decrease	5 days
07-May	56	22	78	13% decrease	4 days
15-May	79	23	102	30.7% increase	5 days
18-May	51	15	66	34% decrease	4 days
26-May	46	44	90	36.4% increase	5 days* <small>*including 22/05/2020</small>
1-June	22	41	63	30% decrease	5 days

NB: Please note that the weeks analysed didn't have the same number of effective working days.

**5. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

½ hour	1 hour	1.5 hours	2 hours	2.5 hours
15	38	1	9	0

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

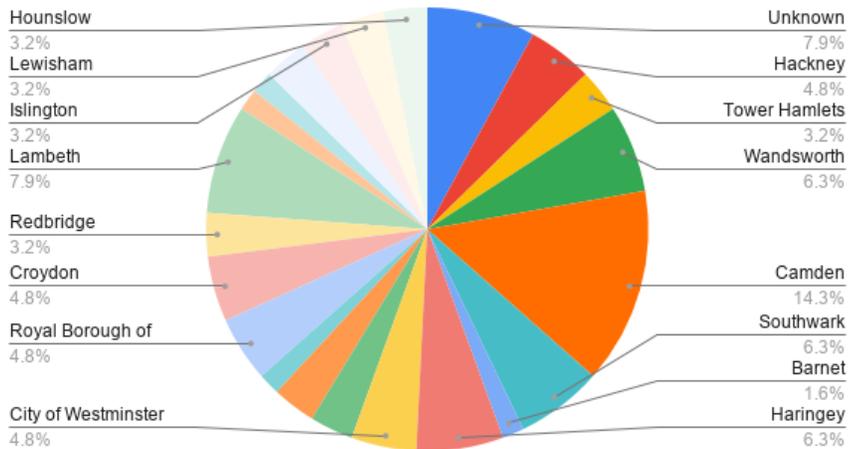
**0 interactions** lasted more than 3 hours

Except one of the advisers that uses Zoom during his interactions with the companies, the rest use the telephone for 1<sup>st</sup> interaction and email for the follow on meetings.

## 7. NUMBER OF INTERACTIONS PER BOROUGH

**Percentage of interactions per borough this week**

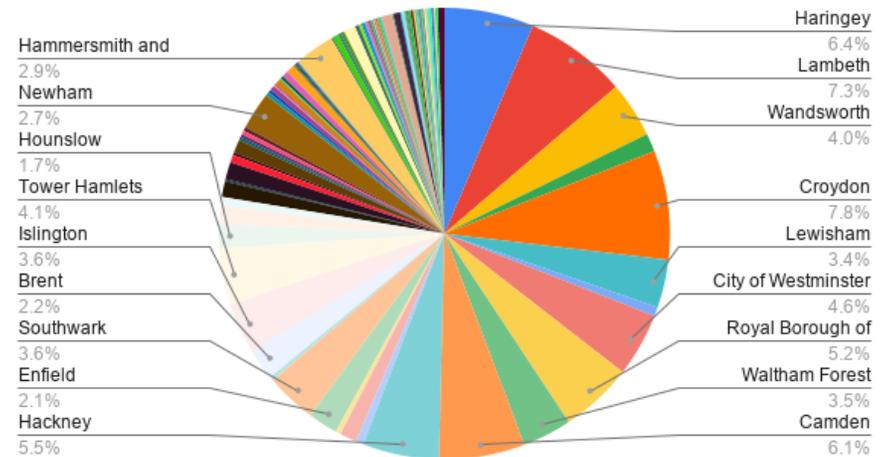
% per BOROUGH this week



This week's Top LGHB service Users:  
Camden, Lambeth and Wandsworth, Southwark and Haringey with the highest number of SMEs using our services this week

**Percentage of interactions per borough since 18/03/2020**

% per BOROUGH since 18/03/2020

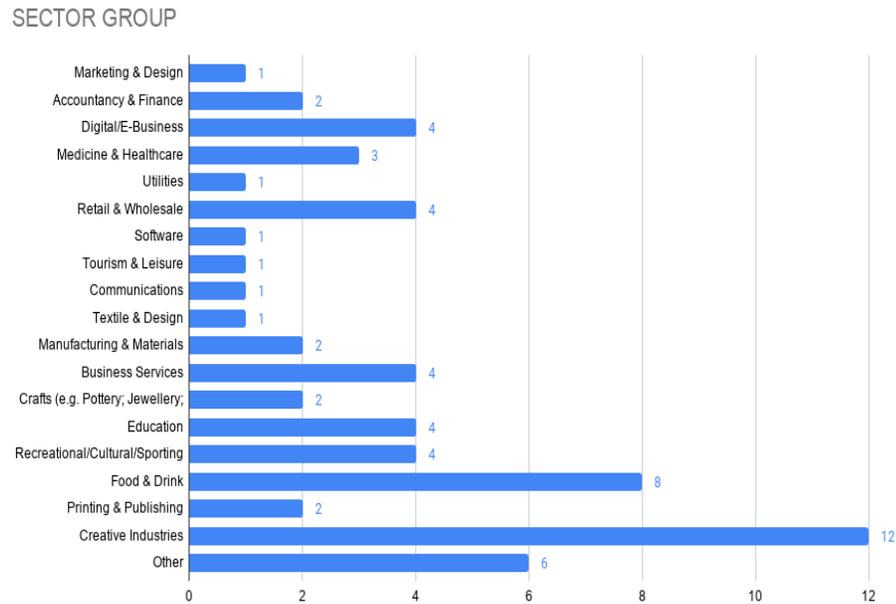


Top LGHB service Users since 18/03/2020:  
Croydon 84, Lambeth 79, Camden 66, Hackney 59

This week has seen a shift in the top Boroughs.  
(Haringey and Greenwich not top 3 and 4, respectively)

## 8. TYPE OF CLIENT (THIS WEEK)

By sector:



By size:

Micro (0 - 9 employees)	45
Small (10 - 49) employees	2
Medium (50 - 249) employees	
Not determined	16

## 9. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

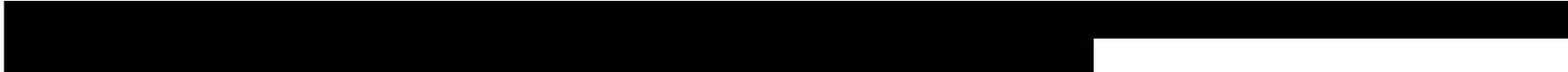
→ Cash flow forecast

→ Post- Covid resilience planning

- Staff incl. Job retention government scheme
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements

#### **TRENDS WORTH NOTING:**

- This week, a considerable number of calls have revolved around the Bounce Back Loan Scheme, whether our clients had applied, some successfully, or on the opposite side, some of our clients wanted to know the reason why their applications have been declined or why they were not eligible in the first place.
- We continue to see that business that manage events or business where events are their main source of clients are experiencing serious difficulties
- Our advisers are seeing more and more companies interested in collaborative approaches, therefore helping them to find potential partners among our clientele and putting proposals together is one of our approaches. This is a trend we are seeing more and more often and we are keen to explore further synergies within the project.



## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

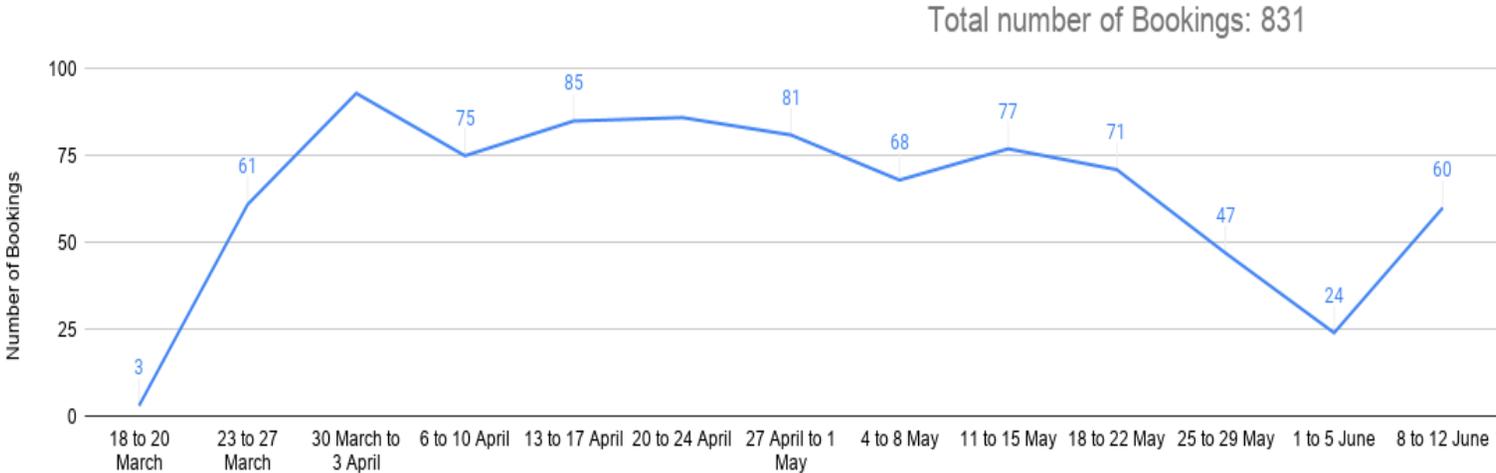
**08 - 12 JUNE 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
3. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
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7. [NUMBER OF INTERACTIONS PER BOROUGH](#)
8. [TYPE OF CLIENT \(THIS WEEK\)](#)
9. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

1. **THIS WEEK'S HIGHLIGHTS**

- ❑ A total of **60 bookings received** via the LGH booking system - Calendly - representing a 150% increase from last week.
- ❑ A **total of 831 bookings** have been received since 18/03/2020. This week's **60 bookings represent 7.2% of total bookings** since 18/03/2020.
- ❑ **Webinars:**
  - ❑ The first of a series of webinars took place on 26/05/2020. The webinar was titled '*Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief*'. There were **108 registrants and 66 attendees** (61% attendance rate).
  - ❑ The second webinar took place on 26/05/2020. The webinar was titled '*Adapting Communications to Retain Customers - COVID-19 Business Help Series*' and there were **21 registrants out of which 17 attendees** (80% attendance rate).
  - ❑ The third webinar titled '*Moving your business into the virtual world*' took place on 03/06/2020. With **62 registrants and 43 attendees** (66% attendance rate).
  - ❑ Several of our clients have raised funds and finance thanks to the support provided by our advisers securing Bounce Back Loans or government cash grants via London Boroughs.

**2. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)**



### 3. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

#### This week

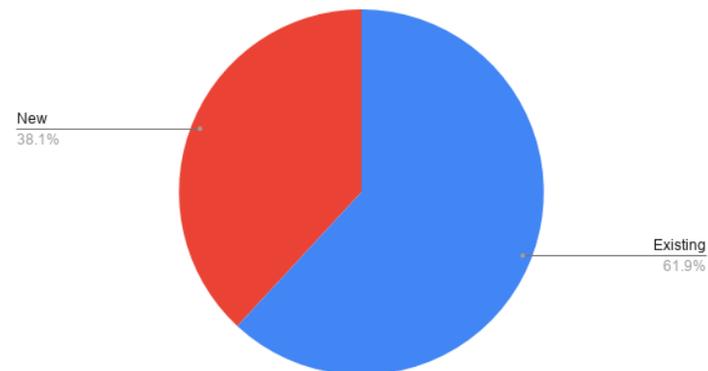
**New clients = 24 (38.1%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 39 (61.9%)**

**This week's total: 63**

% of New to the LGH and Existing SMEs



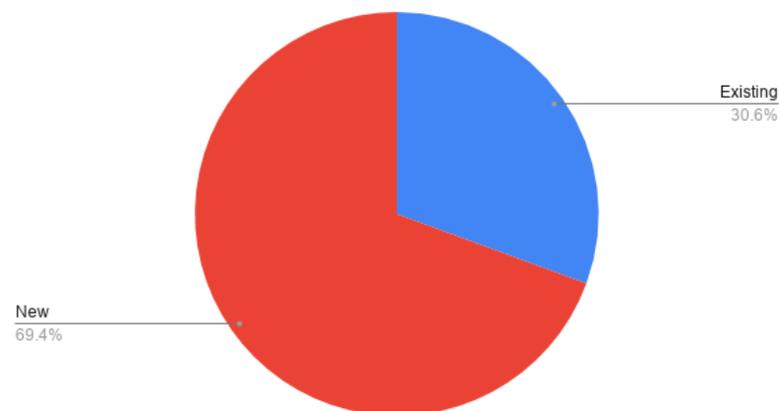
#### Overall

**Total New clients since 18/03/2020 = 776 (69.4%)**

**Total Existing clients since 18/03/2020 = 342 (30.6%)**

**Total number of interactions since 18/03/2020 = 1,118**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean contact between Business Advisers and Clients/ SMEs phone call, video conference, meeting, etc

#### 4. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20-Mar	27	30	52	N/A	2 days
27-Mar	104	58	163	213% increase	5 days
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01-May	73	17	90	15% decrease	5 days
07-May	56	22	78	13% decrease	4 days
15-May	79	23	102	30.7% increase	5 days
18-May	51	15	66	34% decrease	4 days
26-May	46	44	90	36.4% increase	5 days* <small>*including 22/05/2020</small>
1-June	22	41	63	30% decrease	5 days

8-June

24

39

63

0% increase

5 days

NB: Please note that the weeks analysed didn't have the same number of effective working days.

**5. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

½ hour	1 hour	1.5 hours	2 hours	2.5 hours
14	33	10	6	0

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

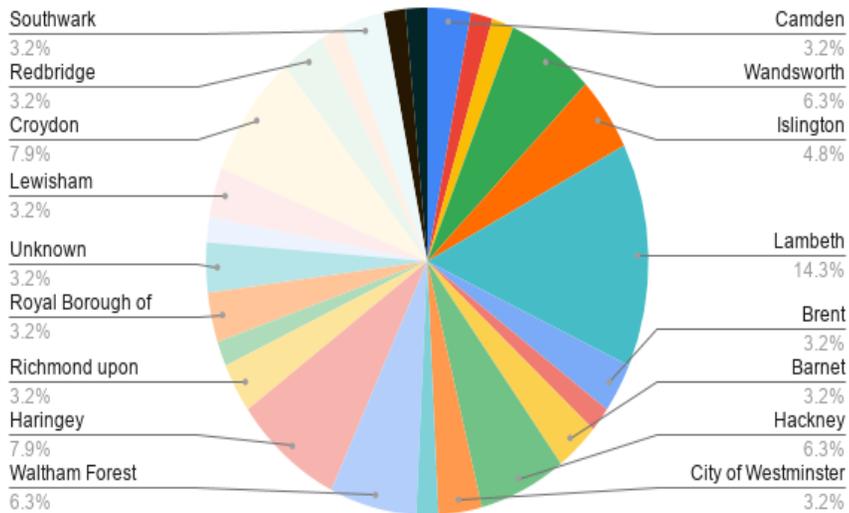
**0 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 7. NUMBER OF INTERACTIONS PER BOROUGH

Percentage of interactions per borough this week

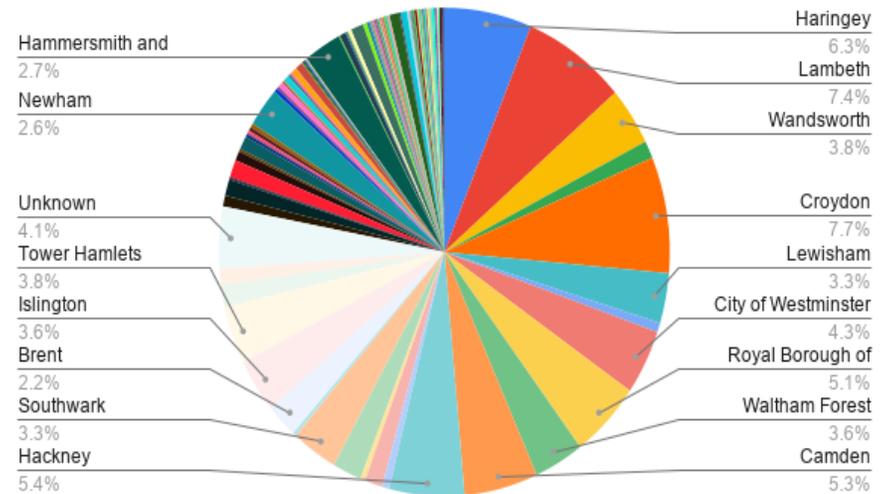
% per BOROUGH this week



This week's Top LGHB service Users:  
Lambeth, Haringey and Croydon with the highest number of SMEs using our services this week

Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2018

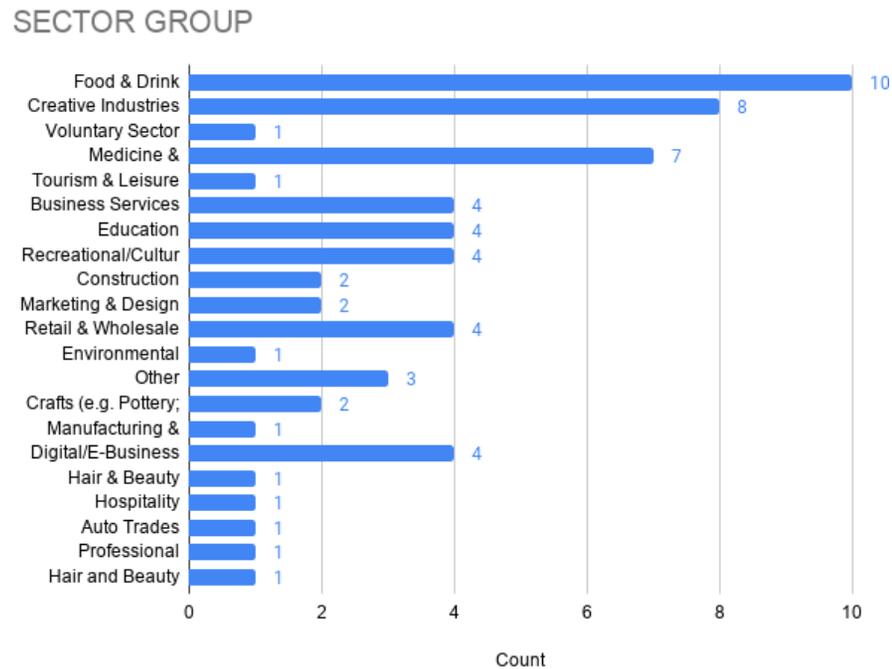


Top LGHB service Users since 18/03/2020:  
Croydon 86, Lambeth 83, Haringey 70, Camden 66, Hackney 60

This week Haringey Council back in the top Users since  
18/03/2020

## 8. TYPE OF CLIENT (THIS WEEK)

By sector:



By size:

Micro (0 - 9 employees)	57
Small (10 - 49) employees	2
Medium (50 - 249) employees	
Not determined	4

## 9. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

→ Cash flow forecast

→ Post- Covid resilience planning

- Staff incl. Job retention government scheme
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

#### **TRENDS WORTH NOTING:**

- This week, our clients are starting to look outwards, thinking about internationalisation and opportunities abroad to grow.
- SMEs working with public sector are pivoting towards the private one, since now that referrals have dried up from local authorities and other sources
- Our advisers are seeing more companies in need to change their offer and adapt their business to a new demand
- More and more SMEs are opting for alternative sources of funding and schemes like Pay it Forward have been present in many conversations this week.
- We are seeing more cases and more often, of finance raised due to the support of the London Growth Hub
- [REDACTED]

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

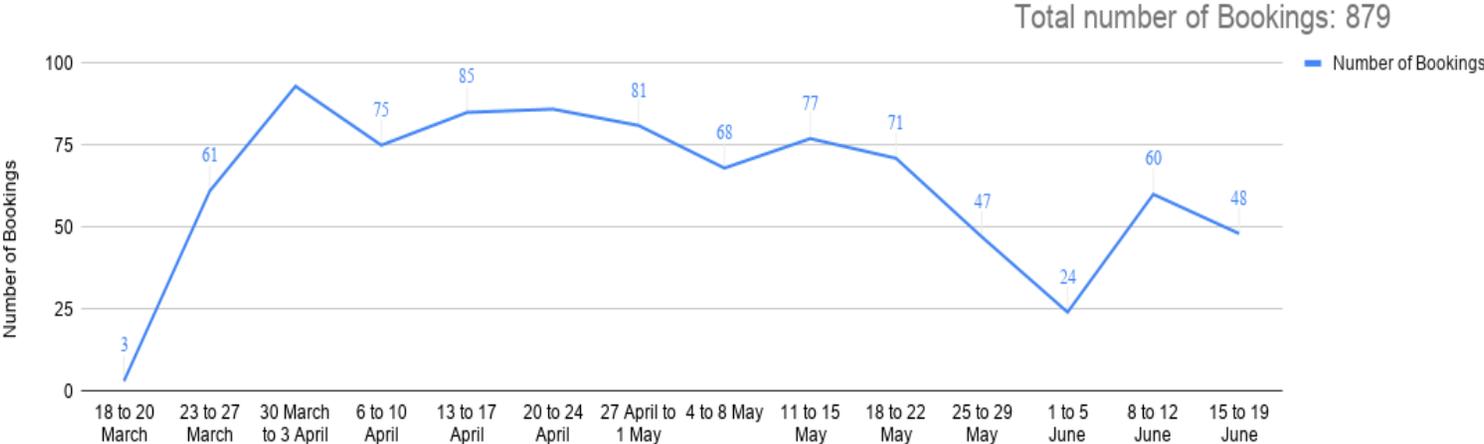
**15 - 19 JUNE 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
3. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
4. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
5. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
7. [NUMBER OF INTERACTIONS PER BOROUGH](#)
8. [TYPE OF CLIENT \(THIS WEEK\)](#)
9. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

### **1. THIS WEEK'S HIGHLIGHTS**

- ❑ A total of **48 bookings received** via the LGH booking system - Calendly - representing a 20% decrease from last week.
- ❑ A **total of 879 bookings** have been received since 18/03/2020. This week's **48 bookings represent 5.5% of total bookings** since 18/03/2020.
- ❑ **Webinars:**
  - ❑ The first of a series of webinars took place on 26/05/2020. The webinar was titled '*Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief*'. There were **108 registrants and 66 attendees** (61% attendance rate).
  - ❑ The second webinar took place on 26/05/2020. The webinar was titled '*Adapting Communications to Retain Customers - COVID-19 Business Help Series*' and there were **21 registrants out of which 17 attendees** (80% attendance rate).
  - ❑ The third webinar titled '*Moving your business into the virtual world*' took place on 03/06/2020. With **62 registrants and 43 attendees** (66% attendance rate).
  - ❑ The fourth webinar titled '*Tactics for Successful Stakeholder negotiation*' took place on 09/06/2020. With **32 registrants and 22 attendees** (68% attendance rate).
  - ❑ The fifth webinar titled '*Small business continuity and supply chain*' took place on 16/06/2020. With **22 registrants and 16 attendees** (72% attendance rate).

**2. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)**



### 3. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

#### This week

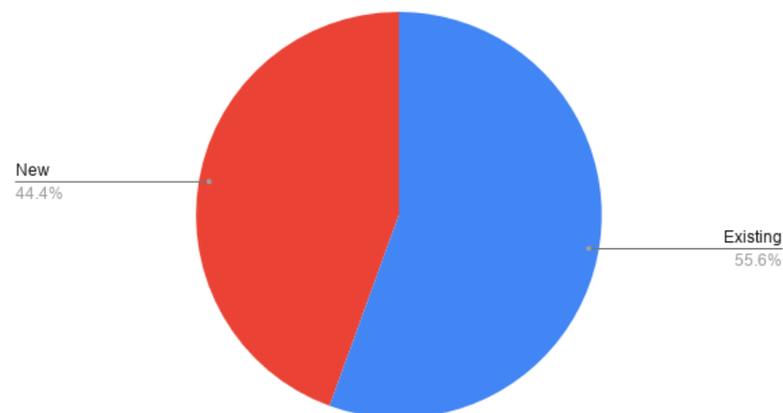
**New clients = 24 (44.4%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 30 (55.6%)**

**This week's total: 54**

% of New to the LGH and Existing SMEs



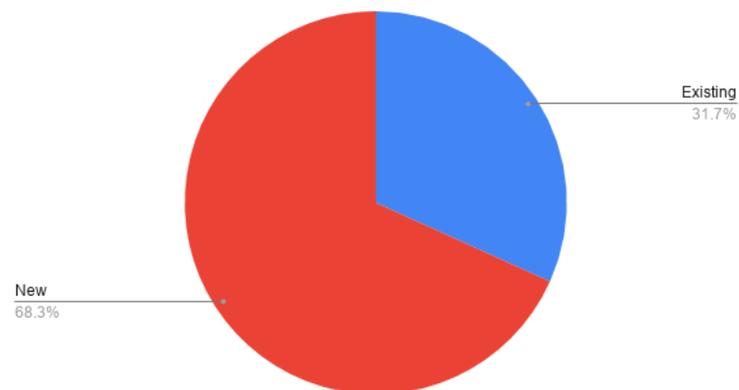
#### Overall

**Total New clients since 18/03/2020 = 800 (68.3%)**

**Total Existing clients since 18/03/2020 = 372 (31.7%)**

**Total number of interactions since 18/03/2020 = 1,172**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

#### 4. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20-Mar	27	30	52	N/A	2 days
27-Mar	104	58	163	213% increase	5 days
03-Apr	102	26	128	27.3% decrease	5 days
09-Apr	74	11	85	33% decrease	4 days
17-Apr	72	13	85	0% increase	5 days
24-Apr	77	29	106	24% increase	5 days
01-May	73	17	90	15% decrease	5 days
07-May	56	22	78	13% decrease	4 days
15-May	79	23	102	30.7% increase	5 days
18-May	51	15	66	34% decrease	4 days
26-May	46	44	90	36.4% increase	5 days* <small>*including 22/05/2020</small>
1-June	22	41	63	30% decrease	5 days

<b>8-June</b>	24	39	63	0% increase	<b>5 days</b>
<b>15-June</b>	24	30	54	14.2% decrease	<b>5 days</b>

NB: Please note that the weeks analysed didn't have the same number of effective working days.

**5. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
22	24	3	5	0

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

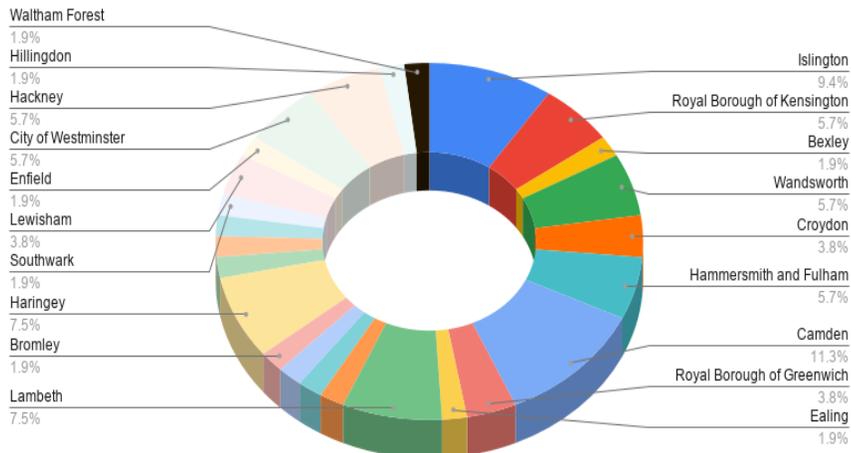
**0 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 7. NUMBER OF INTERACTIONS PER BOROUGH

Percentage of interactions per borough this week

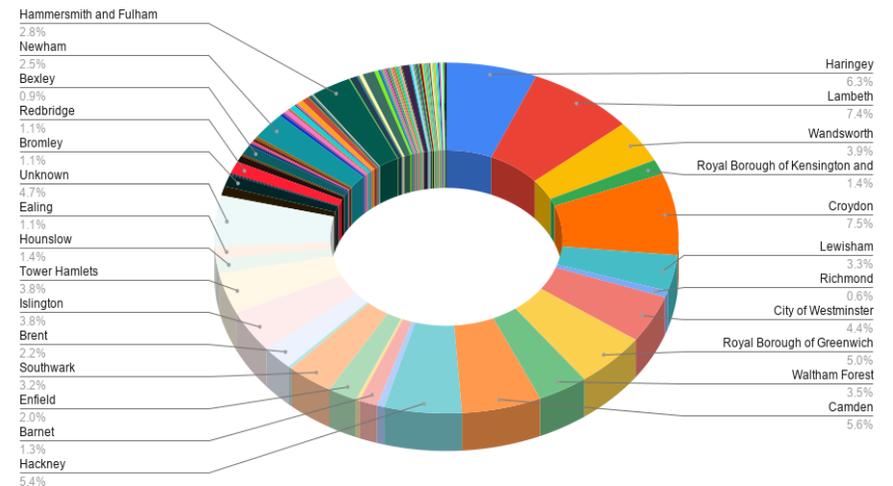
% per BOROUGH this week



This week's Top LGHB service Users: Islington, Kensington and Westminster with the highest number of SMEs using our services this week

Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2020

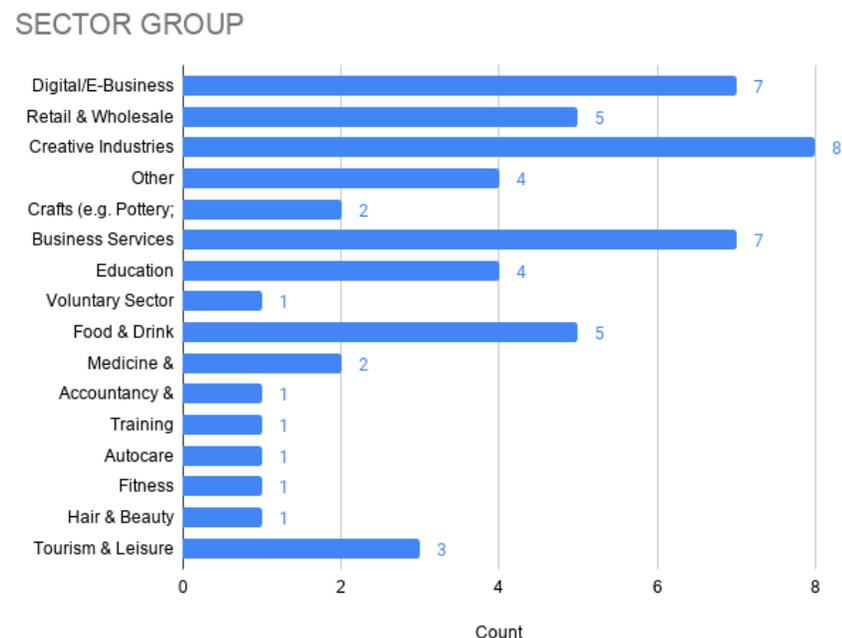


Top LGHB service Users since 18/03/2020: Croydon 88, Lambeth 87, Haringey 74, Camden 66, Hackney 63

This week there have been no shifts in the top Users compared to last week.

## 8. TYPE OF CLIENT (THIS WEEK)

By sector:



By size:

Micro (0 - 9 employees)	43
Small (10 - 49) employees	2
Medium (50 - 249) employees	0
Not determined	9

## 9. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

→ Cash flow forecast

→ Staff incl. Job retention government scheme

→ Business strategy in this new environment

→ Post- Covid resilience planning

→ Digitalisation strategy

→ Financial relief – a common theme from most clients on both a business and personal front

- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

### **TRENDS WORTH NOTING:**

- This week, there is no dominant trend; the topics have been as varied as the type of businesses supported: from helping companies prepare for their pitches to tenders, helping our clients create jobs or helping them get ready for their reopening by contacting prospective business collaborators.
- Some collaborations among our clients are becoming more common and starting to materialize, this has been identified as potential new activity for the LGH
- Our advisers are supporting companies on different ways to adapt their businesses to new business models and to a new demand. Even the recent events in the streets have created a lot of PR interest for [REDACTED] supported this week)
- On one hand, we continue to see companies having difficulties with their applications to SEIS or BBL funding schemes, on the other hand, several companies have successfully obtained public funding due to the support of the London Growth Hub
- We are seeing more cases and more often, of finance raised
- The challenges observed this week are predominantly: reduced sales, finding new stakeholders and/or markets and existing market restrictions

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

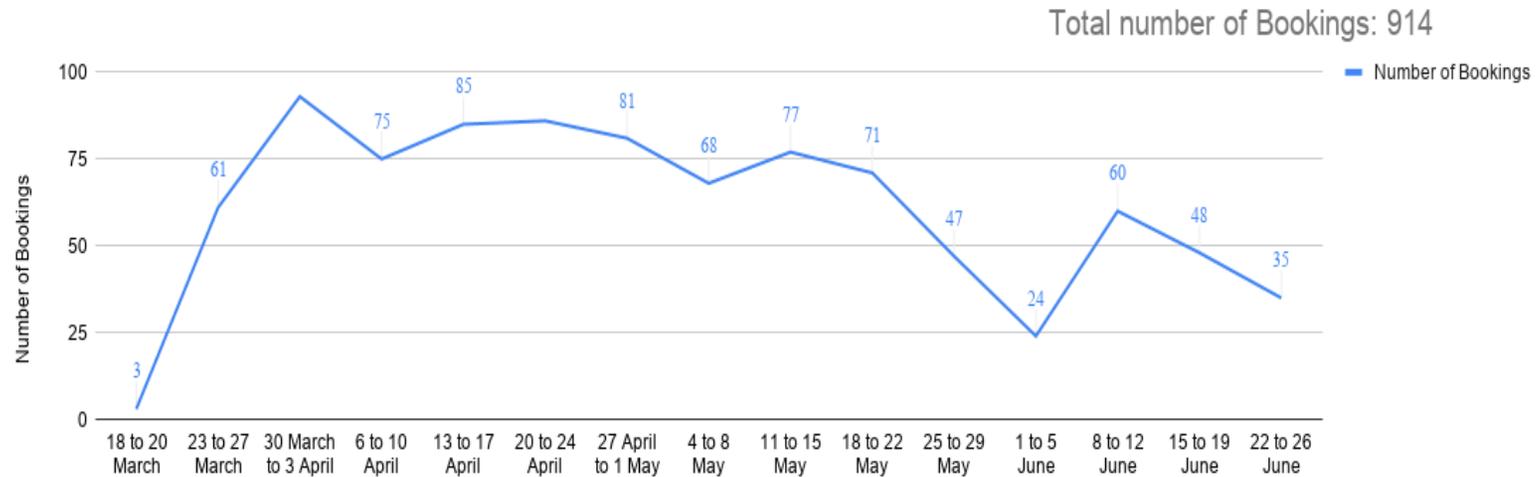
**22 - 26 JUNE 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
3. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
4. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
5. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
7. [NUMBER OF INTERACTIONS PER BOROUGH](#)
8. [TYPE OF CLIENT \(THIS WEEK\)](#)
9. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

1. **THIS WEEK'S HIGHLIGHTS**

- ❑ A total of **35 bookings received** via the LGH booking system - Calendly - representing a 27% decrease from last week.
- ❑ A **total of 914 bookings** have been received since 18/03/2020. This week's **35 bookings represent 3.8% of total bookings** since 18/03/2020.
- ❑ **Webinars:**
  - ❑ The first of a series of webinars took place on 26/05/2020. The webinar was titled '*Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief*'. There were **108 registrants and 66 attendees** (61% attendance rate).
  - ❑ The second webinar took place on 26/05/2020. The webinar was titled '*Adapting Communications to Retain Customers - COVID-19 Business Help Series*' and there were **21 registrants out of which 17 attendees** (80% attendance rate).
  - ❑ The third webinar titled '*Moving your business into the virtual world*' took place on 03/06/2020. With **62 registrants and 43 attendees** (66% attendance rate).
  - ❑ The fourth webinar titled '*Tactics for Successful Stakeholder negotiation*' took place on 09/06/2020. With **32 registrants and 22 attendees** (68% attendance rate).
  - ❑ The fifth webinar titled '*Small business continuity and supply chain*' took place on 16/06/2020. With **22 registrants and 16 attendees** (72% attendance rate).
  - ❑ The next 4 webinars that will close our COVID-19 Business Help Series, will take place on 29/06/2020 and 30/06/2020 will cover the topics:
    - ❑ Property Advice During COVID-19
    - ❑ Restaurateurs: Adapting & Re-Opening Your Food Business
    - ❑ Harness the Power of Social Media
    - ❑ Cyber Security Unpacked: Protect Your Business

## 2. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



## 3. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

### This week

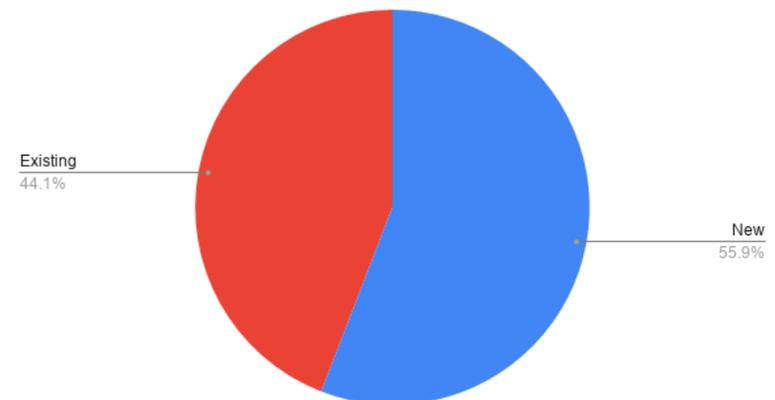
**New clients = 38 (44.1%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 30 (55.9%)**

**This week's total: 68**

% of New to LGH and Existing SMEs



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

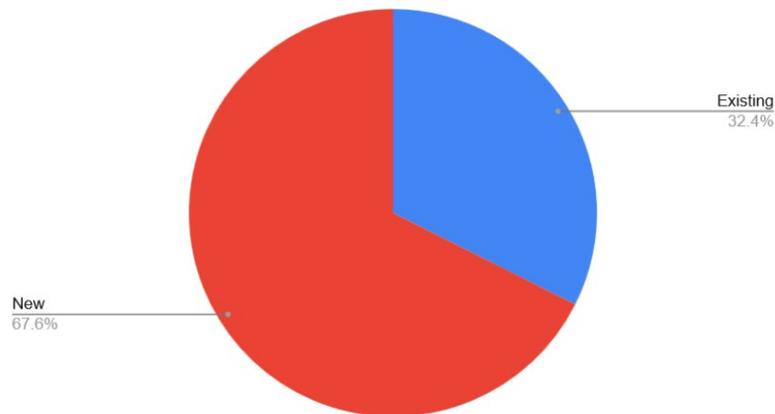
## Overall

**Total New clients** since 18/03/2020 = 838 (67.6%)

**Total Existing clients** since 18/03/2020 = 402 (32.4%)

**Total number of interactions** since 18/03/2020 = **1,172**

% of New to the LGH and Existing SMEs since 18/03/2020



### 4. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20-Mar	27	30	52	N/A	2 days
27-Mar	104	58	163	213% increase	5 days
03-Apr	102	26	128	27.3% decrease	5 days
09-Apr	74	11	85	33% decrease	4 days
17-Apr	72	13	85	0% increase	5 days

<b>24-Apr</b>	77	29	106	24% increase	<b>5 days</b>
<b>01-May</b>	73	17	90	15% decrease	<b>5 days</b>
<b>07-May</b>	56	22	78	13% decrease	<b>4 days</b>
<b>15-May</b>	79	23	102	30.7% increase	<b>5 days</b>
<b>18-May</b>	51	15	66	34% decrease	<b>4 days</b>
<b>26-May</b>	46	44	90	36.4% increase	<b>5 days*</b> <i>*including 22/05/2020</i>
<b>1-June</b>	22	41	63	30% decrease	<b>5 days</b>
<b>8-June</b>	24	39	63	0% increase	<b>5 days</b>
<b>15-June</b>	24	30	54	14.2% decrease	<b>5 days</b>
<b>22-June</b>	38	30	68	26% increase	<b>5 days</b>

NB: Please note that the weeks analysed didn't have the same number of effective working days.

**5. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
24	38	3	3	0

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

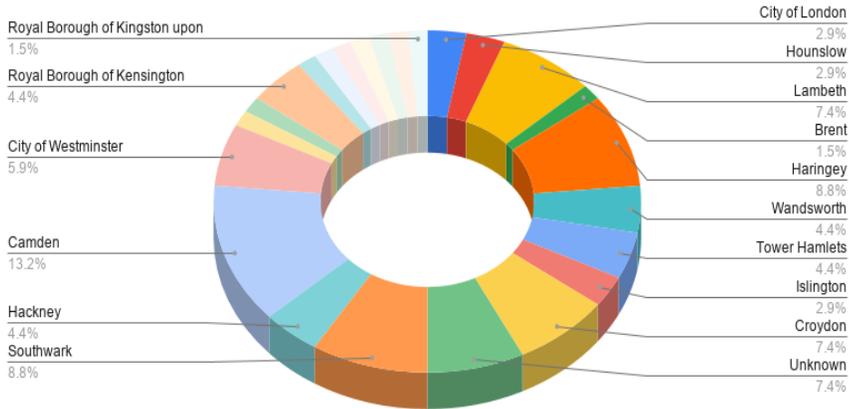
**0 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

**7. NUMBER OF INTERACTIONS PER BOROUGH**

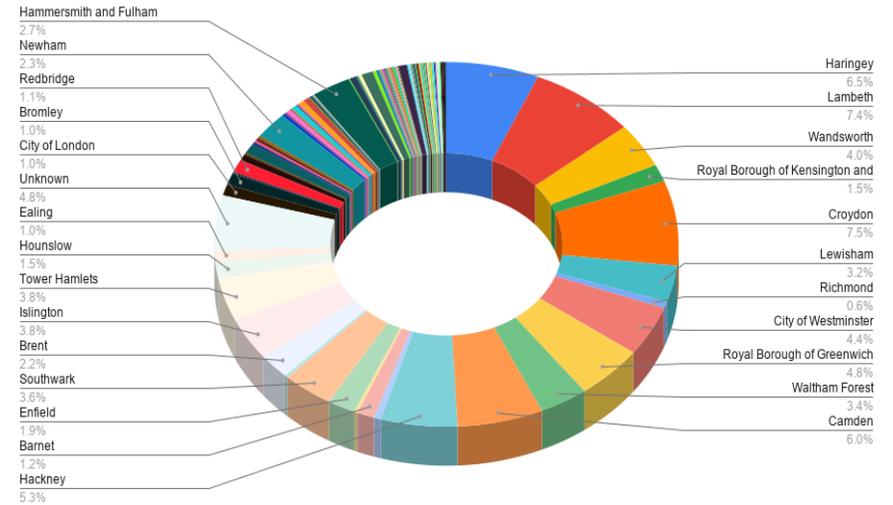
## Percentage of interactions per borough this week

% per BOROUGH this week



## Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2020



This week's Top LGHB service Users:  
Camden, Southwark, Haringey with the highest number of SMEs using our services this week

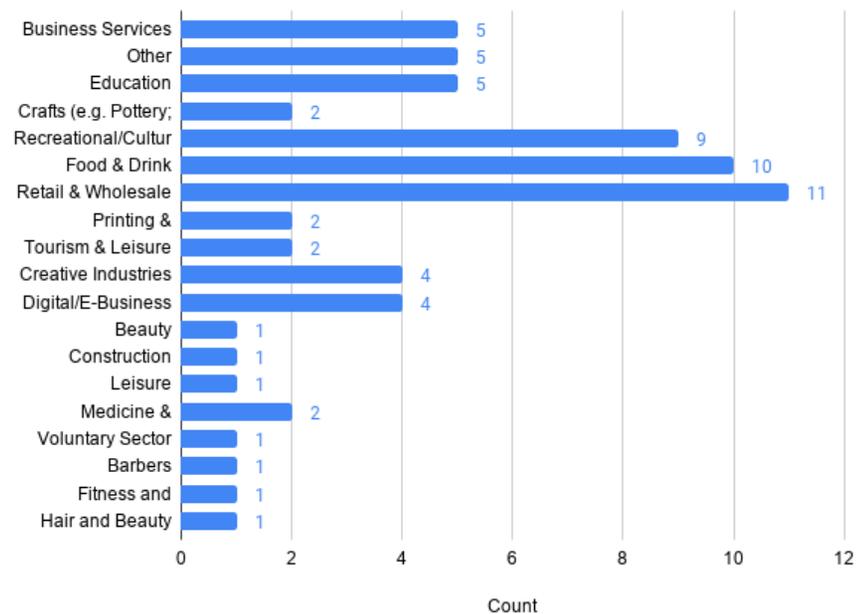
Top LGHB service Users since 18/03/2020:  
Croydon 93, Lambeth 92, Haringey 80, Camden 74, Hackney 66

This week there have been no shifts in the top Users compared to last week.

## 8. TYPE OF CLIENT (THIS WEEK)

By sector:

### SECTOR GROUP



By size:

Micro (0 - 9 employees)	61
Small (10 - 49) employees	3
Medium (50 - 249) employees	0
Not determined	4

## 9. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

→ Cash flow forecast

→ Post- Covid resilience planning

→ Staff incl. Job retention government scheme

→ Digitalisation strategy

- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

### **TRENDS WORTH NOTING:**

- This week, there has been a surge on the interactions coming from start ups, similar to the situation we experience before Covid 19. It is too early to confirm the reason for this but from other data and comments from advisers, there is a shift in how our companies are perceiving the economic situation and the changes coming
- Our advisers are supporting companies concerned about how to adapt their value proposition and about sustainability of their businesses in the following months
- After 3 months since Covid 19 started, companies that have fallen in the gaps between most governmental support programmes are starting to appear, under a lot of financial pressures and in risk of going into administration.
- The challenges observed this week are predominantly: reduced sales, finding new stakeholders and/or markets and existing market restrictions
- Some collaborations among our clients that we identified last week are starting to materialise, and we anticipate a potential for case studies on the topic.

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**29 JUNE - 3 JULY 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
3. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
4. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
5. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
7. [NUMBER OF INTERACTIONS PER BOROUGH](#)
8. [TYPE OF CLIENT \(THIS WEEK\)](#)
9. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

1. **THIS WEEK'S HIGHLIGHTS**

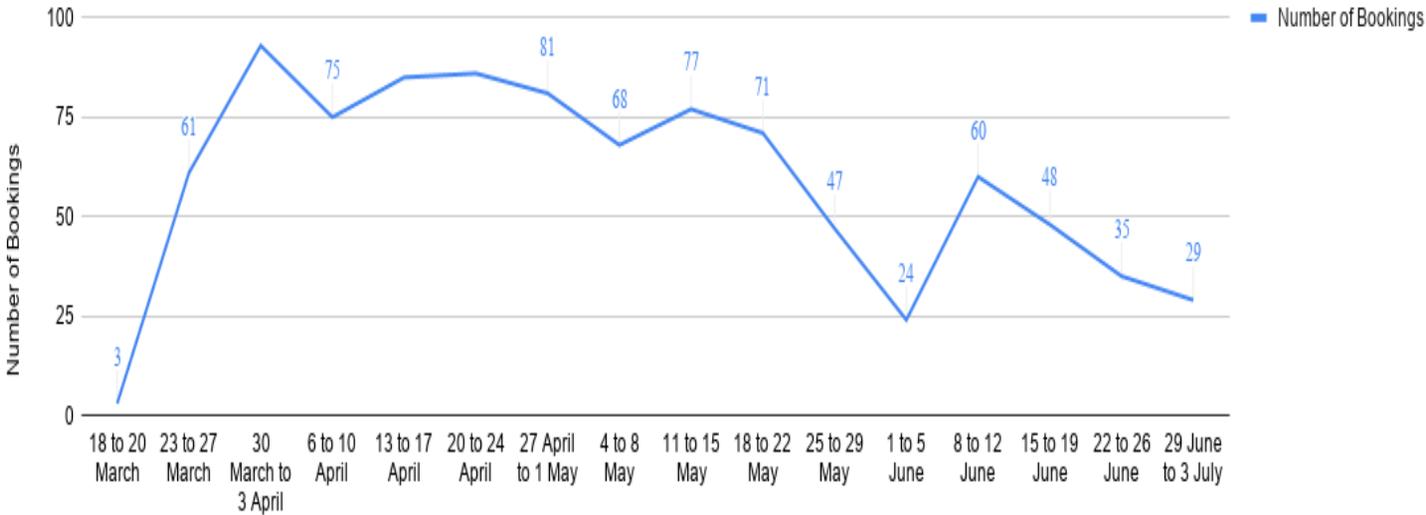
- ❑ A total of **29 bookings received** via the LGH booking system - Calendly - representing a 17% decrease from last week.
- ❑ A **total of 943 bookings** have been received since 18/03/2020. This week's **29 bookings represent 3.1% of total bookings** since 18/03/2020.
- ❑ **Webinars:**
  - ❑ The first of a series of webinars took place on 26/05/2020. The webinar was titled '*Gateway to Finance: Loans, Grants, Cash Flow & Tax Relief*'. There were **108 registrants and 66 attendees** (61% attendance rate).
  - ❑ The second webinar took place on 26/05/2020. The webinar was titled '*Adapting Communications to Retain Customers - COVID-19 Business Help Series*' and there were **21 registrants out of which 17 attendees** (80% attendance rate).
  - ❑ The third webinar titled '*Moving your business into the virtual world*' took place on 03/06/2020. There were **62 registrants and 43 attendees** (66% attendance rate).
  - ❑ The fourth webinar titled '*Tactics for Successful Stakeholder negotiation*' took place on 09/06/2020. There were **32 registrants and 22 attendees** (68% attendance rate).
  - ❑ The fifth webinar titled '*Small business continuity and supply chain*' took place on 16/06/2020. There were **22 registrants and 16 attendees** (72% attendance rate).
  - ❑ From 2 of the 4 webinars that took place this week (29/06/2020 to 03/07/2020):
    - ❑ *Harness the Power of Social Media* - **34 registrants and 27 attendees** (70% attendance rate and 100% positive feedback) 100%
    - ❑ *Cyber Security Unpacked: Protect Your Business* - (69% attendance rate and 80% positive feedback) 100% would recommend it to a friend or a colleague

Attendees who gave feedback this week would be interested in the following topics

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>● Building a personal brand</li> <li>● Lead generation</li> <li>● Setting up a business- Tax requirements</li> <li>● How to survive during and beyond the first year</li> <li>● Organising remote working net</li> <li>● Fund raising</li> <li>● International Social Media Methods</li> <li>● logistics/supply chain for food/drink businesses</li> </ul> | <ul style="list-style-type: none"> <li>● Financial forecasting</li> <li>● GDPR/T&amp;Cs/privacy policies/cookies;</li> <li>● SEO</li> <li>● Fundraising</li> </ul> |
|---|--|

## 2. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)

Total number of Bookings: 943



### 3. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

#### This week

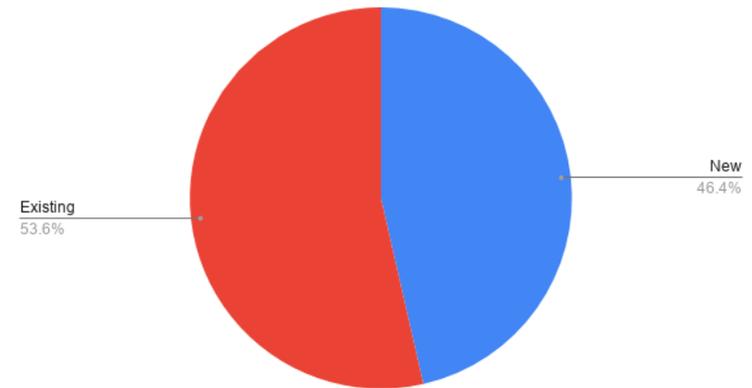
**New clients = 26 (46.4%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 30 (53.6%)**

**This week's total: 56**

% of New to the LGH and Existing SMEs



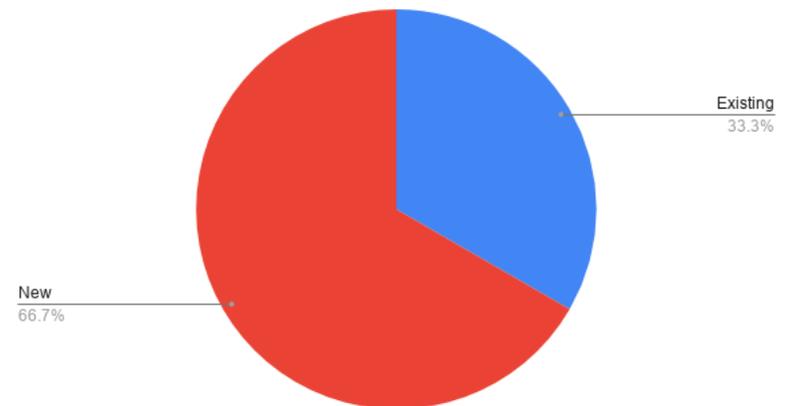
#### Overall

**Total New clients since 18/03/2020 = 864 (66.7%)**

**Total Existing clients since 18/03/2020 = 432 (33.3%)**

**Total number of interactions since 18/03/2020 = 1,296**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

#### 4. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20-Mar	27	30	52	N/A	2 days
27-Mar	104	58	163	213% increase	5 days
03-Apr	102	26	128	27.3% decrease	5 days
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17-Apr	72	13	85	0% increase	5 days
24-Apr	77	29	106	24% increase	5 days
01-May	73	17	90	15% decrease	5 days
07-May	56	22	78	13% decrease	4 days
15-May	79	23	102	30.7% increase	5 days
18-May	51	15	66	34% decrease	4 days
26-May	46	44	90	36.4% increase	5 days* <i>*including 22/05/2020</i>
1-June	22	41	63	30% decrease	5 days

<b>8-June</b>	24	39	63	0% increase	<b>5 days</b>
<b>15-June</b>	24	30	54	14.2% decrease	<b>5 days</b>
<b>22-June</b>	38	30	68	26% increase	<b>5 days</b>
<b>29-June</b>	26	30	56	17.6% decrease	<b>5 days</b>

NB: Please note that the weeks analysed didn't have the same number of effective working days.

**5. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
21	29	5	1	0

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

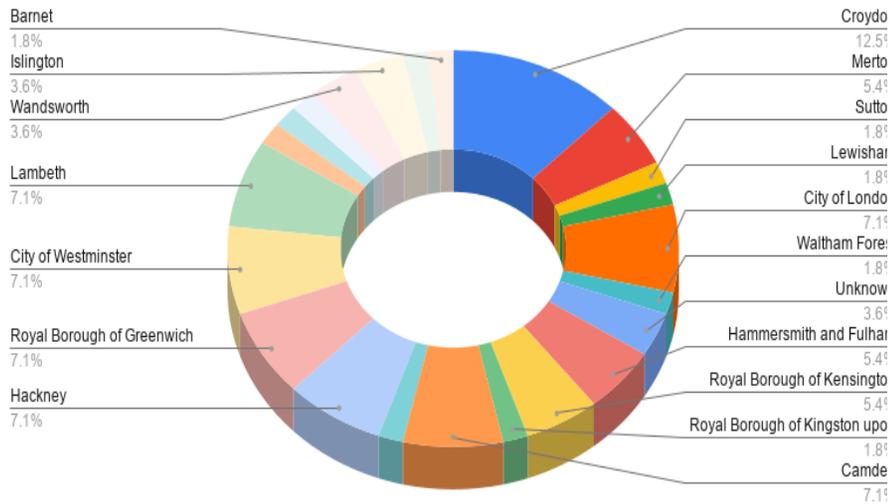
**0 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 7. NUMBER OF INTERACTIONS PER BOROUGH

**Percentage of interactions per borough this week**

% per BOROUGH this week



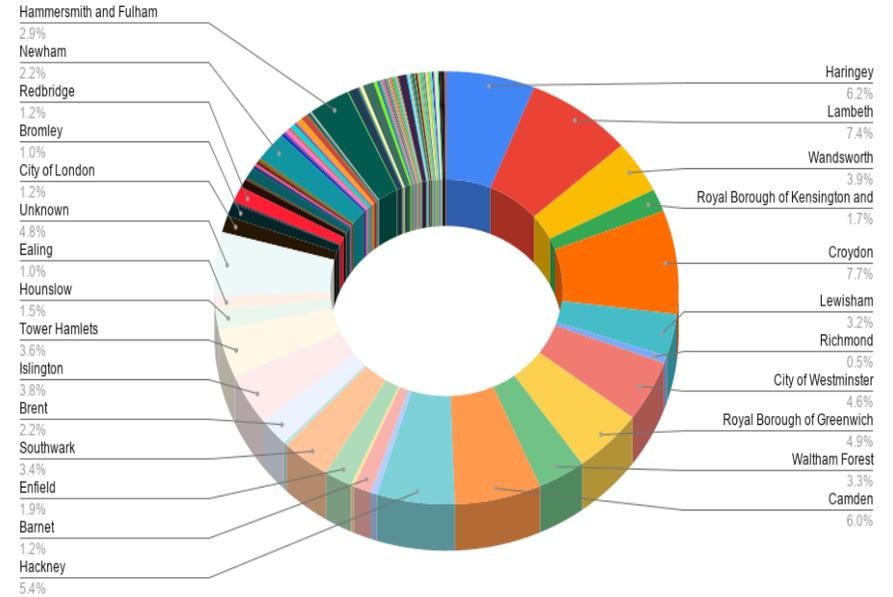
**Percentage of interactions per borough since 18/03/2020**

**This week's Top LGHB service Users:**

Croydon had the highest number of SMEs using our services this week.

Followed by City of London, Camden, Hackney, Greenwich, Westminster, and Lambeth all with the same number of SMEs using our services this week.

% per BOROUGH since 18/03/2020



**Top LGHB service Users since 18/03/2020:**

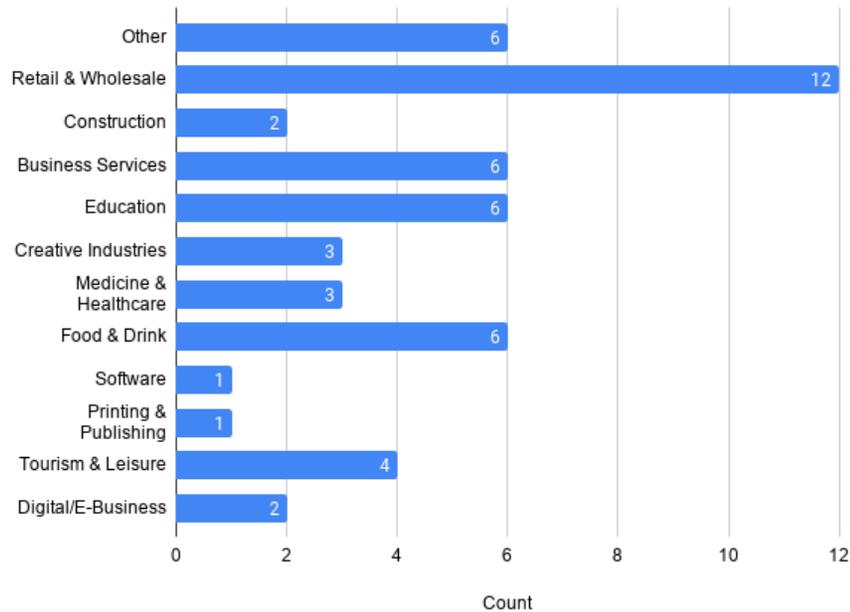
Croydon 100, Lambeth 96, Haringey 80, Camden 78, Hackney 70

This week there have been no shifts in the top Users compared to last week.

## 8. TYPE OF CLIENT (THIS WEEK)

By sector:

SECTOR GROUP



By size:

Micro (0 - 9 employees)	42
Small (10 - 49) employees	3
Medium (50 - 249) employees	0
Not determined	11

## 9. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

→ Cash flow forecast

→ Post- Covid resilience planning

→ Staff incl. Job retention government scheme

→ Digitalisation strategy

- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

#### **TRENDS WORTH NOTING:**

- This week, interactions coming from start ups continue to be high, a situation similar to the one we experienced before Covid 19.
- Our advisers are supporting companies in restructuring their businesses, reviewing business models and strategies and creating sustainable ones, developing new products and pivoting from models that Covid 19 has shown unpractical
- Some collaborations among our clients that we identified last week are taking shape, we will keep an eye on these initiatives and inner-synergies in order to reproduce successful models in the futures
- The challenges observed this week are predominantly: reduced sales, finding new stakeholders and/or markets and existing market restrictions
- We have seen numerous examples this week of SMEs unable to access to grants, ineligible for financial schemes or that been unable to re-negotiate rents

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**27 JULY - 31 JULY 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS](#)

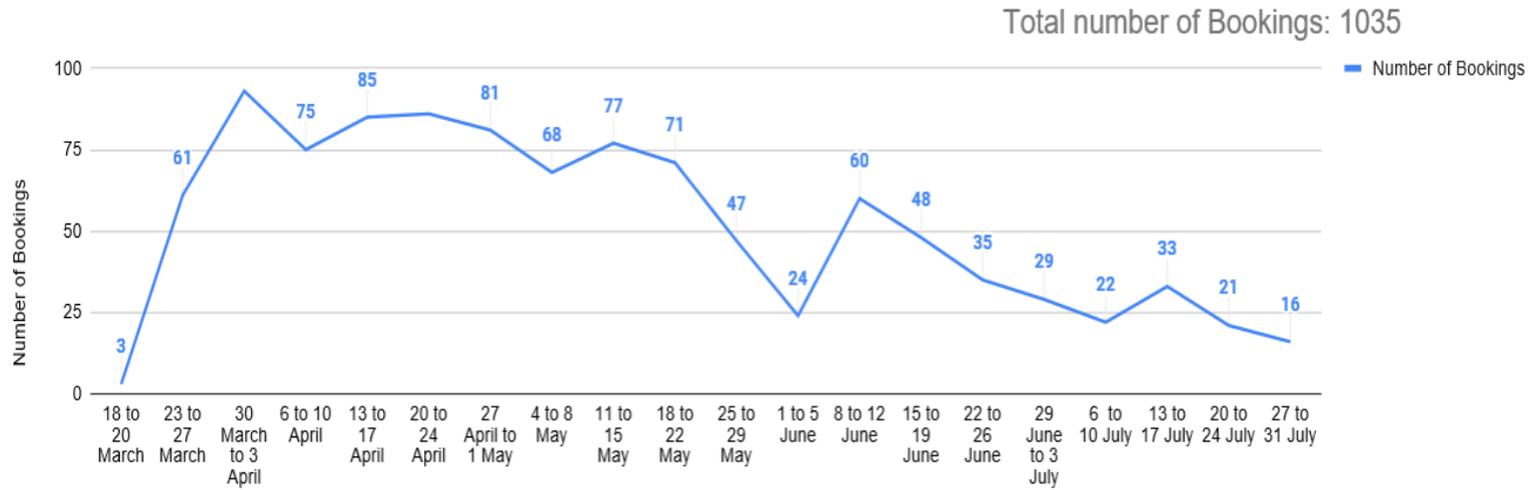
## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **16 bookings received** via the LGH booking system - Calendly - representing a 31% decrease from last week. A **total of 1035 bookings** have been received since 18/03/2020. This week's **16 bookings represent 1.5% of total** bookings since 18/03/2020.
- ❑ A total of **42 interactions** have been registered this week. A **total of 1,483 interactions** have been registered since 18/03/2020. This week's **42 interactions represent 2.8% of the total** interactions since 18/03/2020.
- ❑ On the decrease in bookings and interactions in the last few weeks, the Business Advisers have reported that:
  - ❑ It has been more difficult to engage with “everyday businesses” as they are very busy getting their business back trading, i.e. shops, hospitality, health & beauty – we believe this to be one of the reasons for low number of calls and webinar participation
  - ❑ We are getting many more start up requests – we were expecting this as a result of people losing their jobs or closing down their pre-C19 businesses because their model doesn't work in these conditions.
  - ❑ This week 7 interactions were of 3+ hours which is a significant increase from last week (1). SMEs are starting to require longer interventions to support their sustain phase, hence why the team is having less interactions but longer
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars feedback** overview:
  - ❑ Feedback from the last webinar (which took place 30/07/2020) is in the process of being collected. Feedback overview will be provided in the next iteration of the present report.

## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
<b>MAY</b>					
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
<b>JUNE</b>					
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	29/06/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	30/06/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	30/06/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	30/06/2020	<i>Property Advice</i>	17	5	35%
<b>JULY</b>					
10.	16/07/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%
11.	23/07/2020	<i>Adapting Your Workplace: Staff, Safety &amp; Risk Management</i>	<b>CANCELLED</b>		
12.	28/07/2020	<i>Supercharge Your Sales</i>	43	24	56%
13.	30/07/2020	<i>Managing Your Cash Flow</i>	TBC	TBC	TBC

### 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

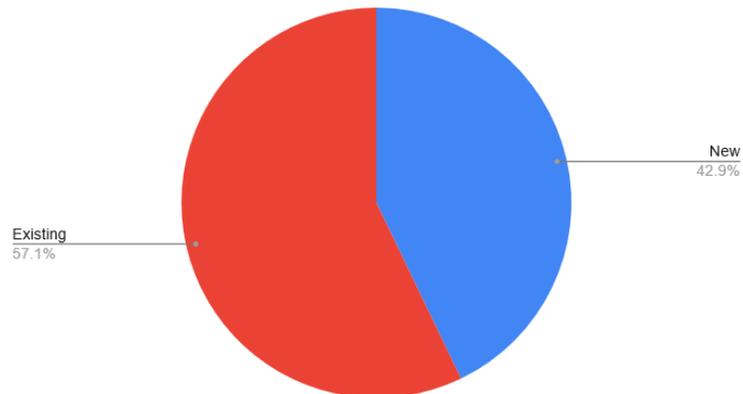
**New clients = 18 (42.9%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 24 (57.1%)**

**This week's total: 42**

% of New to the LGH and Existing SMEs



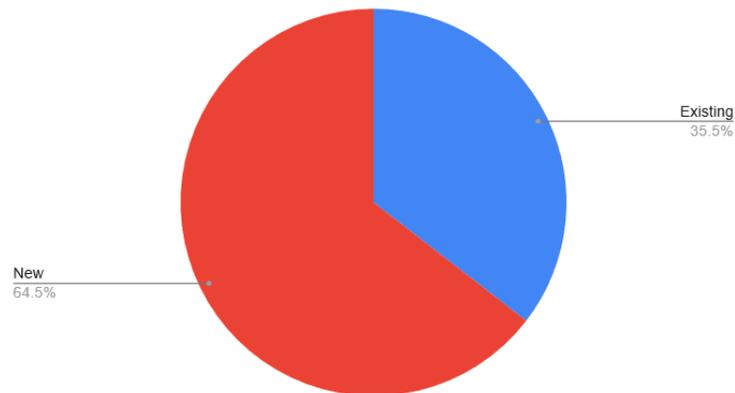
##### Overall

**Total New clients** since 18/03/2020 = 957 (64.5%)

**Total Existing clients** since 18/03/2020 = 526 (35.5%)

**Total number of interactions** since 18/03/2020 = **1,483**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days
07 May	56	22	78	13% decrease	4 days
11 May	79	23	102	30.7% increase	5 days
18 May	51	15	66	34% decrease	4 days
26 May	46	44	90	36.4% increase	5 days* <i>*including 22/05/2020</i>
1 June	22	41	63	30% decrease	5 days
8 June	24	39	63	0% increase	5 days
15 June	24	30	54	14.2% decrease	5 days
22 June	38	30	68	26% increase	5 days

<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>
<b>20 July</b>	20	32	52	2% increase	<b>5 days</b>
<b>27 July</b>	18	24	42	19% decrease	<b>5 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
11	16	4	4	0

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**7 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS

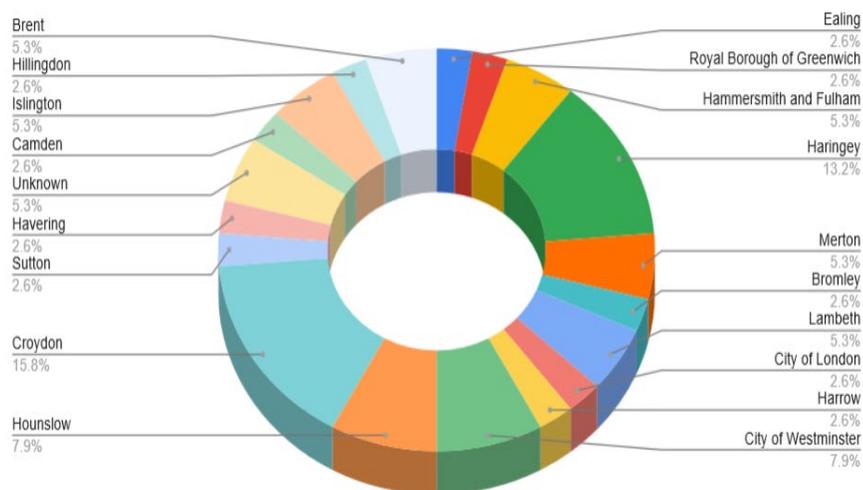
Week commencing	LGH Business Advisers Total No of Interactions	Volunteers Total No of Interactions	Total
11 May*	79	23	102
18 May	55	11	66
26 May	83	7	90
1 June	56	7	63
8 June	50	13	63
15 June	37	17	54
22 June	48	20	68
29 June	39	17	56
6 July	32	10	42
13 July	23	28	51
20 July	38	14	52
26 July	32	10	42
<b>TOTAL</b>	<b>572 (76.4%)</b>	<b>177 (23.6%)</b>	<b>Grand total: 749 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

### Percentage of interactions per borough this week

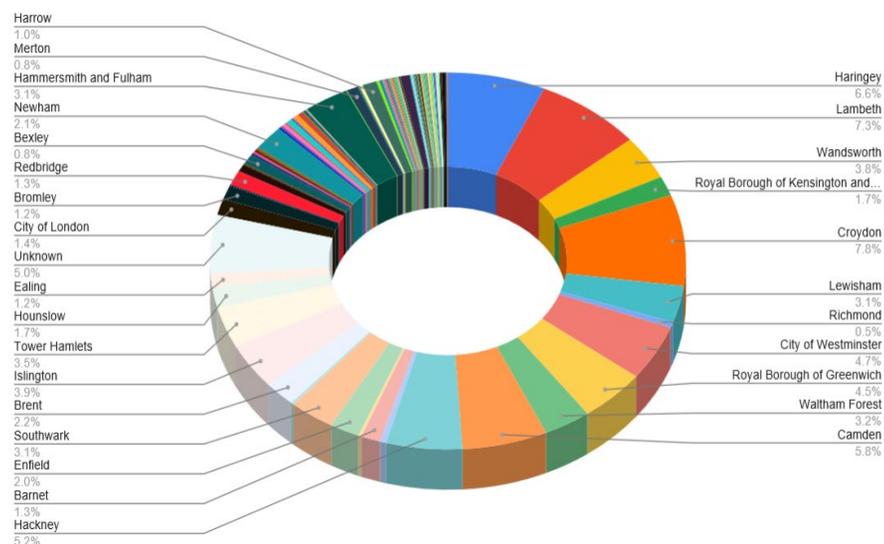
% per BOROUGH this week



This week's Top LGHB service Users: Haringey, Croydon, Westminster and Hounslow had the highest number of SMEs using our services this week.

### Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2020

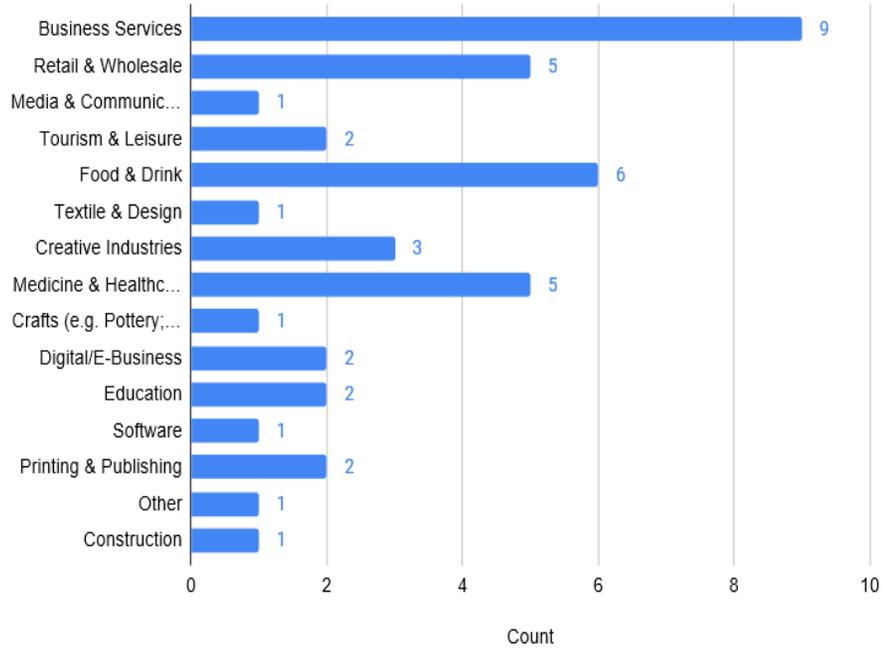


Top LGHB service Users since 18/03/2020: Croydon 112, Lambeth 104, Haringey 95, Camden 83, Hackney 74

## 10. TYPE OF CLIENT (THIS WEEK)

By sector:

### SECTOR GROUP



By size:

<b>Micro (0 - 9 employees)</b>	32
<b>Small (10 - 49) employees</b>	0
<b>Medium (50 - 249) employees</b>	2
<b>Not determined</b>	8

## 11. TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS

### TOP 5 TOPICS/ ISSUES

1. Information on available support schemes and help with applications (grants, loans, other funding and support, furlough scheme, etc);
2. Cash flow management and forecast;
3. Business plan and strategy review (business continuity under pandemic, digitisation, how to generate new clients, etc);
4. Tax relief, business rates and rents (how to engage with Local Authorities, Landlords, etc)
5. Recovery/ Post-Covid resilience plans

### TOP 5 REFERRALS

1. Federation of Small Businesses (<https://www.fsb.org.uk>)
2. London Chamber of Commerce and Industry (<https://www.londonchamber.co.uk>)
3. British Library - Business & IP Centre (<https://www.bl.uk/business-and-ip-centre>)
4. Start Up Step Up programme (<https://www.growthhub.london/scheme/start-up-step-up-london>)
5. Other organisations like [Acid](#) for the Creative Industries

### TRENDS WORTH NOTING:

- The need for a networking event where all the SMEs that are participating in the project can create synergies has been the focus of all the conversations with the advisers.
- Reduced number of sales and cash flow issues are the predominant topics discussed this week. Whether SMEs are in survival mode, or looking to grow in new markets or products to adapt to new market needs, it is the common obstacle for our clients.
- We continue to hear from companies that have fallen through the cracks of the different schemes offered by the government. It is not as significant as it was in late April or early May but there are still examples. For some SMEs the reason is that they are too young to be eligible.
- SMEs in the hospitality sector continue to suffer due to the low levels of clientele and are struggling to stay afloat. The low number of customers do not allow them to remain open unless there is a big change in customer's behaviour;

- ❑ We continue to refer start ups to other stakeholders like Start Up, Step up and London Libraries that provide specific support at their life cycle.
- ❑ Our advisers continue to facilitate the access to the boroughs when our clients need that specific support and we have cases in which our adviser's mediation has been critical in overcoming bureaucratic barriers.
- ❑ We can see various examples of SMEs planning the strategy for reopening in September: from looking for alternative venues to revamping their websites and marketing strategies seeking to find new markets abroad.
- ❑ We continue with the trend observed last week: most of the conversations are focused on growth and sustainability and those talking about just mere survival are becoming sporadic. We will continue to monitor this aspect in the next month.
- ❑ As seen last week, Networking and brokerage has become a predominant tool for some of these SMEs, "Intra - collaborations" among our clients. This week we are moving from planning into action. Initial meetings with potential partners are taking place and potential agreements are being drafted accordingly.

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**6 JULY - 10 JULY 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS PER BUSINESS ADVISER](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

## 1. THIS WEEK'S HIGHLIGHTS

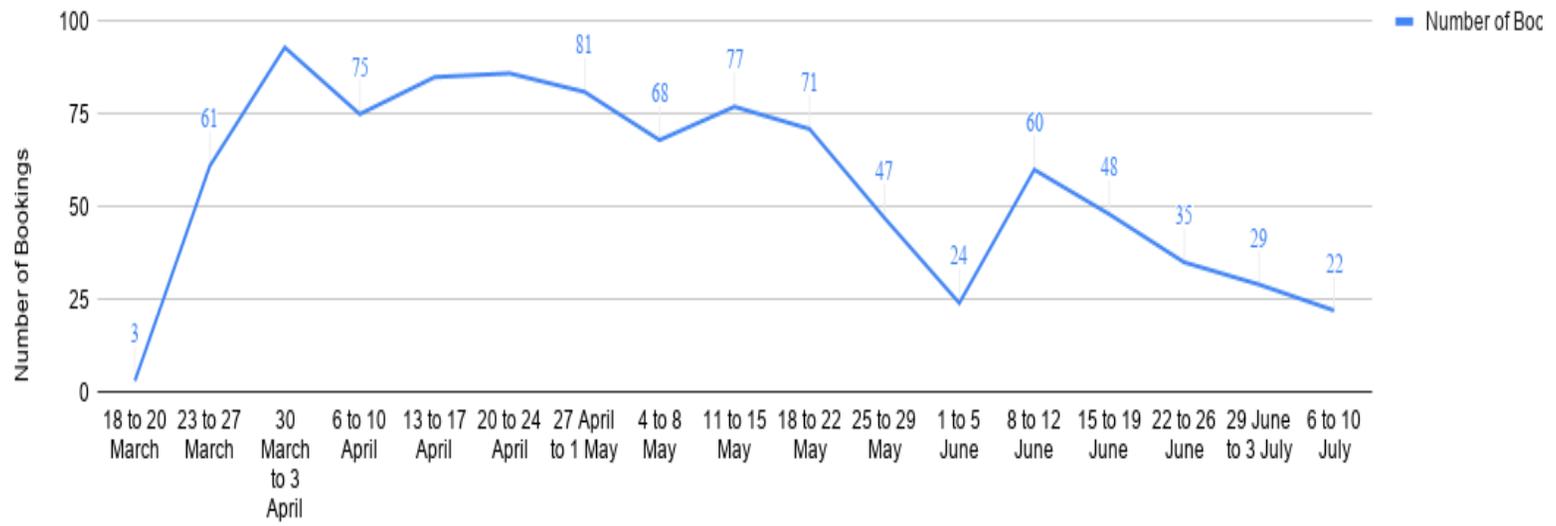
- ❑ A total of **22 bookings received** via the LGH booking system - Calendly - representing a 24% decrease from last week.  
A **total of 965 bookings** have been received since 18/03/2020. This week's **22 bookings represent 2.3% of total** bookings since 18/03/2020.
- ❑ A total of **42 interactions** have been registered this week.  
A **total of 1,338 interactions** have been registered since 18/03/2020. This week's **42 interactions represent 3.1% of the total** interactions since 18/03/2020.
- ❑ On the decrease in bookings and interactions in the last few weeks, the Business Advisers have reported that:
  - ❑ It has been more difficult to engage with “everyday businesses” as they are very busy getting their business back trading, i.e. shops, hospitality, health & beauty – we believe this to be one of the reasons for low number of calls and webinar participation
  - ❑ We are getting many more start up requests – we were expecting this as a result of people losing their jobs or closing down their pre-C19 businesses because their model doesn't work in these conditions.
- ❑ **No Webinars took place this week.**
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars planning** is as follows:
  - 16 July (10.00am - 1.00pm) - Managing HR Issues & Employment Law
  - 23 July (10.00am - 1.00pm) - Adapting Your Workplace: Staff, Safety & Risk Management
  - 28 July (10.00am - 1.00pm) - Supercharge Your Sales
  - 30 July (10.00am - 1.00pm) - Managing Your Cash Flow

## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	03/07/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	03/07/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	03/07/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	03/07/2020	<i>Property Advice</i>	17	5	35%

## 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)

Total number of Bookings: 965



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

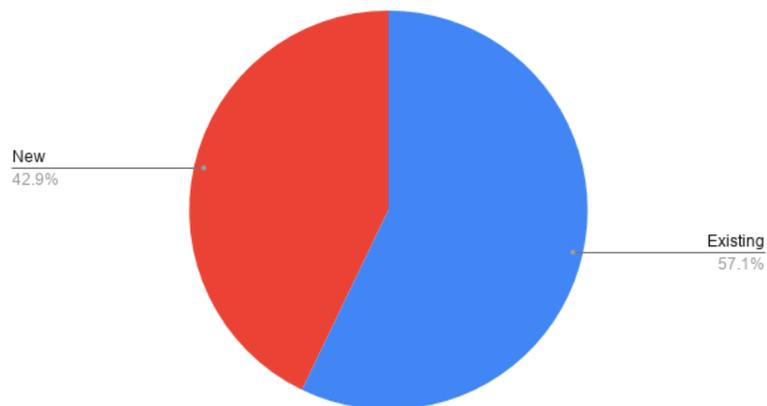
**New clients = 18 (42.9%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 24 (57.1%)**

**This week's total: 42**

% of New to the LGH and Existing SMEs



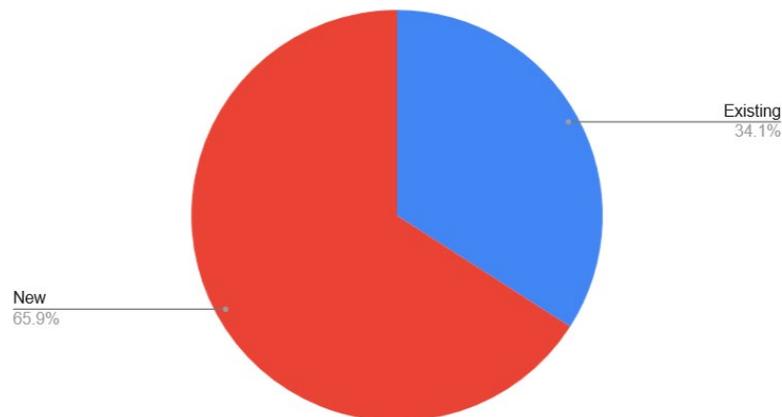
##### Overall

**Total New clients since 18/03/2020 = 882 (65.9%)**

**Total Existing clients since 18/03/2020 = 456 (34.1%)**

**Total number of interactions since 18/03/2020 = 1,338**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days
07 May	56	22	78	13% decrease	4 days
11 May	79	23	102	30.7% increase	5 days
18 May	51	15	66	34% decrease	4 days
26 May	46	44	90	36.4% increase	5 days* <small>*including 22/05/2020</small>
1 June	22	41	63	30% decrease	5 days
8 June	24	39	63	0% increase	5 days
15 June	24	30	54	14.2% decrease	5 days
22 June	38	30	68	26% increase	5 days

<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
10	23	5	3	1

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**0 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS PER BUSINESS ADVISER

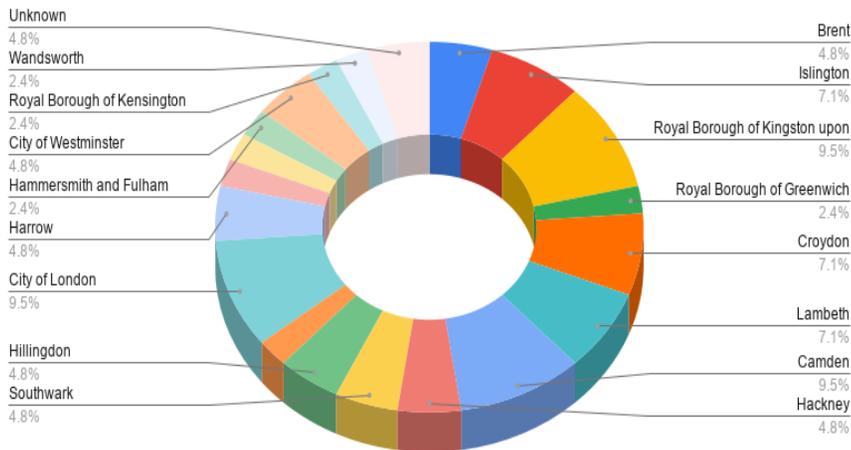
Week commencing	LGH Business Advisers Total No of Interactions	Volunteers Total No of Interactions	Total
11 May*	79	23	102
18 May	55	11	66
26 May	83	7	90
1 June	56	7	63
8 June	50	13	63
15 June	37	17	54
22 June	48	20	68
29 June	39	17	56
6 July	32	10	42
<b>TOTAL</b>	<b>479 (79%)</b>	<b>125 (21%)</b>	<b>Grand total: 604 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

Percentage of interactions per borough this week

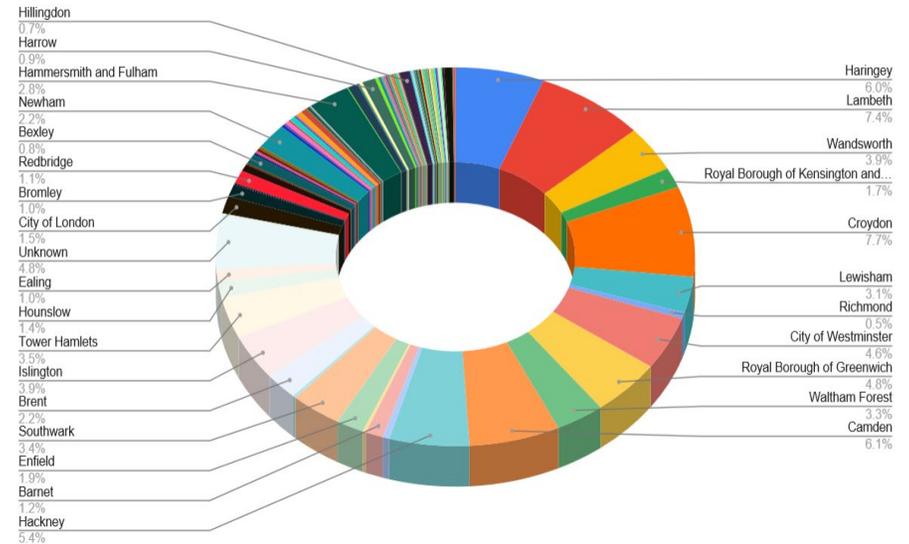
% per BOROUGH this week



This week's Top LGHB service Users: Kingston, Camden and City of London had the highest number of SMEs using our services this week.

Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2020



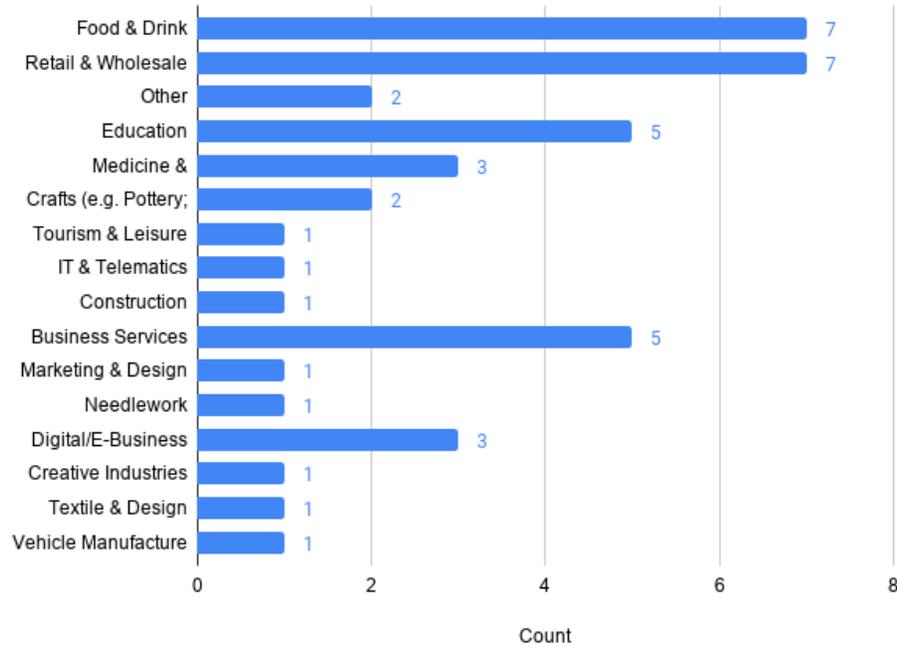
Top LGHB service Users since 18/03/2020: Croydon 103, Lambeth 99, Camden 82, Haringey 80, Hackney 72

This week Camden moves up a place so Haringey now comes fourth. No other shifts have occurred.

## 10. TYPE OF CLIENT (THIS WEEK)

By sector:

### SECTOR GROUP



By size:

<b>Micro (0 - 9 employees)</b>	33
<b>Small (10 - 49) employees</b>	4
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	5

## 11. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

→ Cash flow forecast

→ Post- Covid resilience planning

- Staff incl. Job retention government scheme
- Business strategy in this new environment
- Business rates
- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

## TRENDS WORTH NOTING:

- Number calls received from start ups continue to be high in a trend that we have been noticing from the last month. This might be due to different causes: The need to create new sources of income when other options are not available. Covid is impacting job seekers and hiring managers and many companies have halted recruitment altogether. But also many moments of crisis create new opportunities for radical entrepreneurs that adapt to changes in preferences and needs
- Our advisers are supporting companies in restructuring their businesses, reviewing business models and strategies and creating sustainable ones, developing new products ( [REDACTED] );or opening new markets [REDACTED]
- Some collaborations among our clients that we identified last week are taking shape, we will keep an eye on these initiatives and inner-synergies in order to reproduce successful models in the futures
- The challenges observed in the past two weeks are predominantly: reduced sales, finding new stakeholders and/or markets and existing market restrictions
- Our advisers offer an holistic approach to the business support helping our clients diagnose and create action plans for all aspects for their business models: from business structure, online operations, incorporation and business planning to marketing, sales and financial forecasts.

- ❑ We have seen numerous examples this week of SMEs unable to access to grants, ineligible for financial schemes or that been unable to re-negotiate rents

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**13 JULY - 17 JULY 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS PER BUSINESS ADVISER](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

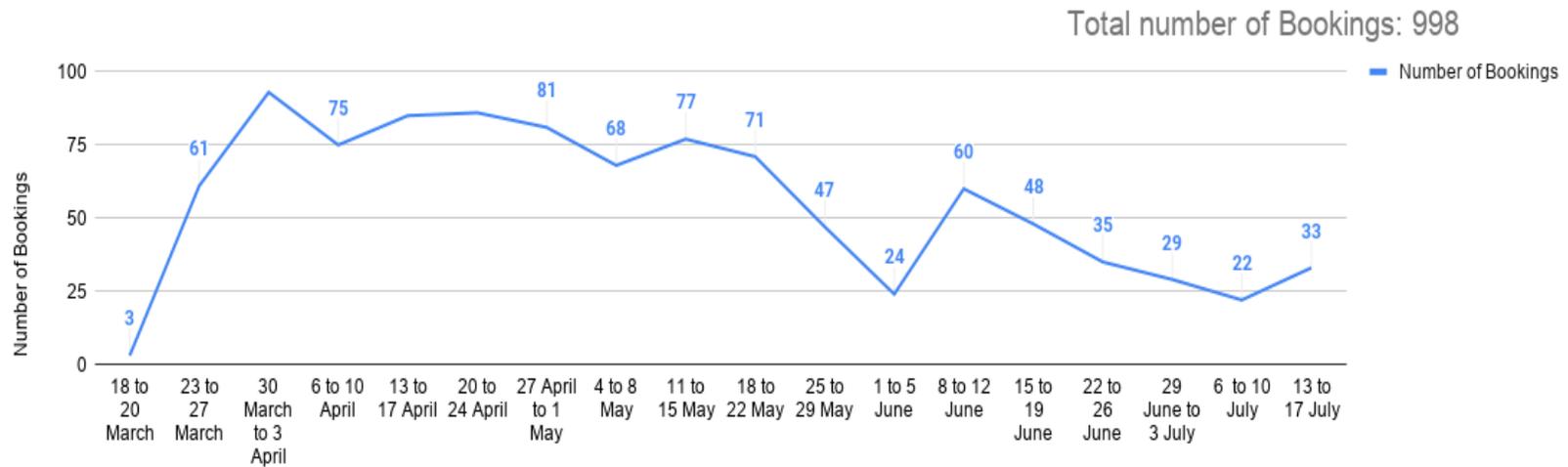
## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **33 bookings received** via the LGH booking system - Calendly - representing a 50% increase from last week.  
A **total of 998 bookings** have been received since 18/03/2020. This week's **33 bookings represent 3.3% of total** bookings since 18/03/2020.
- ❑ A total of **51 interactions** have been registered this week.  
A **total of 1,389 interactions** have been registered since 18/03/2020. This week's **51 interactions represent 3.7% of the total** interactions since 18/03/2020.
- ❑ On the decrease in bookings and interactions in the last few weeks, the Business Advisers have reported that:
  - ❑ It has been more difficult to engage with “everyday businesses” as they are very busy getting their business back trading, i.e. shops, hospitality, health & beauty – we believe this to be one of the reasons for low number of calls and webinar participation
  - ❑ We are getting many more start up requests – we were expecting this as a result of people losing their jobs or closing down their pre-C19 businesses because their model doesn't work in these conditions.
  - ❑ This week shows a quite significant recovery from last week's low bookings and we expect this tendency to continue.
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars planning:**
  - 16 July (10.00am - 1.00pm) - Managing HR Issues & Employment Law - 12 Registrants; 9 Attendees.
  - 23 July (10.00am - 1.00pm) - Adapting Your Workplace: Staff, Safety & Risk Management - Cancelled due to low number of registrations
  - 28 July (10.00am - 1.00pm) - Supercharge Your Sales
  - 30 July (10.00am - 1.00pm) - Managing Your Cash Flow

## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	03/07/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	03/07/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	03/07/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	03/07/2020	<i>Property Advice</i>	17	5	35%
10.	16/7/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	9	75%

## 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

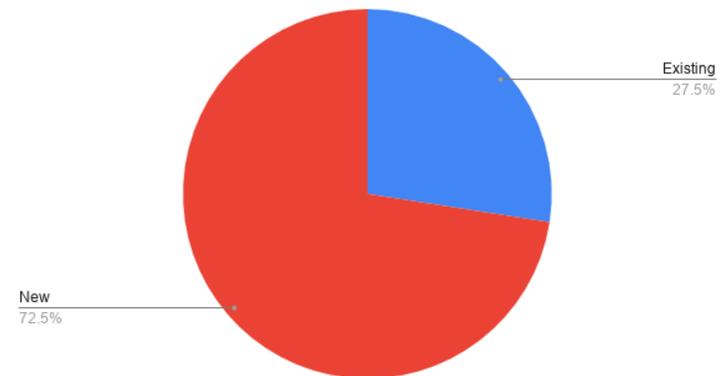
**New clients = 37 (72.5%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 14 (27.5%)**

**This week's total: 51**

% of New to the LGH and Existing SMEs



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

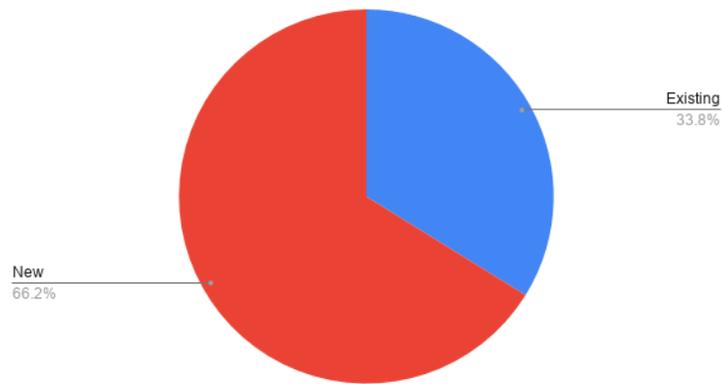
## Overall

**Total New clients** since 18/03/2020 = 919 (66.2%)

**Total Existing clients** since 18/03/2020 = 470 (33.8%)

**Total number of interactions** since 18/03/2020 = **1,389**

% of New to the LGH and Existing SMEs since 18/03/2020



### 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days

<b>07 May</b>	56	22	78	13% decrease	<b>4 days</b>
<b>11 May</b>	79	23	102	30.7% increase	<b>5 days</b>
<b>18 May</b>	51	15	66	34% decrease	<b>4 days</b>
<b>26 May</b>	46	44	90	36.4% increase	<b>5 days*</b> <i>*including 22/05/2020</i>
<b>1 June</b>	22	41	63	30% decrease	<b>5 days</b>
<b>8 June</b>	24	39	63	0% increase	<b>5 days</b>
<b>15 June</b>	24	30	54	14.2% decrease	<b>5 days</b>
<b>22 June</b>	38	30	68	26% increase	<b>5 days</b>
<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>

## 6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
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34	16	1	0	0
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**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**0 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

**8. NUMBER OF INTERACTIONS PER BUSINESS ADVISER**

Week commencing	LGH Business Advisers Total No of Interactions	Volunteers Total No of Interactions	Total
11 May*	79	23	102
18 May	55	11	66
26 May	83	7	90

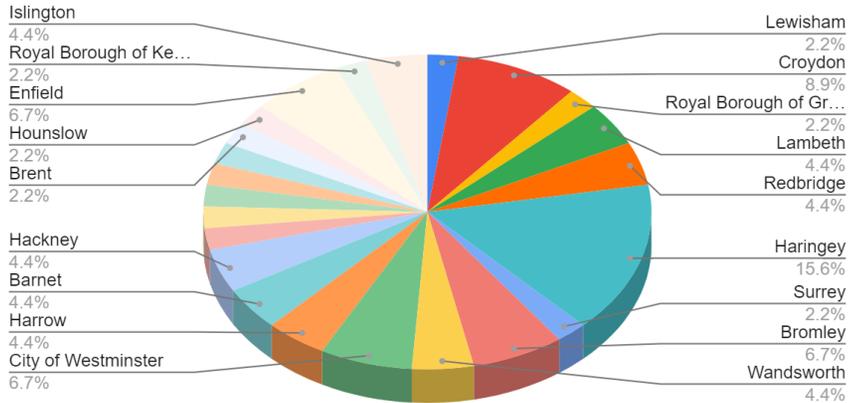
<b>1 June</b>	56	7	<b>63</b>
<b>8 June</b>	50	13	<b>63</b>
<b>15 June</b>	37	17	<b>54</b>
<b>22 June</b>	48	20	<b>68</b>
<b>29 June</b>	39	17	<b>56</b>
<b>6 July</b>	32	10	<b>42</b>
<b>13 July</b>	23	28	<b>51</b>
<b>TOTAL</b>	<b>479 (73%)</b>	<b>153 (23%)</b>	<b>Grand total: 655 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

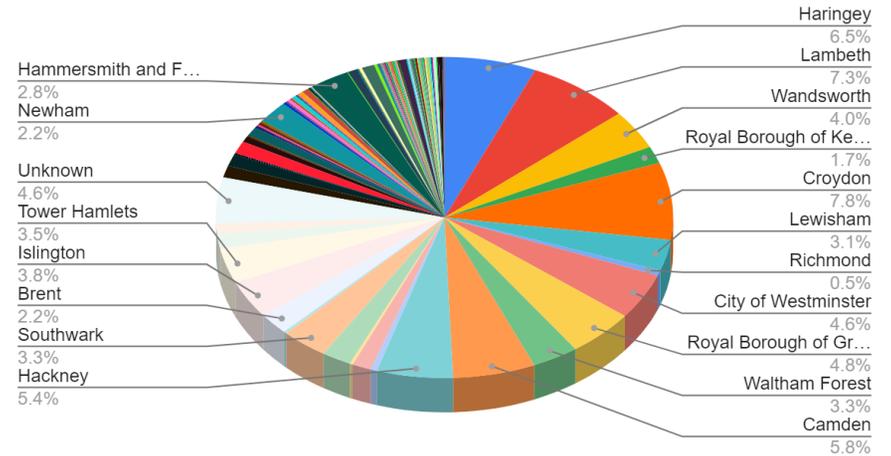
### Percentage of interactions per borough this week

Count of BOROUGH



### Percentage of interactions per borough since 18/03/2020

Count of BOROUGH



This week's Top LGHB service Users:

Haringey, Croydon, City of Westminster had the highest number of SMEs using our services this week.

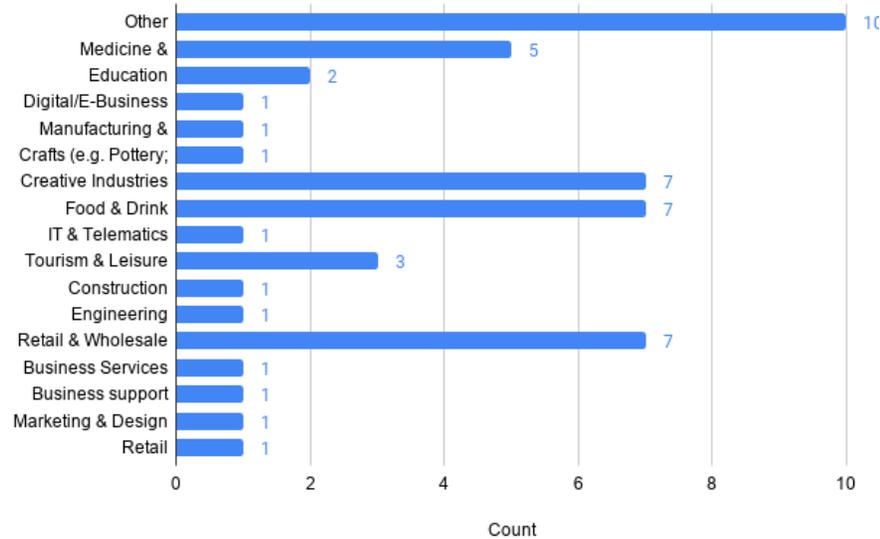
Top LGHB service Users since 18/03/2020:

Croydon 105, Lambeth 99, Haringey 87, Camden 82, , Hackney 72

## 10. TYPE OF CLIENT (THIS WEEK)

By sector:

### SECTOR GROUP



By size:

<b>Micro (0 - 9 employees)</b>	38
<b>Small (10 - 49) employees</b>	1
<b>Medium (50 - 249) employees</b>	1
<b>Not determined</b>	12

## 11. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

- Cash flow forecast
- Staff incl. Job retention government scheme
- Business strategy in this new environment
- Business rates
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords

- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

### TRENDS WORTH NOTING:

- Number calls received from start ups continue to be high in a trend that we have been noticing from the last month. This might be due to different causes: The need to create new sources of income when other options are not available. Covid is impacting job seekers and hiring managers and many companies have halted recruitment altogether. But also many moments of crisis create new opportunities for radical entrepreneurs that adapt to changes in preferences and needs
- Our advisers are supporting companies in restructuring their businesses, reviewing business models and strategies and creating sustainable ones, developing new products ( [REDACTED] ;or opening new markets [REDACTED] ).
- Some collaborations among our clients that we identified last week are taking shape, we will keep an eye on these initiatives and inner-synergies in order to reproduce successful models in the futures
- The challenges observed in the past two weeks are predominantly: reduced sales, finding new stakeholders and/or markets and existing market restrictions
- Our advisers offer a holistic approach to the business support helping our clients diagnose and create action plans for all aspects for their business models: from business structure, online operations, incorporation and business planning to marketing, sales and financial forecasts.
- We have seen numerous examples this week of SMEs unable to access to grants, ineligible for financial schemes or that been unable to re-negotiate rents
- These week many questions are relating grants available for things like accessing new markets and hiring young people, changing the business model

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**20 JULY - 24 JULY 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS PER BUSINESS ADVISER](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [MAIN TOPICS \(TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs\)](#)

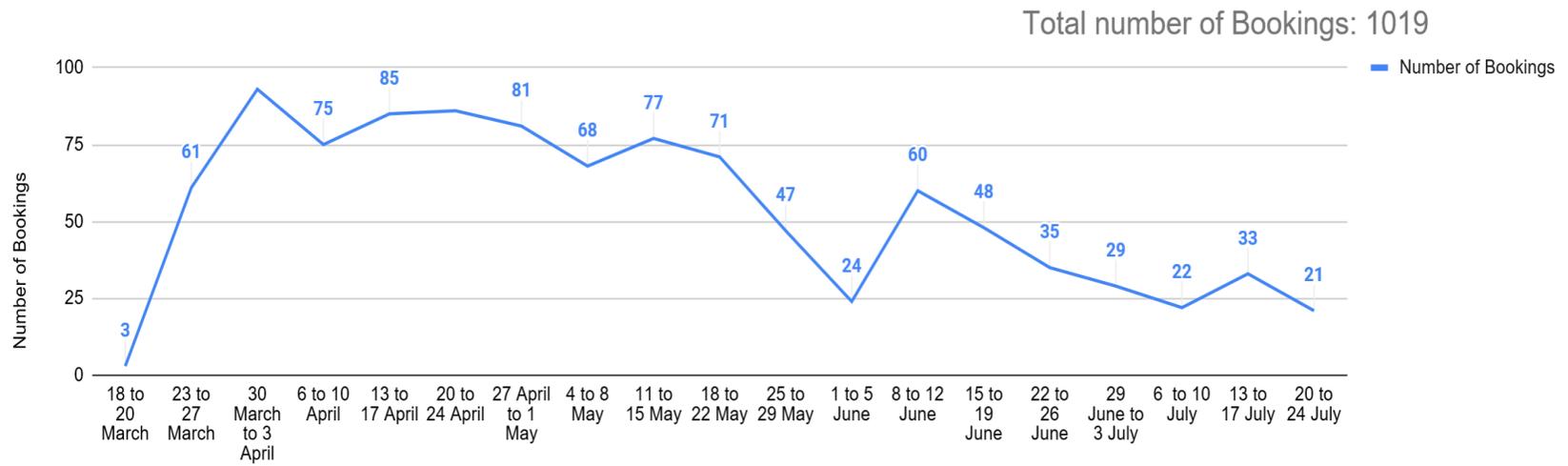
## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **21 bookings received** via the LGH booking system - Calendly - representing a 33.3% decrease from last week. A **total of 1019 bookings** have been received since 18/03/2020. This week's **21 bookings represent 2.1% of total** bookings since 18/03/2020.
- ❑ A total of **52 interactions** have been registered this week. A **total of 1,441 interactions** have been registered since 18/03/2020. This week's **52 interactions represent 3.6% of the total** interactions since 18/03/2020.
- ❑ On the decrease in bookings and interactions in the last few weeks, the Business Advisers have reported that:
  - ❑ It has been more difficult to engage with “everyday businesses” as they are very busy getting their business back trading, i.e. shops, hospitality, health & beauty – we believe this to be one of the reasons for low number of calls and webinar participation
  - ❑ We are getting many more start up requests – we were expecting this as a result of people losing their jobs or closing down their pre-C19 businesses because their model doesn't work in these conditions.
  - ❑ This week shows a quite significant recovery from last week's low bookings and we expect this tendency to continue.
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars planning:**
  - 16 July (10.00am - 1.00pm) - Managing HR Issues & Employment Law - 12 Registrants; 5 Attendees.
  - 23 July (10.00am - 1.00pm) - Adapting Your Workplace: Staff, Safety & Risk Management - Cancelled due to low number of registrations
  - 28 July (10.00am - 1.00pm) - Supercharge Your Sales
  - 30 July (10.00am - 1.00pm) - Managing Your Cash Flow

## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	03/07/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	03/07/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	03/07/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	03/07/2020	<i>Property Advice</i>	17	5	35%
10.	16/7/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%

## 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

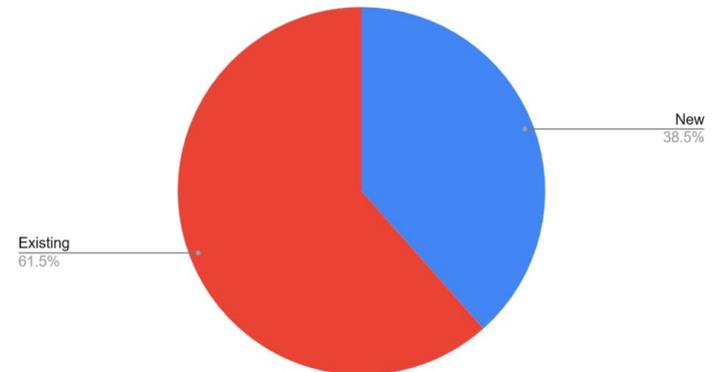
**New clients = 20 (72.5%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 32 (27.5%)**

**This week's total: 52**

% of New to the LGH and Existing SMEs



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

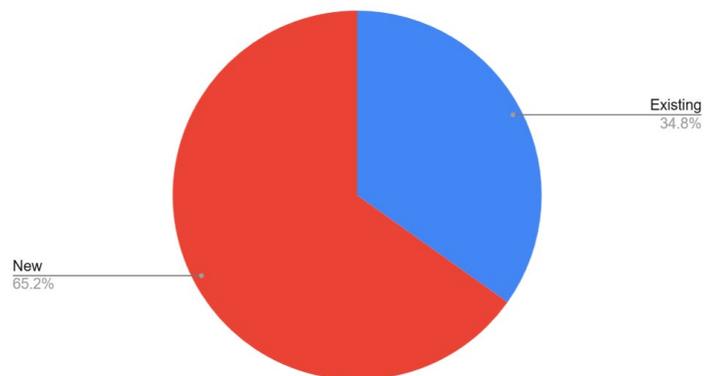
## Overall

**Total New clients** since 18/03/2020 = 939 (66.2%)

**Total Existing clients** since 18/03/2020 = 502 (33.8%)

**Total number of interactions** since 18/03/2020 = **1,441**

% of New to the LGH and Existing SMEs since 18/03/2020



### 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days

<b>07 May</b>	56	22	78	13% decrease	<b>4 days</b>
<b>11 May</b>	79	23	102	30.7% increase	<b>5 days</b>
<b>18 May</b>	51	15	66	34% decrease	<b>4 days</b>
<b>26 May</b>	46	44	90	36.4% increase	<b>5 days*</b> <i>*including 22/05/2020</i>
<b>1 June</b>	22	41	63	30% decrease	<b>5 days</b>
<b>8 June</b>	24	39	63	0% increase	<b>5 days</b>
<b>15 June</b>	24	30	54	14.2% decrease	<b>5 days</b>
<b>22 June</b>	38	30	68	26% increase	<b>5 days</b>
<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>
<b>20 July</b>	20	32	52	2% increase	<b>5 days</b>

## 6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>	<b>2.5 hours</b>
21	19	5	6	0

## 7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours

**1 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS

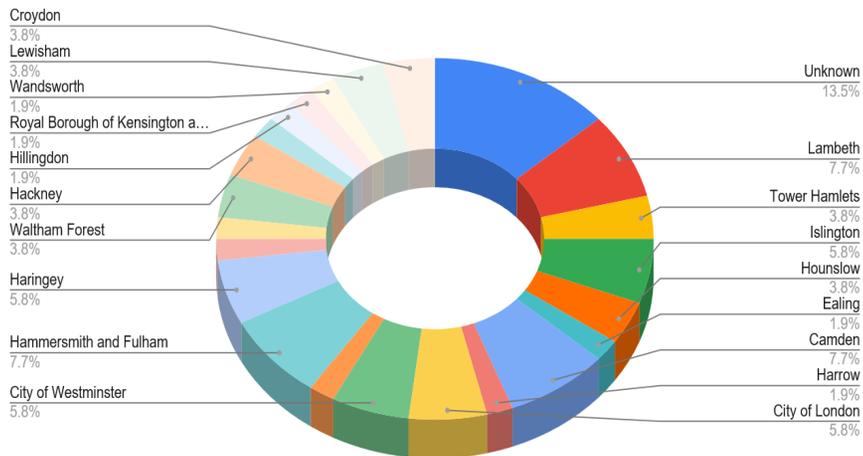
Week commencing	LGH Business Advisers Total No of Interactions	Volunteers Total No of Interactions	Total
11 May*	79	23	102
18 May	55	11	66
26 May	83	7	90
1 June	56	7	63
8 June	50	13	63
15 June	37	17	54
22 June	48	20	68
29 June	39	17	56
6 July	32	10	42
13 July	23	28	51
20 July	38	14	52
<b>TOTAL</b>	<b>540 (76.4%)</b>	<b>167 (23.6%)</b>	<b>Grand total: 707 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

Percentage of interactions per borough this week

% per BOROUGH this week

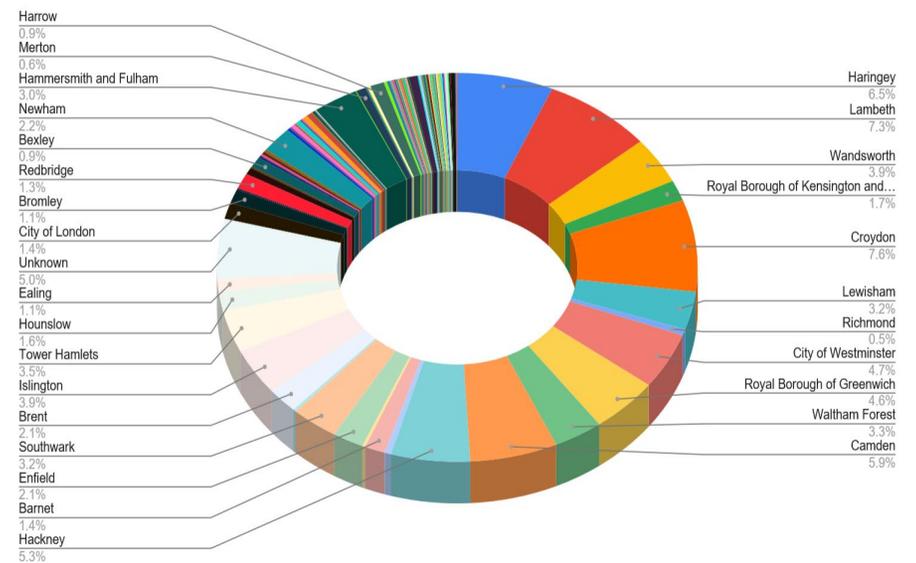


This week's Top LGHB service Users:

Lambeth, Camden and Hammersmith and Fulham had the highest number of SMEs using our services this week.

Percentage of interactions per borough since 18/03/2020

% per BOROUGH since 18/03/2020



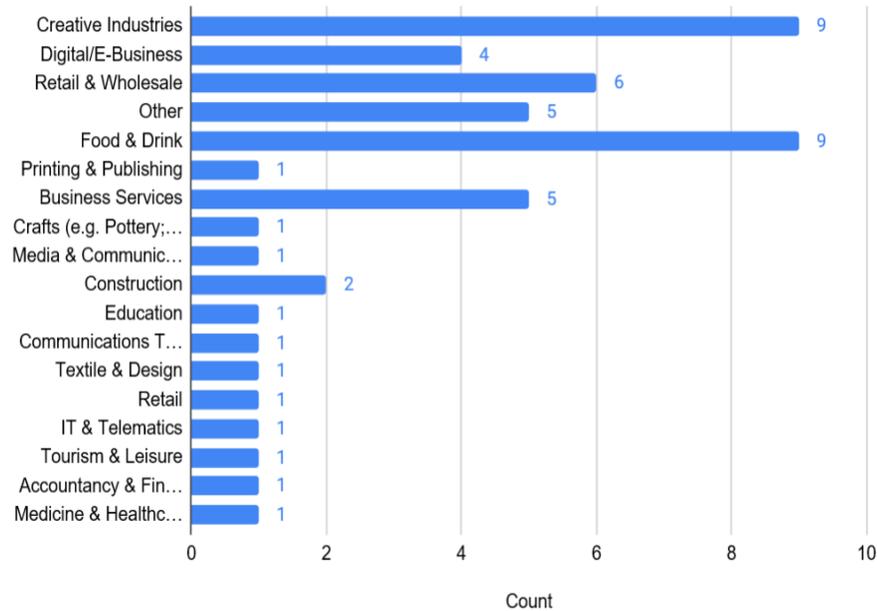
Top LGHB service Users since 18/03/2020:

Croydon 106, Lambeth 102, Haringey 90, Camden 82, ,  
Hackney 74

## 10. TYPE OF CLIENT (THIS WEEK)

### By sector:

#### SECTOR GROUP



### By size:

<b>Micro (0 - 9 employees)</b>	32
<b>Small (10 - 49) employees</b>	2
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	18

## 11. MAIN TOPICS (TYPE OF SUPPORT REQUESTED/ NATURE OF RESPONSE PROVIDED BY BAs)

- Cash flow forecast
- Staff incl. Job retention government scheme
- Business strategy in this new environment
- Business rates
- Post- Covid resilience planning
- Digitalisation strategy
- Financial relief – a common theme from most clients on both a business and personal front
- Rent, problems with their landlords

- Access to CBILs
- Access to SEISS
- Access to Small Business Grant Funding
- Recovery strategy
- Bounce back loans
- Need help generating new clients/ Reduced sales
- Eligibility for grants/loans or government programmes
- Looking for self-employed announcements
- Alternative sources of funding; Pay it Forward scheme

### **TRENDS WORTH NOTING:**

- ❑ Number calls received from start ups continue to be high in a trend that we have been noticing from the last month. This might be due to different causes: The need to create new sources of income when other options are not available. Covid is impacting job seekers and hiring managers and many companies have halted recruitment altogether. But also many moments of crisis create new opportunities for radical entrepreneurs that adapt to changes in preferences and needs.
- ❑ We can see various examples of SMEs seeking a new business model, startups that need to pivot the focus of their business ideas, new business ideas created amid Covid difficulties.
- ❑ There is a clear trend this week: that most of the conversations are focused on solutions and not just challenges. There are more interactions related to growth than those around sustainability or survival. Which is a clear change from the situation one month ago and represents a more positive outlook on their future and an increase in business confidence. We will continue to monitor this aspect in future weeks.
- ❑ Networking and brokerage has become a predominant tool for some of these SMEs, “Intra -collaborations” among our clients are taking shape and we are keeping an eye on these initiatives and inner-synergies in order to reproduce successful models in the future. [REDACTED] is seeking collaboration with a specialist in social media. The bigger our pool of SMES becomes the more opportunities will arise.
- ❑ There is a need of a networking event where all the SMEs that are participating in the project can create synergies has been the focus of all the conversations with the advisers

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**03 AUGUST - 07 AUGUST 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS](#)

## 1. THIS WEEK'S HIGHLIGHTS

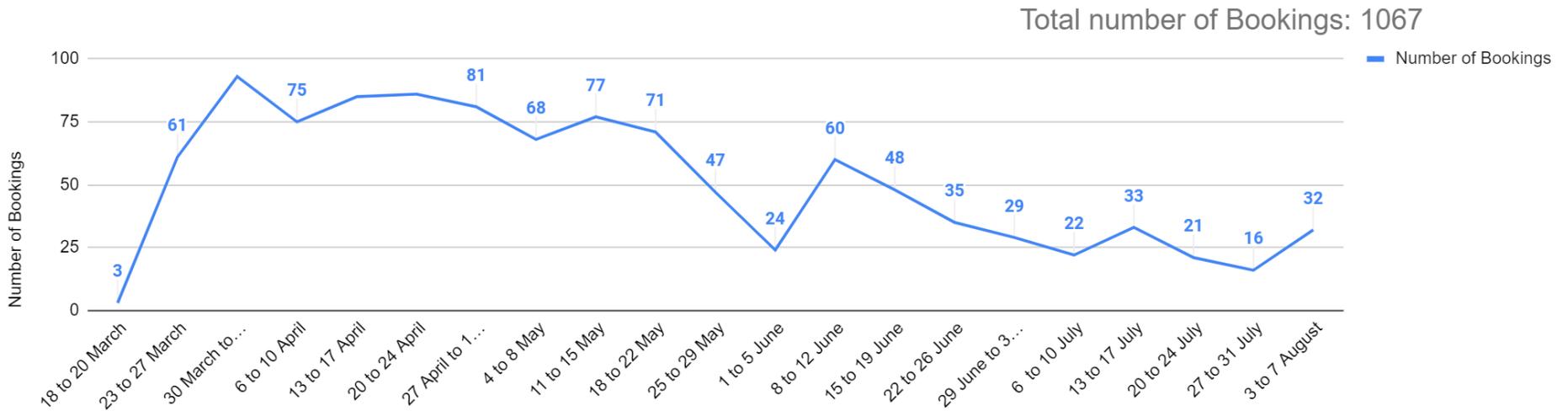
- ❑ A total of **32 bookings received** via the LGH booking system - Calendly - representing a 50% increase from last week.  
A **total of 1067 bookings** have been received since 18/03/2020. This week's **32 bookings represent 2.9 % of total** bookings since 18/03/2020.
- ❑ A total of **57 interactions** have been registered this week.  
A **total of 1,540 interactions** have been registered since 18/03/2020. This week's **57 interactions represent 3.7% of the total** interactions since 18/03/2020.
- ❑ On the slight increase of interactions from last week and interactions from last week, all the signs indicate that we are starting to receive more bookings from companies that are interested in the ERDF grant for SMEs. The details and criteria about eligibility are yet to be announced but we are experiencing an increase in the number of bookings even for the whole of August.
  - ❑ Since the SMEs are starting to require longer interventions the availability for more bookings has been significantly reduced and although the team and advisers are putting measures in place, the next few weeks will be critical in order to manage the volume of expressions of interest we might receive.
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars feedback** overview:
  - ❑ Feedback from the last webinar (which took place 06/08/2020) is in the process of being collected. Feedback overview will be provided in the next iteration of the present report.
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Improve management capability, overview of the different technology tools in the workplace, and remote working*

## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
<b>MAY</b>					
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
<b>JUNE</b>					
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	29/06/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	30/06/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	30/06/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	30/06/2020	<i>Property Advice</i>	17	5	35%
<b>JULY</b>					
10.	16/07/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%
11.	23/07/2020	<i>Adapting Your Workplace: Staff, Safety &amp; Risk Management</i>	<i>CANCELLED</i>		
12.	28/07/2020	<i>Supercharge Your Sales</i>	43	24	56%

13.	30/07/2020	Managing Your Cash Flow	TBC	TBC	TBC
14.	06/08/2020	Harnessing the power of eCommerce	12	4	33%

### 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

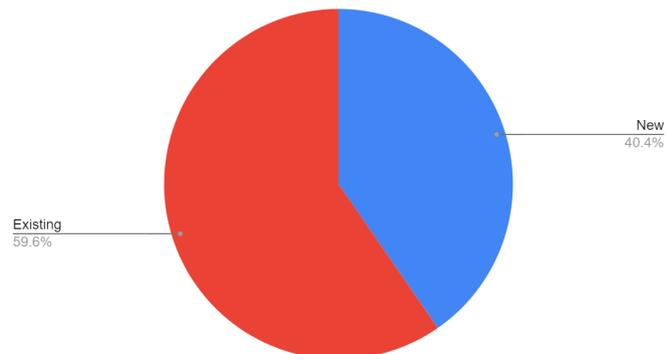
**New clients = 23 (40.4%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 34 (59.6%)**

**This week's total: 57**

Count of New Existing



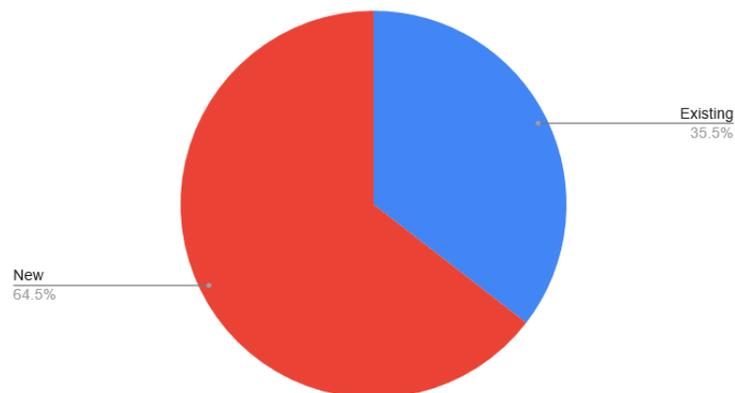
##### Overall

**Total New clients** since 18/03/2020 = 980 (63.63%)

**Total Existing clients** since 18/03/2020 = 560 (36.37%)

**Total number of interactions** since 18/03/2020 = **1,540**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days
07 May	56	22	78	13% decrease	4 days
11 May	79	23	102	30.7% increase	5 days
18 May	51	15	66	34% decrease	4 days
26 May	46	44	90	36.4% increase	5 days* <i>*including 22/05/2020</i>
1 June	22	41	63	30% decrease	5 days
8 June	24	39	63	0% increase	5 days
15 June	24	30	54	14.2% decrease	5 days
22 June	38	30	68	26% increase	5 days

<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>
<b>20 July</b>	20	32	52	2% increase	<b>5 days</b>
<b>27 July</b>	18	24	42	19% decrease	<b>5 days</b>
<b>03 August</b>	23	34	57	35% increase	<b>5 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>
12	20	4	9

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**9 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS

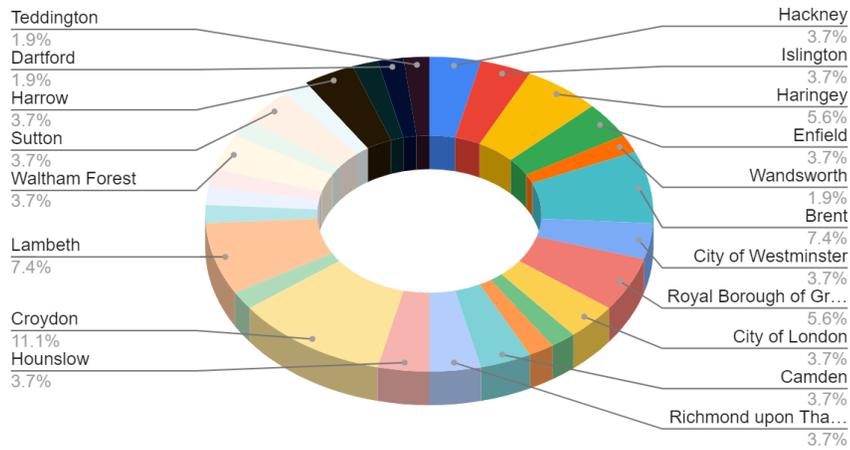
Week commencing	LGH Business Advisers Total No of Interactions	Volunteers Total No of Interactions	Total
11 May*	79	23	102
18 May	55	11	66
26 May	83	7	90
1 June	56	7	63
8 June	50	13	63
15 June	37	17	54
22 June	48	20	68
29 June	39	17	56
6 July	32	10	42
13 July	23	28	51
20 July	38	14	52
26 July	32	10	42
03 August	46	11	57
<b>TOTAL</b>	<b>618 (76.7%)</b>	<b>188 (23.3%)</b>	<b>Grand total: 806 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

Percentage of interactions per borough this week

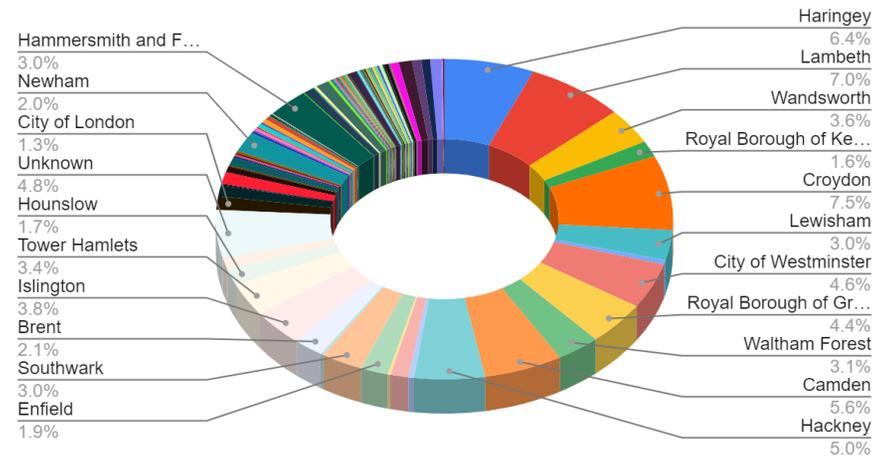
Count of BOROUGH



This week's Top LGHB service Users: Croydon, Lambeth, Brent and Haringey had the highest number of SMEs using our services this week.

Percentage of interactions per borough since 18/03/2020

Count of BOROUGH

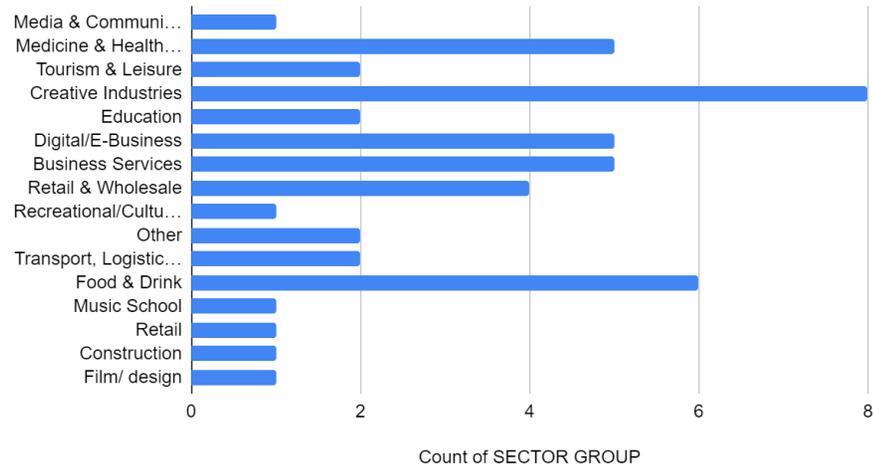


Top LGHB service Users since 18/03/2020: Croydon 112, Lambeth 104, Haringey 95, Camden 83,

## 10. TYPE OF CLIENT (THIS WEEK)

By sector:

Count of SECTOR GROUP



By size:

<b>Micro (0 - 9 employees)</b>	39
<b>Small (10 - 49) employees</b>	1
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	17

## 11. TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS

## TOP 5 TOPICS/ ISSUES

1. Information on available support schemes and help with applications (grants, loans, other funding and support, furlough scheme, etc);
2. Cash flow management and forecast;
3. Business plan and strategy review (business continuity under pandemic, digitisation, how to generate new clients, etc);
4. Tax relief, business rates and rents (how to engage with Local Authorities, Landlords, etc)
5. Recovery/ Post-Covid resilience plans

## TOP 5 REFERRALS

1. Federation of Small Businesses (<https://www.fsb.org.uk>)
2. London Chamber of Commerce and Industry (<https://www.londonchamber.co.uk>)
3. British Library - Business & IP Centre (<https://www.bl.uk/business-and-ip-centre>)
4. Start Up Step Up programme (<https://www.growthhub.london/scheme/start-up-step-up-london>)
5. Other organisations like [Acid](#) for the Creative Industries

## TRENDS WORTH NOTING:

- Our advisers support numerous companies in accessing different grants and funding schemes. And this week has seen a high increase in companies wanting to know more about the latest ERDF Grant scheme for Small and Medium Size Enterprises and we predict the number of expressions of interest is going to increase in the next two months.
- This week the topic of difficulties in dealing with the boroughs has appeared several times. Our advisers continue to facilitate the access to the boroughs when our clients need that specific support and we have cases in which our adviser's mediation has been critical in overcoming bureaucratic barriers.
- Reduced sales and cash flow issues are the predominant topics discussed this week. Whether SMEs are in survival mode, or looking to grow in new markets or products to adapt to new market needs, it is the common obstacle for our clients.
- We continue to hear from companies that have fallen through the cracks of the different schemes offered by the government: Some SMEs trying to sell unwanted stock and others closing down, especially affected are those in the events sector.
- We continue to refer start ups to other stakeholders like Start Up, Step up and London Libraries that provide specific

support at their life cycle.They are looking for advice on business structure and how to transform into a Ltd business structure.

- ❑ We can see various examples of SMEs planning the strategy for reopening in September: from looking for alternative venues to revamping their websites and marketing strategies seeking to find new markets abroad.
- ❑ We continue with the trend observed last week: most of the conversations are focused on growth and sustainability and those talking about just mere survival are becoming sporadic. We will continue to monitor this aspect in the next month.

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**10 AUGUST - 14 AUGUST 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
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9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS](#)

## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **30 bookings were received** via the LGH booking system - Calendly - representing a 6.7%% increase from last week.  
A **total of 1097 bookings** have been received since 18/03/2020. This week's **30 bookings represent 2.7 % of total bookings** since 18/03/2020.
  
- ❑ A total of **46 interactions** have been registered this week.  
A **total of 1,586 interactions** have been registered since 18/03/2020. This week's **46 interactions represent 2.9% of the total** interactions since 18/03/2020.
  
- ❑ We continue to receive more bookings from companies that are interested in the ERDF grant for SMEs. The details and criteria about eligibility are yet to be announced but we are experiencing an increase in the number of bookings even for the whole of August.
  
- ❑ Since the SMEs are starting to require longer interventions the availability for more bookings has been significantly reduced and although the team and advisers are putting measures in place, the next few weeks will be critical in order to manage the volume of expressions of interest we might receive.
  
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
  
- ❑ **July's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Improve management capability, overview of the different technology tools in the workplace, and remote working*
  
- ❑ **August's Webinars feedback** overview:

- 71% of attendees who provided feedback would recommend the session to a friend
- Future sessions topics suggestions: *funding and finance, funding (grants/applications), HR (apprenticeships, internships training, etc), social media marketing & facebook, arts/culture and fundraising*

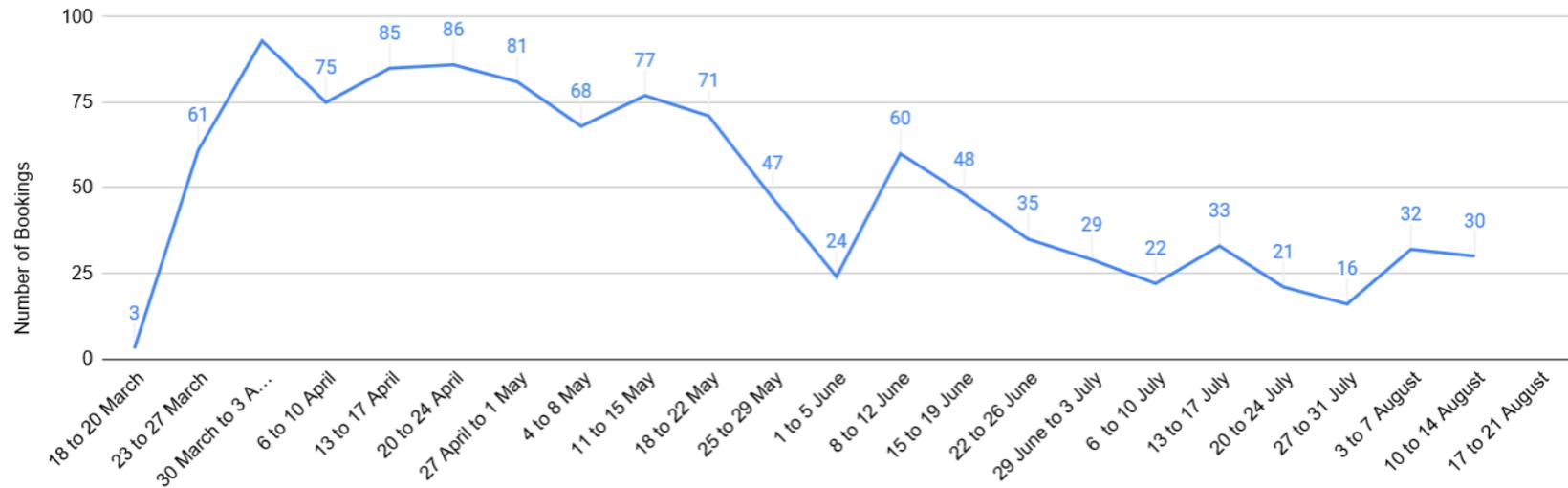
## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
<b>MAY</b>					
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
<b>JUNE</b>					
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	29/06/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	30/06/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	30/06/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	30/06/2020	<i>Property Advice</i>	17	5	35%
<b>JULY</b>					
10.	16/07/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%
11.	23/07/2020	<i>Adapting Your Workplace: Staff, Safety &amp; Risk Management</i>	<b>CANCELLED</b>		
12.	28/07/2020	<i>Supercharge Your Sales</i>	43	24	56%

13.	30/07/2020	<i>Managing Your Cash Flow</i>	TBC	TBC	TBC
<b>AUGUST</b>					
14.	06/08/2020	<i>Harnessing the power of eCommerce</i>	12	4	33%
15.	13/08/2020	<i>Arts Council England Culture Recovery Fund: Applications Explained</i>	58	37	64%

### 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)

Total number of Bookings: 1097



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

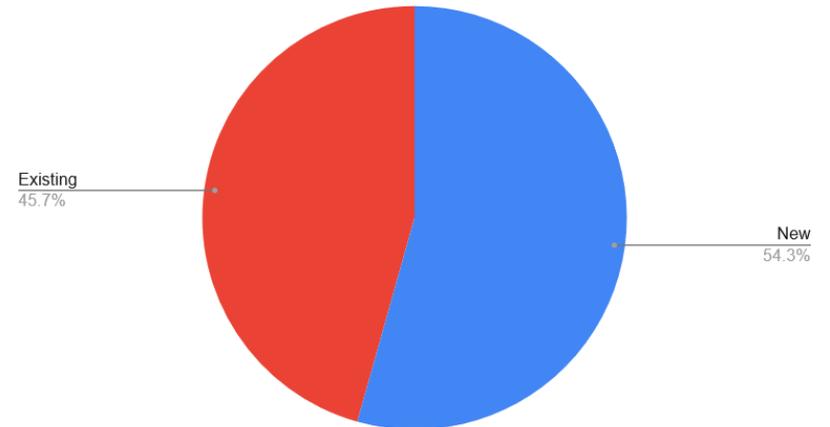
**New clients = 25 (54.3%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 21 (45.7%)**

**This week's total: 46**

% of New to the LGH and Existing SMEs



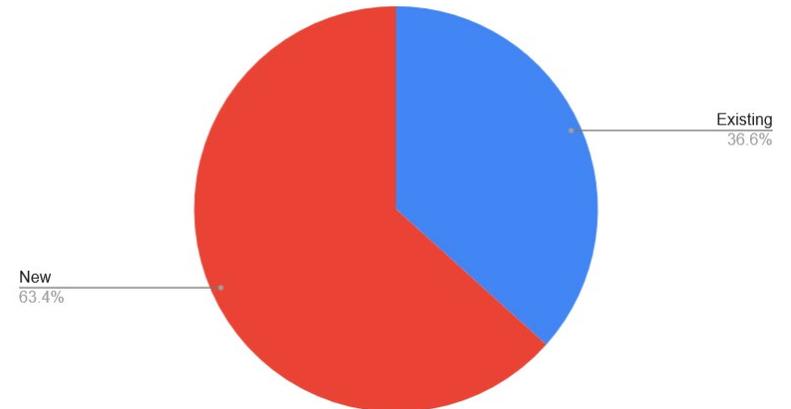
##### Overall

**Total New clients** since 18/03/2020 = 1005 (63.4%)

**Total Existing clients** since 18/03/2020 = 581 (36.6%)

**Total number of interactions** since 18/03/2020 = **1,586**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
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8 June	24	39	63	0% increase	5 days
15 June	24	30	54	14.2% decrease	5 days
22 June	38	30	68	26% increase	5 days

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<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>
<b>20 July</b>	20	32	52	2% increase	<b>5 days</b>
<b>27 July</b>	18	24	42	19% decrease	<b>5 days</b>
<b>03 August</b>	23	34	57	35% increase	<b>5 days</b>
<b>10 August</b>	25	21	46	19% decrease	<b>5 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>
8	16	8	2

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**12 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS

<b>Week commencing</b>	<b>LGH Business Advisers Total No of Interactions</b>	<b>Volunteers Total No of Interactions</b>	<b>Total</b>
<b>11 May*</b>	79	23	<b>102</b>
<b>18 May</b>	55	11	<b>66</b>
<b>26 May</b>	83	7	<b>90</b>
<b>1 June</b>	56	7	<b>63</b>
<b>8 June</b>	50	13	<b>63</b>
<b>15 June</b>	37	17	<b>54</b>
<b>22 June</b>	48	20	<b>68</b>
<b>29 June</b>	39	17	<b>56</b>
<b>6 July</b>	32	10	<b>42</b>
<b>13 July</b>	23	28	<b>51</b>
<b>20 July</b>	38	14	<b>52</b>
<b>26 July</b>	32	10	<b>42</b>
<b>03 August</b>	46	11	<b>57</b>
<b>10 August</b>	40	6	<b>46</b>

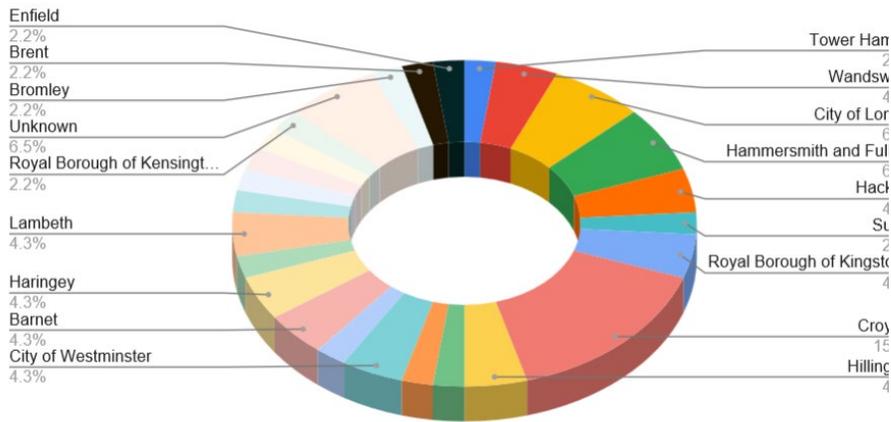
<b>TOTAL</b>	<b>658</b> <b>(76.7%)</b>	<b>194</b> <b>(23.3%)</b>	<b>Grand total: 852</b> <b>(100%)</b>
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\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

**Percentage of interactions per borough this week**

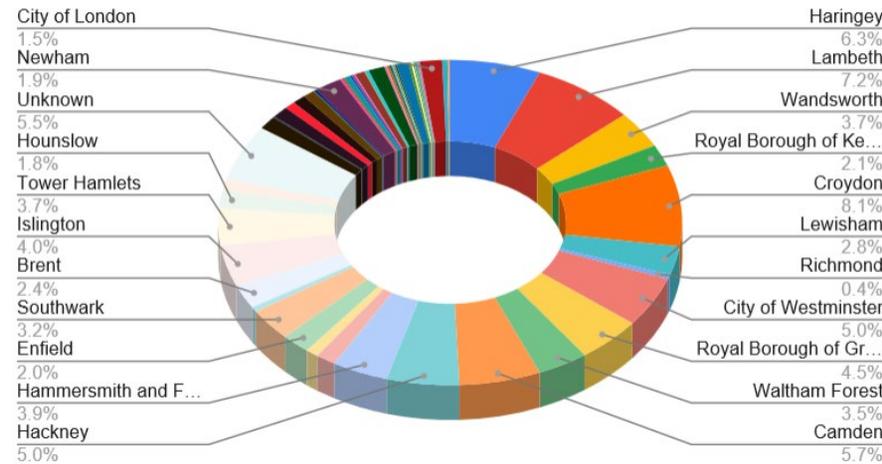
% per BOROUGH this week



This week's Top LGHB service Users:  
Croydon, City Of London and Hammersmith and Fulham had the highest number of SMEs using our services this week.

**Percentage of interactions per borough since 18/03/2020**

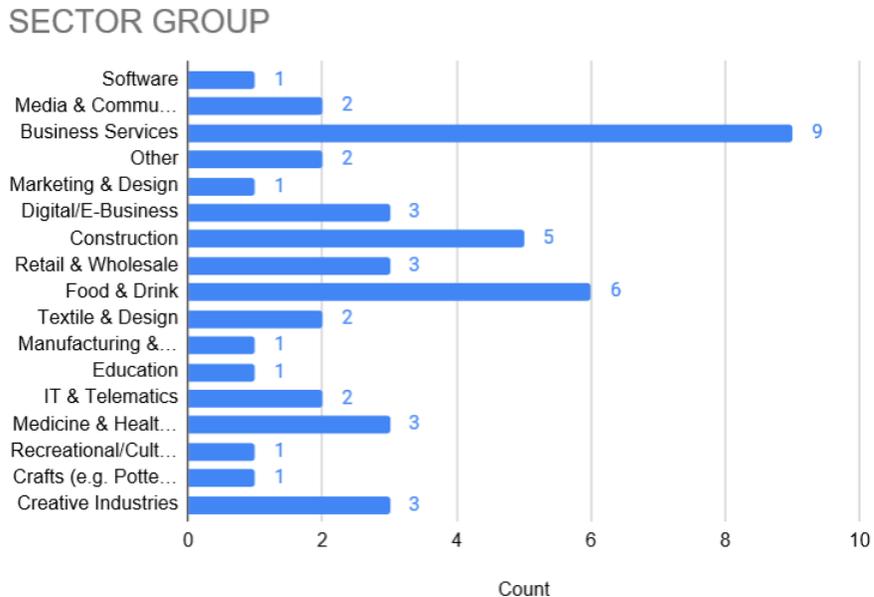
Count of BOROUGH



Top LGHB service Users since 18/03/2020:  
Croydon 128, Lambeth 114, Haringey 100, Camden 90.

### 10. TYPE OF CLIENT (THIS WEEK)

By sector:



By size:

<b>Micro (0 - 9 employees)</b>	38
<b>Small (10 - 49) employees</b>	0
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	8

### 11. TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS

## TOP 5 TOPICS/ ISSUES

1. Information on available support schemes and help with applications (grants including the new ERDF grant, loans, other funding and support, furlough scheme, etc);
2. Cash flow management and forecast;
3. Business plan and strategy review (business continuity under pandemic, digitisation, how to generate new clients, etc) including growth;
4. Business model transformation and implementation;
5. Staff management

## TOP 5 REFERRALS

1. Federation of Small Businesses (<https://www.fsb.org.uk>)
2. London Chamber of Commerce and Industry (<https://www.londonchamber.co.uk>)
3. British Library - Business & IP Centre (<https://www.bl.uk/business-and-ip-centre>)
4. Start Up Step Up programme (<https://www.growthhub.london/scheme/start-up-step-up-london>)
5. Start up Loans

## TRENDS WORTH NOTING:

- Our advisers support numerous companies in accessing different grants and funding schemes. And this week has seen a high increase in companies wanting to know more about the latest ERDF Grant scheme for Small and Medium Size Enterprises and we predict the number of expressions of interest is going to increase in the next two months.
- We worked closely with the GLA Culture team and organised a webinar in a very short time, to support London SMEs interested in accessing the Arts Council England Culture Recovery Fund grants, attended by 37 individuals.
- This week the topic of difficulties in dealing with the boroughs has appeared again. Our advisers continue to facilitate the access to the boroughs when our clients need that specific support and we have cases in which our adviser's mediation has been critical in overcoming bureaucratic barriers.
- Reduced sales and cash flow issues are important topics discussed this week. Whether SMEs are in survival mode, or looking to grow in new markets or products to adapt to new market needs, it is a common obstacle for our clients.

- ❑ We continue to refer start ups to other stakeholders like Start Up, Step up and London Libraries that provide specific support at their life cycle.They are looking for advice on business structure and how to transform into a Ltd business structure.
- ❑ We can see various examples of SMEs planning the strategy for reopening in September: from looking for alternative venues to revamping their websites and marketing strategies seeking to find new markets abroad.
- ❑ We continue with the trend observed last week: most of the conversations are focused on growth, sustainability, transformation, and those talking about just mere survival are becoming more sporadic. We will continue to monitor this aspect in the next weeks.
- ❑ 
- ❑ We are starting to see the creation of jobs as a result of the support provided by the programme

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**17 AUGUST - 20 AUGUST 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS](#)

## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **33 bookings were received** via the LGH booking system - Calendly - representing a 10% increase from last week.  
A **total of 1130 bookings** have been received since 18/03/2020. This week's **33 bookings represent 3% of total bookings** since 18/03/2020.
- ❑ A total of **37 interactions** have been registered this week.  
A **total of 1,623 interactions** have been registered since 18/03/2020. This week's **37 interactions represent 2.3% of the total** interactions since 18/03/2020.
- ❑ We continue to receive more bookings from companies that are interested in the ERDF grant for SMEs. The details and criteria about eligibility are yet to be announced but we are experiencing an increase in the number of bookings even for the whole of August.
- ❑ The next cohort of the **London Business Accelerator** will start on 10/09/2020, The deadline for applications closes on 31/08/2020 and so far we have received more than 80 expressions of interest with more than 47 completed applications for the 30 places available.
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Improve management capability, overview of the different technology tools in the workplace, and remote working*
- ❑ **August's Webinars feedback** overview:

- 71% of attendees who provided feedback would recommend the session to a friend
- Future sessions topics suggestions: *funding and finance, funding (grants/applications), HR (apprenticeships, internships training, etc), social media marketing & facebook, arts/culture and fundraising*

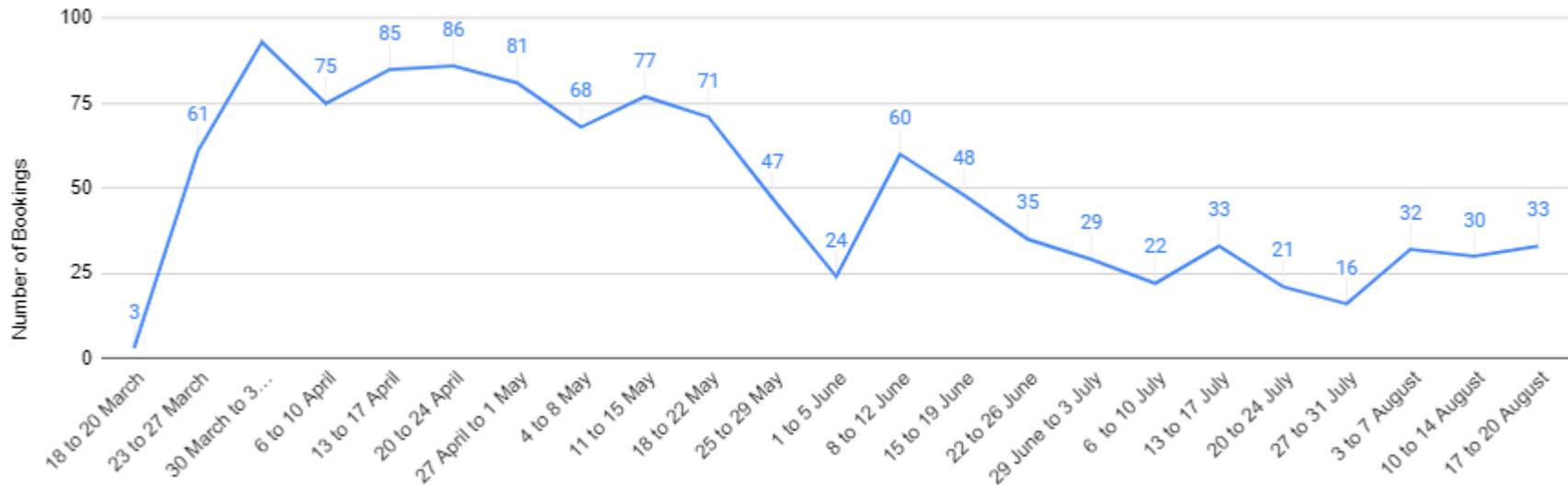
## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
<b>MAY</b>					
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
<b>JUNE</b>					
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	29/06/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	30/06/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	30/06/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	30/06/2020	<i>Property Advice</i>	17	5	35%
<b>JULY</b>					
10.	16/07/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%
11.	23/07/2020	<i>Adapting Your Workplace: Staff, Safety &amp; Risk Management</i>	<b>CANCELLED</b>		
12.	28/07/2020	<i>Supercharge Your Sales</i>	43	24	56%

13.	30/07/2020	<i>Managing Your Cash Flow</i>	17	10	59%
<b>AUGUST</b>					
14.	06/08/2020	<i>Harnessing the power of eCommerce</i>	12	4	33%
15.	13/08/2020	<i>Arts Council England Culture Recovery Fund: Applications Explained</i>	58	37	64%

### 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)

Total number of Bookings: 1130



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

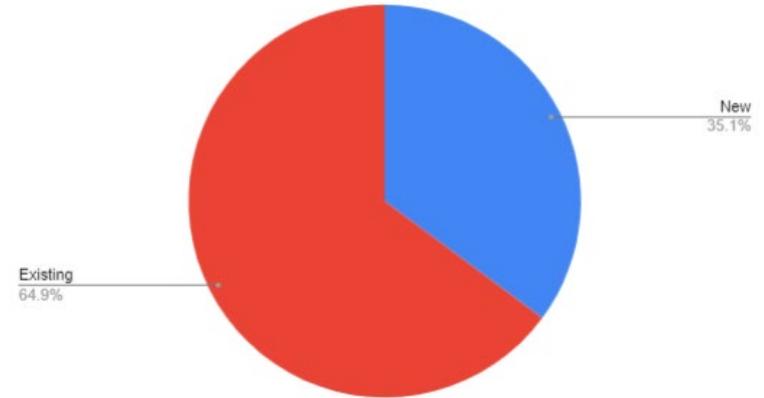
**New clients = 13 (35.1%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 24 (64.9%)**

**This week's total: 37**

% of New to the LGH and Existing SMEs



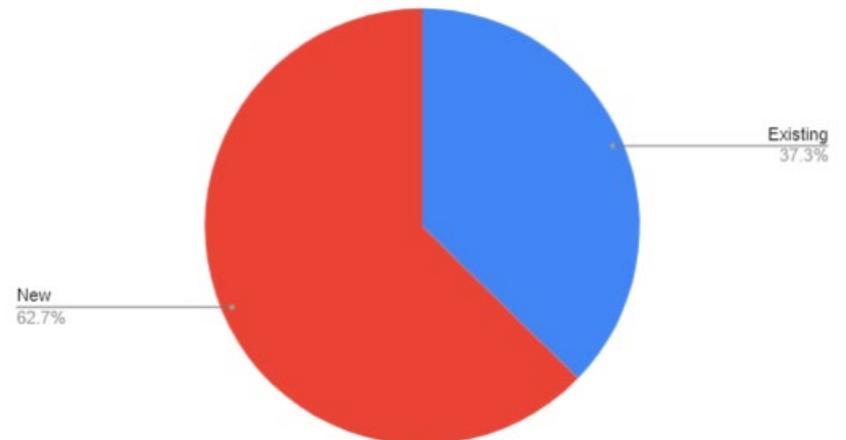
##### Overall

**Total New clients** since 18/03/2020 = 1018 (62.7%)

**Total Existing clients** since 18/03/2020 = 605 (37.3%)

**Total number of interactions** since 18/03/2020 = 1,623

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days
07 May	56	22	78	13% decrease	4 days
11 May	79	23	102	30.7% increase	5 days
18 May	51	15	66	34% decrease	4 days
26 May	46	44	90	36.4% increase	5 days* <i>*including 22/05/2020</i>
1 June	22	41	63	30% decrease	5 days
8 June	24	39	63	0% increase	5 days
15 June	24	30	54	14.2% decrease	5 days
22 June	38	30	68	26% increase	5 days

<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>
<b>20 July</b>	20	32	52	2% increase	<b>5 days</b>
<b>27 July</b>	18	24	42	19% decrease	<b>5 days</b>
<b>03 August</b>	23	34	57	35% increase	<b>5 days</b>
<b>10 August</b>	25	21	46	19% decrease	<b>5 days</b>
<b>17 August</b>	13	24	37	20% decrease	<b>4 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>
5	19	4	2

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**7 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS

<b>Week commencing</b>	<b>LGH Business Advisers Total No of Interactions</b>	<b>Volunteers Total No of Interactions</b>	<b>Total</b>
<b>11 May*</b>	79	23	<b>102</b>
<b>18 May</b>	55	11	<b>66</b>
<b>26 May</b>	83	7	<b>90</b>
<b>1 June</b>	56	7	<b>63</b>
<b>8 June</b>	50	13	<b>63</b>
<b>15 June</b>	37	17	<b>54</b>
<b>22 June</b>	48	20	<b>68</b>
<b>29 June</b>	39	17	<b>56</b>
<b>6 July</b>	32	10	<b>42</b>
<b>13 July</b>	23	28	<b>51</b>
<b>20 July</b>	38	14	<b>52</b>
<b>26 July</b>	32	10	<b>42</b>
<b>03 August</b>	46	11	<b>57</b>

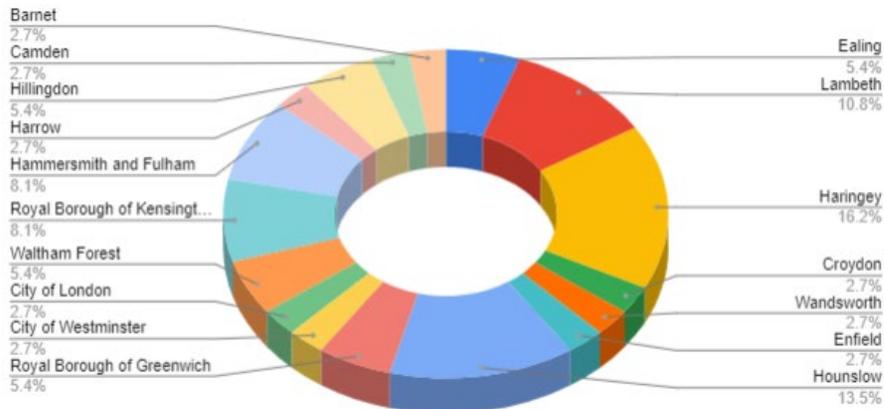
<b>10 August</b>	40	6	<b>46</b>
<b>17 August</b>	34	3	<b>37</b>
<b>TOTAL</b>	<b>692 (77.8%)</b>	<b>197 (22.2%)</b>	<b>Grand total: 889 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

**Percentage of interactions per borough this week**

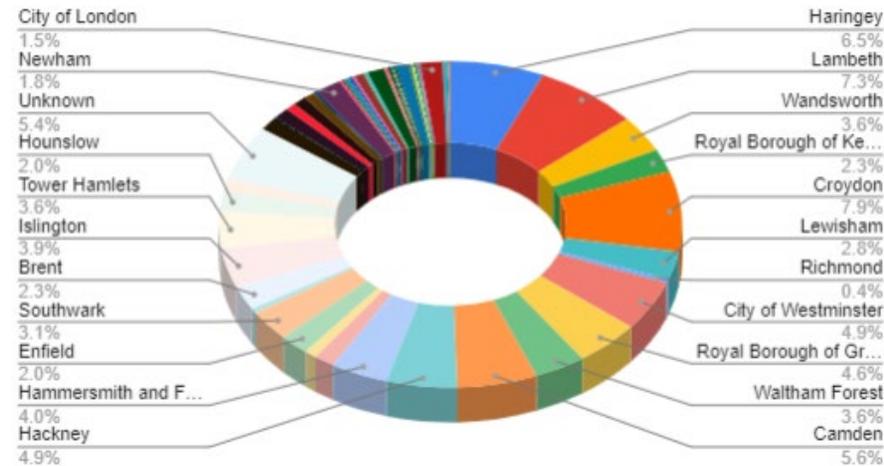
% per BOROUGH this week



This week's Top LGHB service Users:  
Haringey, Lambeth and Hounslow  
had the highest number of SMEs using our services this week.

**Percentage of interactions per borough since 18/03/2020**

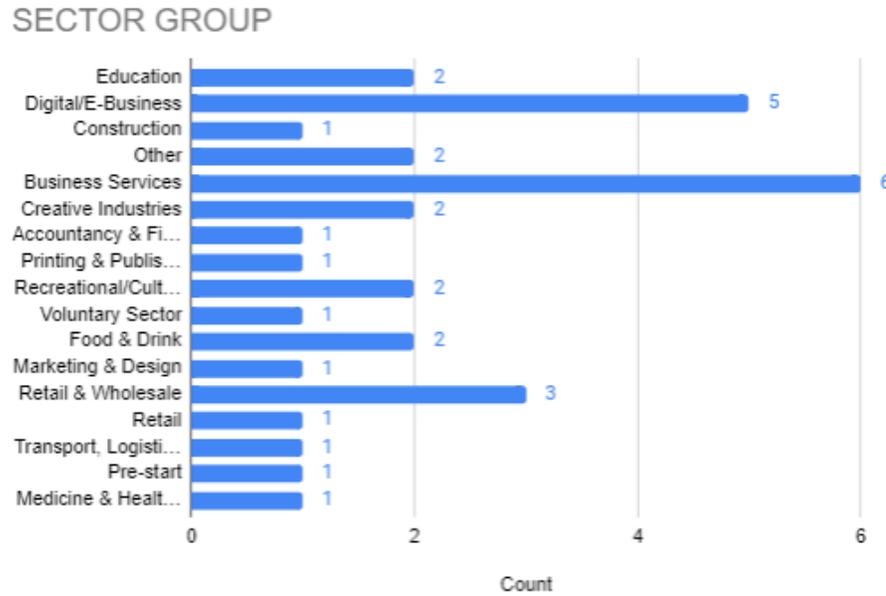
Count of BOROUGH



Top LGHB service Users since 18/03/2020:  
Croydon 129, Lambeth 118, Haringey 106, Camden 91.

## 10. TYPE OF CLIENT (THIS WEEK)

By sector:



By size:

<b>Micro (0 - 9 employees)</b>	33
<b>Small (10 - 49) employees</b>	1
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	3

## 11. TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS

## TOP 5 TOPICS/ ISSUES

1. Information on available support schemes and help with applications (grants including the new ERDF grant, loans, other funding and support, furlough scheme, etc);
2. Cash flow management and forecast;
3. Business plan and strategy review (business continuity under pandemic, digitisation, how to generate new clients, etc) including growth;
4. Business model transformation and implementation;
5. Staff management

## TOP 5 REFERRALS

1. Federation of Small Businesses (<https://www.fsb.org.uk>)
2. London Chamber of Commerce and Industry (<https://www.londonchamber.co.uk>)
3. British Library - Business & IP Centre (<https://www.bl.uk/business-and-ip-centre>)
4. Start Up Step Up programme (<https://www.growthhub.london/scheme/start-up-step-up-london>)
5. Start up Loans

## TRENDS WORTH NOTING:

- Our advisers continue to give long term support to London businesses, updating action plans and redefining offerings. This week the conversations revolve around pivoting business offerings to adapt to the new normal and new business planning.
- Our advisers support numerous companies in accessing different grants and funding schemes. We continue to see an increase in the enquiries around the ERDF Grant scheme for Small and Medium Size Enterprises but also other grant schemes and financial aid, such as the paying forward campaign or Start Up loans. Usually our companies come from varied backgrounds and need a combination of the different support schemes available as our advisers tend to provide an holistic approach.
- The majority of the companies this week, whether in the Education and Training sectors, or working on retail in the Food and Drink sectors are receiving support on how to change their offering to an online-oriented environment.
- We continue to support companies with product development and business plan development whether is to open

a business or the pivot due to Covid affecting their original business model.

- ❑ We also continue to see this week examples of new business development, i.e. prototyping, web optimisation... emerging.
- ❑ We worked closely with the GLA Culture team and organised a webinar in a very short time, to support London SMEs interested in accessing the Arts Council England Culture Recovery Fund grants, attended by 37 individuals.
- ❑ We continue to refer start ups to other stakeholders like Start Up, Step up and London Libraries that provide specific support at their life cycle.

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**21 AUGUST - 27 AUGUST 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
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10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS](#)

## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **32 bookings were received** via the LGH booking system - Calendly - representing a 3% decrease from last week.  
A **total of 1162 bookings** have been received since 18/03/2020. This week's **32 bookings represent 2.8% of total bookings** since 18/03/2020.
- ❑ A total of **57 interactions** have been registered this week.  
A **total of 1,680 interactions** have been registered since 18/03/2020. This week's **57 interactions represent 3.4% of the total** interactions since 18/03/2020.
- ❑ We continue to receive more bookings from companies that are interested in the ERDF grant for SMEs. The details and criteria about eligibility are yet to be announced but we are experiencing an increase in the number of bookings that of way into September
- ❑ The next cohort of the **London Business Accelerator** will start on 10/09/2020, The deadline for applications closes on 31/08/2020 and so far we have received more than 105 expressions of interest so far for the 30 places available.
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
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- ❑ **August's Webinars feedback** overview:
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- ❑ Future sessions topics suggestions: *funding and finance, funding (grants/applications), HR (apprenticeships, internships training, etc), social media marketing & facebook, arts/culture and fundraising*

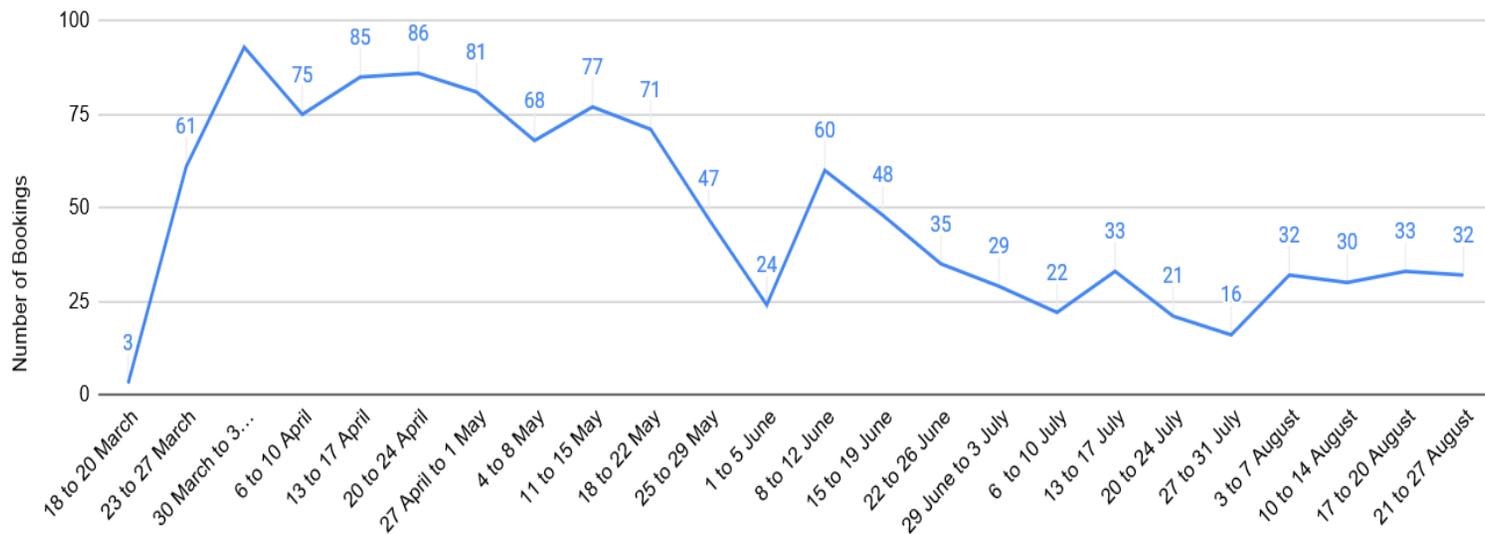
## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
<b>MAY</b>					
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
<b>JUNE</b>					
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	29/06/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	30/06/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
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9.	30/06/2020	<i>Property Advice</i>	17	5	35%
<b>JULY</b>					
10.	16/07/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%
11.	23/07/2020	<i>Adapting Your Workplace: Staff, Safety &amp; Risk Management</i>	<b>CANCELLED</b>		
12.	28/07/2020	<i>Supercharge Your Sales</i>	43	24	56%

13.	30/07/2020	<i>Managing Your Cash Flow</i>	17	10	59%
<b>AUGUST</b>					
14.	06/08/2020	<i>Harnessing the power of eCommerce</i>	12	4	33%
15.	13/08/2020	<i>Arts Council England Culture Recovery Fund: Applications Explained</i>	58	37	64%

### 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)

Total number of Bookings: 1162



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

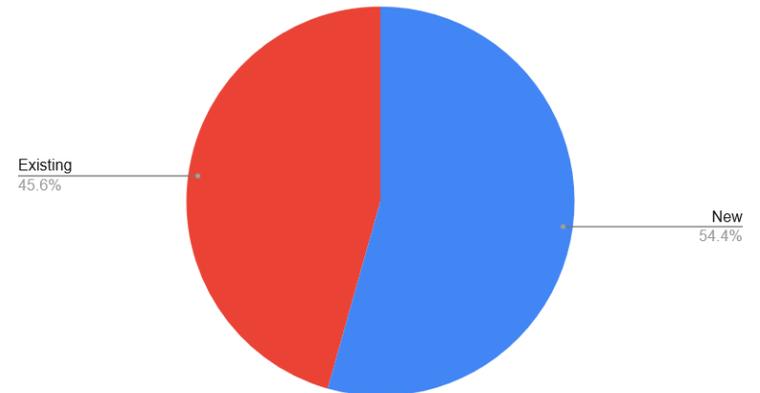
**New clients = 31 (35.6%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 26 (54.4%)**

**This week's total: 57**

% of New to the LGH and Existing SMEs



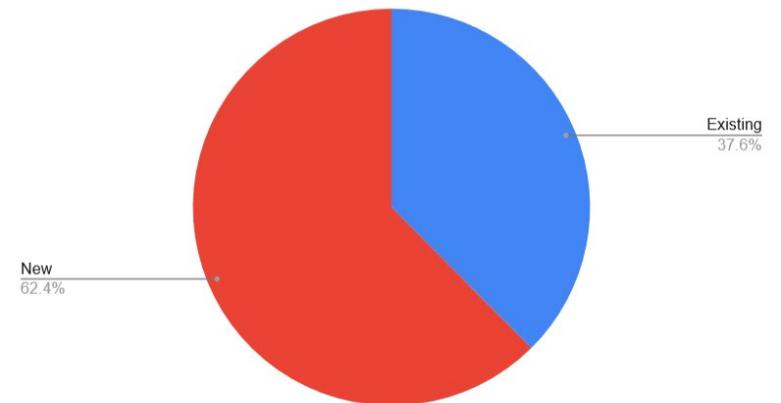
##### Overall

**Total New clients** since 18/03/2020 = 1049 (62.4%)

**Total Existing clients** since 18/03/2020 = 631 (37.6%)

**Total number of interactions** since 18/03/2020 = **1,680**

% of New to the LGH and Existing SMEs since 18/03/2020



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
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07 May	56	22	78	13% decrease	4 days
11 May	79	23	102	30.7% increase	5 days
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22 June	38	30	68	26% increase	5 days

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<b>17 August</b>	13	24	37	20% decrease	<b>4 days</b>
<b>21 August</b>	31	26	57	54% increase	<b>5 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 hours</b>
17	17	10	0

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**13 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

## 8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS

<b>Week commencing</b>	<b>LGH Business Advisers Total No of Interactions</b>	<b>Volunteers Total No of Interactions</b>	<b>Total</b>
<b>11 May*</b>	79	23	<b>102</b>
<b>18 May</b>	55	11	<b>66</b>
<b>26 May</b>	83	7	<b>90</b>
<b>1 June</b>	56	7	<b>63</b>
<b>8 June</b>	50	13	<b>63</b>
<b>15 June</b>	37	17	<b>54</b>
<b>22 June</b>	48	20	<b>68</b>
<b>29 June</b>	39	17	<b>56</b>
<b>6 July</b>	32	10	<b>42</b>
<b>13 July</b>	23	28	<b>51</b>
<b>20 July</b>	38	14	<b>52</b>
<b>26 July</b>	32	10	<b>42</b>
<b>03 August</b>	46	11	<b>57</b>
<b>10 August</b>	40	6	<b>46</b>
<b>17 August</b>	34	3	<b>37</b>
<b>21 August</b>	51	6	<b>57</b>

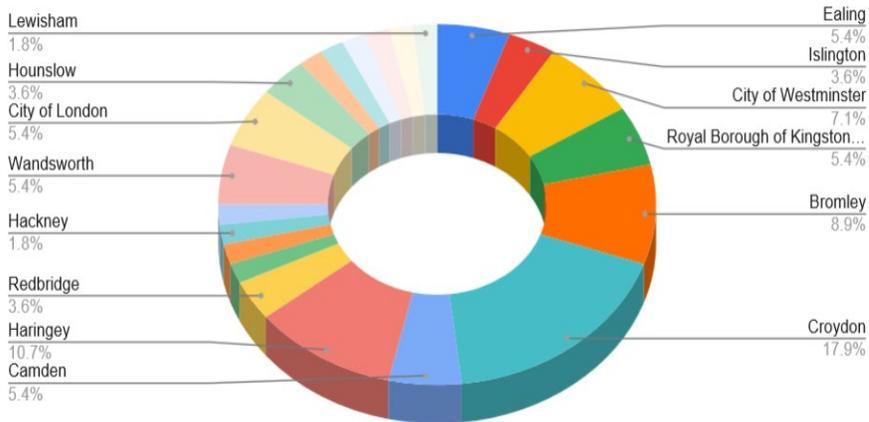
<b>TOTAL</b>	<b>743 (78.5%)</b>	<b>203 (21.5%)</b>	<b>Grand total: 946 (100%)</b>
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\*First week the per Adviser data started being gathered

### 9. NUMBER OF INTERACTIONS PER BOROUGH

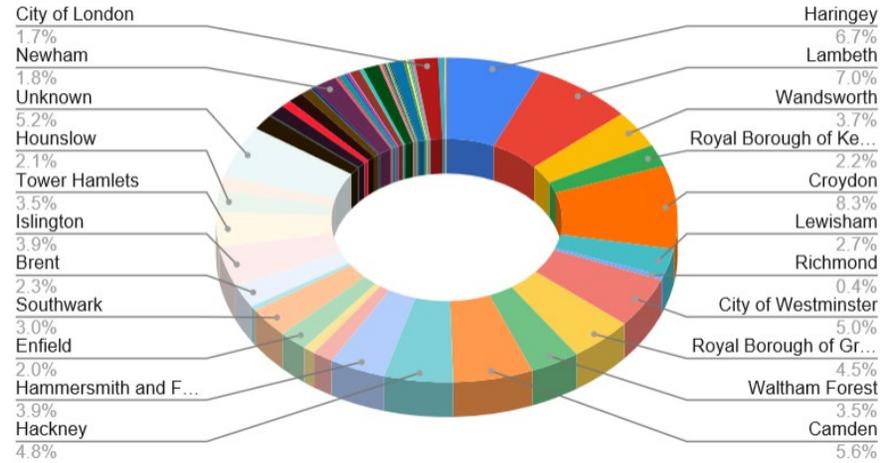
**Percentage of interactions per borough this week**

% per BOROUGH this week



**Percentage of interactions per borough since 18/03/2020**

% per BOROUGH since 18/03/2020



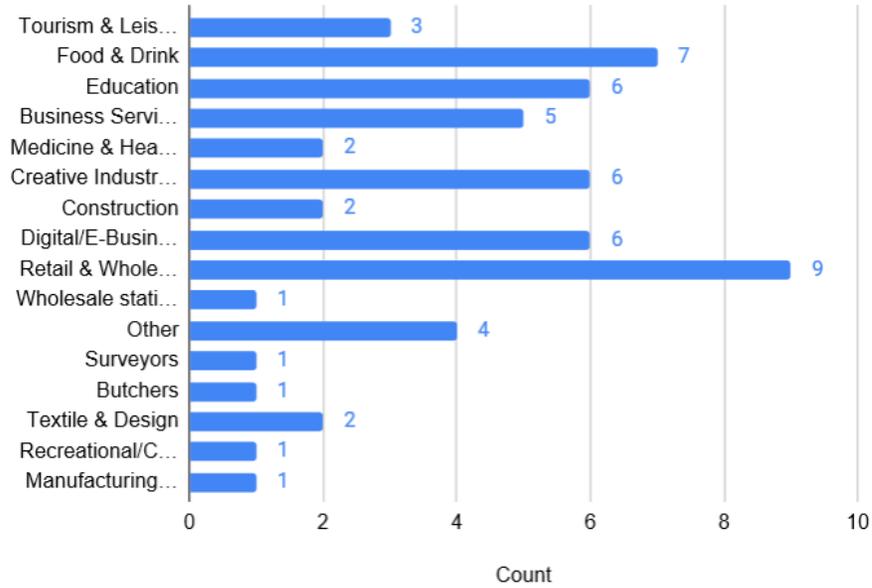
This week's Top LGHB service Users:  
Croydon, Haringey and Bromley  
had the highest number of SMEs using our services this week.

Top LGHB service Users since 18/03/2020:  
Croydon 139, Lambeth 118, Haringey 112, Camden 94.

## 10. TYPE OF CLIENT (THIS WEEK)

By sector:

### SECTOR GROUP



By size:

<b>Micro (0 - 9 employees)</b>	48
<b>Small (10 - 49) employees</b>	2
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	7

## 11. TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS

## TOP 5 TOPICS/ ISSUES

1. Information on available support schemes and help with applications (grants including the new ERDF grant, loans, other funding and support, furlough scheme, etc);
2. Cash flow management and forecast;
3. Business plan and strategy review (business continuity under pandemic, digitisation, how to generate new clients, etc) including growth;
4. Business model transformation and implementation;
5. Staff management

## TOP 5 REFERRALS

1. Federation of Small Businesses (<https://www.fsb.org.uk>)
2. London Chamber of Commerce and Industry (<https://www.londonchamber.co.uk>)
3. British Library - Business & IP Centre (<https://www.bl.uk/business-and-ip-centre>)
4. Start Up Step Up programme (<https://www.growthhub.london/scheme/start-up-step-up-london>)
5. Start up Loans
6. UK Hospitality

## TRENDS WORTH NOTING:

- Our advisers continue to give long term support to London businesses, updating action plans and redefining offerings. This week the conversations revolve around pivoting business offerings to adapt to the new normal and new business planning.
- This week our advisers worked with SMEs whose main focus was on survival and sustaining their businesses, in which their main challenges were reduced sales and subsequently cash-flow issues and funding issues. Those working on the sustainability and survival of their businesses receive an holistic type of support, covering aspects such as: new business development; funding; finances; cash flow; marketing; new grants schemes
- Our advisers support numerous companies in accessing different grants and funding schemes. The support provided by our advisers offers solutions also when these SMEs are refused grants of financial aid.
- The majority of the companies this week were supported with **new product development** and business plans, new marketing plans, pivoting business due to Covid affecting their original business model. In addition, some

businesses required assistance on how to **negotiate with landlords**.

- ❑ We also continue to see this week examples of new business development (i.e. prototyping, web optimisation) that cover all aspects of the business (i.e. SEO/SEM/, business planning, staffing, finances, insurance; pricing models; delivery charges; cybersecurity) for SMEs that work at a local and regional level; we are also supporting SMEs when they want to expand abroad and experience logistic barriers.



- ❑ We continue to refer start ups to other stakeholders like Start Up, Step up and London Libraries that provide specific support to these businesses.

## **LGHB BUSINESS SUPPORT COVID-19 WEEKLY REPORT**

**28 AUGUST - 03 SEPTEMBER 2020**

1. [THIS WEEK'S HIGHLIGHTS](#)
2. [WEBINARS OVERVIEW](#)
3. [NUMBER OF BOOKINGS via Calendly \(PER WEEK AND OVERALL\)](#)
4. [NUMBER OF INTERACTIONS \(THIS WEEK AND OVERALL\)](#)
5. [WEEK BY WEEK INTERACTIONS BREAKDOWN](#)
6. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH](#)
7. [THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH](#)
8. [NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS](#)
9. [NUMBER OF INTERACTIONS PER BOROUGH](#)
10. [TYPE OF CLIENT \(THIS WEEK\)](#)
11. [TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS](#)

## 1. THIS WEEK'S HIGHLIGHTS

- ❑ A total of **16 bookings were received** via the LGH booking system - Calendly - representing a 51% decrease from last week.

A **total of 1178 bookings** have been received since 18/03/2020. This week's **16 bookings represent 1.34 % of total bookings** since 18/03/2020.

- ❑ A total of **29 interactions** have been registered this week.

A **total of 1,709 interactions** have been registered since 18/03/2020. This week's **29 interactions represent 1.6 % of the total** interactions since 18/03/2020.

### **Other figures about the LGH Business Support Programme**

- ❑ Number of companies we have supported with at least 3 hours =**272**
- ❑ Number of companies registered to the programme till 21st August= **355**
- ❑ The next cohort of the **London Business Accelerator** will start on 10/09/2020 This week we selected 30 SMEs When the deadline for applications closed on 31/08/2020 we had received **130** expressions of interest for the 30 places available.
- ❑ **June's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Building a personal brand; Lead generation; Financial forecasting; Setting up a business- Tax requirements; How to survive during and beyond the first year; Organising remote working net; Fund raising; International Social Media Methods; Logistics/supply chain for food/drink businesses; GDPR/T&Cs/privacy policies/cookies; SEO; Fundraising*
- ❑ **July's Webinars feedback** overview:
  - ❑ 100% of attendees who provided feedback would recommend the session to a friend
  - ❑ Future sessions topics suggestions: *Improve management capability, overview of the different technology tools in the workplace, and remote working*
- ❑ **August's Webinars feedback** overview:

- 71% of attendees who provided feedback would recommend the session to a friend
- Future sessions topics suggestions: *funding and finance, funding (grants/applications), HR (apprenticeships, internships training, etc), social media marketing & facebook, arts/culture and fundraising*

**September's Webinars feedback overview:**

- 100% of attendees who provided feedback would recommend the session to a friend
- Future sessions topics suggestions: An in-depth explanation of different forms of investments and what they are looking for and how to tailor deck for each category; How to find advisors; any course to help me understand how to run my business successfully

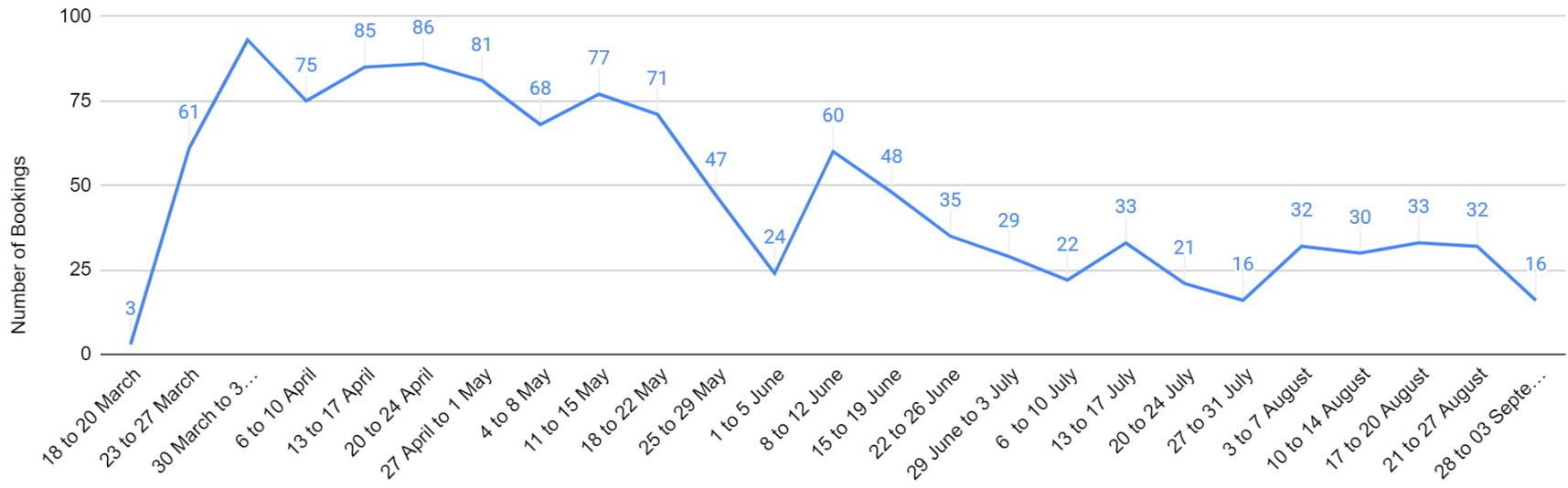
## 2. WEBINARS OVERVIEW

No	Date	Title	No of Registrants	No of Attendees	Attendance Rate
<b>MAY</b>					
1.	20/05/2020	<i>Gateway to Finance: Loans, Grants, Cash Flow &amp; Tax Relief</i>	108	66	61%
2.	26/05/2020	<i>Adapting Communications to Retain Customers</i>	21	17	80%
<b>JUNE</b>					
3.	03/06/2020	<i>Moving your business into the virtual world</i>	62	43	66%
4.	09/06/2020	<i>Tactics for Successful Stakeholder negotiation</i>	32	22	68%
5.	16/06/2020	<i>Small business continuity and supply chain</i>	22	16	72%
6.	29/06/2020	<i>Harness the Power of Social Media</i>	34	27	70%
7.	30/06/2020	<i>Cyber Security Unpacked: Protect Your Business</i>	14	9	64%
8.	30/06/2020	<i>Restaurateurs: Adapting &amp; Re-Opening Your Food Business</i>	17	8	47%
9.	30/06/2020	<i>Property Advice</i>	17	5	35%
<b>JULY</b>					

10.	16/07/2020	<i>Managing HR Issues &amp; Employment Law</i>	12	5	41%
11.	23/07/2020	Adapting Your Workplace: Staff, Safety & Risk Management	CANCELLED		
12.	28/07/2020	<i>Supercharge Your Sales</i>	43	24	56%
13.	30/07/2020	<i>Managing Your Cash Flow</i>	17	10	59%
<b>AUGUST</b>					
14.	06/08/2020	<i>Harnessing the power of eCommerce</i>	12	4	33%
15.	13/08/2020	<i>Arts Council England Culture Recovery Fund: Applications Explained</i>	58	37	64%
<b>SEPTEMBER</b>					
16.	03/09/2020	<i>Pitch to Perfection: Win with Investors - COVID-19 Business Help Series</i>	65	34	52%

### 3. NUMBER OF BOOKINGS via Calendly (PER WEEK AND OVERALL)

# Total number of Bookings: 1162



#### 4. NUMBER OF INTERACTIONS<sup>1</sup> (THIS WEEK AND OVERALL)

##### This week

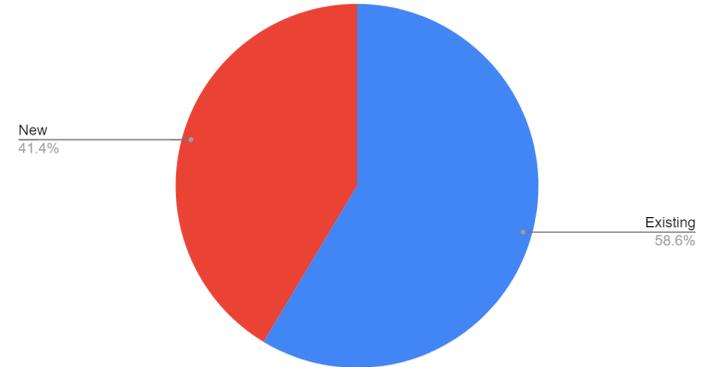
**New clients = 12 (41.4%)**

Those SMEs who have contacted us for the first time since the beginning of this Covid 19 support (started on 18/03/2020).

**Existing clients = 17 (58.6%)**

**This week's total: 29**

Count of New Existing



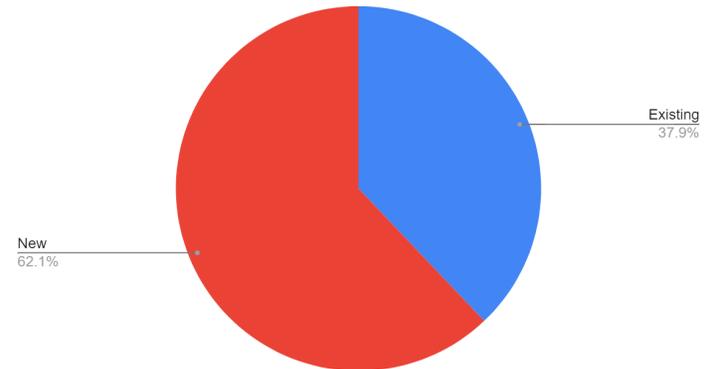
##### Overall

**Total New clients** since 18/03/2020 = 1061 (62.1%)

**Total Existing clients** since 18/03/2020 = 648 (37.9%)

**Total number of interactions** since 18/03/2020 = 1709

Count of New Existing



<sup>1</sup> By Interaction we mean each contact between Business Advisers and Clients/ SMEs whether it is a phone call, video conference, face-to-face meeting, etc

## 5. WEEK BY WEEK INTERACTIONS BREAKDOWN

Week commencing	New SMEs	Existing SMEs	Total Interactions	Weekly % increase/ decrease	Number of working days in week
20 Mar	27	30	52	N/A	2 days
27 Mar	104	58	163	213% increase	5 days
03 Apr	102	26	128	27.3% decrease	5 days
09 Apr	74	11	85	33% decrease	4 days
17 Apr	72	13	85	0% increase	5 days
24 Apr	77	29	106	24% increase	5 days
01 May	73	17	90	15% decrease	5 days
07 May	56	22	78	13% decrease	4 days
11 May	79	23	102	30.7% increase	5 days
18 May	51	15	66	34% decrease	4 days
26 May	46	44	90	36.4% increase	5 days* <i>*including 22/05/2020</i>
1 June	22	41	63	30% decrease	5 days
8 June	24	39	63	0% increase	5 days
15 June	24	30	54	14.2% decrease	5 days
22 June	38	30	68	26% increase	5 days

<b>29 June</b>	26	30	56	17.6% decrease	<b>5 days</b>
<b>6 July</b>	18	24	42	25% decrease	<b>5 days</b>
<b>13 July</b>	37	14	51	21% increase	<b>5 days</b>
<b>20 July</b>	20	32	52	2% increase	<b>5 days</b>
<b>27 July</b>	18	24	42	19% decrease	<b>5 days</b>
<b>03 August</b>	23	34	57	35% increase	<b>5 days</b>
<b>10 August</b>	25	21	46	19% decrease	<b>5 days</b>
<b>17 August</b>	13	24	37	20% decrease	<b>4 days</b>
<b>21 August</b>	31	26	57	54% increase	<b>5 days</b>
<b>28 August</b>	12	17	29	49% decrease	<b>4 days</b>

**6. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS LIGHT TOUCH - below 3 hours**

There are no face to face interactions at the moment as per government advice so most of the interactions are by phone.

<b>½ hour</b>	<b>1 hour</b>	<b>1.5 hours</b>	<b>2 -2.5 hours</b>
3	8	5	6

**7. THIS WEEK'S NUMBER OF FACE-TO-FACE/TELEPHONE/VIDEO APPOINTMENTS MEDIUM & HIGH TOUCH - more than 3 hours**

**7 interactions** lasted more than 3 hours

\*Although a phone call is the most common source of interaction due to its reliability and easy access. All of our advisors offer our clients the possibility of interactions using other online platforms like, Zoom, Teams or Google meetings.

**8. NUMBER OF INTERACTIONS BUSINESS ADVISER vs VOLUNTEERS**

<b>Week commencing</b>	<b>LGH Business Advisers Total No of Interactions</b>	<b>Volunteers Total No of Interactions</b>	<b>Total</b>
<b>11 May*</b>	79	23	<b>102</b>
<b>18 May</b>	55	11	<b>66</b>
<b>26 May</b>	83	7	<b>90</b>
<b>1 June</b>	56	7	<b>63</b>
<b>8 June</b>	50	13	<b>63</b>
<b>15 June</b>	37	17	<b>54</b>
<b>22 June</b>	48	20	<b>68</b>
<b>29 June</b>	39	17	<b>56</b>
<b>6 July</b>	32	10	<b>42</b>
<b>13 July</b>	23	28	<b>51</b>
<b>20 July</b>	38	14	<b>52</b>
<b>26 July</b>	32	10	<b>42</b>
<b>03 August</b>	46	11	<b>57</b>

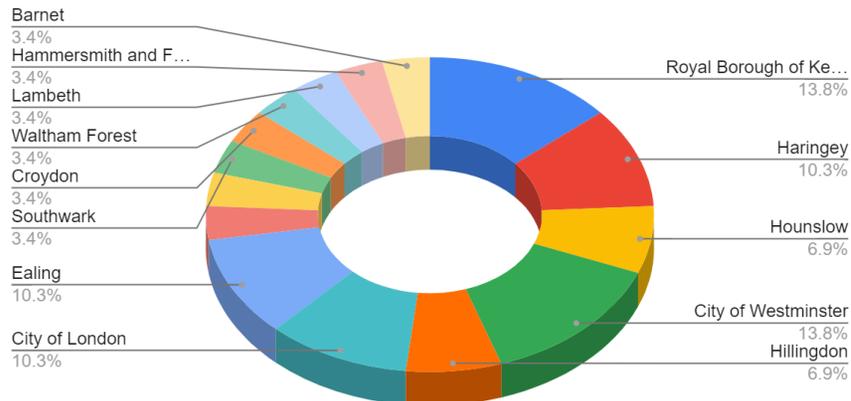
<b>10 August</b>	40	6	<b>46</b>
<b>17 August</b>	34	3	<b>37</b>
<b>21 August</b>	51	6	<b>57</b>
<b>28 August</b>	29	0	<b>29</b>
<b>TOTAL</b>	<b>772 (78.5%)</b>	<b>203 (21.5%)</b>	<b>Grand total: 975 (100%)</b>

\*First week the per Adviser data started being gathered

## 9. NUMBER OF INTERACTIONS PER BOROUGH

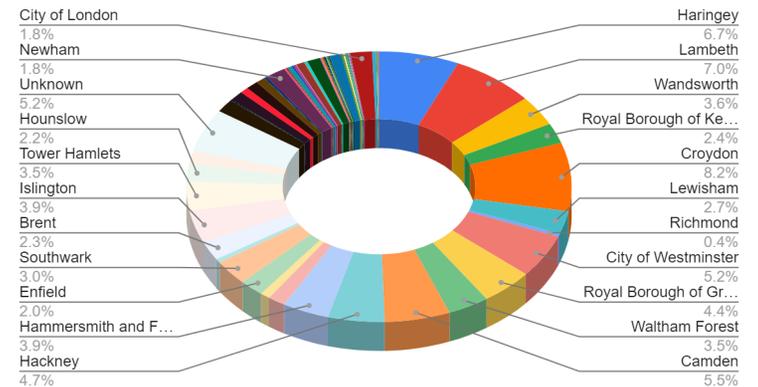
**Percentage of interactions per borough this week**

Count of BOROUGH



**Percentage of interactions per borough since 18/03/2020**

Count of BOROUGH



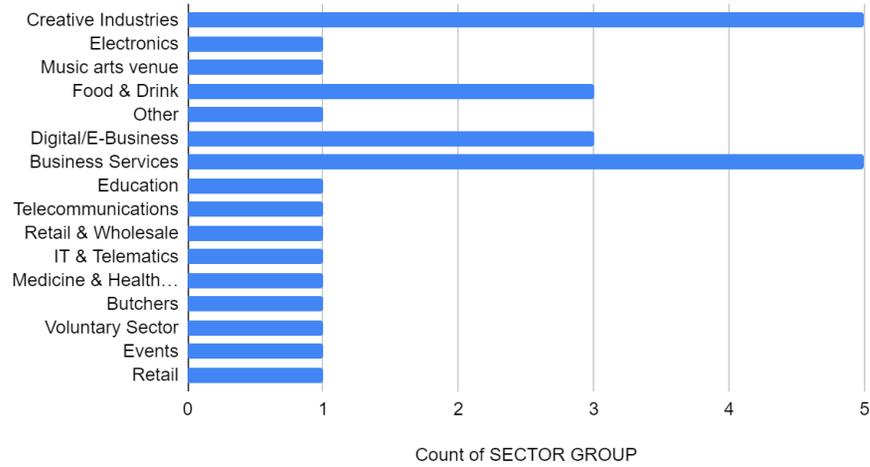
Top LGHB service Users since 18/03/2020:  
Croydon 140, Lambeth 115, Haringey 115, Camden 94.

This week's Top LGHB service Users:  
Royal Borough of Kensington, City of Westminster, City of  
London and Haringey  
had the highest number of SMEs using our services this week.

## 10. TYPE OF CLIENT (THIS WEEK)

**By sector:**

Count of SECTOR GROUP



**By size:**

<b>Micro (0 - 9 employees)</b>	29
<b>Small (10 - 49) employees</b>	0
<b>Medium (50 - 249) employees</b>	0
<b>Not determined</b>	0

## 11. TOP 5 TOPICS/ ISSUES AND TOP 5 REFERRALS

## TOP 5 TOPICS/ ISSUES

1. Information on available support schemes and help with applications (grants including the new ERDF grant, loans, other funding and support, furlough scheme, etc);
2. Cash flow management and forecast;
3. Business plan and strategy review (business continuity under pandemic, digitisation, how to generate new clients, etc) including growth;
4. Business model transformation and implementation;
5. Staff management
6. Supply Chain disruption

## TOP 5 REFERRALS

1. Federation of Small Businesses (<https://www.fsb.org.uk>)
2. London Chamber of Commerce and Industry (<https://www.londonchamber.co.uk>)
3. British Library - Business & IP Centre (<https://www.bl.uk/business-and-ip-centre>)
4. Start Up Step Up programme (<https://www.growthhub.london/scheme/start-up-step-up-london>)
5. Start up Loans
6. UK Hospitality

## TRENDS WORTH NOTING:

- Our advisers continue to give long term support to London businesses, updating action plans and redefining offerings. This week the conversations revolve around preparing for the weeks and months ahead, product and website launching, website optimisation and getting marketing materials ready.
- This week we have seen more interactions around sustainability and survival of the businesses than growth. Those working on the sustainability and survival receive an holistic type of support, covering aspects such as: new business development; funding; finances; cash flow; marketing; new grants schemes
- This week our advisers worked with SMEs whose main focus was on survival and sustaining their businesses, in which their main challenges were supply chain disruptions in existing markets and access restrictions
- Our advisers support numerous companies in accessing different grants and funding schemes. The support provided by our advisers offers solutions also when these SMEs are refused grants of financial aid.

- ❑ Last week , the majority of the companies were supported with **new product development** and business plans, this week we have seen product launch and first sales occurring.
- ❑ We also continue to see this week examples of new business development (i.e. prototyping, web optimisation) that cover all aspects of the business (i.e. SEO/SEM/, business planning, staffing, finances, insurance; pricing models; delivery charges; cybersecurity) for SMEs that work at a local and regional level.
- ❑ We continue to refer start ups to other stakeholders like Start Up, Step up and London Libraries that provide specific support to these businesses.