

The Business Terrace: June – November 2016 P & R Report Information

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Business support to unique Individuals and businesses

Unique individuals	Total	383
Information	Total	262
	Property searches	13
	Start up resource centre	240
	Economic Development staff assistance (eg regarding rates relief)	9
Advice	Total	47
	Kent Foundation Workshops (start-ups)	41
	RIFT workshops (growth)	6
Guidance	Total	74
	Pre-starts	13
	Start-ups	16
	Growing	23
	Access to finance	15
	Business Planning	7

Events

Events	Partners	Date	Attendees	Impact
Autumn Statement Analysis	IOD, MHA MacIntyre Hudson	23/11	15 senior Kent business leaders	Greater profile. Quotes from 'senior business leaders' in the Kent Messenger made at The Terrace.
Entrepreneur's Journey	Kent Foundation	14/11	48 local attended from local businesses from start-ups to MEBP members	Three enquiries for business advice and desk space. Two on waiting list for office space. Seminar room booking.

Appendix A

Terrace Networking Event	Maidstone Borough Council	25/10	20 Business Terrace Tenants	Greater understanding between the needs of businesses and Economic Development
Digital Transformation in the Workplace	KCC, Cisco, Gravitee	19/10	20 representatives from local government/private enterprise	Use of the Terrace to display the utility of remote working
Dragon's Den	Young Start up Talent	21/07	16 - judges from business and young entrepreneurs	Greater profile: The Terrace was chosen as the innovative location in Kent for the event

Publicity

Publicity	Detail	Results
Downsmail	1 page advert, 1 page half editorial half advert showing success stories	Too recent to assess impact
KM online	1st month	1316 views, 23 clicks
KMFM	45,000 reach	1 Unlimited hotdesk
FB	Advertising post boost	Reach of 3972 people locally – targeted to interests, 77 engagements
Gumtree (Free)	288 views since Aug 25th	2 part time deskers, one took an office
Office Genie (Free)	211 views	1 full time deskers wants to take office, 1 office waiting list
Share my office (Free)	No stats given	No direct enquiries
Zipcube (Free)	12% fees	One booking from Pfizer, information given for future bookings
Neardesk (Free)	Unable to integrate with system	NA

Social Media

Social Media stats		
Twitter	Facebook	Linkedin

Appendix A

1459 followers. Engagements in the week 17 - 24 September New Followers: 32 Likes: 25 Retweets: 32 Mentions: 20 Direct engagement: 4	Organic engagement at 124 for last month. Any future use of advertising budget will be targeted to shorter periods, such as during bad weather & ongoing traffic (operation stack) where rural small businesses are affected more	18 members of group, limited reach, technical difficulties, utility limited to MBC's target audience
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Changes

Past

Digital Workers partnership: Promoting remote working rather than London commuting.

Reduced seminar room price due to low uptake, leading to increased uptake and profitability

Pentascape partnership: Business Terrace success story returning 2 days per month to assist other start-ups in web design for free.

Interview process: Prospective office tenants undergo a short interview with the Business Centre Coordinator and a Business Advisor to ensure they plan to grow, accept help and advice provided, collaborate and adhere to the ethos of The Terrace. 4 interviews conducted, 3 accepted and one rejected.

Ongoing

Office 12: Construction complete December 3rd. A two person office producing an income of £3000 per year with a tenant ready to occupy, having passed the interview process.

Bi-monthly networking events: Due to the success of the events 25th October and 14th November, there will be a free bi-monthly networking event for Maidstone businesses and Terrace users.

Improved partnerships with other hubs and office spaces, so far leading to two referrals to the Terrace.

Planned

KICC after-hours events: 6 networking events run by KICC at the Terrace in 2017 to increase awareness of the Terrace and to help connect Maidstone businesses further and improve supply chains.

Evening workshops: Building on Kent Foundation's successful morning workshops to reach a wider range of possible entrepreneurs unable to attend during the working day.