

APPENDIX C

KCC initiatives	Levels of engagement			
	Level 1 businesses – being contacted by or contacting KCC	Level 2 businesses – linked to KCC through its initiatives	Level 3 businesses – benefiting directly from support	Level 4 businesses – having a direct relationship with KCC
Expansion East Kent	Website hits Stage 1 applicants	Stage 2 applicants	Successful applicants	Used to support KCC activity (eg HV Wooding)
TIGER	Website hits Stage 1 applicants	Stage 2 applicants	Successful applicants	Used to support KCC activity
High Growth Kent (Oct 11–Dec 12 contract)			Network and Portfolio clients 494 Network clients 262 Portfolio clients	Clients visited by KCC Other clients suggested by BSK Includes EEK applicants and Pfizer spin outs
Locate in Kent	Website hits Referrals from UKTI		Active Aftercare businesses – 111	None specifically but could be chosen by LIK
Visit Kent				
Produced in Kent				
Sector conversations	Invitees to events	Adv Manuf & Eng – 60 Construction – 58 Creative & media – 80 Food prod – 80 Health & Soc care – 39 Low carbon – 48	None specifically	None specifically but some would be willing to be best practice exemplars
2 Seas Trade	365 Kent businesses on database and receiving event information 153 website	150 Kent businesses (approx) attending a workshop, 34 companies receiving 1-	13 Kent businesses exhibiting at a trade fair, 72 participating in market visit or B2B networking event	None specifically but some become best practice exemplars

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	visitors	2-1 visit from partner trade advisor		
KIB initiative (expected in 2013-14)	391 website visitors 23 businesses on new contact database	80 participants at East Kent Export for Growth Event (approx 30 businesses)		Aspiration with KIB 100 to have a core group with whom to consult – say 10 businesses
BAB / KEB / “Star Chamber”	N/A	N/A	N/A	BAB – 40 KEB – 11 Star Chamber - 13 are SELEP reps
Life sciences cluster	About 130 known in Kent	41 participating in survey	About 12 known to be linked to HGK support & EEK/Accelerator funding	Several already linked to Grow for It project
Commercial banks	N/A	High St banks occasionally linked to events like 2020		High level contact with each of the High Street banks – 6
ELS Employer Engagement team	1000 SMEs			
KCC Kent Business Portal	Website visits by businesses looking for contract opportunities	Portal could be used to provide information about support for business	N/A	N/A
Trading Standards	Website visits	Buy with Confidence	Business advice	
Adult Ed/KEY Training	Website visits		Training courses/Apprenticeship	
FUSION				
Business representative organisations				
FSB Kent and Medway				
Kent Invicta Chamber of Commerce				
Kent Channel Chamber of				

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Commerce				
Engineering Employers Federation (SE)				