

Scrutiny Committee



Report of Head of Development and Regeneration

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To: Scrutiny committee

DATE: 14 June 2018



Business and Innovation Strategy Action Plan 2017 to 2020 Update

Recommendation(s)

1. The committee is invited to:
 - comment upon the delivery to 31 March 2018 of the Business and Innovation Strategy Action Plan 2017 to 2020.
 - make recommendations to the cabinet in respect of monitoring of the delivery and frequency of monitoring reports in respect of the Business and Innovation Strategy Action Plan 2017 to 2020.

Purpose of Report

1. To provide an update on the delivery of the Business and Innovation Strategy Action Plan 2017 to 2020.

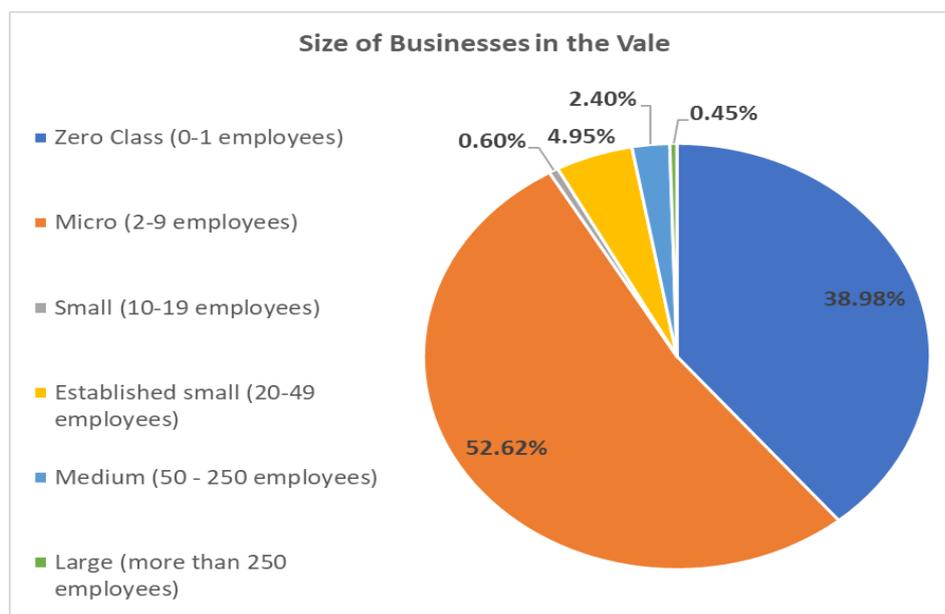
Strategic Objectives

2. The Vale of White Horse District Council Corporate Plan 2016-2020 includes the strategic objectives to, “create the right conditions for economic growth, so that businesses, residents and workers can prosper”, “optimise employment opportunities”, “support tourism in the Vale”, and “ensure the success of our town centres”.

Background

3. In 2015 the South Oxfordshire and Vale of White Horse district councils recognised the need to build stronger relationships with all local businesses and support their growth. To achieve this, the councils needed to gain a better understanding of the districts' small and medium enterprises (SMEs) and their priorities.

4. Lichfields were appointed to prepare a Business and Innovation Strategy (BIS) which analyses the SMEs in the district and recommends a series of practical steps to maximise the impact of the councils' business support interventions from 2016 to 2020.
5. The SME BIS Final Report (March 2017) identifies the vital role that the 5,740 SMEs play in the Vale economy and the need refocus the council's activity on providing support to all Vale SMEs, including market town centre SMEs. The report is available on the Vale4Business website (<http://www.vale4business.com/bis-action-plan/>).
6. In the Vale, most businesses employ less than nine employees and only three per cent of businesses employ more than 50 employees. For this reason, the report highlights the pivotal role the council and partners play in helping the zero, micro and small businesses in the district to overcome four key barriers to growth: business support, skills and labour force, infrastructure and planning and business space.



7. The economic development team used the BIS recommendations to develop the Action Plan 2017 to 2020 which outlines how the council will remove the key barriers and support business growth. It is also an easy to understand overview of the council's support for all Vale businesses (both town centre and non-town centre) and partners.
8. The development and delivery of the BIS and action plan were funded from an approved growth bid within the economic development budget so no formal approval was determined necessary in relation to production of the strategy or action plan.
9. The discussion below reports on the delivery of the BIS Action Plan as at 31 March 2018.

Progress of BIS Action Plan 2017 to 2020

10. Of the 20 actions, 19 are on track or completed. The action 'Proactively promote SME career opportunities' will be progressed over the next six months. After the success of the Jobs Fair in Abingdon, it is clear that partnering with Aspire and similar

organisations is an effective way to promote SME career opportunities to the untapped workforce –for example, ex-military, ex-offenders, refugees and disabled communities.



Key Successes

11. Over the last year, there have been many successes that have positively impacted local businesses and increase awareness of the council's support for business. These include:

- from March 2017 to March 2018, business engagement has increased from approximately five per cent of businesses to approximately 15 per cent. This includes:
 - 21 new Twitter followers each month
 - Twitter impressions increased from 5,000 in January 2017 to 59,000 in March 2018
 - Twitter profile visits increased from 279 in January 2017 to 1,267 in March 2018
 - on average between 250 and 700 people view LinkedIn posts, with the most popular being viewed by more than 2,000 people
 - newsletter open rates increased from 24.7 per cent in February 2017 to 35.4 per cent in March 2018. The industry average is 26.06 per cent
 - the percentage of new website visitors has increased to approximately 75 per cent of total visitors each month
 - 285 visits in a day to the website following the Vale4Business awards
- since January 2018 eight events were held across the district. These were well attended with five at full capacity
- the business breakfast was very well received with 100 per cent of respondents being 'likely' or 'very likely' to attend future events
- 46 applications were received for the V4B Awards. Winners were announced at the awards ceremony which was attended by 200 people and received county-wide media coverage.
- due to the strengthened relationship with OxLEP, the team has been invited to support the Department of International Trade (DIT) and is actively leading the engagement of two foreign businesses in the district
- from 1 January to 31 March 2018, 35 new businesses sought support from the team
- From 1 January to 31 March 2018, 166 new businesses were incorporated
- the team led the development of Community Employment Plans for the Crab Hill (Wantage) and North Abingdon developments
- the team partnered with the Oxford University Student Consultancy group to review the team's communication strategy
- OxLEP skills (O2i) asked the team to be the Enterprise Advisors for Kingfisher School (Abingdon) and Matthew Arnold (Botley)
- supported the neighbourhood planning process by working with the North Hinksey Neighbourhood Plan Economy Group and the Stanford in the Vale committee to determine the need for employment space in the area
- as at 10 April 2018, more than 96 per cent of the district had access to superfast broadband
- from 1 January to 31 March 2018, the team received 13 new enquiries about available business space in the district.

12. The remainder of the paper outlines the delivery of the actions under the four action plan themes of business support, skills and labour force, infrastructure and planning and business space.

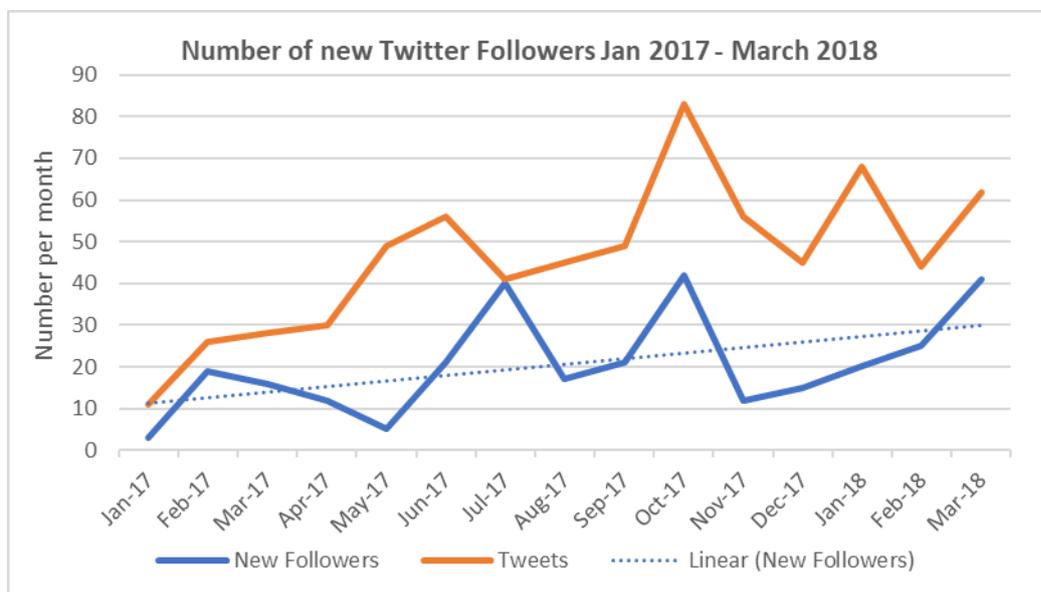
Business Support

13. The council's economic development team supports all Vale businesses via the Vale4Business brand which has a dedicated website and social media platforms.

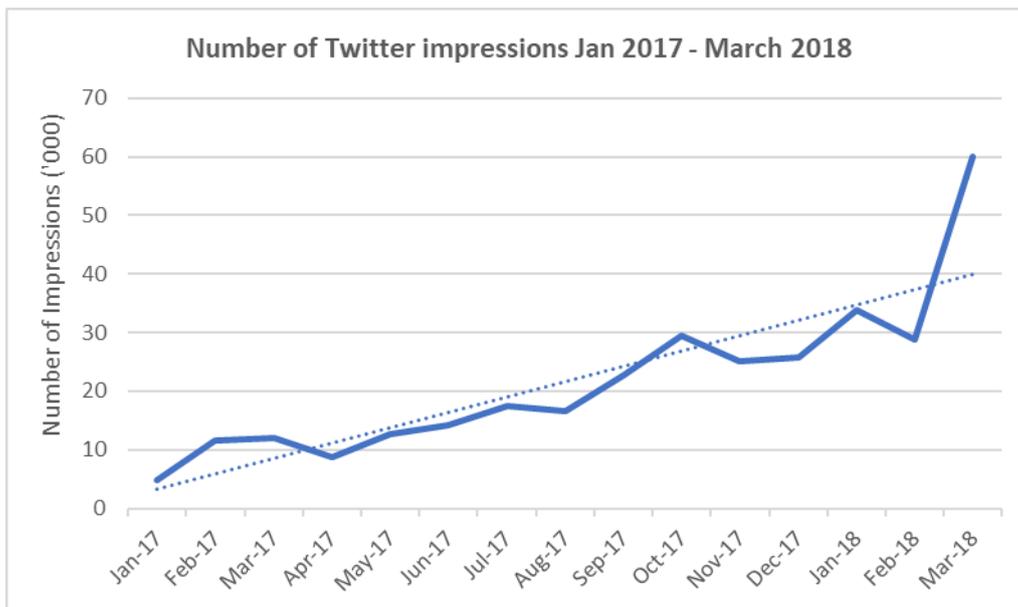
14. A key finding of the BIS Final Report (March 2017) was the lack of general awareness of available business support. A recommendation was to use social media to increase awareness of the Vale4Business brand and signpost available support.
15. The economic development team manages the Vale4Business website, Twitter, LinkedIn and newsletter. Across these platforms, the team directly engages approximately 15 per cent of the businesses located in the Vale (a 10 per cent increase in 12 months).

Twitter

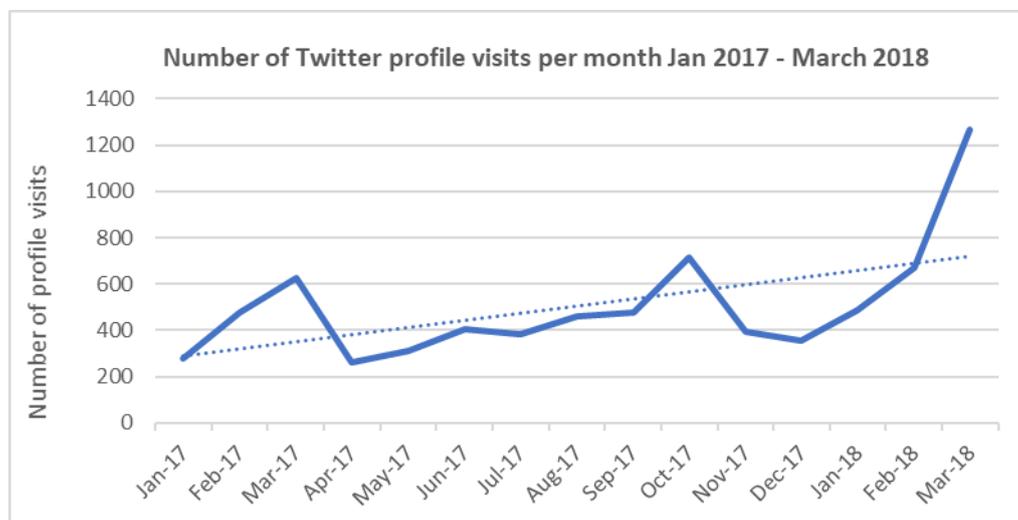
16. Twitter is a social media platform where users can post short messages or updates (tweets) that are automatically seen by their followers and people who search for key word tweets (e.g. 'business', 'Abingdon', 'Harwell').
17. Since January 2017 the team has focused on increasing the quality and number of the followers and tweets. This has been achieved by tweeting updates about the work of the team, for example 'Looking forward to meeting the Wantage Chamber to discuss support available' or 'Join us at the 2018 Business Breakfast'; local success stories, for example 'Grove Business Park relaunched and space is available'; or signposting support, for example, 'OBS Elevate Grants are now open'. This approach has seen a great increase in awareness of the Vale4Business brand and the available support.
18. Twitter allows people to 'follow' others and see their tweets. The number of new Vale4Business followers has increased each month with an average of 21 new followers per month.



19. 'Impressions' refer to the number of times a tweet is shown on the Twitter platform. The greater the number of impressions, the greater the brand awareness. The number of impressions has significantly increased from 5,000 in January 2017 to 59,000 in March 2018. This demonstrates the growing local and national awareness of the Vale4Business brand.



20. 'Profile visits' refers to the number of times a person looks at the Vale4Business profile on Twitter. This has steadily increased from 279 visits in January 2017 to 1,267 in March 2018. Combined with the increase in followers and impressions, this shows that the social media presence and awareness of Vale4Business is increasing. The next step is to actively engage these viewers. See appendix one for other Twitter statistics for January to March 2018.



LinkedIn

21. LinkedIn is a social media platform specifically for business. It works similarly to Facebook but is purely for businesses to share information and network with other professionals. Vale4Business has a page and individual team members also have pages. Information posted on the Vale4Business page is shared by the team members on their pages to increase awareness. For example, the newsletter is promoted on the Vale4Business page, and this is shared by the team members.

22. In March 2018, there were 64 members of the Vale4Business page. There this a combined 650 unique followers of the individual team members. This means each post has the potential to be seen by over 700 unique individuals. As posts can be shared, on average between 250 and 700 people see the posts, with the most popular being viewed by more than 2,000 people. For example, a post about skills was seen by 1,964 people across the country:

Your image posted on March 23, 2018 (3 comments) ✕

[1,964 views](#) 1 reshare



36 people from Immunocore viewed your post

Adaptimmune	27
Oxford BioMedica	11
UCB	9
Forward3D	8



81 people who have the title Marketing Specialist viewed your post

Laboratory Scientist	78
Multimedia Specialist	67
Advertising Specialist	60
Salesperson	60



341 people viewed your post from London, United Kingdom

Oxford, United Kingdom	177
Reading, United Kingdom	57
Swindon, United Kingdom	22
Guildford, United Kingdom	19

In 48 hours, a post about the Vale4Business workshop in Botley was seen by 772 people across the country.

CSR, an under-utilised business tool. It's not all about charity... (9 comments, 17 likes) ✕

[772 views](#) 2 reshares



3 people from Oxfordshire Local Enterprise Partnership (OxLEP) viewed your post

Oxford City Council	4
Her Majesty's Prison and Probation Service (HMPPS)	4
Oxfordshire County Council	3
Sodexo	3



38 people who have the title CEO / Executive Director viewed your post

Salesperson	30
Founder	25
Business / Corporate Strategist	22
Business Owner	17

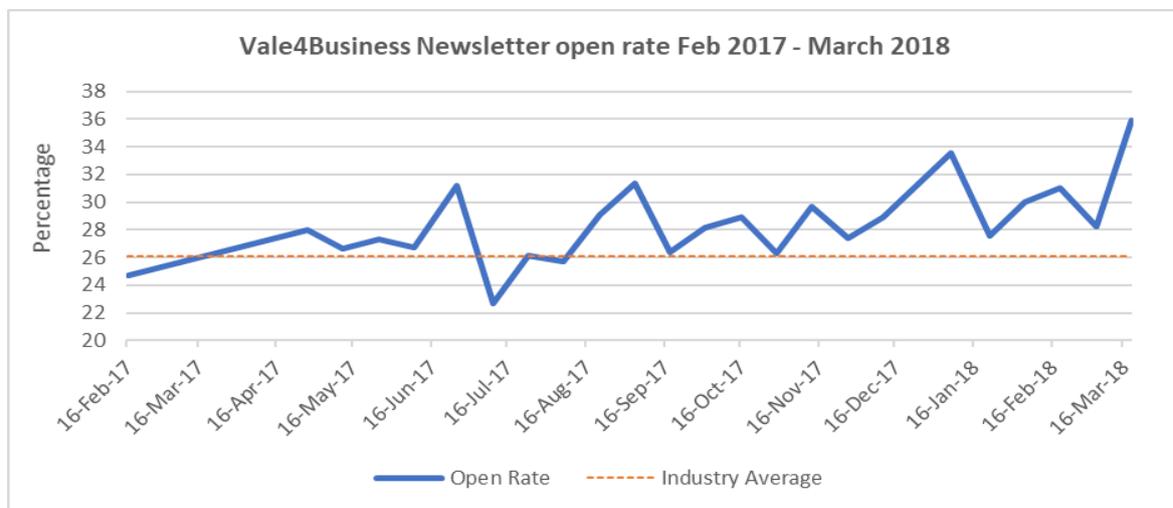


176 people viewed your post from Oxford, United Kingdom

London, United Kingdom	39
Reading, United Kingdom	17
Bath, United Kingdom	12
Adelaide, Australia	10

Newsletter

23. The newsletter is a key method for communicating with businesses. A key action of the BIS Action Plan is to re-launch Vale4Business. This included the re-launch of the newsletter in May 2017. The format and content was re-branded to be more professional and engaging while distribution changed from monthly to fortnightly. The changes were made following feedback from businesses. This re-launch and change has seen a positive increase in open rates and subscribers (see appendix two: example newsletter).
24. The open rate is the percentage of subscribers who open the email and read the newsletter. The industry average is 26.06 per cent. In February 2017, the open rate was 24.7 per cent. In March 2018, this increased to 35.4 per cent. As the newsletter is sent on a Monday morning, open rates decrease on bank holidays and during summer holidays. Apart from the summer holidays the open rate has consistently been higher than the industry average.



25. The number of subscribers has increased since the change to fortnightly distribution. In February 2017 there were 314 subscribers. After the change, subscribers steadily increased to the high of 368 in March 2018.



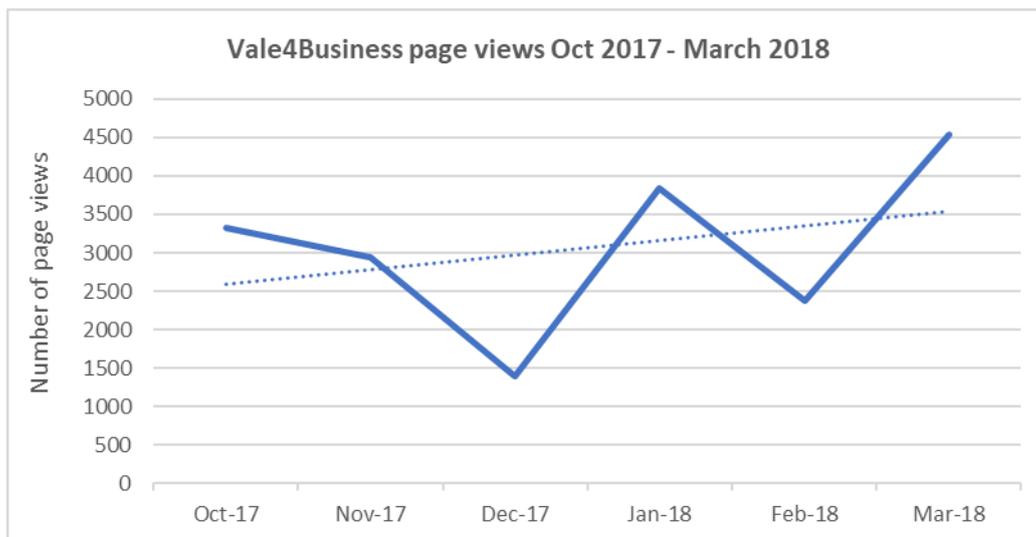
Website

26. The website was relaunched in May 2017, having being updated to reflect the BIS Action Plan 2017 to 2020 themes. This includes adding dedicated pages for events, business space, broadband, and the ambassadors. Statistics are available from October 2017.

27. Since October 2017, the percentage of new visitors has increased to approximately 75 per cent of total visitors per month. Most visited the Awards page, indicating that the Awards are a positive engagement tool.

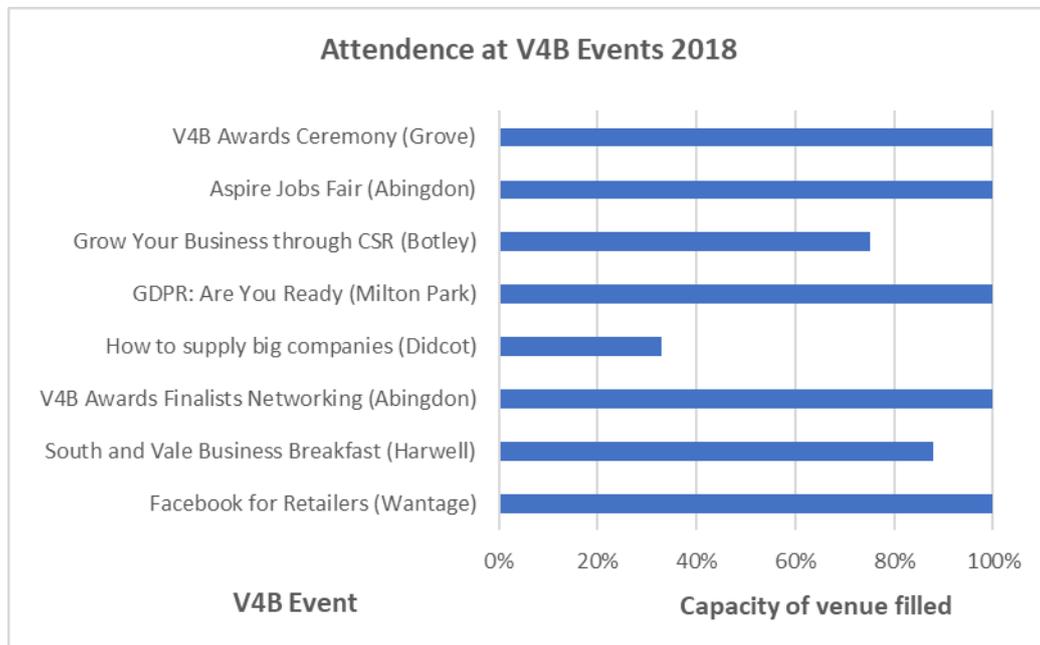


28. Despite the drop in the number of pages viewed during the Christmas holiday period, there has been a steady increase in 2018 with 4544 pages viewed in March 2018. Most visitors viewed the homepage and then 'support for business', 'news and events', or the Awards pages. Returning visitors tend to visit more pages and stay for longer than new visitors. This suggests that once people visit the site, they return as they find it useful.



Events

29. The team has delivered the action 'create a full year programme of workshops and events on relevant business support topics'. Venues, speakers and topics are informed by feedback from businesses. Events are attended mostly by South and Vale based businesses but growing numbers of attendees are from greater Oxfordshire and Berkshire. Since January 2018, eight events have been held across the district. These were well attend with five at full capacity.



30. The business breakfast was very well received with 100 per cent of respondents being 'likely' or 'very likely' to attend future events. Feedback from attendees continues to be very positive:

- "Great presentations! A longer session would be good"
- "Always fascinating to discover what is happening in our area. Excellent speakers with very interesting topics. Useful to get info pack with future events/activities"
- "I am very happy with this workshop. It is the first workshop that I have attended"
- "It's always a very broad mix of people and organisations attending, and they are mostly people who also want to network. It draws from a wider area than many networking events."

V4B Awards

31. To increase business engagement, the inaugural Vale4Business Awards were held in 2017/2018. Based on best practice and advice from the organisers of the West Oxfordshire Business Awards (WOBAs), Oxford Business Awards (OBAs) and Cherwell Business Awards, it was decided that businesses would be celebrated in nine award categories. Applications opened October 2017 and closed February 2018, resulting in 46 applications. A finalist announcement evening was held on 9 March 2018 at the Crown and Thistle, Abingdon. Attended by 40 people, it was well received and promoted on social media.

32. The awards ceremony was held on 18 May 2018 at the Williams Conference Centre (see appendix three). The evening was a fantastic opportunity to showcase the best of the Vale businesses and provided networking opportunities for the 200 attendees. Business and Innovation magazine was the ceremony media partner and provided county-wide promotion of the awards and finalists. The winners will feature in Vale4Business communications during the coming year and participate in workshops to further increase engagement.
33. Corporate sponsorship was secured for each award and key support functions (photography, media, design and printing). The sponsors have actively engaged with the award programme: judging and visiting finalists, promoting the awards, and promoting Vale4Business services. Through this process, the team has strengthened relationships with the sponsors who are now key advocates for the work of the team and support available for businesses. Due to their positive experience, sponsors have already committed to supporting the 2018/2019 awards, if held.
34. The awards programme has been a wonderful platform to increase engagement with businesses throughout the district and awareness of the support available.

V4B Ambassadors

35. The BIS Action Plan includes the creation of an ambassador programme. The ambassadors share the vision to strengthen the Vale's economic vitality and feedback what the council can change or seek to influence to improve the business environment. A team of volunteer ambassadors were recruited via an expression of interest and represent the varied sectors and businesses in the Vale:
- Sarah Allen-Stevens, Managing Director, Wicklesham Commercial Properties
 - Belinda Elliot, Managing Director, Bluestream Recruitment
 - Paulette Elliott, Managing Director, Huduma Ltd
 - Steve Head, Director, Shush Ltd
 - Dianne Heath, Centre Director, Harwell and Culham Innovation Centres
 - Richard Snow, founder member and CEO of Oxford Wood Recycling
 - Louise Wheeler, Founder and Director, Research Oxford
 - David Williams, Partner, Bidwells

Ambassadors share their expertise by being involved in workshops, business forums and as sponsors and judges of the V4B Awards.

Business database and engagement

36. A key action of the BIS Action Plan 2017 to 2020 is to improve and monitor business engagement through use of a customer relationship management (CRM) system and a business database. A CRM is a database that records contact details of businesses and notes from emails or meetings with the businesses.
37. In August 2017, the team procured a subscription to Tractivity CRM. Tractivity is a market leader and offers an economic development-specific CRM that is used by public economic development teams across the UK and Europe. The CRM has been designed and proven to support local authorities to improve business intelligence, enquiry handling, and e-communications: all key actions from the BIS.
38. The team also procured the MINT database which is used to find out up-to-date information and contact details about businesses – what they do, who runs them, how successful they are and their structure. MINT also has the function to keep the team's data up-to-date. Together, Tractivity and MINT will provide reports on the
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number and type of new businesses each quarter, the increase in the district's GDP, and ownership details of businesses. For example, there were 166 businesses incorporated in the Vale from 1 January to 31 March 2018 (see appendix four).

39. The CRM allows the team to record 'business engagement' – the number of times the team has interacted with a business. From 1 January 2018 to 31 March 2018, the team engaged 35 new businesses which sought several types of support including finding premises, general business advice, planning support, and signposting other support services.
40. Due to the strengthened relationship with OxLEP, the team has been invited to support the Department of International Trade (DIT) with their account management of foreign owned businesses and inward investment enquiries. The team is actively leading the engagement of two foreign businesses in the district.

Skills and Labour Force

41. In 2017 the Oxfordshire Growth Board endorsed OxLEP's proposal to work with developers to create Community Employment Plans (CEPs) which outline a commitment to provide employment and training opportunities and use local suppliers during the life of the construction phase.
42. The Vale Draft Local Plan 2031 Part 2: Detailed Policies and Additional Sites includes Development Policy 10: Community Employment Plans (CEPs). It highlights that
- “All new developments should consider how they can create opportunities for local employment and the development of local skills and expertise, including through apprenticeships. They should also seek to maximise opportunities for sourcing suppliers and services locally during construction.”
43. OxLEP is responsible for the management and delivery of CEPs. Due to OxLEP staffing issues, until December 2018 the economic development team is responsible for creating, managing and delivering CEPs in the district including:
- St Modwen Crab Hill/King's Grovel development (Wantage)
 - North Abingdon development – north of Dunmore Road and Twelve Acre Drive
 - Botley West Way redevelopment.
- Several events are planned for 2018/2019 including 'Meet the Buyer' events where local businesses can learn about opportunities to win contracts with the developers.
44. From 1 February to 1 March 2018, the team received six new skill related enquiries:
- request from a Faringdon business to locate an apprentice
 - request from King Alfred School to present at a careers fair
 - meeting with developer about the North Abingdon CEP
 - request to approve the Botley CEP
 - request to partner with the Young People's Coordinator to be the Enterprise Advisor/Careers lead for Kingfisher School (Abingdon) and Matthew Arnold (Botley)
 - request to support Farmability (Wytham) to engage businesses to provide work experience opportunities for their workforce. Farmability offers a day service on a working farm for adults with learning disabilities and autism.
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45. Successes during the last quarter include:

- partnered with Sovereign Housing and Aspire to hold a Jobs Fair in Abingdon on 26 April 2018. It was attended by 25 businesses and 300 job seekers
- CEP for the Crab Hill/King's Hill development was agreed
- facilitated a meeting between Abingdon and Witney College and Didcot Garden Team
- engaged the Oxford University Student Consultancy group to review the team's communication strategy.

Infrastructure and Planning

46. The team is asked to comment on relevant planning applications. In 2017 formal comments were provided on 27 applications. From January – March 2018 comments have been provided on seven applications:

Registration No.	Town	Brief description
P17/V3214/PEJ	Faringdon	Erection of mixed-use three storey building comprising A1 retail and C1 hotel
P17/V3218/O	Stanford in the Vale	Extension of White Horse Business Park up to 15,287 sqm B2/B8, up to 2,377 sqm B1.
P17/V3239/PEJ	Faringdon	Proposed mixed use development comprising A1 retail and C1 hotel, to provide 74 letting rooms, land to the rear of Park Road
P18/V0369/PEJ	Milton	80 new bedrooms at Premier Inn, Milton Interchange
P18/V0346/FUL	Farmoor	Increase in numbers of caravan and tent pitches and permission for seasonal bell tents and shepherds hut at the Valley Farm campsite.
P18/V0492/FUL	Abingdon	Loss of employment space, The Old Gaol, Bridge Street, Abingdon
P18/V0317/DIS	Botley	Discharge of Planning Condition 38 of planning application P16/V0246/FUL - Community Employment Plan

47. The team is involved in the Harwell Campus Supplementary Planning Document (SPD) and Dalton Barracks SPD development and provides feedback at regular stakeholder meetings.

48. The team supports the neighbourhood planning process and works with communities to explore their vision for the local economy. In 2017 the team held a workshop for the North Hinksey Neighbourhood Plan Economy Group and met with the Stanford in the Vale committee to discuss the need for employment space.

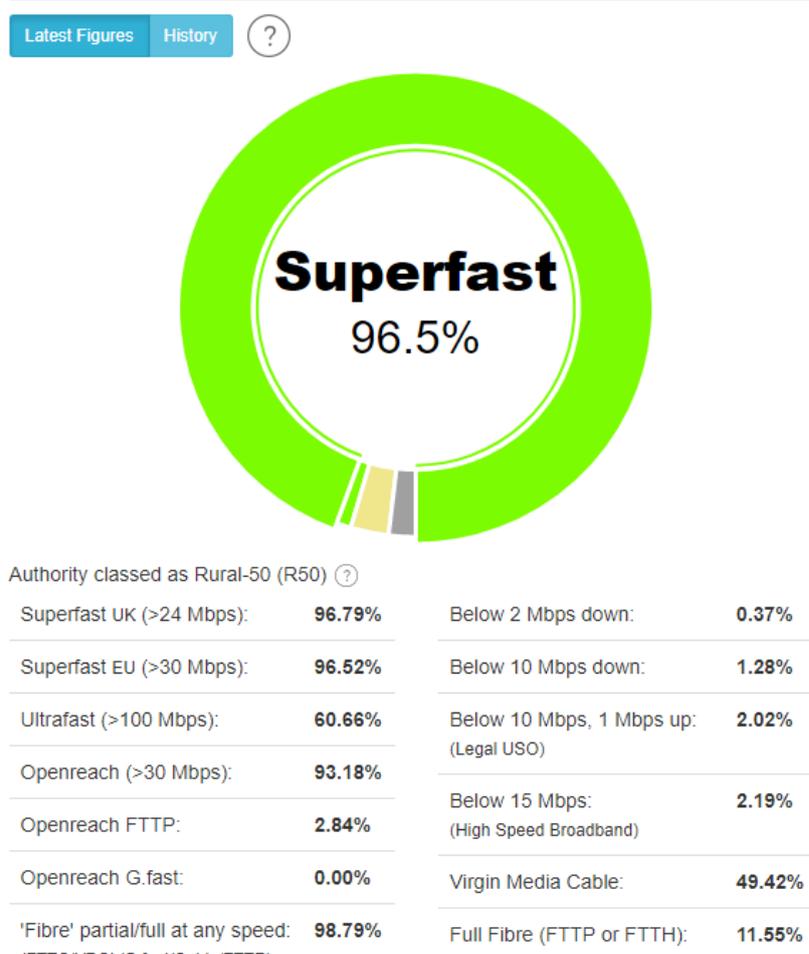
49. Broadband coverage: 75 per cent of respondents to the BIS research cited access to high speed broadband as very important or important. The council is part of the Better Broadband for Oxfordshire (BBfO) project. There have been two phases to this project to date. The first phase was a £25 million investment funded by Oxfordshire County Council, the government and BT. The second phase saw investment of £10.68 million made up of funding from the district councils, Oxfordshire County Council, BT, OxLEP, SEMLEP and government match funding. This included a contribution of £250,000 from Vale Council which was matched by government. It also included prioritisation for the key business parks in the Vale and the delivery of superfast broadband to 4,498 Vale premises.

50. The team represents the council on the BBfO project board. As at 5 April 2018, 3,244 premises (72 per cent) had been delivered in the Vale. The remaining 28 percent are due to be delivered by June 2018. From January – March 2018, four

new cabinets were switched on: Ginge Road area, Rowstock; Stanford Road area, Buckland; Manor Road area, Wantage; B4019 Road area, Coleshill.

51. As at 10 April 2018, more than 96 per cent of the district had access to superfast broadband. The remaining four per cent will be achieved by local promotion of the £67 billion Gigabit Broadband Voucher Scheme. Vouchers can be used to contribute to the installation cost of a gigabit capable connection. Businesses can claim up to £3,000 against the cost of connection either individually or as part of a group project. Residents claim up to £500 as part of a group project which also includes businesses.

Vale of White Horse Superfast and Fibre Coverage



Source: <https://labs.thinkbroadband.com/local/uk>

52. Oxford County Council (OCC) has submitted a bid for grant funding from the DEFRA Rural Broadband Infrastructure programme. The grant will be used to provide superfast broadband to the 1,403 business premises in rural Oxfordshire that are without existing or planned superfast broadband. The OCC is awaiting the outcome of the bid.

Business Space

53. From 1 February to 1 April 2018, the team recorded 13 new enquiries about business space in the district.

54. Most businesses are seeking between 3,000-10,000 square feet of office space. The spaces that are available are viewed as unaffordable or not value for money. Growing market town SMEs wish to remain in the town and will not consider moving. The primary reason is that staff do not wish to travel e.g. from Wantage to Faringdon. The commitment to remaining in the town is commendable but represents a barrier to growth when larger premises are unavailable. In late 2018, the team will hold a workshop that will explore ways to reconfigure existing spaces so that businesses can remain in their current premises and maximise the available space.

Market Town Support

55. Since 2014 the economic development team successfully achieved growth bids to support the work in Faringdon and Wantage, including the employment of contractors to act as market town co-ordinators in each town and deliver key economic development projects.

56. In 2015 the team submitted a growth bid for 2016/2017 and 2017/2018 to provide funding towards the market town co-ordinator posts in Faringdon and Wantage. In 2017, the team conducted a review of the market town initiative and sought feedback about what worked well, what could be improved, and future plans. The review highlighted that a great deal had been achieved in the last four years. However, several concerns were raised about how effective the posts were given the changing economic environment.

57. Based on the feedback from the review and recommendations of the BIS, a growth bid was submitted for a single market town officer post. This would allow the trail of a new approach to market town support. The growth bid was approved for a single market town officer post for 2018/2019 and 2019/2020.

58. Based within the economic development team, the market town officer will cover Faringdon, Wantage, Grove, Botley and Abingdon (where required). The officer will have a whole-of-Vale, best practice view and provide a greater level of support to market town businesses and guide strategic discussions at the Joint Economic Forum and town team meetings.

59. The council will continue to provide £1,000 per year for 2018/2019 and 2019/2020 towards the Faringdon Town Team and Wantage Joint Economic Forum. It is intended that this funding is used to deliver economic development projects that benefit local businesses.

60. The economic development team and the new market town officer will continue to work closely with each town and offer support and strategic advice at Forum, town team, chamber and business group meetings.

Financial Implications

61. The delivery of the BIS Action Plan 2017 to 2020 is funded through the standing economic development budget.

62. The market town officer post is funded for 2018/2019 and 2019/2020 through an approved growth bid.

Legal Implications

63. There are no legal implications associated with the delivery of the BIS Action Plan 2017 to 2020.

Risks

64. The GDPR regulations require all contacts to 'opt in' to receive the Vale4Business newsletter and correspondence from the economic development team. The 'opt in' process is likely to reduce the number of businesses the team can contact. The team will explore new platforms, including Facebook, to increase business engagement and the number of subscribers to the newsletter.

Other Implications

65. The Science Vale marketing role is now part of the economic development team. This provides a terrific opportunity to continue the joint approach to promoting the entire Vale economy and the local innovative ecosystem.

Conclusion

66. The economic development team has worked hard to achieve the groundwork to deliver BIS Action Plan 2017 to 2020. Due to the Vale4Business brand relaunch, ambassadors, award programme, event programme, and joint working with the Science Vale team, overall business engagement has increased. The aim for the next six months is to further increase engagement with all Vale businesses (including market town and business park based businesses) and the unsolicited requests for support. This will be achieved by reviewing the economic development communications and engagement strategy, exploring use of Facebook, and strengthening the promotion of Vale economy through the Vale4Business and Science Vale brands.

67. The team will continue to partner with the Young People's coordinator to establish and foster ties between schools and businesses, increasing awareness of local SME career opportunities.

68. The committee is invited to:

- comment upon the delivery to 31 March 2018 of the Business and Innovation Strategy Action Plan 2017 to 2020.
- make recommendations to the cabinet in respect of monitoring of the delivery and frequency of monitoring reports in respect of the Business and Innovation Strategy Action Plan 2017 to 2020.

Background Papers

- Nil.
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Appendix one: Twitter Statistics January 2018 to March 2018

Jan 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,546 impressions
 Three weeks remaining to apply or nominate for the inaugural **#V4BAwards**. Own, work for or know of a great company? Put them forward by midnight on 1 Feb! Visit vale4business.com/v4bawards for full details. pic.twitter.com/aZWGI5rsvi



Top mention earned 7 engagements

OBS [@oxonbussupport](https://twitter.com/oxonbussupport) · Jan 10
 RT [@Vale4Business](https://twitter.com/Vale4Business): Ideas for cutting-edge innovations: apply for up to £1m in business funding from [@InnovateUK](https://twitter.com/InnovateUK): wp.me/p9jOzj-1MW **#funding #grants #innov9 #Oxfordshire #Vale**

1 2
 View Tweet

JAN 2018 SUMMARY

Tweets	68	Tweet impressions	33.9K
Profile visits	487	Mentions	32
New followers	20		

Feb 2018 • 28 days

TWEET HIGHLIGHTS

Top Tweet earned 2,025 impressions
 Time for the Q&A session with panel members from [@WhiteHorseDC](https://twitter.com/WhiteHorseDC), [@SouthOxon](https://twitter.com/SouthOxon), [@HachetteUK](https://twitter.com/HachetteUK), [@SatAppsCatapult](https://twitter.com/SatAppsCatapult) and [@Vale4Business](https://twitter.com/Vale4Business). **#SVBB2018**
pic.twitter.com/ub1acOz3vS



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Top mention earned 121 engagements

OSS Oxford Space Systems [@OxfordSpace](https://twitter.com/OxfordSpace) · Feb 12
 Congrats to [@Earthii](https://twitter.com/Earthii), [@Skyrora_Ltd](https://twitter.com/Skyrora_Ltd), Power Market and [@unisouthampton](https://twitter.com/unisouthampton) (and Oxford Space Systems!) for making the Top 5 UK Space Innovators in [@IMechE](https://twitter.com/IMechE) article tinyurl.com/y787qld5 [@HarwellCampus](https://twitter.com/HarwellCampus) [@Vale4Business](https://twitter.com/Vale4Business) [@ScienceValeUK](https://twitter.com/ScienceValeUK)
pic.twitter.com/loHN5TscJo



FEB 2018 SUMMARY

Tweets	44	Tweet impressions	28.7K
Profile visits	668	Mentions	40
New followers	29		

Mar 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 3,158 impressions
 Finalists for the [@RoydsWithyKing](https://twitter.com/RoydsWithyKing) Large Business of the Year Award were announced by [@BassettsBriefs](https://twitter.com/BassettsBriefs) as: [@CIS_Oxford](https://twitter.com/CIS_Oxford), [@Better_Vale](https://twitter.com/Better_Vale), [@Psioxus](https://twitter.com/Psioxus) and [@Immunocore](https://twitter.com/Immunocore). We look forward to seeing you at Williams in May! **#V4BAwards #Business #ValeofWhiteHorse**
pic.twitter.com/0IG3O2yuln



2 18 17

View Tweet activity

View all Tweet activity

Top mention earned 92 engagements

Grant Hayward [@GrantHayward](https://twitter.com/GrantHayward) · Mar 19
 How about that!? The 4 shortlisted companies in the [@Vale4Business](https://twitter.com/Vale4Business) Soc Resp Award are all **#socents** maymessy.com [@tapsocialbrew](https://twitter.com/tapsocialbrew) [@OxfordWood](https://twitter.com/OxfordWood) [@Better_UK](https://twitter.com/Better_UK) Congrats! [@SocialEnt_UK](https://twitter.com/SocialEnt_UK) [@Bluestream_BSR](https://twitter.com/Bluestream_BSR) [@OxfordshireLEP](https://twitter.com/OxfordshireLEP) **#OxLEPBusiness** [@OSEPOX](https://twitter.com/OSEPOX) pic.twitter.com/d76myiuqG2



12 27

View Tweet

MAR 2018 SUMMARY

Tweets	62	Tweet impressions	59.9K
Profile visits	1,267	Mentions	80
New followers	41		

Appendix two: April 2018 newsletter

Vale4Business Newsletter

Welcome to 16 April V4B newsletter. In this update you'll find:

- GDPR: Opt in to receive V4B emails
- Elevate Grants
- V4B Round-up
- OxLEP to appoint Science Vale Board Member
- Networking Events
- Business News



GDPR: Opt in to keep receiving the Vale4Business Newsletter

To prepare for the new General Data Protection Regulations (GDPR) coming into force in May, please spare a few seconds to confirm that you would like to keep receiving email communication from us. Please follow the link below to update your profile and confirm that you would like to stay on our mailing list.

[Click here to opt in and keep receiving emails from Vale4Business.](#)

JOB FAIR

aspire
www.aspireoxford.co.uk

DISCOVER THE LATEST JOBS IN ABINGDON

Thursday 26th April 2018
10am – 2pm

The Day Centre
Broad Street
Abingdon, OX14 3LZ

Contact us
01865 204450 | info@aspireoxford.co.uk | @Aspireoxford



Featured workshops and networking events

- 17 April: [Let's Talk Good Finance in Oxfordshire](#) - Investment for Social Enterprise
- 24 April: [Connect Harwell - IP Strategy for Innovative Businesses](#)
- 25 April: [Aspire Employers' Conference 2018 - The Power of Inclusive Recruitment](#)
- 25 April: [The Importance of Place for Oxfordshire - Q&A Event](#)
- 26 April: [Abingdon Community Jobs Fair](#)

Want to list your business event? Get in touch: info@vale4business.com



Business News and Useful Reading

The latest business news, locally and nationally:

- [Harwell link road opens](#)
- [Businesses encouraged to sign up premises as refill stations](#)
- [Have your say on the definition of an SME](#)
- [Business Space: High tech offices available for occupation at Milton Park](#)
- [Missed out on the V4B Awards? Enter the Thames Valley Chamber of Commerce Awards](#)

Have a business news story? Get in touch: info@vale4business.com



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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#) from this list

Appendix three: Vale4Business Awards ceremony – 18 May 2018

