

The truth about Business Link

Dispelling the myths



Myth

- Business Link is only for start-ups

Reality

- Over 80% of customer facing activity is with businesses who have traded for more than 2 years.
- Business Link deals with all businesses and is not restricted to SMEs

Myth

- Business Link does not have a large enough reach

Reality

- Each year, Business Link deals with over 40% of businesses of the business base
- Over a 3 year period, Business Link deals with more than 75% of the business base
- 28% of all businesses are women owned
- 1% are social enterprises
- 30% are based in a rural location
- 5% are BAME

Myth

- Customers do not get a good service

Reality

- Independent research shows that 9 out of 10 customers are satisfied with the service they receive from Business Link
- 89% of customers would re-use
- 92% of customers would recommend

Myth

- Business Link is in competition with service providers

Reality

- The impartiality of the information, Diagnosis and Brokerage model offered by Business Link ensures referrals are made to the most appropriate private, public or voluntary/community sector providers

Myth

- Business Link only deals with small businesses

Reality

- We deal with over 20% of businesses employing more than 10 employees

Myth

- Business Link is just for failures

Reality

- The GVA change of businesses assisted by Business Link is 16% compared to a GVA average of 6%

Myth

- Business Link Advisers are ex bank managers with no business experience

Reality

- Advisers have a wide range of experience
- Typically, they have run their own business or have run business units of larger companies
- All customer facing staff are accredited to the SFEDI standard

Myth

- Business Link is purely a national service with no flexibility to respond to the needs of the South East region

Reality

- Business Link operates to a national framework, flexed to meet regional requirements and delivered locally.
- The South East Business Monitor undertakes 1200 telephone interviews with business owners every 3 months and provides regional insight to business needs

SUMMARY

- Business Link has an extensive reach in the South East
- It is a high quality, customer responsive service
- Business Link operates to a national framework, flexed to meet regional requirements and delivered locally