

Impartial free advisory services for MSMEs– identification of eligible businesses, diagnostic and triage service and referral to appropriately aligned specialist service providers



Project Overview

Greater London Authority
Wayfinder Pilot Programme –
Phase 1.

V4 were contracted by the Greater London Authority (GLA) to work with them on a pilot programme

The pilot was designed to test the concepts of providing an impartial free identification, diagnosis and triage service to SMEs in the London Boroughs of Lambeth, Southwark, and Wandsworth (Navigators/Wayfinders).

Following the success of Phase 1, V4 were recommissioned to deliver an extended pilot, Phase 2, funded by JMPC and incorporated 3 additional London Boroughs: Tower Hamlets, Barking & Dagenham and Newham.

Wayfinder Programme

The programme included:

- stakeholder engagement
- customer journey and programme co-design
- marketing and engagement campaign co-design of collateral
- presentation materials and reporting templates
- interactive recruitment – dedicated website portal
- triage and eligibility diagnostic evaluation assessment and
- referrals to appropriate service providers

Project Goals

As this was designed as a pilot programme, offering a Wayfinder “signposting” service - the aim of the programme was to serve MSMEs in the 6 Boroughs across both pilots delivering an initial diagnostic to the service, triaging and identification of business need(s) and creating a pathway to access services from providers within the GLA Service Provider Directory.

An introduction to the Service Provider was made by the V4 Wayfinder and follow-up session(s) agreed at touchpoints mid-way and at the end of delivery.

The added benefit of the V4 Wayfinders is their deep business expertise and insights from their own business owner journeys, enabling them to quickly identify and support the GLA Pilot MSMEs business owners

Project Overview

V4 provided 6 business advisors across the 2 pilot programmes - assigned to each Borough enabling them to forge valuable relationships with the Borough Leads to further understand the overarching themes - different within each Borough, whilst leveraging the similarities.

Summary outcome reports (per business) to support programme evaluation and provide valuable feedback programme management (project management and support) programme evaluation and reporting - highlights and evaluation reports - these were used to feedback to the GLA stakeholder project management group as a regular touchpoint on the pilot programme progress, outcomes, learning and overall effectiveness. They included client testimonial, Wayfinder feedback and insights (from triage/diagnostic process) effectiveness of programme and learning and other key insights/metrics for use by GLA and the Boroughs involved in pilot.

This programme included sourcing service providers that could deliver the necessary support to the SMEs both free and paid for support, developing, testing, and adapting the processes, utilising GLA’s CRM system and feeding back into the GLA marketing campaigns. Weekly and monthly progress reports were provided to both the GLA stakeholder project management team, and to the London Borough key stakeholders. In addition, we presented data dashboards - metrics, insights, and key deliverables on a quarterly basis.

Deliverables

V4 successfully completed both programme pilots, delivering

- engagement and outreach support to over 2900 MSMEs
- MSME diagnostic and triage to over 1800 MSMEs
- support for sign-posting to service providers (SPs) for additional tailored 1-2-1 support (face-to-face and virtual) and
- continued development of the SP directory/database for free and paid-for support

The Boroughs were selected for their IMD ranking - multiple deprivation characteristics - and to reach entrepreneurs who are hard-to-reach and under-represented/served in their communities, with particular emphasis on start-ups, BAME, low income, women in business and entrepreneurs who identify as having a disability.

As the programme ended these 6 Boroughs were integrated into the pan-London business support offering being delivered by London and Partners (Grow London Local).

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Examples of Support Required

Accounting, Book-keeping, Financial Support	Recruitment	Resources
Business Advice and Strategy	Business Planning	Council-related advice
Funding	HR	Import/Export
IT & Digital	Legal	Marketing
Mentor/Coaching	Networking	Property Legal Advice
Property Support	Sales Strategy and Advice	Scale Up Support
Social Enterprise	Start Up Support	Support to the Arts
Sustainability	Tax Efficiency	Trademarking

