



# ADViCE & CONNECTiONS

Helping to build more resilient, innovative  
and productive businesses.

Helping businesses go further | [WEAREUMI.CO.UK](https://www.umi.co.uk)



# WHO ARE UMi?

Since 2007, we've been finding and packaging the best information, expertise and finance to help businesses make better decisions more quickly.



We've worked with more than **600,000 businesses** across the UK.



We've defrayed more than **£288m** in grants and loans.



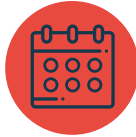
We've helped leverage more than **£650m** of private sector investment.



We've facilitated more than **£100m** of contact wins.



We've supported business growth resulting in more than **30,000 jobs** being created or safeguarded.



We've inspired and championed business through more than **1,000 events, campaigns** and trade missions.

We work closely with our partners, and our adventures take us far and wide. The journey is tough and exciting, but we are fearless and openminded about where it might lead. We share a collective responsibility to each other, respect the world we live in, and we keep our promises. We know that together, we can achieve more than we can apart.

Join us and make it easier for the businesses you work with, to do more and go further.



# WHAT WE DO



## ADVICE & CONNECTIONS

Whether online, or face-to-face, we help you work out what's needed and give you the connections to make it happen.

## INVESTMENT CENTRE

We design and manage funds for businesses to make it easier for them to survive and thrive.



APPLY



## SAT NAV

Whether a business knows where it's going or isn't sure where to start, we help find the best route to their destination quicker and in better shape.

# WHAT IS ADVICE & CONNECTIONS?

Business challenges and opportunities change frequently and quickly, making it hard for owners and leaders to make confident decisions.

Whether online or face-to-face, we work out what a business needs to give them the advice and connections to make it happen.

Our coaching, mentoring and multi-channel business support service allows us to speak directly to businesses, giving them the information and expertise they need, when they need it.

With industry leading events and live experiences, including conferences, exhibitions, workshops, webinars, mentoring and more, we help you establish deeper collaboration and connections within your network of businesses.

By creating special campaigns and programmes focused on key business topics, industries or regions, we can also engage with the wider business community about the issues that really matter to them.



# WHY OUR PARTNERS CHOOSE TO WORK WITH US:



**Innovative & bespoke programme design** – we can implement the whole programme life cycle, from design to delivery covering all processes in-between.



**Multi-channel approach** – we deliver services across multiple channels and formats to ensure we engage with businesses wherever they may be.



**Industry leading deployment** – using world class technology solutions delivered with agility and entrepreneurial flair.



**Robust governance & compliance** – operating in line with FCA, ISO 9001:2015, and Cyber Essentials Plus with tried and tested processes.



**Transparent reporting & management** – interactive dashboards and a dedicated account manager gives you full visibility of a fund's performance.



**Marketing and Business Engagement** – we can build awareness and drive adoption of eligible businesses.



**Meaningful & impactful interactions** – our programmes focus on practical, actionable advice and support with the tools to back it up.



**Streamlined process** – our tried and tested modular setup allows for seamless customer journeys.



**B Corporation Certification** – we meet rigorous and externally verified social and environmental standards, public transparency, and legal accountability to balance profits with purpose

By giving businesses the right advice and connections, together we can make it easier for them to become more resilient, innovative and productive, helping them do more and go further.

# WHAT WE CAN GIVE YOUR CUSTOMERS

## Multi-Channel Helplines

Our helplines play a key role in connecting businesses to answers. Whether routine business-related questions requiring simple diagnosis, sign posting to support from partners or more complex enquiries requiring in-house specialist advice, our teams can be scaled to suit the needs of your businesses.

Through our highly personalised support, businesses can get the information they need to make better decisions, more quickly.

Delivered by a scalable team of trained advisers and supported by a comprehensive network of business support providers, we can connect the business you work with to the advice and information that will make a real impact.



## Coaching & Mentoring

By providing support and training through a mixture of expert and peer lead activities, we equip businesses with experienced mentors and coaches to prepare them for the challenges ahead.

Our teams undertake preparatory actions to understand the basics of the business before holding more in-depth diagnostic and action planning sessions around particular topics.

Our approach to one-to-one support is tailored to each individual, using structured, but open and conversational discussions to explore the business and key individuals within it, their challenges and opportunities, mapping out the recommended actions to enable them to reach their full potential.

## Live Events & Webinars

With over 20 years' experience organising industry leading events and live experiences, we'll help you establish deeper collaboration and connections within your network of businesses.

From conferences and exhibitions to webinars and workshops, we'll create amazing business events focussed on you and your objectives.

Whether that's to promote a new or existing service or programme, encourage engagement between partners and clients, or even to bring stakeholders together for a big celebration, we can create an environment, which maximises the awareness, engagement and learning of your audience.

## Trade Missions

We have over 12 years of experience delivering more 80 trade missions, to 30 countries, across 5 continents. Our missions reduce the risk and cost for businesses who want to take the first steps into new markets or expand their existing operations overseas.

From small groups consisting of several companies at different levels of exporting, to large ministerial delegations we arrange visits with our team who are there to support businesses throughout the trip.

Prior to visits, significant research takes place for each business to find potential buyers, agents, distributors, associations and partners, providing delegates with the best opportunity to gather important information, showcase their company and make valuable overseas contacts.



## Campaigns, Indexes & Awards

We offer a unique opportunity to engage, showcase and celebrate businesses and sectors through sustained long-term campaigns that combine multimedia content creation, with thought events such as roundtables, podcasts and workshops, and direct marketing activity to raise awareness and instigate change.

Our campaigns culminate in the delivery of visually stunning digital reports featuring the very best of the campaign content alongside carefully curated articles and features in a diverse and informative publication.

The report can be delivered online or at a physical event like an awards ceremony, bringing together key stakeholders including partners, experts, ambassadors, judges, sponsors and colleagues. Helping to galvanise improvements and change or celebrate the success of leading businesses.

## Supply Chain Development

Through one-to-one support, expert led workshops, meet-the-buyer events, and both inward and outward trade missions, we can create a comprehensive and rewarding programme to maximise the value and opportunity to businesses.

Our supply chain development activity has helped businesses embed sustainable procurement principles, generate more than £350m contact wins and explore opportunities in more than 40 new markets across 5 continents.

If the network of buyer and supplier businesses you work with needs help with developing more sustainable procurement, to win tenders and contracts, or to diversify their supply chain we can connect them to experts and contacts to make a real impact.





## Customised Programmes

Our experience of running several high-performing fully funded business support programmes for local public and private sector partnerships has resulted in businesses of all shapes and sizes being provided with end-to-end support including one-to-one advice and a range of expert-led events, actionable resources, alongside financial and business diagnostic tools.

Whether your support programme is focused on a local set of businesses or is targeted at a specific sector, we can add huge value.

If the businesses you work with need support to find funding, secure and retain talent, break into new markets, or simply save time and money, we are on-hand to connect them to the things that will make a real difference.



# OUR LAST 3 YEARS IN NUMBERS

148,261

BUSINESS  
SUPPORTED

540

LIVE EVENTS &  
WEBINARS

35,077

DELEGATE  
REGISTRATIONS

28

CAMPAIGNS,  
INDEXES &  
AWARDS

£4,389,315

FACILITATED  
CONTRACT  
WINS

228,541

REFERRALS TO  
PARTNERS

## OUR EXPERIENCE

### Emergency Response Helpline

In response to Covid-19, our business helpline service was scaled up by 860% in just 7 weeks, servicing 75,000 enquires in the first 6 months and 107,000 enquires over 12 months.

### MADE: The Entrepreneur Festival

Boasting the country's biggest and most inspiring festival of entrepreneurship we attracted over 3,000 guests and 50 high-profile speakers in venues across the city of Sheffield.

### National Apprenticeship Awards

We ran 9 regional events culminating in the National Apprenticeship Awards Final in London. Each regional event was attended by over 120 people, with 850 delegates at the grand national final celebrations.

### Scandinavian Trade Missions

More than 20 Scottish businesses formed two delegations on business development visits to Norway, Denmark, Sweden and Finland, taking part in over 80 pre-arranged appointments.

### Royal Docks Meet the Buyer

Bringing together 27 buyers and 170 suppliers within East London leading to £1.3m in new business growth, as well as job creation and stronger local supply chains.

### Tees Valley Business Compass

A local growth hub offering a range of funding and support programs for businesses in the Tees Valley area. Between 2017-19, it advised and signposted 1,400 businesses with 535 of these accessing a £7m of funding.

# BUSINESS SUPPORT HELPLINE

## WHAT IS THE SERVICE?

The government's Business Support Helpline for England offers advice and guidance to new and existing businesses. It has information on national and local schemes, grants and loans to help businesses start and grow.

## WHAT DOES UMi DO?

We provide a team of 30 specialist advisers to give a personalised service to businesses in need of support and advice. Customers engage with the Helpline team by phone, e-mail, webchat and social media. The Helpline is open Monday to Friday, 9am to 6pm. Customers with more complex needs can have a telephone appointment to get in-depth advice.

## WHAT IS THE RESULT?

The Business Support Helpline now provides support services across England across a multitude of channels, dealing with over 33,000 enquiries a year. Of those enquires, on average 98% of all contacts are satisfied or very satisfied with the service. The impact in terms of Gross Value Added was last estimated to be £31 million. With an estimated average cost saving per user of £32 or approximately £1 million across all businesses engaged with the core service.

**CASE  
STUDY**



# TEES VALLEY BUSINESS SUMMIT

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## WHAT IS THE SERVICE?

The Tees Valley Business Summit is an annual event that welcomes exhibiting businesses, industry leaders, owners and managers from across Tees Valley, alongside a busy schedule of workshops and networking.

## WHAT DOES UMi DO?

We have full project management of the event including all marketing, promotion, delegate registrations and liaison, speaker liaison, exhibition stand sales, exhibition services, on-site management and evaluation.

## WHAT WAS THE RESULT?

The event in 2022 had 90 exhibitors and attracted 715 attendees from 403 businesses. With each exhibitor achieving on average 7 high quality leads and 97% of delegates expecting to attend again.

**CASE  
STUDY**



# SOCIAL ENTREPRENEURS INDEX

## WHAT IS THE SERVICE?

The Social Entrepreneur Index campaign celebrates the social impact, creativity and innovation of the UK's most inspiring social entrepreneurs. The campaign focuses on the entrepreneurs behind the businesses, telling their story and providing inspiration to thousands of others to do more and go further in their businesses.

## WHAT DOES UMi DO?

UMi delivers the campaign, including the initial main marketing drive for nominations and partner engagement. Following the nomination process we create and manage the publication of the multimedia index and the virtual celebration event with nominees and stakeholders.

## WHAT WAS THE RESULT?

During the 2022 campaign, 117 social entrepreneurs engaged with the nomination process and 84 were shortlisted for consideration by a panel of 8 judges. We had 10 ambassadors supporting the campaign, these included Social Enterprise Mark CIC and Social Enterprise Scotland. The campaign included 3 workshop sessions, 3 panel discussions and an end of campaign celebration event.

## CASE STUDY



# CROYDON BUILT TO COMPETE

## WHAT WAS THE SERVICE?

Croydon Built to Compete 2 (BTC2) was designed to help Croydon-based organisations in winning new business within the public and private sector. The overall aim of the initiative was to open supply chains, identify procurement opportunities for SMEs in the Borough of Croydon and to promote supplier diversity and sustainable procurement to professionals in major supply chains.

## WHAT DID UMi DO?

UMi delivered BTC2 and were responsible for all aspects including one-to-one business support from consultants specialising in procurement and supply chain engagement, providing individually tailored advice. As well as the development and delivery of workshops designed to educate and challenge businesses, a programme of Meet the Buyers events was run bringing SMEs face-to-face with key buyers in Croydon and the wider Southeast. Culminating in a full evaluation of project impact against ERDF targets.

## WHAT WAS THE RESULT?

Across the whole project, more than 110 companies received 12 hours of support, with 37 jobs created, 70 safeguarded and more than £6.9m in new sales generated.

**CASE  
STUDY**



# ENTERPRISE M3 GROWTH HUB

## WHAT WAS THE SERVICE?

The Enterprise M3 Growth Hub provided free, expert advice and a resource network for new and existing businesses across Surrey and Hampshire, including delivery of an intensive programme of coaching for high growth businesses.

## WHAT DID UMi DO?

UMi delivered the Enterprise M3 Growth Hub on behalf of the Enterprise M3 Local Enterprise Partnership through a core team, based at Surrey Technology Centre. We were responsible for the management, marketing, engagement, delivery and reporting of Growth Hub services. These services included expert one-to-one advice, events and training and resources which helped businesses achieve results quickly through a personal and tailored service.

## WHAT WAS THE RESULT?

As part of this programme, 2,230 high growth and scale up businesses were supported with high intensity one to one support, with a further 1,367 businesses supported with lighter touch brokerage. In addition, more than 70,000 users accessed support through website resources and overall 96% of businesses that engaged were satisfied with the quality of the service.

## CASE STUDY



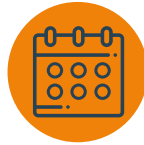
# CREDENTIALS AND PLEDGES



B-Corp Certified - Making Business a Force For Good



Maximum 3-star rating by Best Companies, making us a 'world class employer'



ISO 2021: 2012 Sustainable Event Management



ISO 9001: 2015 Quality Management



Established Community Foundation funding to help projects which tackle isolation in the communities where we live and work



FSB Celebrating Small Business Awards - Wellbeing Award of the Year



Scottish Business Pledge



Cyber Essentials Plus



Equality, Diversity and Inclusion employer



Real Living Wage Employer



Better Health At Work Silver Award



“

Its been a pleasure to work with you all to deliver the health and wellbeing messages to the construction sector. From our initial meetings we have developed vital partnerships as a direct result of working in collaboration with you – we would never have achieved this reach without you! - **Public Health Wales**

“

Thank you for the hard work over the last six months which has culminated in such a successful peer network programme. Genuinely one of the best examples I've seen for a long time - **Department for Business, Energy & Industrial Strategy**

“

Your team were as always professional, enthusiastic, courteous and amazing. We've built a strong working relationship with your team and appreciate your hard work and dedication. You should be very proud of your achievements and the successful and professional delivery of the National Apprenticeship Awards. - **Apprenticeships Directorate**

“

I just wanted to record our thanks to the team for another fantastic Business Summit. It ran like clockwork and I thought it was by far the best to date. We've had really positive feedback from the Mayor's Office and many people commented on how busy and professional the event was. - **Tees Valley Combined Authority**

# GET IN TOUCH

If you have any queries, or need help and advice, please contact:



**Paul Clark** 

**Head of Commercial Services**  
[paul.clark@weareumi.co.uk](mailto:paul.clark@weareumi.co.uk)



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