



NEEB Link Programme
September 2025 – March 2026
Progress Report and KPIs

Final Report
End of March 2026

Delivered by:



The Consortium (East) Ltd



This pack contains reports on:

KPIs

- **OP10 - Enterprises Supported**
 - **Unique Enterprises**
 - Overall, and by District
- **OC18 - Improved Engagement**
 - **Unique Individuals**
 - Overall, and by District

Core Programme – Networking Events

- **Event Plan**
 - Schedule
 - Number of **events per District**
- **Attendance**
 - **Attendance** at each event
 - Attendance **by Business Location**
 - Comparison of **actual attendance** versus **expected**, per event
- **Breakdown of attendees by:**
 - Business **sector**,
 - Business **size**,
 - Business **location**
- **Post-event feedback statistics**
 - Completion rate of **feedback forms**
 - **% Positive** feedback
 - **Examples** of feedback provided

Supplementary Activities

- **Webinars**
 - Schedule, topics and attendance
- **Co-Working (One-to-One) sessions**
 - Schedule, locations and attendance
- **Additional Events**
 - Workshops for specially targeted audiences
- **Digital Engagements**
 - The NEEB App
- **Social Value**
 - Schools events

Marketing

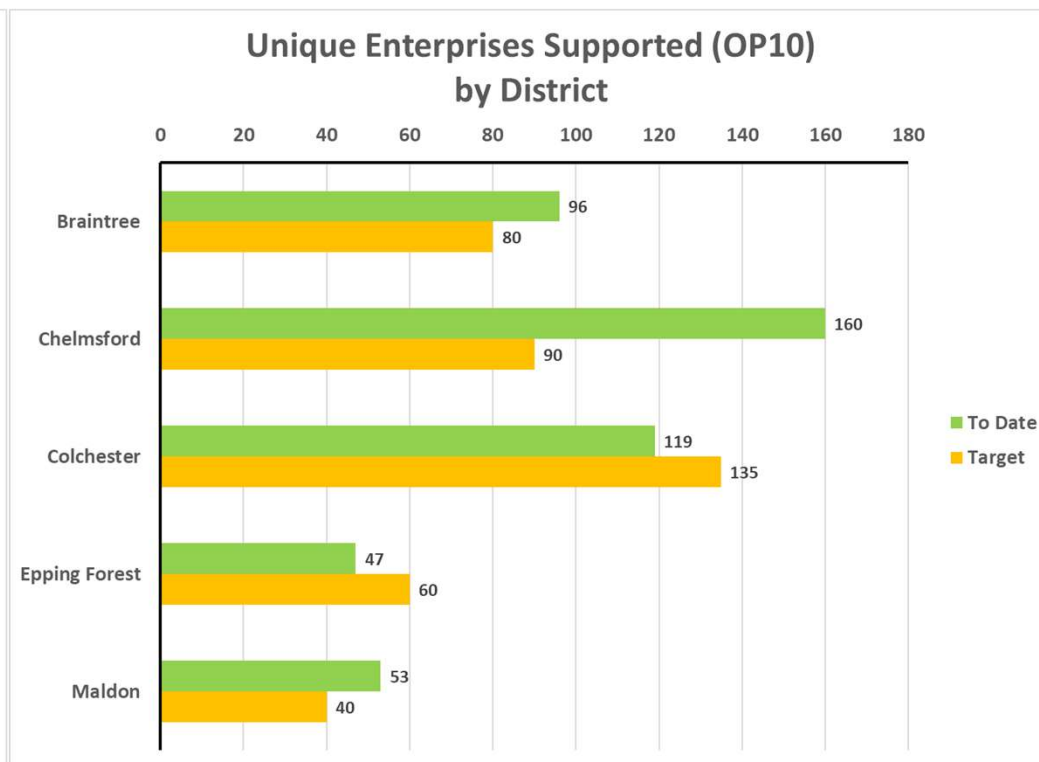
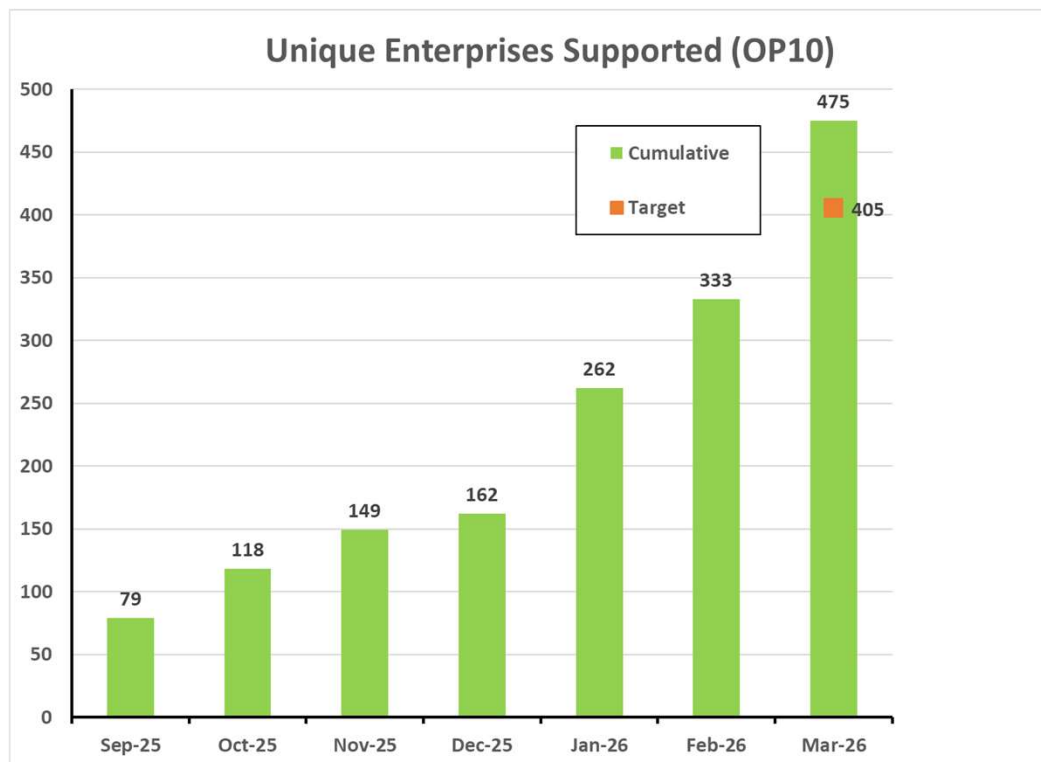
- **Marketing Reach**
 - Social Media, etc
- **Case Studies**
 - Timetable & outcomes



Overall Programme and KPIs

KPI OP10

Unique Enterprises Supported



Comments:

- 475 Unique Enterprises supported (across all interactions)
- Target exceeded

Report to end March 2026

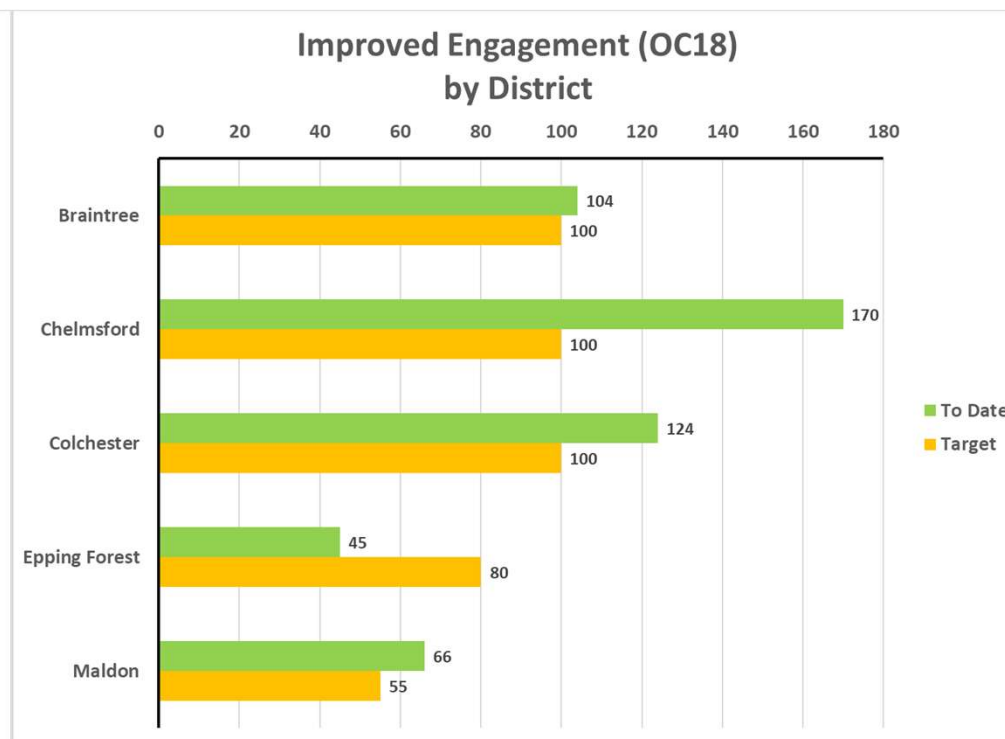
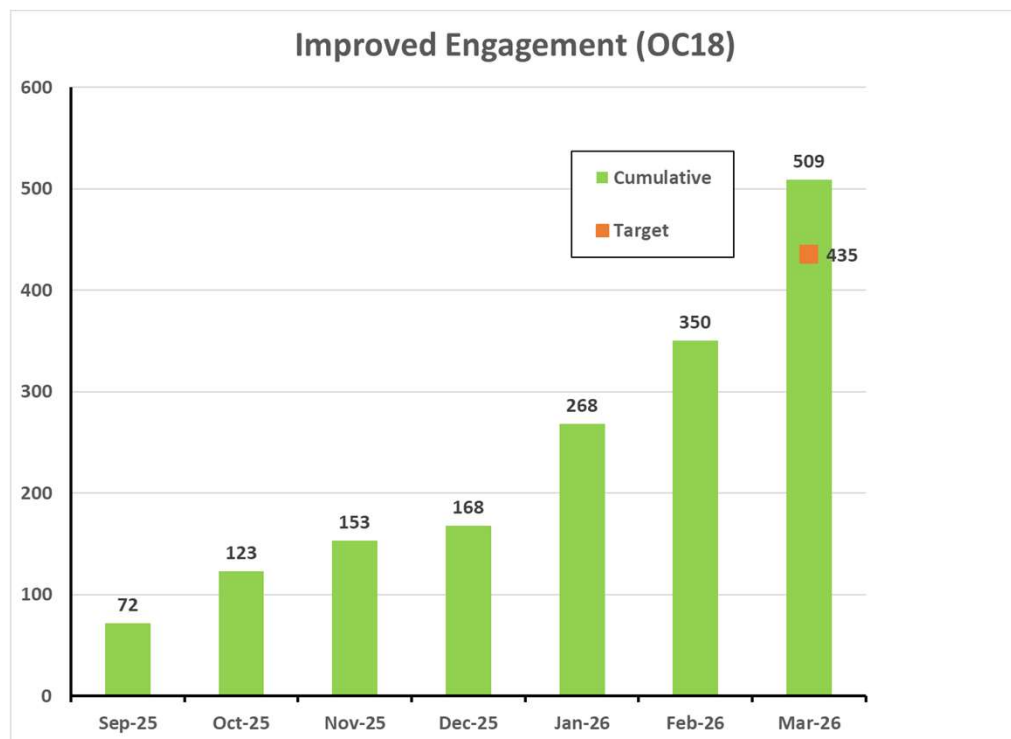




Overall Programme and KPIs

KPI OC18

Improved Engagement (Individuals who have had no prior support in the previous 12 months)



Comments:

- 558 **Unique Individuals** supported (across all interactions)
- Of these, **509 (91 %)** had not received previous Local Authority-sponsored support*, and therefore qualify for **OC18**
- Target exceeded



Overall Programme and KPIs

Overall Number of Engagements

Overall number of engagements
(including multiple engagements
with the same business/individual)

Engagement Type

Core Programme Networking Events

390

Webinars

54

Co-Working (One-to-One) sessions

17

Additional Workshops for specific audiences

288

Digital Engagements

351

Overall Total:**1100**Includes:

Engagements via Live-Stream

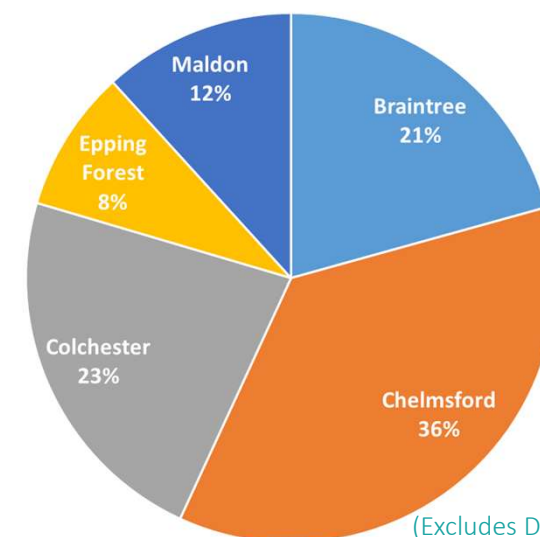
44

Plus:

Schools Digital Showcase Events

792

Total Engagements
by Attendees' Locations



(Excludes Digital Engagements)



Overall Programme and KPIs

Feedback

This comment was received from a participant who attended several different events throughout the programme, and sums up how greatly NEEBLink has been valued.

“I have had the pleasure of attending NEEB Link sessions over the past three months, and I can confidently say they have been exceptionally well delivered, highly informative, and genuinely welcoming.”

“As someone currently building a new business from home, these sessions have provided far more than just information. They have created a vital space for connection, learning, and confidence-building. The structure and professionalism of each session have been consistently high, and the quality of speakers and presentations has offered real, practical insights that I have been able to apply directly to my own business development.”

“One of the most valuable aspects has been the opportunity to network face-to-face with other local business owners. This has not only helped me grow my local network but has also had a meaningful impact on my wellbeing. Working remotely can be isolating, and NEEB Link has created an environment that is supportive, encouraging, and energising. The team behind the sessions clearly care about the businesses they support, and that comes through in every interaction.”

“Programmes like this play a critical role in supporting early-stage and growing businesses, strengthening local economies, and fostering collaboration within the business community. Without this kind of accessible, well-run support, many small businesses would miss out on opportunities to grow and connect.”

Other feedback from individual Networking Events has been provided in previous months' reports, with Feedback from [March](#) events on Page 12 of [this](#) report

Core Programme – Networking Events



Core Programme: Networking Events

- **10 major Networking Events**
 - Distributed across the NEEB Districts
 - Specially selected keynote speakers
 - Highly relevant and interesting topics
 - High quality venues
 - Min 30 attendees per Event

Results – see following pages...



THE
CONSORTIUM

Report to end March 2026



Core Programme – Networking Events

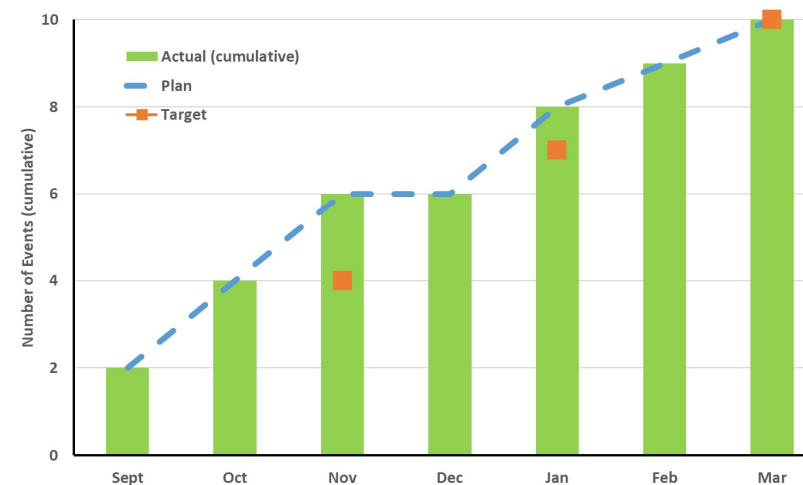
Schedule

Event	Date	2025				2026			Keynote Topic
		Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Event 01	23-Sep-25	Braintree							AI in Action
Event 02	30-Sep-25	Epping							Pitch With Power
Event 03	14-Oct-25		Colchester						Teamwork
Event 04	28-Oct-25		Chelmsford						Digital Technology and Cyber Security
Event 05	13-Nov-25			Braintree					Resilience and Overcoming Hurdles
Event 06	25-Nov-25			Maldon					UK Economy: Insights for SMEs
Event 07	15-Jan-26					Colchester			Business Planning for Growth
Event 08	28-Jan-26					Epping			Your Business, Your Brand
Event 09	10-Feb-26						Chelmsford		AI Video Marketing
Event 10	05-Mar-26							Maldon	Sustainable Success

Events Plan

Programme Complete

- Attendance Stats etc are on the following pages



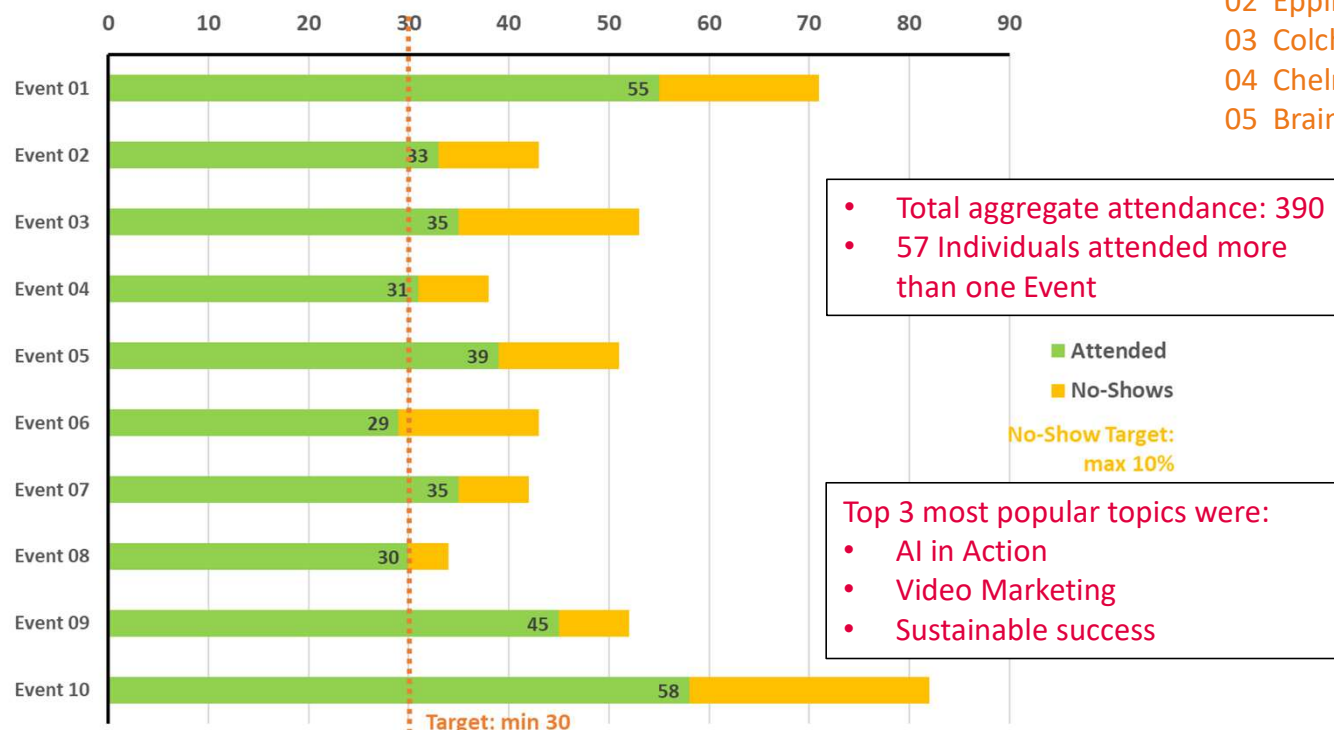


Core Programme – Networking Events

Attendance

Networking Events completed:

- 01 Braintree
- 02 Epping Forest
- 03 Colchester
- 04 Chelmsford
- 05 Braintree
- 06 Maldon
- 07 Colchester
- 08 Epping Forest
- 09 Chelmsford
- 10 Maldon

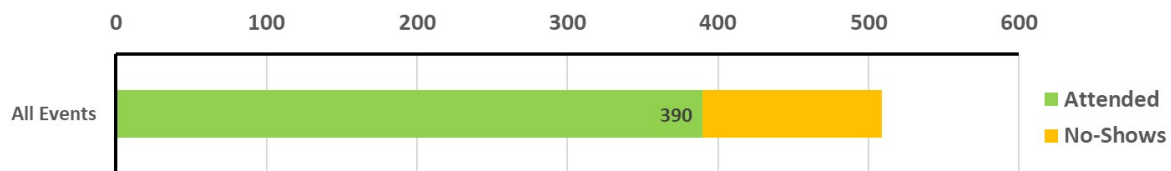


- Total aggregate attendance: 390
- 57 Individuals attended more than one Event

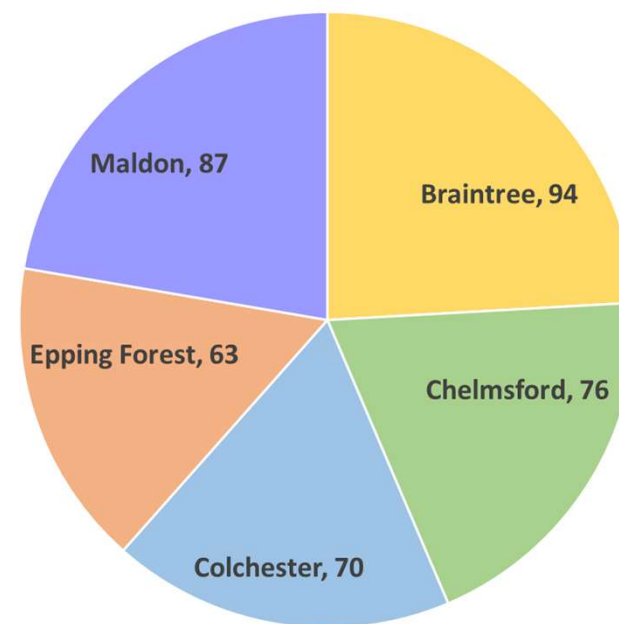
- Top 3 most popular topics were:
- AI in Action
 - Video Marketing
 - Sustainable success

■ Attended
 ■ No-Shows
 No-Show Target:
 max 10%

Attendance - All Events



Attendance by Event Location

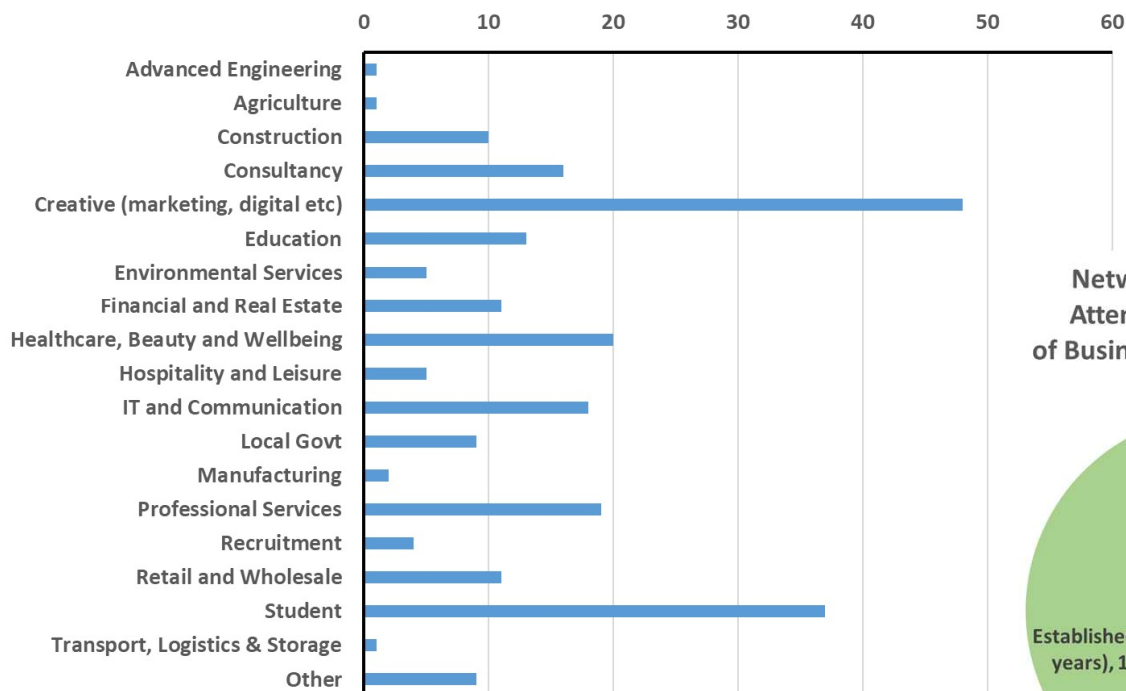




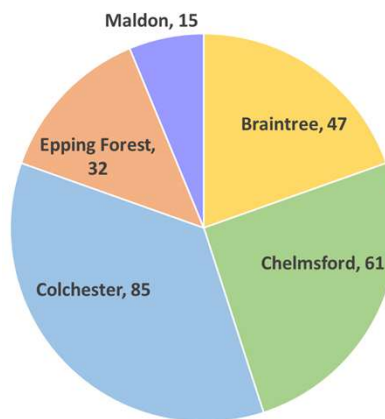
Core Programme – Networking Events

Attendance (Unique Businesses)

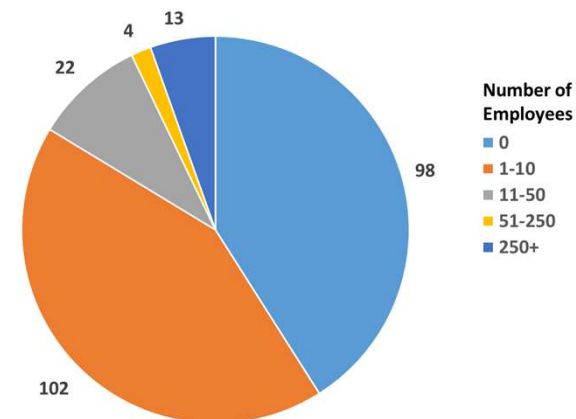
Event Attendees (all Networking Events)
by Sector



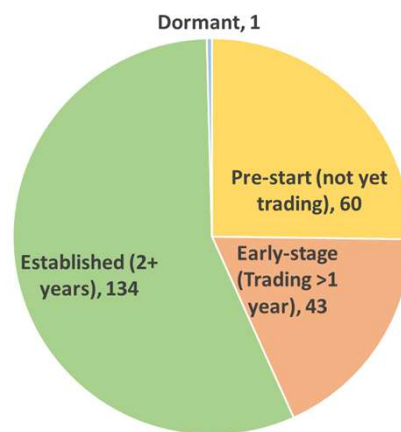
Networking Events Attendees by Business Location



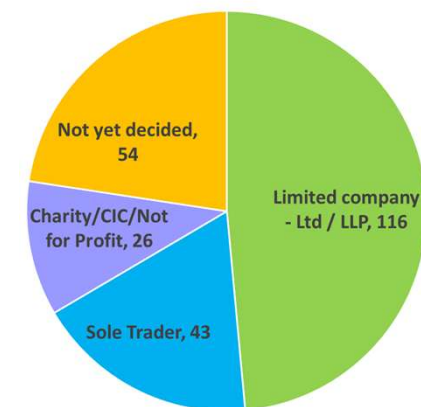
Networking Events Attendees by Size of Enterprise



Networking Events Attendees by Stage of Business Development



Networking Events Attendees by Legal Format

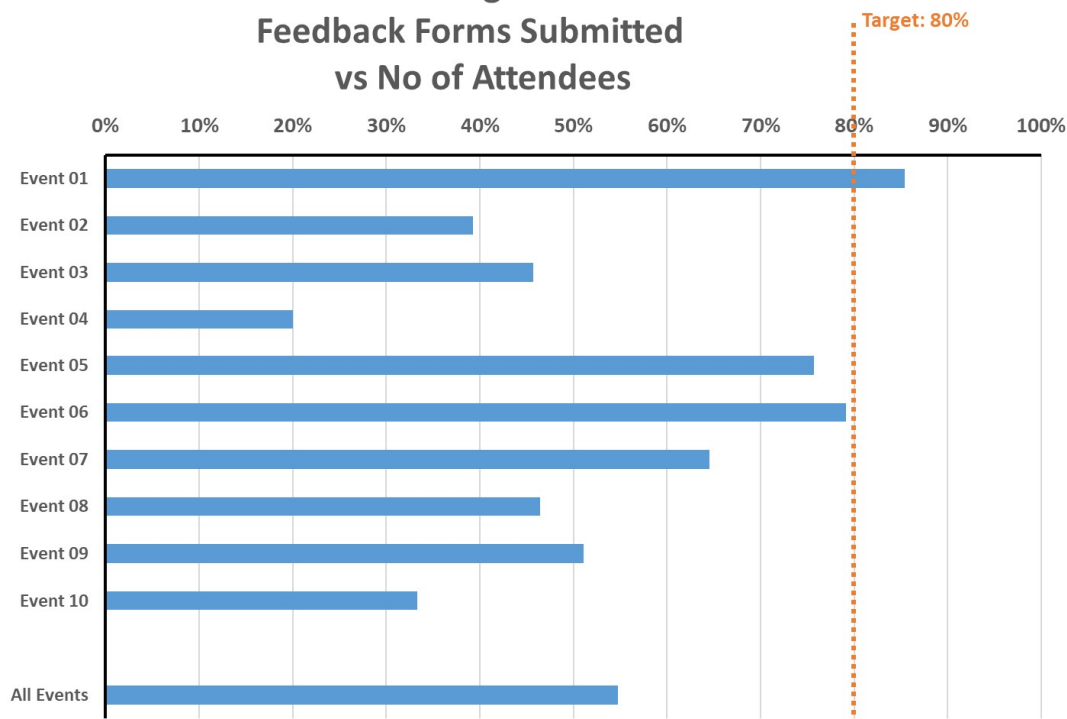




Core Programme – Networking Events

Feedback

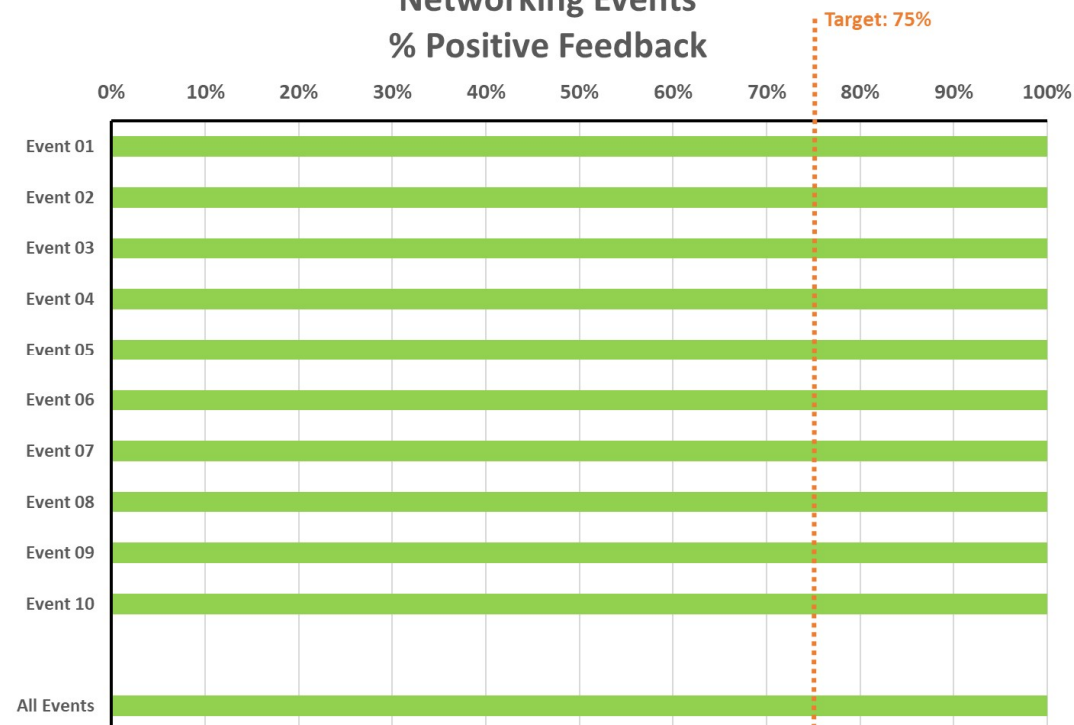
**Networking Events:
Feedback Forms Submitted
vs No of Attendees**



Comments:

- % of attendees providing Feedback has averaged about 55%

**Networking Events
% Positive Feedback**



Comments:

- All feedback received was **100% Positive**
- Feedback examples - see next page

Core Programme – Networking Events

Feedback

Some Feedback from February & March Events:

- Networking Event 09 – Chelmsford
- Networking Event 10 – Maldon



Overall Event

Really enjoyed the session.

Thank you for having me, a very warm welcome!

Great choice of venue

Great event that is well organised, and well attended.

Really great session, thank you!

Outstanding event.

Nice to have a personal experience from a business owner

Content

Good overview of ways to use AI

A real masterclass on AI and how to use the best shortcuts.

Great thank you - lots of great hints and tips to take away

Networking

It was a lovely event, networking with great minds and exposure to valuable information

Great chance to build a network for young entrepreneurs

Fantastic way to network with other businesses and learn more.

Other comments

Presenter not quite as experienced as previous presenters but interesting to hear about tools, even if not demo'd.

Detail on slides needs to be bigger please.

Lack of diversity in the room

Talk was more focused on large business rather than one person small-scale enterprise.

- Feedback from previous events was provided in previous months' reports

Supplementary Activities



Supplementary Activities and Events

- Enhanced programme reach and impact
- Contribution to KPIs where eligible
 - **Webinars**
 - Easily accessible from any location
 - specialist topics by recognized experts
 - **Co-Working (One-to-One) sessions**
 - Meet an expert to address specific business challenges
 - Bespoke, tailored discussion, with actionable take-aways
 - **Additional Workshops**
 - For specific target groups
 - School and University students, hard-to-reach potential entrepreneurs, etc
 - **Digital Engagements**
 - The NEEB App
 - **Social Value**
 - Schools events

Details are on the following pages...

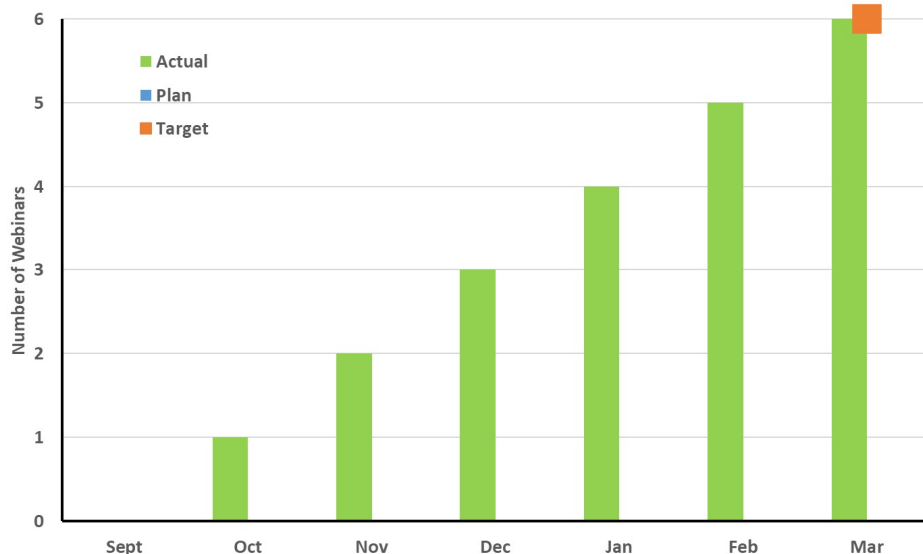




Supplementary Activities

Webinars

Webinar Plan



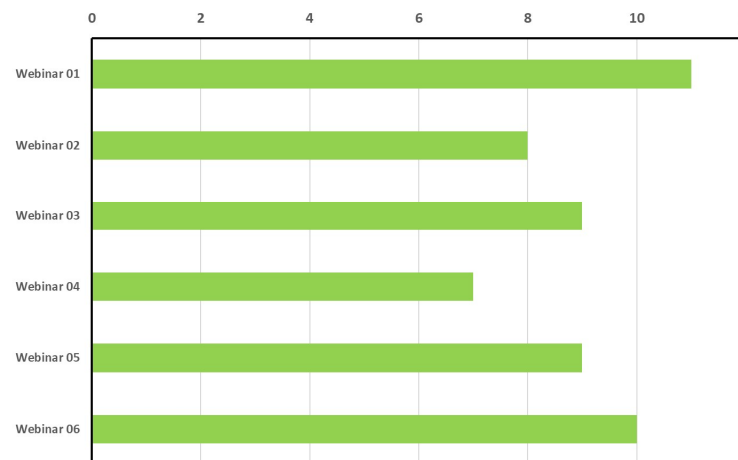
Comments:

- 6 Webinars completed
- Total Attendance: 54

Webinar topics

		Topic
Webinar 01	02-Oct-25	Innovate UK and other funding
Webinar 02	18-Nov-25	Demystifying Public Sector Procurement
Webinar 03	03-Dec-25	Successfully applying for The Kings Award for Enterprise
Webinar 04	19-Jan-26	Opportunities from the Lower Thames Crossing
Webinar 05	19-Feb-26	Networking for Neuro-Diverse Business Owners
Webinar 06	06-Mar-26	The business of setting up and running a Charity

Attendance Webinars



Supplementary Activities



Co-Working drop-in sessions (2 hours)

- Meet an expert one-to-one
- Address specific business challenges
- Bespoke, tailored discussion
- Actionable take-aways

Date	Location	Attendees
Mon 15 Sept 2025	Braintree	2
Mon 29 Sept 2025	Epping Forest	1
Mon 13 Oct 2025	Colchester	2
Mon 3 Nov 2025	Chelmsford	3
Mon 10 Nov 2025	Braintree	1
Mon 24 Nov 2025	Maldon	0
Mon 12 Jan 2026	Colchester	1
Mon 26 Jan 2026	Epping Forest	1
Mon 9 Feb 2026	Chelmsford	2
Mon 2 Mar 2026	Maldon	4
Total Number of Individuals Supported:		17
(from 14 Businesses)		



Supplementary Activities

Additional Workshops for specifically targeted audiences

- We **added several events** to the original programme, aimed at specific audiences.
- Eligible attendees added to the KPIs

Delivered – December/January:

HMP Chelmsford 18 Dec 2025

- Supporting HMP Chelmsford's programme to help inmates who are interested in starting a business post-release. **10 Attendees**

ARU Writtle 7 Jan 2026

- For students who may be looking to start their own business **54 Attendees** *

[* Approx 35 more attended, but names not available from ARU (safeguarding rules), so are not included in the statistics]

Delivered – February:

Chelmsford – ECC Apprenticeships Event 11 Feb 2026

- Encouraging businesses to take on Apprentices **21 Attendees**

HMP Chelmsford 19 Feb 2026

- Repeat of previous Workshop **25 Attendees**

Braintree – Collaboration with Ambitious Women in Essex 25 Feb 2026

- Workshop – Personal Styling **21 Attendees**

Continued on next page ...



Supplementary Activities

Additional Workshops for specifically targeted audiences ... cont ...

Delivered – March:

ARU Chelmsford – Pitching Event

11 March 2026

- NEEBLink supported the ‘ThinkBigARU’ Pitching Competition
- Themes included sustainability, technology, social impact, and film production
- [22 Attendees](#)

Colchester – Workshop

20 March 2026

- Well-being and Happiness Habits
- [24 Attendees](#)

Maldon – Workshop – AI

13 March 2026

- Ten useful AI Tools you didn’t know existed
- [48 Attendees](#)

Including live-stream to students at Colchester Institute Braintree Campus

Additional Webinar

26 March 2026

- TikTok for Business
- [47 Attendees](#)

Colchester Institute Creative Student group

16 March 2026

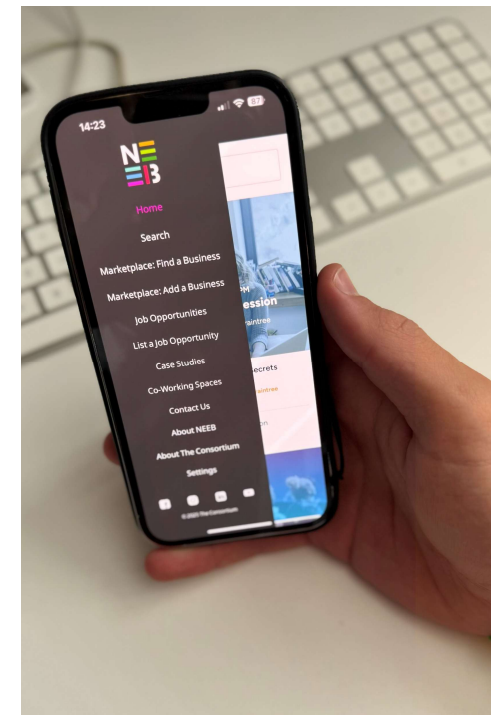
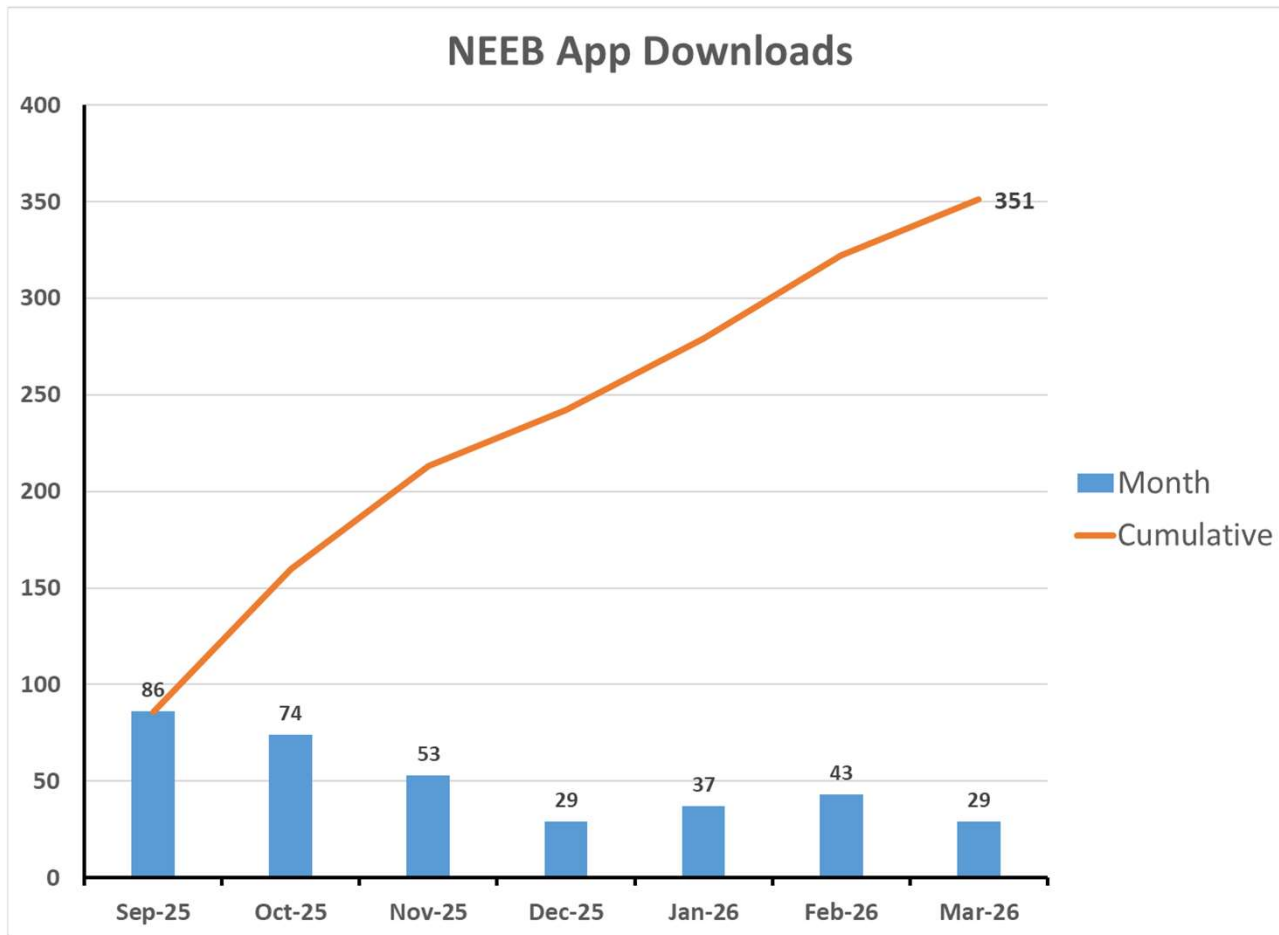
- How to raise finance
- [16 Attendees](#)



Supplementary Activities

Digital Engagements

NEEB App



Supplementary Activities



Schools Digital Showcase Events

5 Events Braintree, Chelmsford, Colchester, Maldon, Epping Forest

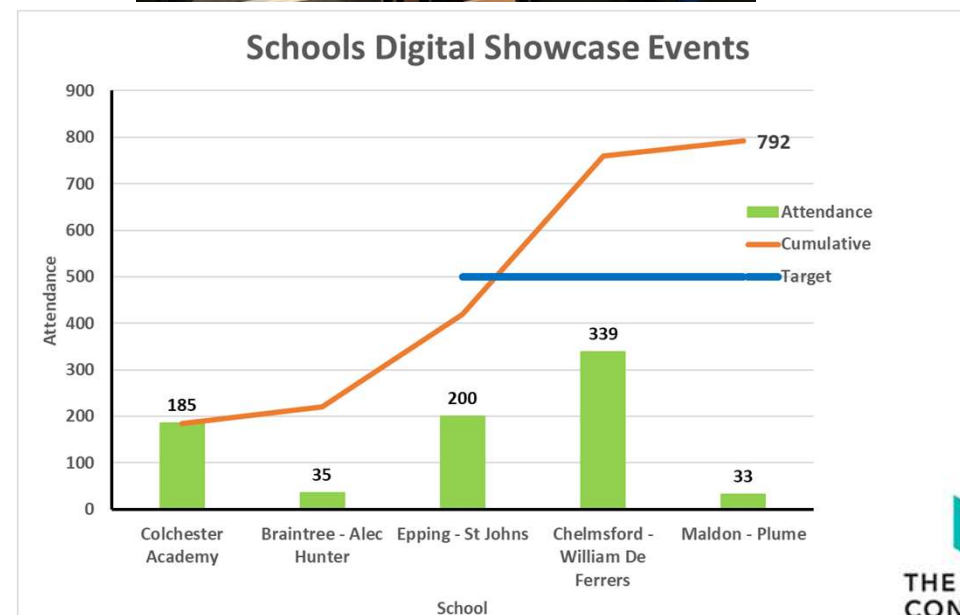
Goal: to reach **500** Students – Target exceeded



Events completed:	Attendance
20 th Oct 2025	Colchester Academy 185
4 th Nov 2025	Alec Hunter School Braintree 35
21 st Nov 2025	St John's School Epping 200
29 th Jan 2026	Chelmsford – Wm De Ferrers 339
12 th Feb 2026	Maldon – Plume 33

Overall Total: 792

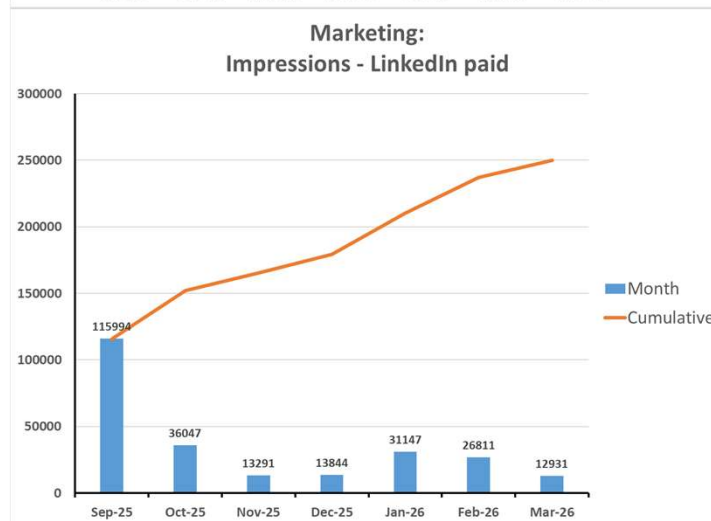
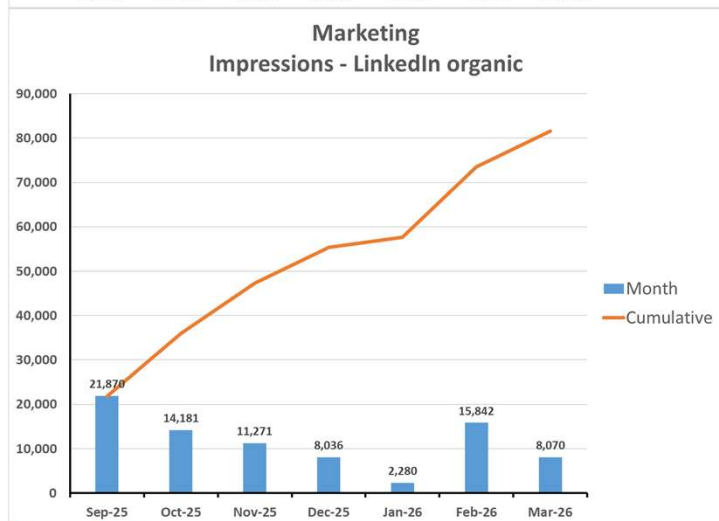
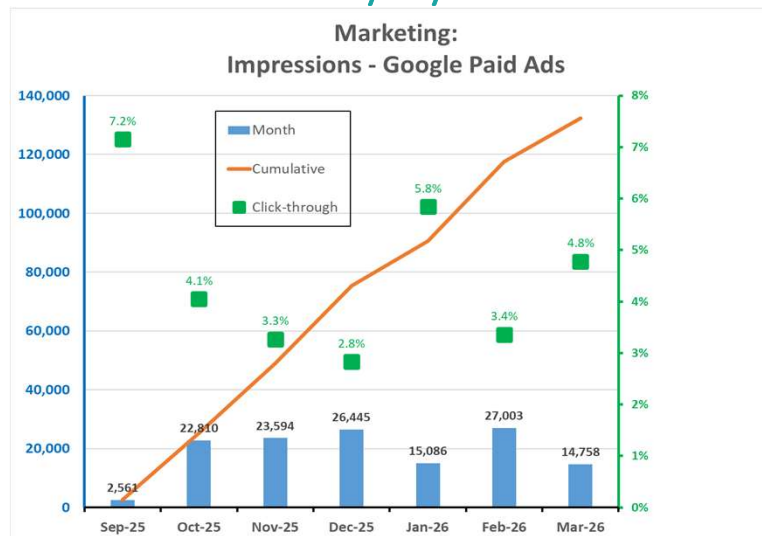
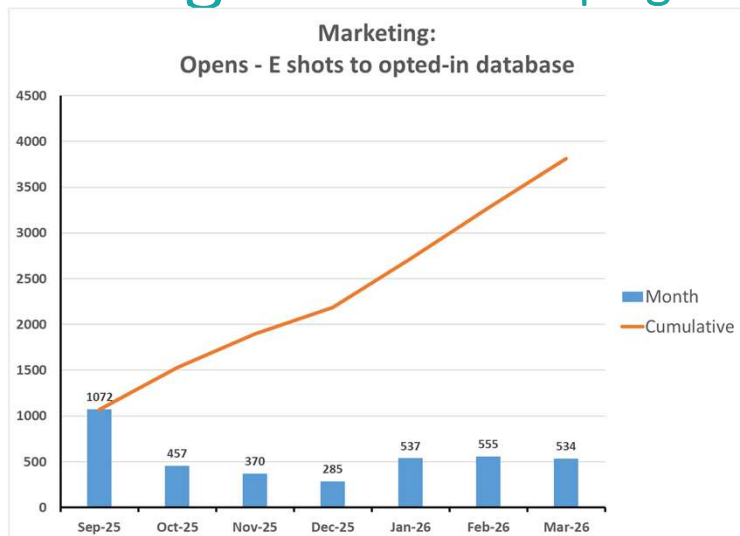
Topics: Interview techniques
 Money mules
 HR procedures
 Digital etiquette in the office environment





Marketing

Marketing Reach Campaigns undertaken directly by The Consortium

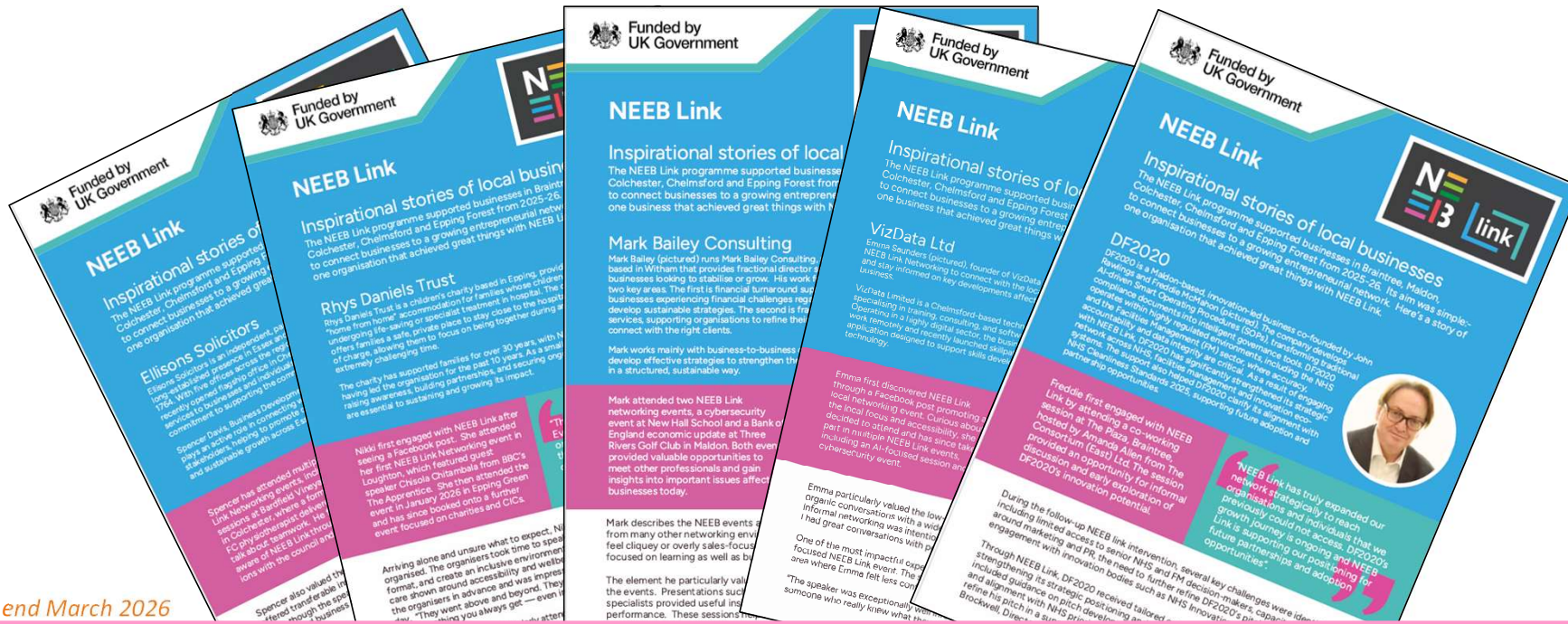




Marketing

Case Studies

Name	Company	District	Status
Spencer Davis	Ellinsons	Colchester	completed
Emma Saunders	Skillpatch.ai	Chelmsford	completed
Nikki Brody	Rhys Daniels Trust	Epping Forest	completed
Freddie McMahon	DF2020	Maldon	completed
Mark Bailey	Mark Bailey Consulting	Braintree	completed



Report to end March 2026





... is delivered by:



Designing and delivering award-winning business support programmes across the East of England since 2017.

The Team:

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