

## Introduction to Innovation, Wiltshire Programme Highlights

Run by GWE Business West Enterprise Services, the Introduction to Innovation programme ran in two tranches, the first started in September 2007 and offered Innovation workshops to SMEs based in Wiltshire. The second tranche started in September 2008 and as well as the workshops it also offered intensive advice sessions on innovation to Wiltshire businesses.

### Workshops Aim

The workshops were designed to:

- Stimulate thinking on possibilities for business improvement through innovation
- Encourage networking with other local businesses looking for new ideas and new approaches
- Introduce businesses to support available locally
- Build confidence and ability to implement ideas

The workshop sessions included tips on how to enhance business performance and through interactive sessions identified areas where procedures/systems/products within businesses could be reviewed, modified and improved.

The workshops also offered an opportunity to talk to the facilitator and network with other Wiltshire businesses over lunch.

### Feedback from Workshops

- Stimulated much thought
- Ideas and structure to move forward
- Now understand what innovation is - have some great new ideas
- Participative work session
- Very thought provoking, good for putting in place a process for ideas
- Gave inspiration and new ideas

### Follow-on Support

Following the workshop all participating companies were encouraged to take up the opportunity of a one-to-one business review, which included a skills audit and a review of business needs with a Business Link innovation advisor.

Over the course of the two projects 108 businesses received support in innovating their businesses and 18 businesses received intensive assistance from an innovation advisor.

To register interest in innovation please email [Juanita.mclaren-brown@gwebusinesswest.co.uk](mailto:Juanita.mclaren-brown@gwebusinesswest.co.uk) or call on 01225 338383