

Wiltshire Rural Business Mentoring Programme - Highlights

The Wiltshire Rural Business Mentoring Programme commenced in September 2006 and ran until the end of March 2009. The target market was small to medium sized enterprise businesses based in rural Wiltshire.

Rural Business Mentoring Programme

As the credit crunch hit towards the end of 2008 responses to the marketing picked up momentum and as time began to run out we found we had a number of applications that we could not process before the end of the programme. We continue to receive calls enquiring about the service and believe this is evidence that there is a continuing need for this support mechanism.

Feedback

From verbal feedback clients felt the free mentoring was a valuable programme and they were appreciative of the opportunity this gave them to advance their businesses. Before the end of the programme a feedback form was issued – 10 of the 20 clients responded (50%).

- 90% were satisfied or very satisfied with the relationship with their mentor
- 90% were satisfied or very satisfied with the organisation of the programme
- 90% would recommend the service to others

Comments from the Feedback

"My mentor is brilliant, she is exactly what I need to help keep the business on track and moving towards growth at all times. She is very supportive and offers sensible constructive advice. This is the most valuable service I have ever received and is genuinely helping me to grow my business through constructive support."

"Really good realistic advice – has motivated us to work even harder and hopefully more effectively."

"Whilst I appreciate organisations like Business Link exist and play a role for small businesses, a mentor gets to know the specifics and trivia and can help with issues as they arise. In terms of growing and scaling a business, the time and expense is saved in having someone guide you to the sources of information you need is invaluable and undoubtedly has a real effect on overall long term success."

To register interest in mentoring please email juanita.mclaren-brown@gwebusinesswest.co.uk or call 01225 338383