

West of England Rural Business Mentoring Programme Highlights

The West of England Rural Business Mentoring Programme commenced in November 2007 and ran until the end of March 2009. The target market was small to medium sized Enterprise businesses based in the rural areas of the West of England.

Rural Business Mentoring Programme

Due to the current 'credit crunch' the response to the final marketing effort was much greater than anticipated. Not all of the applications could be matched with a mentor in the time available with 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 very 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 17 clients responded – 59%.

- 90% were satisfied or very satisfied with the relationship with their mentor
- 80% were satisfied or very satisfied with the organisation of the programme
- 90% would recommend the service to others

Comments from the Feedback

Alan Dedman, Wraxhall based artist:

"My difficulty was not having anyone to provide critical feedback about how I was running my business. It was great to find someone I could talk to and to discuss general approaches to how I could make improvements in the way I did things. Now I feel much more positive."

Charlotte Yonge, Creative Literacy:

"The service was excellent, particularly as my mentor went over time in order to carry through to completing the session satisfactorily. As a result of her support, I have been able to take many practical steps, which I thought I would never do."

Alyson Matthews, Severn Surveyors:

"Our mentor has been extremely helpful with a lot of useful tips and a host of information to help the development of the company."

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