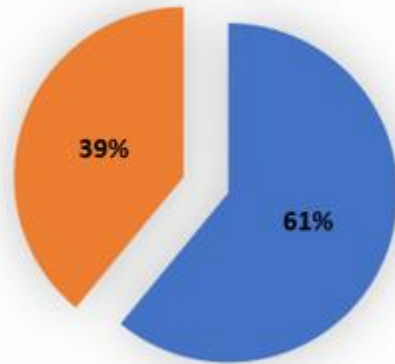


## Appendix 3: Engagement Data

187  
Businesses  
Engaged

Location Split

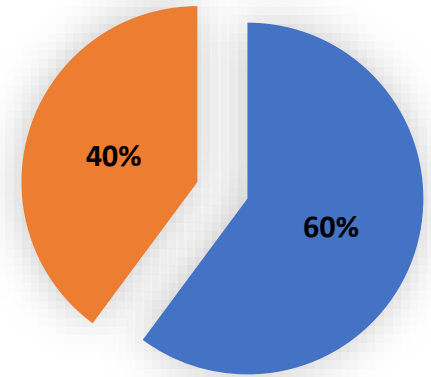


■ South Norfolk ■ Broadland

February to September 2022 (8 months)

133  
Business  
Engaged

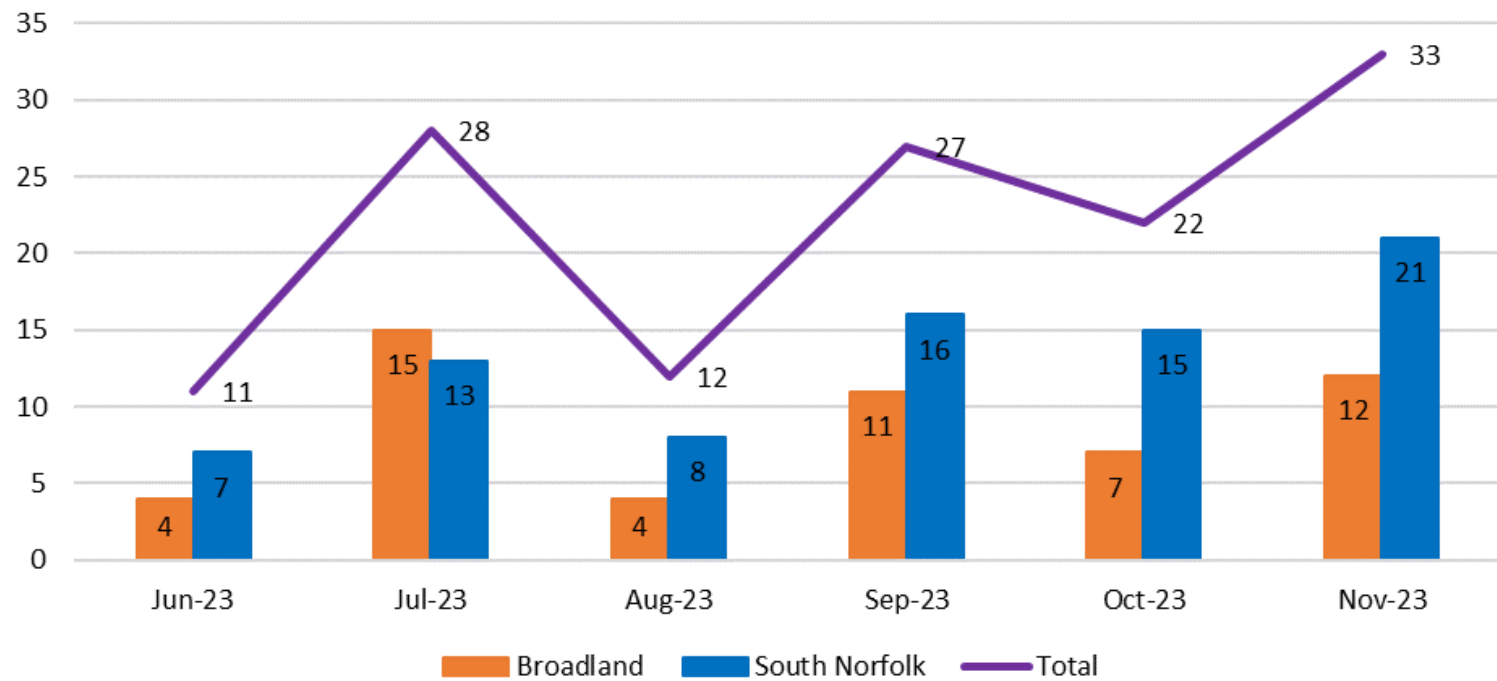
Location Split



■ South Norfolk ■ Broadland

June to November 2023 (6 months)

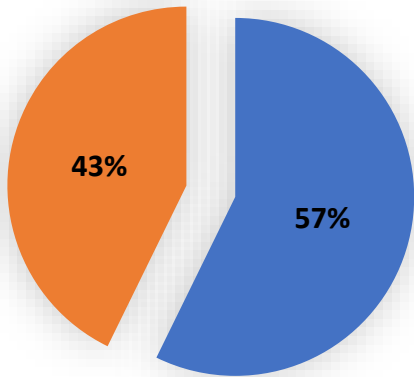
## Engagements per month (June 2023 onwards)



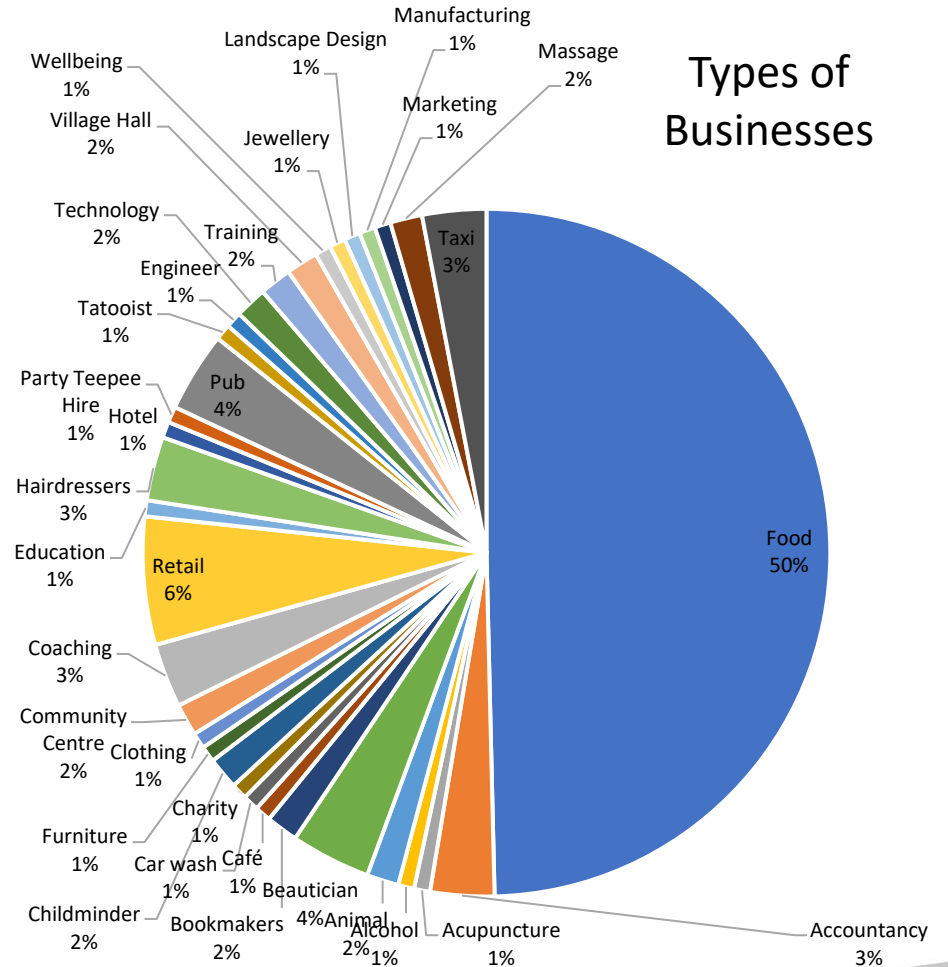
## Reach

Most contacts are now inbound enquiries demonstrating how far the BRSH has come in promoting itself as a service since June 23. 50% of contacts are food businesses and the rest are made up from a multitude of other categories showing the inroads made into varying sectors.

## Inbound vs Outbound

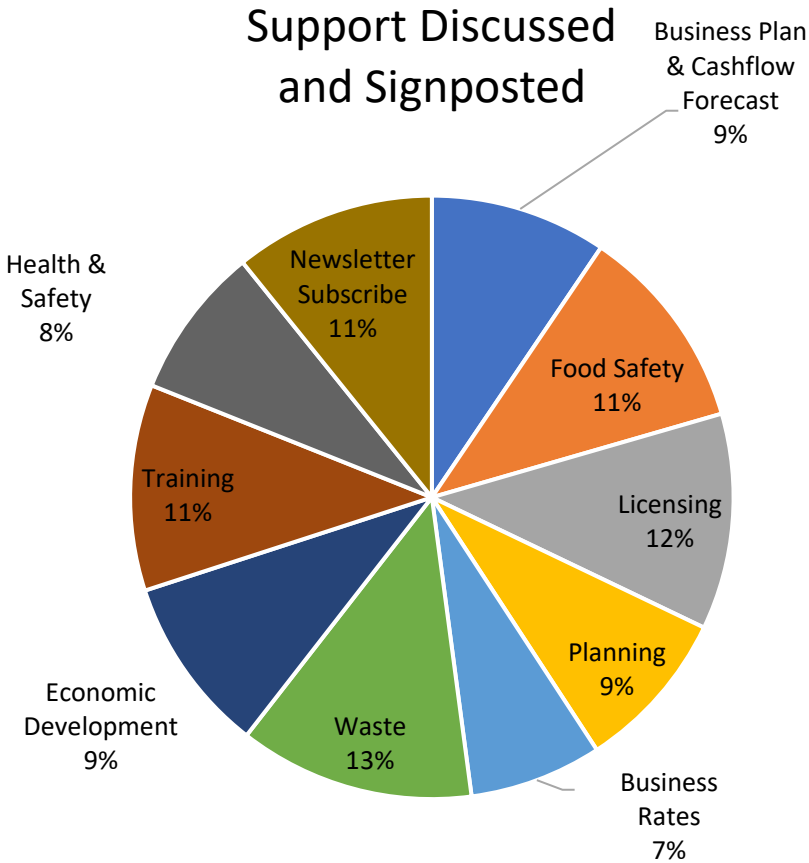


■ Inbound ■ Outbound

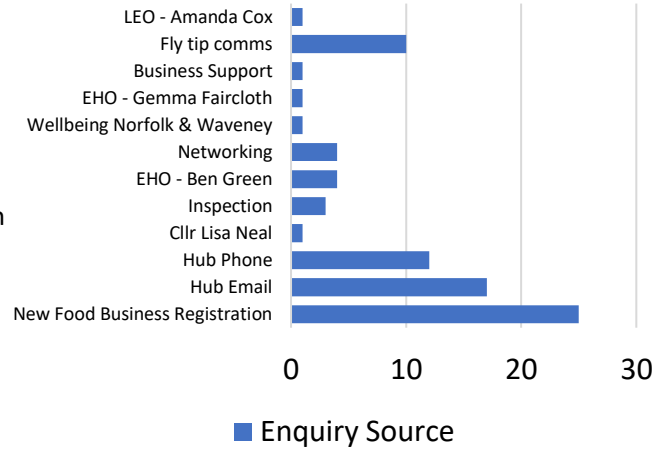


# South Norfolk (June 2023 onwards)

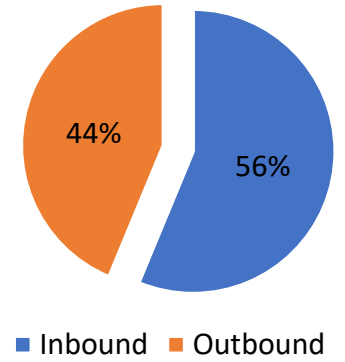
## Support Discussed and Signposted



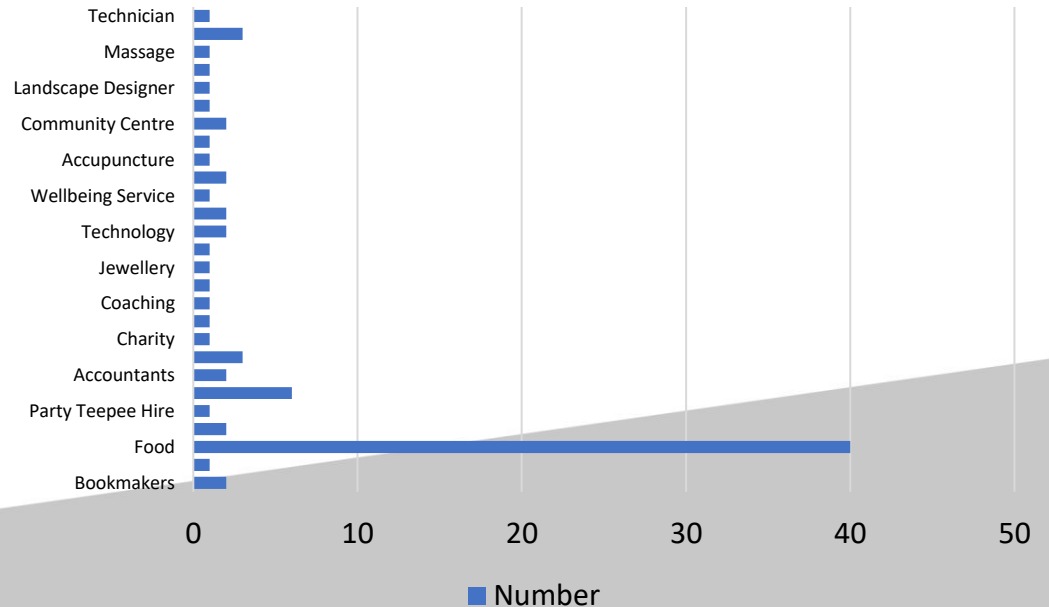
## Enquiry Source



## Contact Type



## Business Category

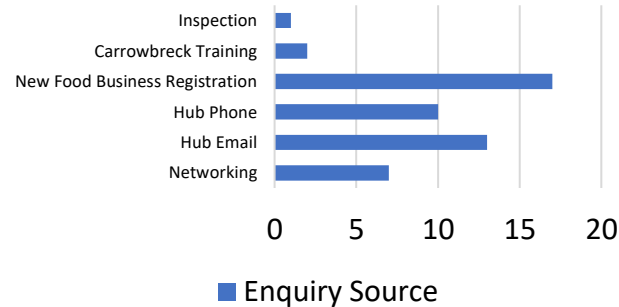


# Broadland (June 2023 onwards)

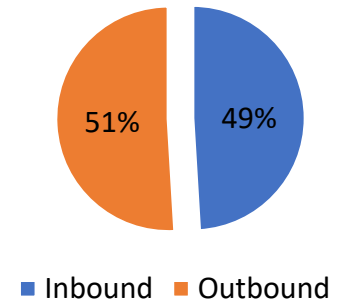
## Support Discussed and Signposted



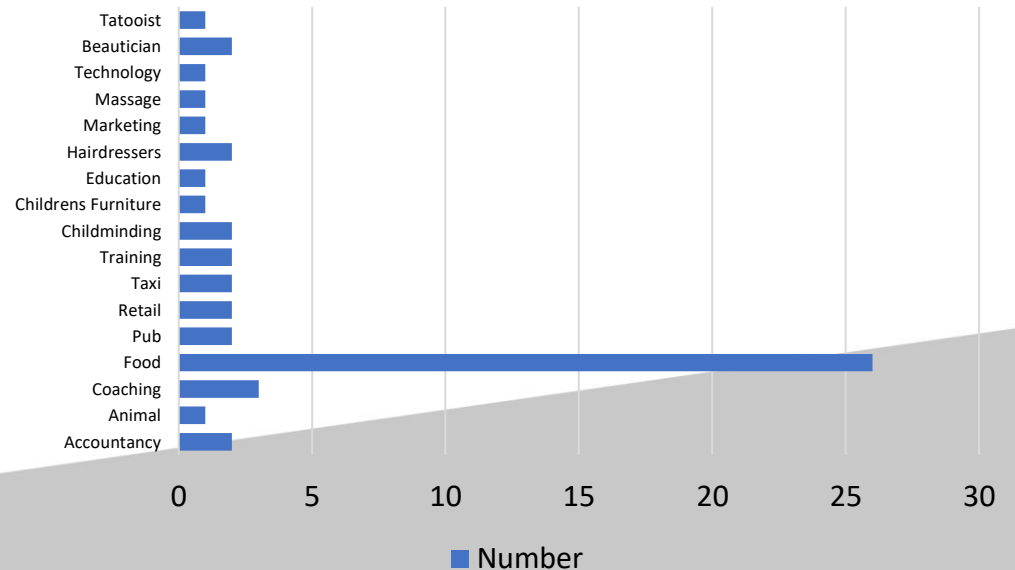
## Enquiry Source



## Contact Type



## Business Category



## Economic Development

Of the 133 businesses contacted between June and November 2023, 69 were signposted for further support from the Economic Development Team.

