



IMPACT REPORT 2023–2025

Empowering Entrepreneurs Across Ipswich Borough

PRESENTED TO:

The Ipswich Community

PRESENTED BY:

The Start Build & Grow™ Team

DATE:

October 2025

The background of the right half of the cover is a photograph of a harbor. In the foreground, several white sailboats are docked at a wooden pier. The water is calm, reflecting the boats and the buildings in the background. In the background, there are several multi-story buildings, including a prominent white one with a modern design. A rocket is launching from the top right corner, leaving a thick white plume of smoke that curves across the sky. The sky is a clear, bright blue.

***Helping Businesses Start,
Build and Grow Sustainably***

Supporting Ipswich's Entrepreneurs Since 2023

Since March 2023, the **Start Build & Grow™** Programme has been leading the way for Ipswich Borough Council in supporting early-stage business owners.

Developed in partnership between **AMS Business Consultants** and **Business Growth Coaches Network Ltd™**, the programme was designed to make a real difference – from those just thinking about starting a business to those already trading for up to two years.

By combining expert coaching, workshops, and peer support with digital tools and community connections, **Start Build & Grow™** has helped hundreds of entrepreneurs turn ideas into thriving enterprises.

PROGRAMME MILESTONES



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All figures correct as of July 2025

A Complete Ecosystem of Support

Every participant's journey is different — and that's exactly how the programme is designed. Each client is matched with experienced business coaches and given access to tailored workshops, peer sessions, and online resources to help them grow confidently.



Real Results for Local Businesses

These figures reflect not just participation but genuine progress. Behind every number is a story of local ambition, resilience, and success.



1,059 BUSINESS OWNERS
ENGAGED

91% OF PARTICIPANTS STILL
TRADING AFTER 12 MONTHS

735 RECEIVED 1:1 COACHING
OR WORKSHOP SUPPORT

115 NEW JOBS
CREATED

6,293 HOURS OF BUSINESS
SUPPORT DELIVERED

48 JOBS
SAFEGUARDED

Exceeding Every Target

The programme has consistently outperformed its original goals – delivering over four times the expected level of impact in most categories.

“The most important metric that truly matters is those businesses still operating after 12 months – it’s currently at 89%.”

Andy Skinner, MD, AMS Business Consultants

Outcome	Target	Achieved
Businesses receiving support	150	576
Entrepreneurs business-ready	150	735
Jobs created	45	116
Jobs safeguarded	30	86
New businesses formed	40	408
Technology adoption	-	56
Productivity improved	-	89
Entered new markets	-	87

Creating and Safeguarding Local Jobs

Through targeted support and early intervention, Start Build & Grow™ has directly strengthened Ipswich's economy – helping local entrepreneurs hire, retain, and upskill staff. Building on Suffolk's reputation for innovation and collaboration.



115 NEW ROLES
CREATED

Boosting local employment and
community prosperity.



48 EXISTING JOBS
SAFEGUARDED

Ensuring stability for small businesses
during critical early stages.

Driving Innovation and Growth Potential

The programme continues to foster innovation, productivity, and scalable business growth.

"Losing everything made us braver – Start Build & Grow helped us rebuild, rethink and finally bottle success."

Rob & Will Ward, Alkemy Distillery

TECHNOLOGY ADOPTION

56 businesses
introducing new
systems and processes

56

PRODUCTIVITY IMPROVEMENT

89 achieving
greater efficiency
through support.

89

MARKET EXPANSION

87 reaching new
customer bases.

87

HIGH-GROWTH POTENTIAL

61 businesses
identified as fast-
growing, aligning with
the Suffolk Business
Board's regional
development goals.

61

Building Skills and Future Talent

Partnerships have been key to extending the programme's reach and lasting impact.

SUFFOLK NEW COLLEGE

SBG is now an Industry Partner, facilitating 24 student placements across retail, recruitment and digital businesses.

PROUD TO BE A



SUFFOLK NEW COLLEGE
INDUSTRY
Partner



MENTORING THE NEXT GENERATION

Over 70 Level 3 business students have received hands-on mentoring from SBG coaches and participants.

[IPSWICH.CO.UK](https://www.ipswich.co.uk)

As a programme partner, Ipswich.co.uk showcases our entrepreneurs – sharing their stories and connecting local businesses with the wider community.

PROFESSIONAL QUALIFICATIONS

98 participants have achieved Lean Six Sigma Yellow Belt certification, strengthening their process improvement and problem solving skills



A Thriving Entrepreneurial Community

The SBG community continues to grow beyond formal support. Participants have developed their own networking groups, business collaborations, and even joint ventures where their services complement one another.

Over 300 additional businesses from outside the catchment area have sought to join the programme – a clear sign of its reputation and effectiveness across the wider region.

“Being part of Start Build & Grow gave me clarity, confidence and a community — three things every new founder needs.”

Sarah Miller, The Menopause Vitamin Company



The relationships built through Start Build & Grow™ have created a genuine local business network – supportive, connected and full of opportunity.”



Expanding Reach Through Digital Innovation

Technology plays a key role in connecting and supporting entrepreneurs.

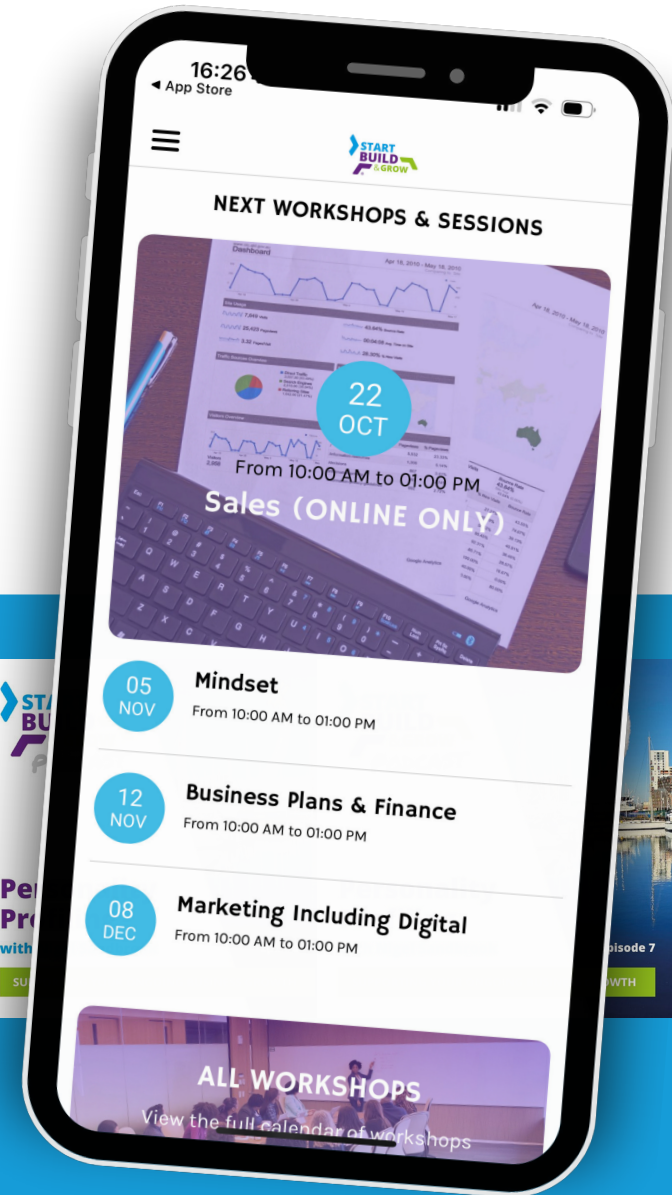
START BUILD & GROW™ APP

2,000 + downloads to date. Includes access to programme resources, a member marketplace, and links to coaches and wider Suffolk support schemes.



PODCASTS

Two full series now available on Spotify, Amazon and Apple – sharing insights from business leaders and success stories from the community.



People First, Not Just Metrics

The programme remains **behaviour-led, not metric-driven** – ensuring authentic, tailored support for every participant. This human-centred approach continues to deliver exceptional outcomes while maintaining strong stakeholder relationships.



ONGOING ENGAGEMENT:

- Regular collaboration with Suffolk New College, Eastern Education Group, DWP, and local authorities.
- Active presence at business fairs and networking events.
- Commitment to evolving alongside the region's entrepreneurial landscape.

“

We measure success by the confidence, resilience, and progress of our clients – not just the numbers.”



Thank You

Start Build & Grow™ would like to thank all partners, coaches, participants and stakeholders who have contributed to the programme's success. Together, we've helped hundreds of local entrepreneurs start, build and grow their businesses – and we look forward to continuing this journey.

Email: info@startbuildgrow.co.uk | www.startbuildgrow.co.uk

*Empowering
entrepreneurs – today
and for the future*



**BUSINESS
GROWTH**
COACHES NETWORK

AMS
Business Consultants

