

30 April 2025

**ATISN 24603**

Dear

Thank you for your request for information dated 31 March.

**Information requested**

1. How does the Welsh Government measure success of the Accelerated Growth Programme and what are the key performance indicators for the year end to March 2024 in comparison with the year end to March 2025?
2. How many SMEs have joined the programme during the same time period?

**Our response**

1. The Welsh Government uses the following tools to measure the success of the Business Wales Accelerated Growth Programme using a Quality Contract Management Framework:
  - Annual Budget Spend
  - Key Performance Indicators
  - Client Satisfaction Surveys
  - Programme Evaluations
  - Impact Assessments

The key performance indicators for the year end to March 2024 were:

- Number of new jobs created
- Number of new jobs created paying above the Welsh average salary
- Increase in levels of export
- Investment in enterprises
- New start ups
- Start up survivability
- Number of businesses adopting an equality & diversity and or sustainability policy

The key performance indicators for the year end to March 2025 were:

- Number of new jobs created
- Number of new jobs created paying above the Welsh average salary
- Number of jobs safeguarded
- Increase in levels of export
- Investment in enterprises
- Increase in levels of sales
- New start ups

- Start up survivability
  - Number of businesses supported to introduce or improve carbon reduction policies or practices
  - Number of businesses supported to introduce or improve fair work, equality, and diversity practices
2. In 2023/24, 14 new SMEs joined the Business Wales Accelerated Growth Programme. Recruitment was limited in the year end to March 2024 due to it being the last year of contracted delivery under contract C36/2014/2015.

In 2024/25, the Welsh Government awarded a new contract for the Business Wales Accelerated Growth Programme (C077/2023/2024). In the year end to March 2025 70 new SMEs joined the service.

### **Next steps**

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely