

Made Smarter Adoption KPI Statistics:

FY2022/23 – FY 2024/25

Annual targets for Made Smarter Adoption KPIs are agreed between DBT and each Regional Delivery Team (at an ITL1 region level) at the start of each financial year.

The Tables below show regional KPIs for each financial year covered by the 3-year funding envelope of FY2022/23 to FY2024/25.

The regions delivering Made Smarter Adoption during the period were the North West (NW), the West Midlands (WM), Yorkshire and the Humber (Y&H), the North East (NE) and the East Midlands (EM).

The East Midlands joined the MSA Programme in October 2022.

While much of the MSA Programme is standardised there are elements of delivery which differ in scale and scope between regions, therefore direct inter-regional comparisons of KPIs is not always informative.

Table 1: Registrations Made				
<i>Number</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	158	251	291	700
WM	210	232	321	763
Y&H	240	331	202	773
NE	228	153	218	599
EM	148	166	87	401
England Total	984	1133	1119	3,236

A Registration occurs when a business has provided all relevant information and has had a 'significant' engagement (of up to 1 hour) with an MSA Adviser.

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Table 2: Roadmaps Provided				
<i>Number</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	86	103	81	270
WM	110	120	114	344
Y&H	220	230	87	537
NE	113	73	102	288
EM	77	75	16	168
England Total	606	601	400	1,607

Digital road-mapping workshops are sessions held between decision makers within an SME and MSA Advisers and should not take less than half a day.

The key output is a Roadmap for Industrial Digital Technology (IDT) adoption. This is a Plan typically including one, or a combination of MSA services tailored to the business's requirements.

Table 3: Grant Projects - Numbers Supported				
<i>Number</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	46	38	55	139
WM	53	49	50	152
Y&H	23	27	15	65
NE	55	48	37	140
EM	31	20	12	63
England Total	208	182	169	559

Grant funding can be obtained for an eligible IDT investment project. Grant applications are approved by a system of regional grant panels operating under agreed terms of reference.

Regional delivery teams are required to ensure that all capital grants are compliant with the UK's subsidy rules for minimal financial assistance.

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Table 4a: Expenditure on Grant Projects				
<i>(£ million)</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	£0.80	£0.64	£0.94	£2.38
WM	£0.87	£0.72	£0.83	£2.42
Y&H	£0.32	£0.33	£0.24	£0.89
NE	£0.39	£0.40	£0.32	£1.10
EM	£0.47	£0.38	£0.17	£1.02
England Total	£2.84	£2.48	£2.50	£7.82

The maximum grant per project is currently £20,000 and is available to qualifying SMEs only once.

Table 4b: Grant Expenditure Matched				
<i>(£ million)</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	£2.26	£2.10	£2.10	£6.46
WM	£2.07	£1.61	£1.57	£5.25
Y&H	£0.57	£0.74	£0.54	£1.85
NE	£0.37	£0.53	£0.37	£1.27
EM	£0.74	£0.84	£0.19	£1.77
England Total	£6.01	£5.82	£4.77	£16.60

The current requirement is that a business must match the grant provided to a level of at least 1:1.

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Table 5: Intensive Support				
<i>Numbers</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	57	53	67	177
WM	139	110	110	359
Y&H	109	126	40	275
NE	113	73	49	235
EM	19	8	0	27
England Total	437	370	266	1,073

Intensive support is tailored support provided by an MSA Adviser of at least 10 hours in total.

Table 6: Leadership & Management Training Provided				
<i>Numbers</i>	FY 24/25	FY23/24	FY22/23	Over 3 Years
NW	26	26	21	73
WM	24	22	20	66
Y&H	10	15	0	25
NE	113	73	49	235
EM	21	10	0	31
England Total	194	146	90	430

This training is for SME owners/leaders focussing on IDT adoption. Courses are typically delivered by regional Universities or Business Schools.