

## One Epping Forest, Epping Forest District Council, & Business Link in Partnership

### Introduction

At Epping Forest local strategic partnership; Sustainable Communities Theme Group Meeting on: 21st May 2010:- Bob Palmer (Director of Finance, EFDC) gave an overview of the LABGI funding based on his previously circulated paper.

This may be the last grant received under the LABGI scheme. Bob asked for suggestions for projects which would benefit from a grant. This paper fleshes out the initial suggestion from Business Link.

### Background

Over recent months, the economic climate has resulted in business stress, & unfortunately job losses. Two specific consequences of this have been a marked reluctance for business to invest, and a significant increase in the number of people looking to become self employed or start their own business.

Based on the above, Business Link will be delighted to partner with Epping Forest to deliver a package of structured and targeted support, through projects directed at those two issues.

The two suggested projects are:-

- a. Based on successful interventions with other partners in the region.
- b. Scalable. Although each is laid out on a £10k base, costs per element are included so that partners can readily re-specify the projects.

The main objectives of the partnership activities will be:-

#### Project 1

1. *Raise awareness and Build Confidence of people in Epping Forest District to explore self employment options*
2. *Provide ongoing support to pre starts and newly self employed individuals through a series of drop-in sessions with Enterprise Awareness Champion*
3. *Deliver additional business start up and skills workshops.*

#### Project 2

1. *Build on and enhance core Business Link: Information, Diagnostic & Brokerage support to the businesses in Epping Forest District.*
2. *Intervene to overcome cost driven inertia, once a business has an action plan.*
3. *Use existing system capacity, to distribute funds as redeemable vouchers; allocated to encourage business investment.*

These activities will also contribute to the following LAA targets:- NI 171 Business Registration Rate: NI 166: workplace earnings NI 164 Level 3 Skills NI 151 Employment rate.

**Project 1: Additional Business Start Up Support in Epping District:**

**Activities**

Activity	Elements
Raising Awareness/Building Confidence Field Marketing events  Information sessions	Field marketing using Business Link Mobile Office Unit.  Half day – Drop in Sessions with Enterprise Awareness Champion
Delivering additional workshops	Starting a Business Workshop Financing my Business/Idea Workshop Marketing Your Business Workshop Using the Web in your Business Workshop

**Project Period**

The various activities could be delivered over a period as short as six months: e.g. *(Commence awareness raising around 1<sup>st</sup> August 2010: Extra delivery commencing 1<sup>st</sup> September 2010 and end on the 31<sup>st</sup> March 2011).*

**Project 2: Business Growth Support Voucher (Epping):**

**Activities**

Activity	Elements
Business survival & growth support	Existing Business Link Service delivered from the local team.  This takes the business to an agreed action plan.
Induce a higher rate of action on business plans	Deploy an agreed proportion of the Epping Forest LABGI fund, as vouchers; (redeemable by the businesses) to overcome cost based inertia.

**Project Period**

Start would be possible quickly; once parameters are agreed. We would suggest a deployment period of one year, with a program of awareness / promotion based on take-up.



**Activity and Costs: Project 1 Additional Business Start Up Support in Epping**

	Activity	Estimated Costs	Comments
1.	Building confidence & raising awareness		Target of 80 people interested in self employment or starting a business
	2 X Field marketing Events	2 x £2,000	Cost of using extra placements of the Mobile Office Unit and Field marketing personnel
	Information Sessions	2 X £100	Delivered by Business Link Enterprise Awareness Champion. Costs include venue & Refreshments
		£4,200	
2.	Workshops: Starting a Business Workshop (Half day Business Awareness workshop)	5 x £200	Target of 108 delegates on Workshops Delivered by Business Link Enterprise Awareness Champion. Costs include venue & Refreshments
	Financing my Business/Idea (Half day Business Awareness workshop)	2 x £200	Delivered by Business Link Enterprise Awareness Champion. Costs include venue & Refreshments
	Marketing Your Business Workshop (Half day Business Skills workshop)	2 x £500	Delivered by Business Link accredited supplier Costs include presenter venue and refreshments
	Using the Web in your Business (Full day Business Skills Workshop)	2 x £800	Delivered by Business Link accredited supplier Costs include presenter venue and refreshments
		£4,000	
3.	Additional Marketing	£800	
	<b>TOTAL COSTS</b>	<b><u>£10,000</u></b>	



Activity and Costs: Project 2 Business Growth Support Voucher (Epping).

	Activity	Costs	Comments
1	Business awareness raised	<u>£0</u>	Target increase in businesses coming forward for support.  Partners will be asked to promote the scheme to businesses in the locality / or their membership
2	Providing "Business Growth" vouchers {suggested value £500} from LABGI, will promote businesses to act and source the support.	<u>£10,000</u>	Target 20 positive business development projects.  Administering through Business Link's existing Voucher system, means no overhead cost.  A flexible / scalable intervention; directly supporting 2 businesses directly for each £1000 deployed. At the proposed value 20 businesses supported directly to invoke their growth plans.  Experience shows that such initiatives increase general interest in business support, and hence has a multiplier effect
		<u>£10,000</u>	The intervention will set out to promote growth. To ensure as many Epping businesses as possible stay active, and grow.

## Responsibilities

1. Awareness element: Business Link needs Epping partners to be responsible for securing all the necessary permits required for the Business Link Mobile Office to be placed at selected locations, and Business Link will be responsible for ensuring the van is placed at events and staffed accordingly.
2. Workshops & Information Sessions Venues: Business Link needs Epping partners to be responsible for sourcing extra workshop venues.
3. Event Booking & Management: Business Link will be responsible for all workshop bookings. These will be managed via the Event Booking website [www.bookevents.org](http://www.bookevents.org) or telephone, and managed by designated Business Link staff.
4. Marketing: Business Link and partners will jointly market the projects through various channels.

Principal marketing channels will be: - co-branded flyers and posters, e-shots, the Business Link e-zine, PR (local radio stations & newspapers) and key partners (JCP, Connexions etc. for Project 1: & FSB, local Chambers of Commerce etc for project 2).

## Reporting

The performance of all strands of the partnership activities will be reported by Business Link. Updates will be provided on request during the project period and a final report at the end of the projects.

The reports will provide details on number of attendees at workshops and information sessions by area, ethnicity, gender and disability. We will also provide a report on pre starts that have actually started trading and those that remain in business further down the line.  
Uptake of Business

## Business Link Contacts

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