

Outcome Sponsor:

Outcome Lead:

# Growing and Developing Businesses

**Key Driver = Improving Business Performance and Growing a Low Carbon Economy**

**Priority Outcome: – Growing and developing businesses and ensuring jobs for the future through the implementation of locally-based business support networks, across the County and the development of key growth sectors – improving business and encouraging innovation.**

**Why is this a priority?** Gloucestershire is part of a global economy, which is ruthlessly competitive. Our businesses need to grow and develop constantly if they are to remain competitive and they need to develop a culture of innovation whereby new ideas are examined, tested and exploited quickly. With the reduction in public sector budgets, the growth of the economy and jobs over the next decade depends on stimulating the private sector, particularly in the County’s key sectors. Businesses must strive to learn from one another and collaborate more widely and locally based business support networks are considered an important mechanism for enabling this to happen.

**Where do we want to be in three years time?** By March 2014 Gloucestershire needs to have:

- Established locally resourced self funding Parklife-style operations.
- Widened geographically locally based business support networks and increased their effectiveness.
- Increased the number of businesses in its key sectors and seen the profitability of and employment by businesses in these sectors grow.
- Grown the overall number of jobs in the private and 3<sup>rd</sup> Sector.
- Kept the unemployment claimant rate at least 1% below the national average.
- Developed the collective business support role of the Gloucestershire Chamber of Commerce and Industry, the Federation of Small Businesses, The CBI, The IOD and local Chambers of Trade.
- Taken further advantage of external funding streams and commercial development opportunities to support the growth and development of businesses.
- Reinforced the reputation of being a county of innovative and progressive businesses.

## What will be done in 2011/12

Improvement Activity	Planned Benefits	Key Resources	Dates	Lead	Partners
<b>Parklife Next Generation</b> – Investigate the willingness of the private sector to manage and resource the enhancement of the Parklife model of operations.	Evolution of the widely acclaimed Parklife operation and its ability to help businesses grow and develop. Exploration of the viability of increased private sector sponsorship	GFfirst staff and District EDOs to facilitate initial discussions	Review October 2011	GFfirst	District EDOs Private Sector (FSB) Chamber
<b>Business Support Network Expansion</b> – Investigate the feasibility of establishing more locally based business support networks based on the Parklife	The expansion of locally based business support networks based on a proven model. Support business formation	GFfirst staff and District EDOs to facilitate initial	Review October 2011	GFfirst	FSB, County Chamber, Chambers of Trade

model.	and survival Encourage innovation and improving productivity Development of networks and inter-business trading Promotion of local procurement	discussions			
<p><b><u>Key Sector Growth – Support and Development</u></b> Utilise up to date intelligence, established networks and professional support capability, available in the County, to facilitate the formation of private sector sponsored/resourced business fora to identify measures needed to grow the following emerging and priority sectors: advanced engineering, leisure and tourism and environmental goods and services.</p>	<ul style="list-style-type: none"> <li>- Sector Growth Development Plans</li> <li>- Self governance arrangements</li> <li>- Resource Plans</li> <li>- Identification of private sector sponsors /ambassadors</li> <li>- Mechanisms for networking</li> <li>- Review collection/co-ordination of intelligence to aid forward planning activities</li> </ul> <p>The needs of the sector will be identified and solutions and resources developed to deliver these</p>	<p>GFirst staff time</p> <p>Private sector support</p>	<p>Start April 2011</p> <p>Fora to meet and report regularly</p>	<p>GFirst</p>	<p><b>What sector forums already exist ?</b></p> <p>The Institution of Engineering &amp; Technology Gloucestershire Network and BMC<sup>1</sup>, Gloucestershire College Engineering Department.</p>
<p><b><u>Solutions For Business</u></b> - Ensure that the County's business community has ready access to the national programme of Business Start up Advice and Training.</p> <ul style="list-style-type: none"> <li>- Increase the take up of the 'Solutions for Business' products through collaborative working with Business Link</li> <li>- Explore options to maintain access to support mechanisms through a joined up approach working with partners</li> <li>-</li> </ul>	<p>New businesses that survive are created and increase employment Full advantage is taken of Government Schemes for Business Start Up Business creation/survival rates</p>	<p>Solutions for Business</p>	<p>Review September 2011</p>	<p>Business Link until Nov 2011</p>	<p>FE and private training providers District authorities</p>
<p><b><u>Business Membership Consortium (BMC)</u></b> – Create a consortium of Gloucestershire Business Membership</p>	<p>Businesses wishing to grow and develop are better informed of the opportunities available to them.</p>	<p>GFirst staff time to facilitate</p>	<p>Review April 2012</p>	<p>GFirst</p>	<p>Business Membership Organisations</p>

<sup>1</sup> A consortium of Gloucestershire Business Membership Organisations (Chambers of Commerce, FSB, CBI, IoD, NFU, CLA, etc).

Organisations (Chamber of Commerce, FSB, CBI, IoD, NFU, CLA, etc) to improve communications with/support to businesses.	Increased opportunities for collaboration within the County and beyond				
<b>Community and Social Enterprise-</b> Implement a programme of support for the development of Community Enterprise Plans and project proposals - Community Accelerator (capacity building rural services focus) - Administration of regional RDPE Community and Social Enterprise Facilitation Service (CaSE)	A dedicated resource and project development service to support and strengthen the enhanced role of services within market towns and villages. Enabling successful bids for funding under the Social and Community Enterprise Theme of RDPE. Support for communities in actively engaging with the GCC 'Community Offer' Initiative	RDPE £?k <b>2 year prog)</b>	Review April 2012	GFirst– Claire Edwards	GRCC, GMTF, SWRDA, SWAN, Glos Social Enterprise Forum, BL
<b>Export Opportunities</b> – Promote export opportunities particularly to businesses that do not currently export	Development of an 'Export Opportunity Action Plan'  Confidence levels in businesses to undertake trade development and in accessing new markets	UK Trade and Investment (UKTI) GFirst staff time		BMC	District authorities BL GFirst Task and Finish Group
<b>Trade Local</b> – Examine initially with the food and drink sector the feasibility of continuing a 'Trade Local' campaign. cf: final implementation of Economic Recovery programme activity	Increased awareness of what local suppliers have to offer. Increased patronage of local businesses leading to increased turnover.	SW Food & Drink Staff Time	Review Sep 2011	SW Food & Drink GMTF	Food & Drink Sector Businesses
<b>Research &amp; Development</b> – Advise businesses on how to access 'Grants for Research and Development' and encourage use to develop innovative ideas	R&D is in many cases critical to growing and developing businesses	A 'Solutions for Business' product	Review Oct 2011	GFirst	Business Link until Nov 2011

<p><b>Innovation</b> – Advise SMEs on obtaining and using ‘innovation vouchers which enable them to buy advice from knowledge based institutions to help in the development of new products, services and processes.</p>	<p>Innovation is key to growing and developing businesses</p>	<p>A ‘Solutions for Business’ product</p>	<p>Review Oct 2011</p>	<p>GFirst</p>	<p>Business Link until Nov 2011</p>
<p><b>3<sup>rd</sup> or Voluntary Sector including Not for Profit Businesses</b> – Collaborate with effort alongside Leadership Gloucestershire Group (Strategic Leaders forum) to create a private sector led and resourced fora of 3<sup>rd</sup> sector and ‘not for profit’ businesses that contribute to the economy, to identify and make GFirst and partners aware of measures needed to grow the sector.</p>	<p>The needs of the sector will be identified and solutions and resources identified to deliver these. 3<sup>rd</sup> Sector needs to move from being grant funded to earning income from delivering services some currently delivered by the public sector and thereby grow jobs</p>	<p>GFirst staff time initially, thereafter the private sector</p>	<p>Fora to meet and report regularly</p>	<p>GFirst</p>	<p>Gloucester Association for Voluntary &amp; Community Action, GRCC</p>
<p><b>Resources Plan</b> – cf: activity in the Partnership Enabler activity card to develop an external funding strategy and stimulate private sector investment opportunities especially</p>	<p>Identification of commercial development opportunities Increase in external funding secured for the County Productive Networking Mechanism for understanding partner objectives, aspirations</p>	<p>GFirst staff time</p>	<p>Review Sept 2011</p>	<p>GFirst</p>	<p>All</p>

**How will we know what difference we have made?**

Indicator	Baseline	Targets 2011/2012	Lead	Links
-----------	----------	----------------------	------	-------

**Resources**

*TO BE DEVELOPED .....*

**Key Risks**

**Related Documents and References**