

**Greater Norwich Growth Board**  
**Wednesday 25<sup>th</sup> May 2017**  
**New Anglia Business Growth**



**Chris Starkie**  
Managing Director, New Anglia Local Enterprise Partnership

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# Business Support Landscape

General Election 2010 announced in March 2010

What will business support look like in April 2012?

Probable closure of Business Link network

Traditionally complex landscape so a need to simplify

Business Support identified as a key LEP activity

A list of priority activities (10) drawn up to take forward

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# Business Support Landscape

- Local access points for local and national services
- Face to face support to supplement national provision
- A community network including enterprise support
- Business start-up advice and workshops
- Enhance access to finance, including new funding
- Specialist provision for high growth businesses
- Support to facilitate business mentoring activity
- Local support for social enterprise development
- Develop best practice from existing provision
- Identify and develop incubation space

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# Business Support Landscape

Growing Business Fund developed in 2012: -

- £3m of RGF funding awarded in 2012
- £9m of RGF funding awarded in 2013
- Further funding through Growth Deal

Still significant gaps in business support provision

Need to develop a more comprehensive scheme

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# Growth Hub Concept

Need to development a flexible model of delivery

Based on activity in North Walsham and CoSIRA (1970s)

Unsuccessful application submitted to Defra in 2013

Work with the Cabinet Office and other partners to develop a national 'Growth Hub' delivery model

Need to 'test' the model to see if it actually works!

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# Business Growth Programme

Worked with the Cabinet Office and other partners to develop a national 'Growth Hub' delivery model

£18.3m RGF funding via the Wave 2 City Deals process

Support for 15 cities including Ipswich and Norwich

Funding from March 2014 to May 2015

£3.9m awarded to deliver in Ipswich and Norwich initially

Delivery through four elements of activity

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# Business Growth Programme

Nine 'face-to-face' Businesses Growth Advisers

A website and telephone helpline providing advice

Small Grants (£5k to £25k) to create jobs in SMEs

Specialist innovation support and advice

Innovation support from UoS, UEA and NUA

LEP wide Businesses Start-up programme

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# Growth Hub

‘No Wrong Door’ approach to access support

Initially Nine Growth Advisers and three support staff

Web resources and telephone support 0300 333 6536

Delivered in partnership with Suffolk Chamber

Support tracked (CRM) to ensure consistency of advice

Engage with 2,900 businesses (740 intensive supports)



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# Small Grant Scheme

£1.45m of grants to create jobs in SMEs

Grants between £5,000 and £25,000 at 20% of costs

Create one full time job for every £10,000 of grant

Open to almost all SMEs (some exceptions)

Simple and quick application process with support

Aim to create 145 new full time jobs

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# Business Start-ups

£750,000 of funding to increase start-up levels

In-depth support provided by MENTA and NWES

One to one support, advice and training

Link to Ongoing support following start-up phase

Aim to support 280 business start-ups

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# Innovation Voucher Scheme

£750,000 of support to increase levels of innovation

Specialist support from UoS, UEA and NUA

Value of support between £2,000 and £20,000

Need to match support 1:1 from the business

Access to Mentors, internships, consultancy, facilities

# City Deals Outputs

## City Deal outputs March 2014 to December 2016

Key Output Category	Target	Achieved	Greater Norwich
Businesses Engaged	3,000	3,200	964
Businesses Assisted to Improve Performance	700	864	285
New Business Start Ups	345	339	136
Value of Small Grants Scheme Approvals	£1.45 m	£1.66 m	£506,983
New Jobs Created	700	727.5	311
Innovation Vouchers Awarded	£750,000	£91,942	£59,752
Private Match Funding Leveraged	£8.2 m	£11.5 m	£2.1m

# Growth Programme Outputs

## Outputs from all funds March 2014 to December 2016

<b>Key Output Category</b>	<b>Achieved</b>	<b>Greater Norwich</b>
Businesses Engaged	6,265	1,677
Businesses Assisted to Improve Performance	1,447	436
New Business Start Ups	481	195
Value of Small Grants Scheme Approvals	£2.3 m	£616,176
New Jobs Created	850	339
Hours of support provided by Growth Advisers	28,900	6,000
Private Match Funding Leveraged	£13.4 m	£2.5m

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## Key Points

Growth Hubs are now the 'go to' place for all support

New Anglia Growth Hub model is flexible and effective

Since 2014 New Anglia Growth Hub has supported: -

Over 6,000 businesses across Norfolk and Suffolk

Provided almost 30,000 hours of business support

Our approach has led to new opportunities and schemes

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## **Legacy Activity**

Growth Hub model rolled out across all of England

Growth Advisers now total 11 with 4 support staff

Delivering a three year £12 m ERDF programme

New Anglia LEP grants now from £1,000 to £500,000

Shared CMS with all local authorities and other partners

Database of businesses so we can target support

Newly launched 'Access to Finance' platform