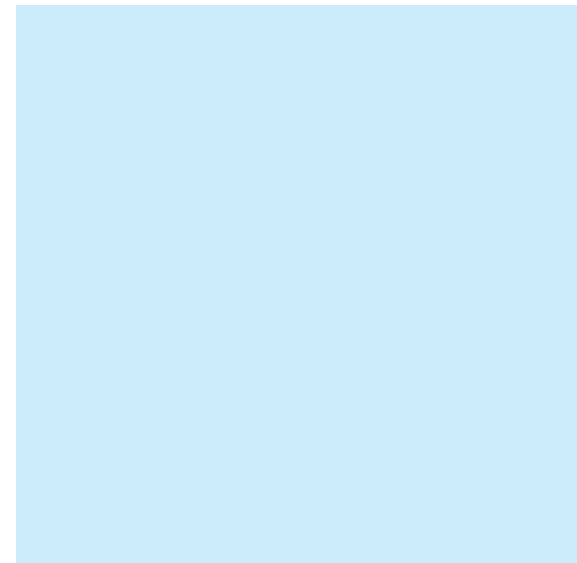


Business Support Simplification

Swindon Enterprise
Group – 28-02-07



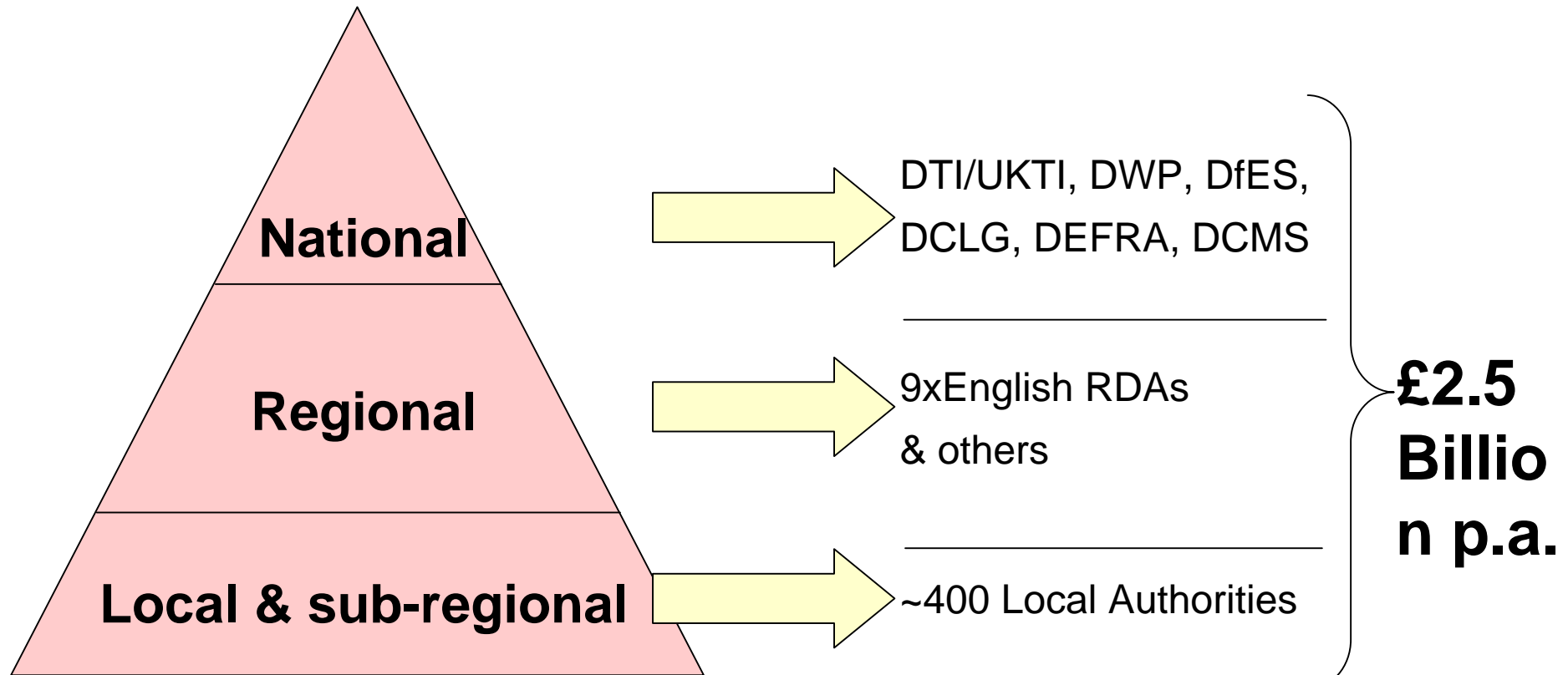
The budget 2006 challenge..

- Streamline publicly funded business support from around 3000 products and services to no more than 100 by 2010 in order to:
 - Give right support to right businesses
 - Maximise contribution to Government's objectives
 - Improve efficiency and access
 - Show the government is listening
- **The Business Support Simplification Programme (BSSP) has been established to respond to this challenge**



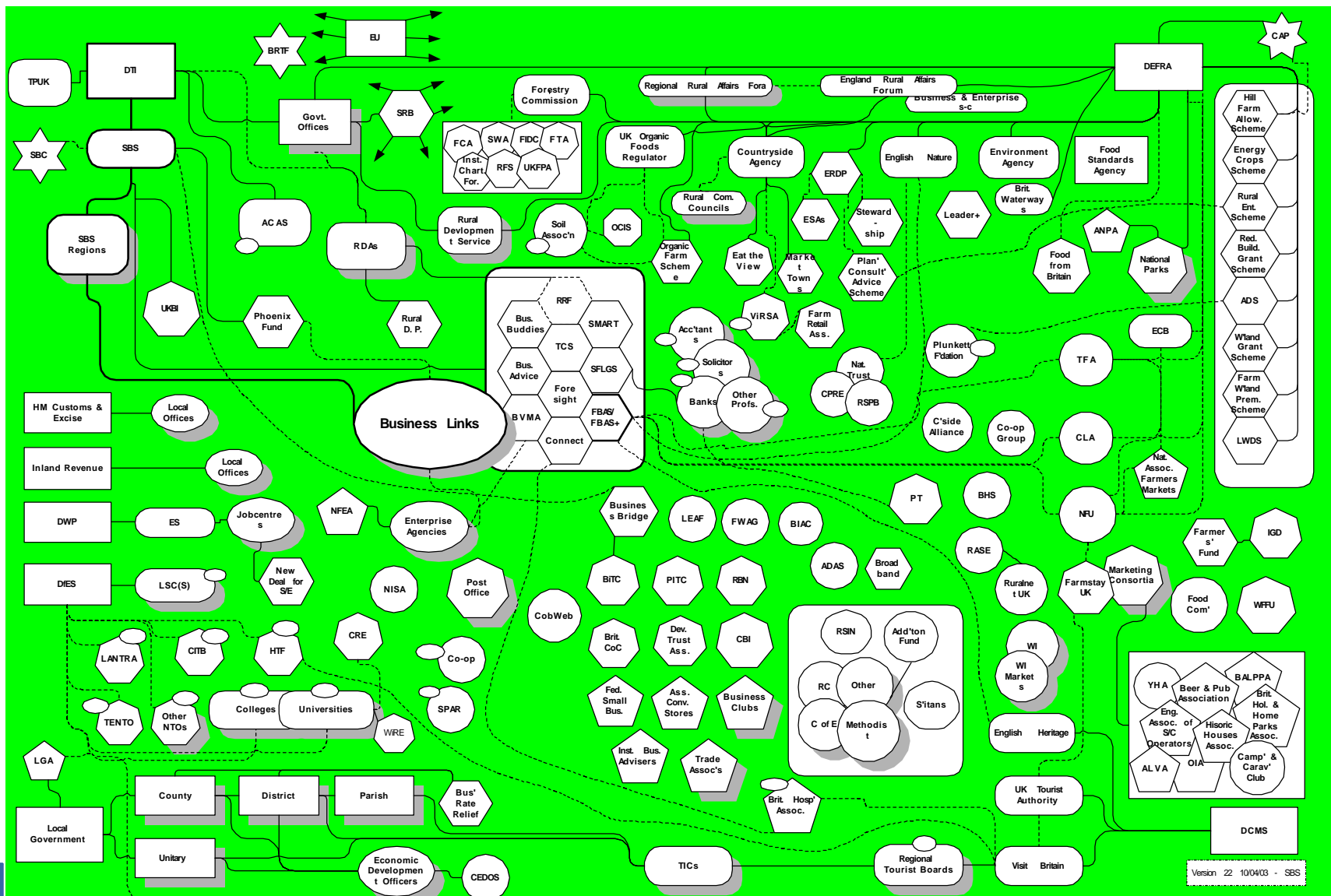
Who funds business support

- National, regional and local bodies are involved
- A variety of policy objectives



- **Customers don't generally care about funder or policy – they just see “help for business” (business support)**

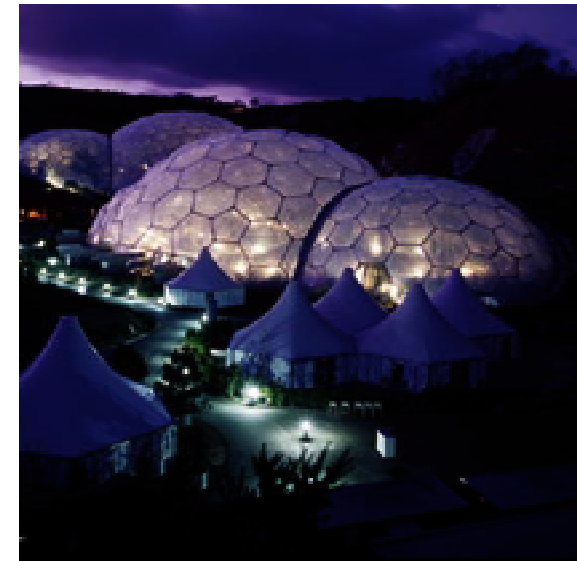
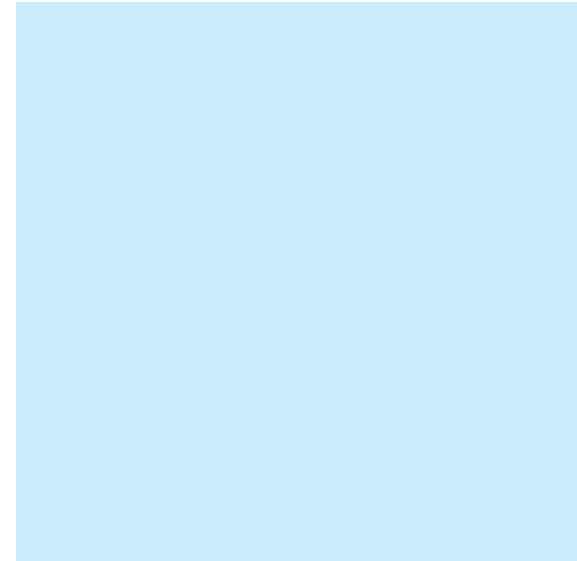
Current Landscape – e.g. Rural support



(Map of support for rural businesses produced post Foot-and-Mouth Disease)

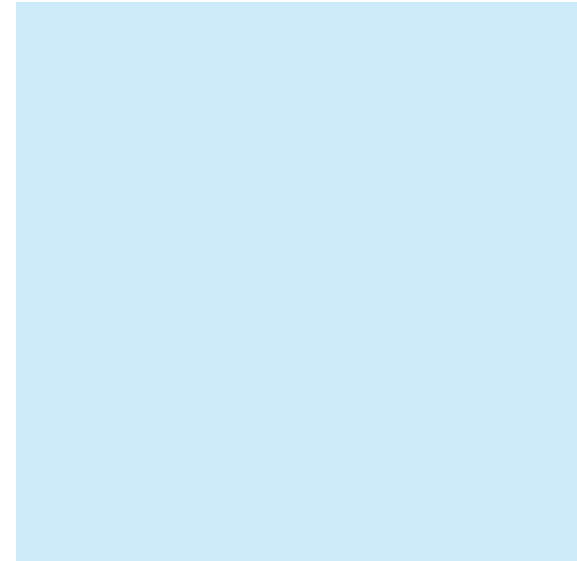
Business Support Review – why?

- Current landscape
- Proposed ‘offer to business’
 - Agency
 - Regional
- Clarity on business support proposition
 - Simplify the offer
 - Reduce confusion
 - Ease of access
 - Value for money
- Synergy with Business Link



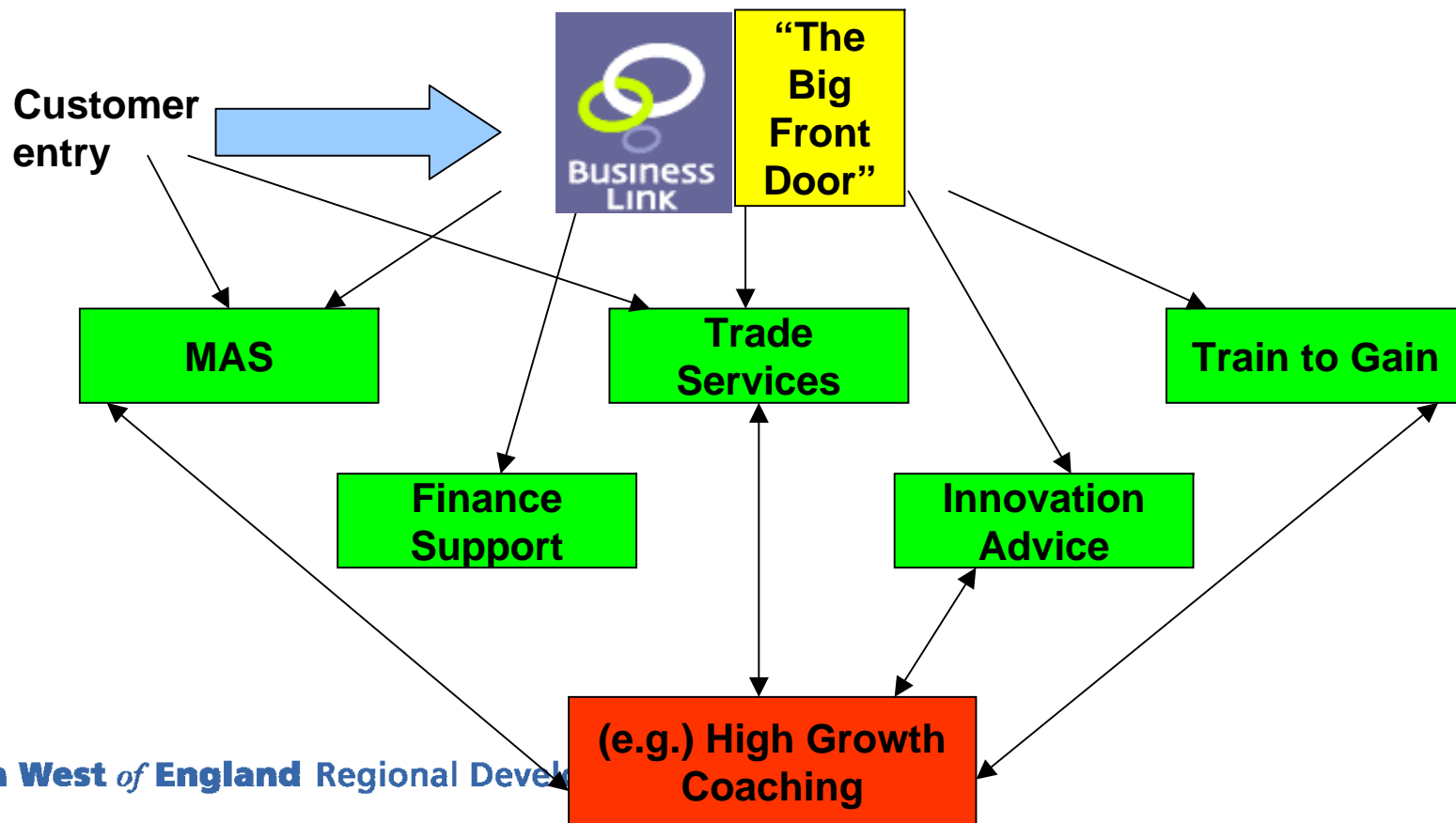
Business Link's Role

- Primary access channel
- Impartial information on the full range of business support services,
- Diagnosis of the needs of that business
- Brokerage service to buy-in support (IDB)



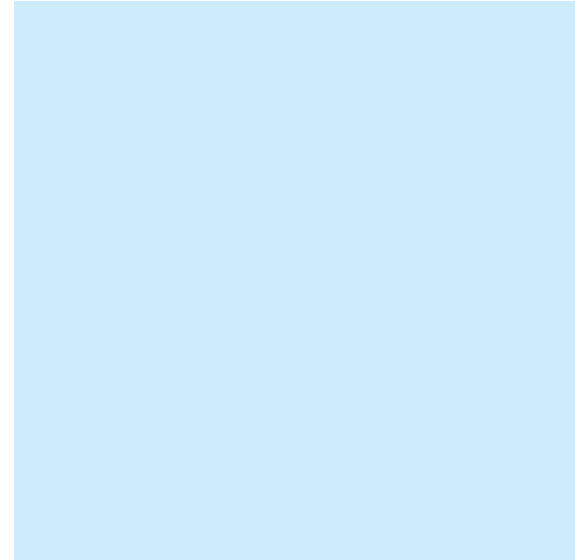
How a Business Link-orientated model could work

- Challenge is to ensure BL is fit-for-purpose, not to create new channels



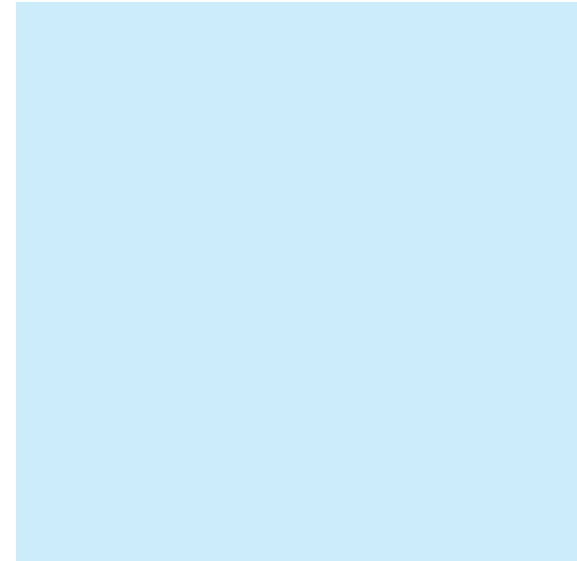
What is RDA currently doing?

- Working with BSSP
- Review of regional products and services
- Product and service theme leads group
- A review of both the Agency's business support schemes is already underway
- Schemes already closing or merging



Communication

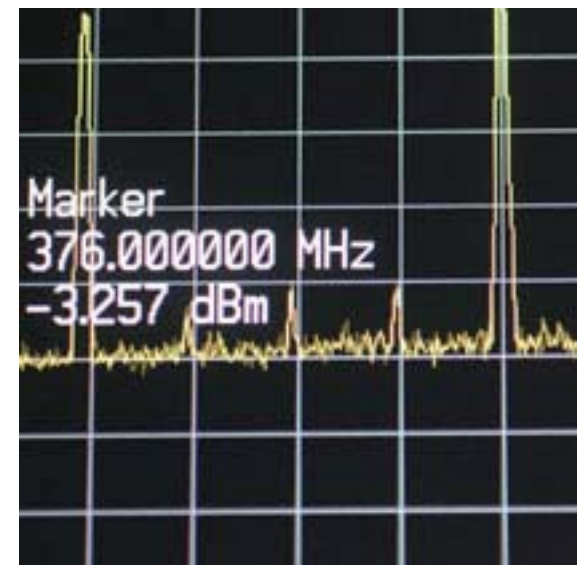
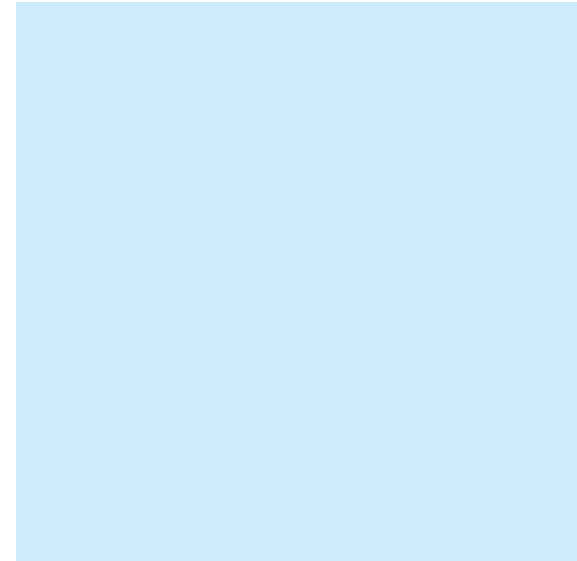
- Simplification Communication and Action Group
- Roadshows
- Pathfinder regional “board”
- Regional conference 14 March led jointly with GOSW for LAs, to include HOPs and Enterprise Managers with CBI, IoD and FSB
- Points to consider re reviewing existing/new projects



Mapping Current Projects

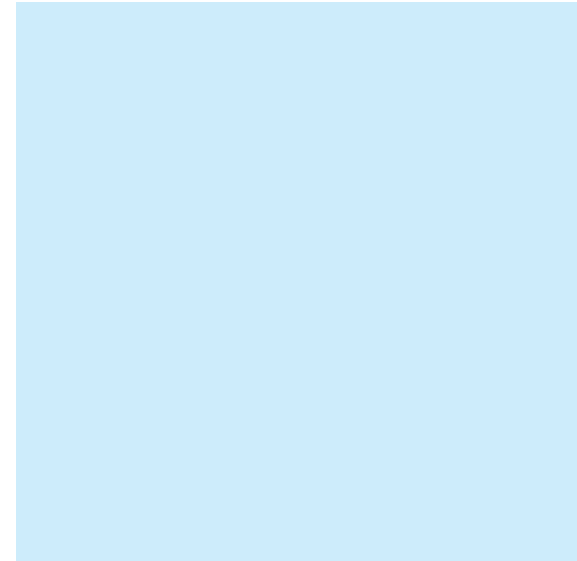
Nine themes

- Innovation
- Finance
- Globalisation
- Regulation
- Environment
- Economic Inclusion
- Business Collaboration
- Enterprise
- Skills



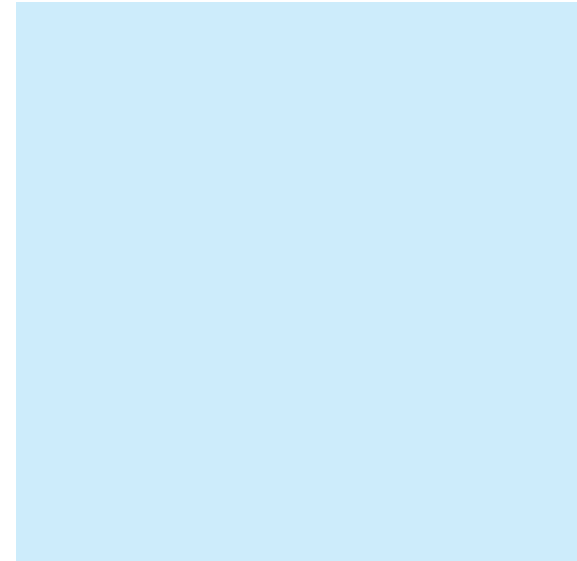
E.g. Finance

- Debt Finance for businesses with good prospects but who are excluded.
- Equity Finance – helping address the equity gap.
- Financial Awareness & Readiness

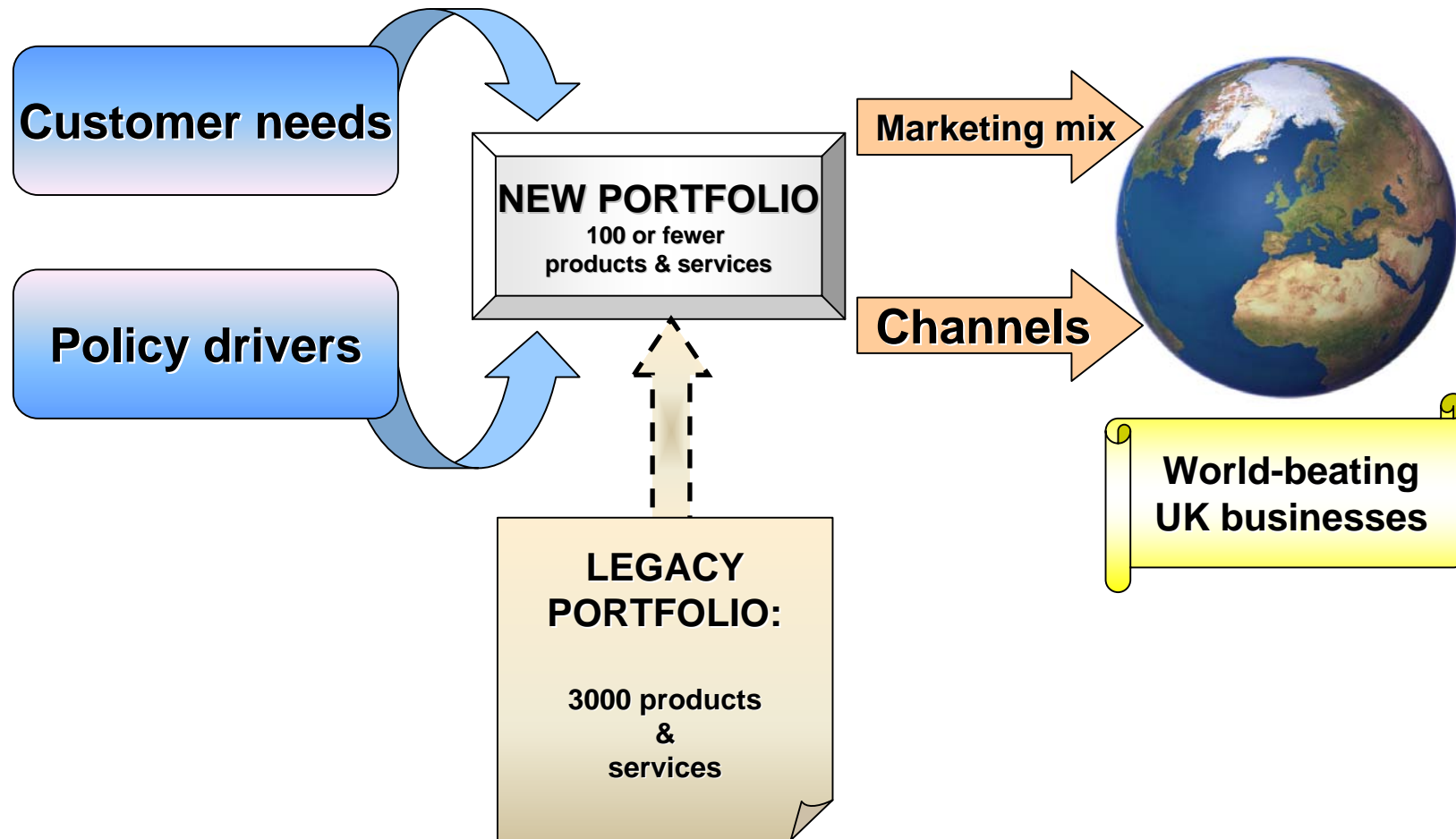


Challenges

- Meeting changing needs – need to be flexible
- Take out Duplication
- Business Links
- IDB
- LAs
- Delivery – who else delivers a similar product? How can it be tweaked to meet the specific need?



What it will look like



- A simple, efficient and effective system for policy-makers and businesses