

Coast to Capital Board Meeting No. 30 14 July 2016	Ref No. 30.10
Report Title: Enterprise Advisory Committee	
Report by: Malcolm Brabon	
Presented by: Steve Allen	

Recommendation

The Board is asked to **note** this update.

1. Introduction

- 1.1 This paper captures the main areas of progress recently made on enterprise related activity since the last paper was presented to the 12 May 2016 Board meeting.
- 1.2 The last Enterprise Committee was held on 8 June 2016. The next meeting will be held on 7 September 2016.

2. Business Navigator Growth Hub

- 2.1 Coast to Capital has been directly managing the Business Navigator Service since the beginning of the year.
- 2.2 The focus for the first quarter of operation has been to focus the Business Navigator Activity on providing a higher quality service to the businesses using the Service. There has been a greater emphasis on following up with previously supported clients to establish whether the previously referrals had been followed up and actioned and determining new needs of the business.
- 2.3 Post the EU referendum result the team is establishing the needs and concerns of the businesses they are supporting and feeding that in to the Coast to Capital communications team.
- 2.4 The Business Navigator website at www.c2cbusiness.org.uk continues to be extremely well received. Key analytics for the period 1 April 2016 to 30 June 2016 are:

Sessions	3,581	Users	2,361	Page Views	7,562
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- 2.5 It is still intended to use BIS Growth Hub funding and the £360,000 SEEDA Legacy funding to match with ESIF funding to extend the Business Navigator service.
- 2.6 Coast to Capital is in the process of recruiting a part time Partnership Manager to engage with stakeholders to update them on the Business Navigator Service.

- 2.7 During the first quarter of 2016/17 the Business Navigator team supported 260 unique new businesses and re-engaged with a further 446 businesses.
- 2.8 Coast to Capital is entering into routes to market agreement with five Chambers of Commerce and an Enterprise Agency as a key part of the Business Navigator's business engagement strategy. The Routes to Market partners will increase awareness of the service and drive traffic to the helpline and website.
- 2.9 A key focus is promoting the availability of the Coast to Capital Region Growth Grants.
- 2.10 The Business Navigator team will be directed to ensure that businesses in all areas within Coast to Capital are effectively and equitably engaged with. This will include working with local authorities, delivery organisations, networking and membership groups and stakeholders to promote the service and enhance partnership activity.

3. **Enterprise Advisory Committee**

- 3.1 The last Enterprise Advisory Committee discussed the findings of the Economic Assessment and discussed a range of potential priorities to address some of the key findings.
- 3.2 These priorities included:
 - 3.2.1 Targeting support to increasing innovation, productivity and growth
 - 3.2.2 Working with the Skills Team to help improve staff utilisation and employment rates
 - 3.2.3 Working towards addressing the loss of employment space and shortage of incubation, grow on space and quality office space
 - 3.2.4 Addressing poor business survival rates in areas badly affected including Coastal West Sussex
 - 3.2.5 Ensuring support is targeted at and reaches priority groups including women, young and BAME entrepreneurs
 - 3.2.6 Researching current export levels and work to increasing internationalisation.
- 3.3 The Enterprise Advisory Committee will be identifying the highest level priorities and action plans that will be developed to address them.

Malcolm Brabon - Business Support Manager, Coast to Capital

Presented by Steve Allen – Chairman, Enterprise Advisory Committee