

Business Board	Agenda Item
13 May 2024	10

Title:	Plan for new Business Support Delivery Arrangements
Report of:	Chris George, Growth Hub Manager
Lead Member:	Al Kingsley, Chair of the Business Board
Public Report:	Yes
Key Decision:	No
Voting Arrangements:	No vote required

Recommendations:

A	The Business Board is asked to endorse the plan for Growth Hub business support delivery during 2024/25
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Strategic Objective(s):

The proposals within this report fit under the following strategic objective(s):

X	Achieving ambitious skills and employment opportunities
X	Achieving good growth
	Increased connectivity
X	Enabling resilient communities
X	Achieving best value and high performance

1. Purpose

1.1	This report and its appendices seek to update the Business Board with the plan for Growth Hub (GH) delivery and additional business support arrangements during 2024-25 using the Department for Business and Trade (DBT) grant funding and the additional funding recommended by the Business Board and approved by the Combined Authority Board in July 2023.
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2. Proposal

2.1	<p>The Combined Authority Growth Hub currently consists of the four core staff paid for with the DBT Core grant funding, which are to be bolstered with 4 additional sector specific advisors who will specialise in supporting the following:</p> <ul style="list-style-type: none"> • Net Zero, energy, green adaption and decarbonisation • Community Interest Companies (CIC), Social Enterprise, Charities, Not for Profit • Manufacturing • Business Start Up and Entrepreneurship
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2.2	There will also be an extension funded by the Growth Hub to the existing Social Enterprise and third Sector support programme pilot, which was funded from the Market Towns phase 2 programme until 31 March 2024 and now extended until Autumn 2024 via the Growth Hub funding.														
2.3	As part of the operating model will be an offer to businesses and organisations the opportunity to book hourly slots with the new specialist advisors, as well as delivering and maintaining the Growth Hub essential daily services, workshops and mentoring, we will also be continuing to answer the phones by the core local Growth Hub staff who know the local landscape, rather than using the national helpline which is an option that some Growth Hubs use.														
2.4	The Growth Hub will be expanding its tools and systems for delivery with a new CRM system in 2024/25 (Evolutive) this will bring us in line with the Local Authorities who are using the same system, we are also investing in the Growth Flag online system for Due Diligence and business analysis, plus Growth Canvas as a new advisor diagnostic tool to ensure all advisors are collecting the correct information needed for DBT reports.														
2.5	CPCA Growth Hub has worked closely alongside the constituent Local Authorities over the last 4 years, 2024/25 sees us now more aligned than ever, sharing programmes, knowledge, joint approaches to engagement, plus sharing resources across the patch, this partnership working under a 'Team Cambridgeshire' approach will continue through the year and creates a more joined up experience for clients and will add huge value for money to the region.														
2.6	CPCA Growth Hub will continue to deliver our mentoring for existing businesses and start up workshops for newly formed businesses, we will be offering an online diary service from May 2024 onwards so clients can book in directly with an advisor for either session.														
2.7	For ease across the region, we have designed an online marketing diary that all Local Authority economic Teams will have access to, this again will align our marketing efforts across the region, ensuring that events get maximum exposure and attendance.														
2.8	The DBT S3 form which outlines delivery is also included to this report at Appendix A.														
2.9	The high-level summary of the roles being funded and created is below and the more detailed plan is contained within the Appendix B to this report:														
2.10	<p>GH Staff 2024/25 Existing (core funding £298,250)</p> <ul style="list-style-type: none"> • Growth Hub Manager • Senior GH advisor • Generalist Advisor • Analyst 														
2.11	<p>GH Staff 2024/25 To be recruited (BB additional funding £573,000)</p> <ul style="list-style-type: none"> • CIC, Social Enterprise, Charities, Not for profit Advisor • Manufacturing Advisor • Net Zero Advisor • Business Start Up Advisor 														
2.12	<p>Deliverables and Outputs</p> <p>Outputs already adjusted to reflect new staff members</p> <table border="1"> <thead> <tr> <th></th> <th>Yearly Target</th> </tr> </thead> <tbody> <tr> <td>Number of Businesses that receive a light touch (triage, signposting, support)</td> <td>3,000</td> </tr> <tr> <td>Total number of unique visitors to our website</td> <td>20,000</td> </tr> <tr> <td>Number of Businesses receiving "high" intensity support (sustained growth and using significant GH support 3hours +)</td> <td>2,500</td> </tr> <tr> <td>Number of Individuals helped to start up a company</td> <td>300</td> </tr> <tr> <td>Number of businesses referred to skills or training</td> <td>500</td> </tr> <tr> <td>Number of businesses referred to an R&D programme</td> <td>300</td> </tr> </tbody> </table>		Yearly Target	Number of Businesses that receive a light touch (triage, signposting, support)	3,000	Total number of unique visitors to our website	20,000	Number of Businesses receiving "high" intensity support (sustained growth and using significant GH support 3hours +)	2,500	Number of Individuals helped to start up a company	300	Number of businesses referred to skills or training	500	Number of businesses referred to an R&D programme	300
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	Number of businesses referred to an Import / Export programme	350
	Number of referrals to an Inward Investment programme i.e. DBT	300
	Number of referrals to a financial institution i.e. BBB, Barclays Eagle labs	250
Yearly output targets are in line with DBT funding requirements		
2.13	<p>Next steps</p> <p>Job descriptions have been written to be evaluated and recruitment process will commence aiming to get additional resources employed by quarter 2 of this financial year.</p> <p>Procurement and contracting for the additional support programmes in the plan will also be undertaken during this quarter, the Social Enterprise and third Sector support programme pilot extension contract is ready to be signed.</p>	

3. Background

3.1	Growth Hubs have been funded nationally by DBT through Local Enterprise Partnerships and Business Boards in England for several years to provide the local conduit to business support.
3.2	The Growth Hub team within Combined Authority were outsourced between February 2021 and October 2023 to the Growth Works programme but transferred back into the Combined Authority from 1 November 2023.
3.3	DBT have confirmed continued grant funding from 1 April 2024 until 31 March 2025 at £298,250 which is the same level of funding as previous year.
3.4	The Combined Authority Board in July 2023 approved the Business Board recommendation to allocate the Recycled Growth Funds and the Enterprise Zone income between 2023-24 and 2026-27 to fund the New Economy Team and relevant here the Growth Hub expanded business support provision. For the Growth Hub additional support budget this amounts to an additional £573,000 per year for the 3 years, totalling £1,719,000.

4. Appendices

4.1	Appendix A. DBT Growth Hub grant acceptance document S3
4.2	Appendix B. CPCA Growth Hub enhanced business support plan

5. Implications

Financial Implications

5.1	The Growth Hub Business Support plan 2024/25 is funded from within existing approved budget resources in the CPCA Medium Term Financial Plan (MTFP). It does not therefore commit any new resources itself.
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Legal Implications

5.2	<p>The funding from DBT is secured by a grant funding agreement which specifies what the funding can be spent on plus delivery and reporting requirements.</p> <p>Approval and sign off on any contracts where required with any external delivery providers will be undertaken by Executive Director for Economy and Growth, as the Officer with delegated authority, as agreed and approved by the Combined Authority at its meeting on 20th March 2024.</p>
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Public Health Implications

5.3	There are no direct public health implications, although some of the businesses and organisations supported by Growth Hub may have positive impact on public health as a by-product of their focused work.
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Environmental & Climate Change Implications	
5.4	There are no direct environmental and climate change implications, although a number of the businesses and organisations supported by Growth Hub may have positive impact on environmental and climate change as a by-product of their focused work.
Other Significant Implications	
5.5	None.
Background Papers	
5.6	Business Board Item 3.2 Business Board Plan for Remaining Strategic Funds, 10th July 2023, Document.ashx (cmis.uk.com)