

LEP - Business Support Management Board

Tuesday, 25th October, 2016 in Former County Mess - The John of Gaunt Room, County Hall, Preston, at 12.00 pm

Agenda

- 1. Welcome and Apologies for Absence**
- 2. Declarations of Interest**
- 3. Minutes of the meeting held on 30 August 2016 (Pages 1 - 6)**
- 4. Matters Arising**
- 5. Schedule of Meetings (Verbal Report)**
Presented by: Andy Walker
- 6. European Structural and Investment Funds - Update (Pages 7 - 18)**
Presented by: Andy Walker
- 7. Growth Hub Update (Pages 19 - 20)**
Presented by: Andy Walker

Update includes a review of marketing and gateway activity

Presented by: Simon Turner and Mark Brennan from Freshfields
Steven Cochrane from Growth Lancashire
- 8. Wider LEP Update (To Follow)**
Standing item
- 9. Reporting to Lancashire Enterprise Partnership Board**
Standing item
- 10. Any Other Business**
- 11. Date of Next Meeting (Pages 21 - 22)**
Board to note dates of future meetings and to agree whether the December meeting would still be required.

Private and Confidential

LEP - Business Support Management Board

**Minutes of the Meeting held on Tuesday, 30th August, 2016 at 12.00 pm
at the Cabinet Room 'B' - The Diamond Jubilee Room, County Hall,
Preston**

Present

Michael Blackburn

Michael Damms
Gary Lovatt

Barbara Murphy

In Attendance

Andy Walker

1. Welcome and Apologies for Absence

Chair welcomed members and apologies were noted from Timothy Webber and Councillor Frank Mckenna.

Chair also welcomed Susan Smith, Director for SME Development, UCLAN attending to present information under item 9.

2. Declarations of Interest

There were no declarations of interest noted at this time.

3. Membership

The Board were presented with an update to the membership of the Business Support Management Board which clarified the position on nominating substitutes to attend meetings in place of members and the need to ensure that any new members are ratified with the LEP Board.

It was confirmed that there were three vacancies on the Board and a request made to the Board for Susan Smith, University of Central Lancashire (UCLan) and Kevin Duffy, RSM UK (ICAEW representative) to be nominated as representatives. This would leave one vacancy for the Board to recommend.

Members discussed possible suggestions for the vacant place on the Board. In addition it was suggested that it would be more practical to have named organisations rather than named representatives on the Terms of Reference

(TOR) as many only hold their posts for a year. It was also recommended that the membership is reviewed every three years.

Resolved:

- i. Susan Smith and Kevin Duffy to be added as BSMB members by the next LEP Board
- ii. Vacancy carried for further discussion by the Board
- iii. That as a standing item, future agenda will provide BSMB members with an update on the wider work of the LEP
- iv. Nominated representatives of the Board members to be confirmed with the clerk
- v. Recommendation to the LEP Board for named organisations to be agreed for the terms of reference
- vi. Recommendation to the LEP Board that the membership is reviewed every three years

4. Minutes of the meeting held on 25 May 2016

Resolved: Minutes from the meeting held on 25 May 2016 were agreed as an accurate record.

5. Matters Arising

Matters arising covered in the agenda.

6. Growth Hub Update

Andy Walker, Head of Business Growth, Lancashire County Council, presented a report to the Board on the progress of the next phase of Boost Business Lancashire which included information on:

- The redesigned service with four support strands.
- The Gateway service which is up and running although further appointments still required.
- First outputs have been completed with a good response from those taking part.
- There is an improvement plan in place to attract more businesses (with Growth Lancashire)
- Gateway staff are in the process of being trained to improve product knowledge and to ensure Gateway assessment is consistent.
- Propel have an agreed Memorandum of Understanding (MOU) with Boost.

Members were invited to comment and raise questions on the information provided:

It was agreed there was a need to monitor the quality of the marketing and feedback of the service to identify outcomes achieved.

It was felt that there was a need for a more structured referral system.

It was confirmed that each of LEPs will have an operational growth hub providing six monthly reports on progress and activity. This would give comparative benchmarking on how these were working and could be shared with members.

Resolved:

- i. Board noted and commented on the report
- ii. Freshfields to be requested to attend the next meeting of the Board
- iii. MOU to be circulated with the minutes
- iv. Further detail on the referrals to be provided

7. International Trade - Strategy and Provision

Michael Damms, EL Chamber of Commerce discussed the paper circulated with the agenda on the International Trade Strategy for Lancashire.

In light of the Government objective to double exports to £1 trillion by 2020 and to increase the number of exporters by 100,000, the paper outlined the areas for consideration for a comprehensive strategy for Lancashire to support trade capabilities not only in the short term but for long term activity.

It was reported that there is a need to identify current trade against requirements to meet this objective through the bringing together of key partners.

The Board were advised that a verbal report would be presented to the next LEP Board with a draft strategy for a future meeting which could be circulated to the Board for comment.

It was suggested that the Growth Hub could take on the challenge to question the international element of development.

Looking forward, it was agreed there was a need for advice from Government around how 'Brexit' could impact.

The Board were advised that work identified to form a strategy for North West. It was agreed that this was a significant area of work and Lancashire needs to take lead.

Resolved: Board noted and commented on the report.

8. European Structural Investment Funds Update

Andy Walker presented the three structures circulated with the agenda on approved ESIF projects, those awaiting contract and those in full pipeline.

It was confirmed that the majority of the projects were for around a two year time

period and that the ESIF Partnership would monitor the outcomes.

It was discussed that there was a need to identify where projects could become undeliverable if funding was delayed and therefore reduce the time to produce identified outcomes.

In addition, the Board questioned the sustainability moving forward with 'Brexit' and linking in to other opportunities.

Resolved:

- i. The Board noted and commented on the information provided.
- ii. Executive summary/aggregated table to be presented to the Board.
- iii. Position statement and future needs to be presented to the Board.

9. Briefing on UCLAN Productivity Research for LEP

Susan Smith, Director for SME Development, UCLAN, was welcomed to the meeting to present to members the report circulated with the agenda on Exploring the Productivity Gap in Lancashire – Project Plan.

The report outlined the project which included research in the following areas:

- Secondary research on SME landscape in Lancashire
- Primary quantitative research surveying SME's in Lancashire
- Primary qualitative research through workshops and interviews to look at relationship between capital and productivity at individual level for SME managers/owners

It was reported that this project aimed to assess productivity, map the SME landscape in Lancashire, barriers to growth and future resources required.

It was confirmed that the secondary research was underway.

Board members agreed that a key part of this project was to agree the definition of productivity, if it is too broad, it could affect the conclusion.

Board members were advised that once the questions had been formulated they would be circulated for input.

Resolved: Board noted and commented on the report.

10. Wider LEP Update

Andy Walker provided a presentation which was tabled at the meeting (to be circulated with the minutes) that provided a broad update and information on the wider LEP.

Resolved: Board noted and commented on the presentation and asked for it to be circulated electronically with the minutes.

11. Reporting to Lancashire Enterprise Partnership Board

The Board discussed items to be reported to the next LEP Board meeting.

Resolved: The Board confirmed the following to be reported to the next LEP Board meeting:

- i. Membership – the Board would like to recommend that Dr Sue Smith Director of the Centre for SME Development at UCLAN be formally invited to become a member of the Business Support Management Board and that seats held on the BSMB by the Chairman of the Institute of Directors Lancashire and the ICEAW Lancashire, should pass to the respective annual office bearers without the need to formally ratify these changes as new appointments to the LEP Board. The new Chairs for 16/17 are, respectively, Lee Petts of Remsol and Kevin Duffy of RSM
- ii. Strategy Development – that the Board approve further work under the auspices of the BSMB to support the update to LEP's Strategic Economic Plan in respect of maximising productivity (UCLAN), supporting innovation and increasing internationalisation (East Lancs. Chamber of Commerce)
- iii. Growth Hub (Boost) – That the BSMB noted good progress in sustaining Boost through contributions from LCC and ERDF and recommended that LEP formally endorse the use of additional BIS funds for the financial year 2016/17
- iv. Lobbying – that they group would recommend to the LEP Board that it considers individual and collective action to lobby for a commitment to retain Lancashire's ESIF funding programme, in full, to 2020 over and above the commitment given by the new Chancellor and that the LEP should take any opportunities to clearly articulate Lancashire's aspirations for key sectors as the newly formed Department for Business, Energy and Industrial Strategy begins to revisit this area of work

12. Any Other Business

None.

13. Dates of Future Meetings

Resolved: Dates of future meetings confirmed.

The next meeting is due to take place on the 25 October 2016 at 12pm, Cabinet Room C, County Hall, Preston.



LEP – Sub Committee

Business Support Management Board Tuesday 25th October

Private and Confidential: No

ESIF Business Support Programmes - Update

Report Author: Andy Walker (01772 535629) andy.walker@lancashire.gov.uk

Executive Summary

Following the 23rd June vote for the UK to leave the European Union, there has been a period of some uncertainty around the immediate and medium term impact on the availability of funds from the 2014-20 ESIF programme in Lancashire.

Lancashire has one of the largest and best performing local European Structural and Investment Fund (ESIF) programmes. We are currently working with local and national partners to deliver our £211m ESIF allocation, the 6th largest allocation in England.

Three funding areas (priority axis) contain the majority of programmes directed towards business support, these are Priority 3 – SME Competiveness, Priority 1 – Research and Innovation and Priority 4 - Low Carbon activities. Between them, there was an indicative allocation of £111m to match fund activity in Lancashire. At present, only £7.54m of this funding has been legally committed to projects. A further £50m of match funding is attached to projects which are well on their way to gaining approval. DCLGs intention is that all the ERDF bids which passed full application and were recommended for approval or have passed the outline stage will have a grant funding agreement in place by the Autumn Statement on 23 November. A balance of £42m remains available within these three priority measures, and we are making a case to DCLG to retain this for key projects and the continuation of programmes which perform well in the first half of the programme window.

Recommendation

It is recommended that the Business Support Management Board:-

- Note the overall position in terms of ESIF funding
- Note and endorse the representations made by the LEP and CA to retain funds for key programmes
- Note the new business support programmes which have commenced since the last meeting of the Board in August.



1. Introduction

- 1.1 The European Structural and Investment Funds (ESIFs) are the European Union's main funding programmes for supporting growth and jobs across EU member states. They form a small but significant part of the UK Government's overall growth activity.
- 1.2 In England, for 2014 to 2020 the programmes comprise the European Regional Development Fund (ERDF), European Social Fund (ESF) and part of the European Agricultural Fund for Rural Development (EAFRD). These have been brought together into a single Growth programme with individual operational programmes aligned to maximise support for jobs and growth.
- 1.3 The Growth Programme is delivered across England's 39 Local Enterprise Partnership (LEP) areas, each of which has an ESIF Strategy to support local delivery. The £6 billion funds within the Growth Programme have been notionally allocated to LEP areas. ERDF can fund activity such as support to SMEs, ICT, Low Carbon and research and innovation. ESF supports employment, skills and social inclusion.
- 1.4 Within Lancashire, the use of these monies and the evaluation of projects lies between the accountable government departments (DCLG, DWP and DEFRA) and a local ESIF Partnership. Whilst the ESIF Partnership is concerned with overall management of this portfolio, the Business Support Management Board's role is more focused on scrutinising the impact and effectiveness of these programmes in supporting local business growth.

2. The Impact of Brexit

- 2.1 It is still far from clear how the vote for Brexit will impact the availability and administration of the ESIF funds currently allocated for use in the Lancashire Enterprise Partnership area. Given the latest indications from the government that Article 50 would be triggered in the early part of 2017, this would initiate a period of negotiation lasting two years, prior to the end of the current programme.
- 2.2 Subsequent announcements have committed the government to underwrite any ESIF programmes which have a grant funding agreement in place prior to the Autumn Statement on the 23rd November. The table at Appendix A of this report sets out the current position of projects within the Lancashire programme. A total of £116m ERDF and £78m ESF was available within the programme, a balance of £52m ERDF and £12m ESF has not yet been bid for with proposal for a further £45m identified, but not yet within the application process.
- 2.3 The LEP and Combined Authority have written to the Chancellor to lobby for the retention of these funds for use within Lancashire. (Appendix B).



3. New Business Support Provision – Active in Lancashire

3.1 When the Board last met in August, the ERDF programmes active in Lancashire were:-

Boost – Lancashire's Business Growth Hub

[Innovation Clinic](#) - UCLAN run product development programme

[Propel 2 Grow](#) – Management and consultancy support delivered by Vedas

[Access 2 Finance](#) – Finance options appraisal and investment readiness delivered by Manchester Growth Company.

Since the last meeting, three further programmes are beginning to deliver, these are:-

[DigitMe2](#) - Providing consultancy into new technology, data and manufacturing problem solving - based in Burnley College.

Digital First – Investment readiness programme from UCLAN focused on early stage and graduate enterprise.

The Lancashire Manufacturing Growth Fund – New service for Lancashire manufacturers, including Specialist Manufacture and Food & Drink:-

30% grant for £10k projects if:

Creating jobs

Developing new product

Support for manufacturers in key areas:

Developing and introducing new product

Improving their manufacturing efficiency

Identifying new markets and strategies

Advanced technology training

A detailed listing of eligible projects and anticipated outcomes is listed at Appendix C.

4. Conclusions and Recommendations

4.1 As these new projects become operational, each service is being asked to brief the Boost Gateway Service and operate within the parameters of the MOU developed with the growth hub. We will monitor performance and present in summary performance to the Business Support Management Board.

4.2 It is anticipated that there will be a significant push for projects to be approved prior to the Autumn Statement with potentially up to 14 projects seeking confirmation of ERDF funding. We will report on progress with this at the



board's next meeting.

4.3 It is recommended that the Business Support Management Board:-

- Note the overall position in terms of ESIF funding
- Note and endorse the representations made by the LEP and CA to retain funds for key programmes
- Note the new business support programmes which have commence since the last meeting of the Board in August.

Phillip Hammond
Chancellor of the Exchequer
HM Treasury
1 Horse Guards Road
London
SW1A AHQ

4 October 2016

Lancashire European Structural & Investment Funds Programme

As you may know, Lancashire has one of the largest and best performing local European Structural and Investment Fund (ESIF) programmes. We are currently working with local and national partners to deliver our £211m ESIF allocation, the 6th largest allocation in England.

More specifically, Lancashire is currently placed in the top third of local areas in England, in terms of committing European Social Funds (ESF), and one of the best performing Transition Areas with regard to committing European Regional Development Funds (ERDF). This strong performance is based upon a well-structured and targeted ESIF Strategy, linked to and supporting our Strategic Economic Plan, Growth Deal programme, and Skills and Employment Strategy. Utilising a rigorous project pipeline development process we have been able to allocate resources to projects that will deliver to national objectives and local priorities.

Despite strong progress in delivering new growth and renewal plans in recent years, Lancashire is still grappling with major regeneration challenges and is currently operating at 25% below national GVA benchmarks. However, ESIF funds over recent decades have played an important role in helping places such as Lancashire to restructure their economic-base. However, the uncertainty created by the recent EU referendum result has placed over £100m in EU funding at risk in an area which currently includes five of England's 30 most deprived local authority areas - Blackpool, Blackburn, Burnley, Hyndburn and Pendle.

Although, the national ESIF programme started a year late, Lancashire has recommended £100m worth of activity for approval leaving over £100m still to be committed, which we fear may not be covered by your recent funding guarantee.

The Lancashire ESIF Committee, which is managed by Government officials, had originally scheduled a number of calls in order to commit as much funding as possible by summer 2017. This would have supported the achievement of national ESIF programme performance targets. As a result, we have over £30m of funding calls lodged with Government departments waiting to be issued. These calls, all integral to Lancashire's proactive approach to raising growth and skill levels, should have been issued earlier in summer 2016 but are all currently stalled.

In the case of ESF calls, we have been told that due to our strong performance Lancashire is not an immediate priority for calls and that the focus will be on other areas that are performing less well. From Lancashire's perspective, our perceived success is being used as an argument for holding back the delivery of our ESF programme.

Our ERDF calls are focused on research and innovation and flood mitigation, amongst other themes; all areas that are key for Lancashire and the UK, having been highlighted in our ESIF Strategy and the national Operational Programme. Delays in issuing calls will militate against planned delivery, in particular where significant match funding is either already agreed or time limited, and thereby could have the impact of further reducing the effectiveness and impact of these projects.

Within the European Agricultural, Farming and Rural Development (EAFRD) Programme Lancashire has allocated resources to support our Superfast Broadband roll-out. We are now onto Phase 2 of the rollout with, in conjunction with planned commercial coverage, 99% of Lancashire to be covered by the end of 2018. EAFRD resources would allow us to enhance connectivity for rural businesses where the current roll-out and ERDF resources cannot reach. However, it is not clear at the moment whether these funds will still be available.

Whilst appreciating the need for Government to assess spend in the light of Brexit, there is also a need to continue support for priority activity and the achievement of key outputs such as enterprises supported, businesses and homes protected from flooding, and an increase in the number of apprenticeships, for example. To this end, we welcome the latest initiative by the Government to assess future ESIF funding proposals and look forward to a constructive discussion regarding the use of the remaining ESIF resources based upon our priority activity and national objectives.

However, we are concerned that the momentum built up by Lancashire's programme of activity is about to be dissipated. Our pipeline of activity has been developed to meet local identified needs, within the context of a national programme, to deliver sustainable growth outcomes that will benefit both the Lancashire and national economy.

The following scheme proposals highlight our deep concerns. As you may know, the Lancashire Enterprise Partnership (LEP) has prioritised Lancaster University's Health Innovation Campus (HIC). The Campus is a crucial addition to the North of England's research and innovation infrastructure and will position the area at the leading edge of a national growth sector. The HIC has the potential to establish a world class science park comparable to offers in Oxford and Cambridge with the prospect of creating up to 3,000 new jobs. With an independently assessed business plan in place, the HIC is seeking £12M in ESIF funding to support the first phase of this development. We had planned that a call to support this proposal would be open by now for a possible approval in spring 2017, but we are concerned this key scheme is now in jeopardy.

The Lancashire Business Growth Hub, BOOST, was one of our first major LEP developments and has provided a streamlined and refocused support package for growth orientated businesses. To date, BOOST has worked with over 3,000 local SMEs and helped to create over 1,000 new jobs in less than 3-years. BOOST is supported by a suite of ESIF projects providing a range of business support activity. Future planned calls were to be focused on extensions to current activity to 2020 to maintain momentum and enhance longer term impacts. Further ESIF support, matched by local funding contributions, would have helped to sustain one of the country's best performing Business Growth Hubs. Again, we are uncertain as to whether Lancashire will be able to access this key funding source.

We consider maintaining the support the ESIF programme provides, until a fit for purpose successor is ready, to be all important. However, any successor programme must continue to support priority local activity and fully reflect the scale of an area's economic and social challenges.

The flexibility to adapt any new national programme to local conditions would also be welcome and fully consistent with Lancashire's devolution ambitions, especially given our strong desire and track record of driving forward growth and renewal programmes.

The Lancashire ESIF programme is a critical element of our economic growth and regeneration offer. The support it provides, by helping to unlock other resources, can make the difference as to whether an activity is deliverable and capable of generating outcomes of scale and relevance.

We recognise Lancashire is not unique in terms of its concerns regarding the future of ESIF resources. However, given the scale of funding at risk, and how local partners have skilfully linked these funds to other major public/private investment streams, the shadow Combined Authority and LEP are deeply concerned that our long-term growth and regeneration plans will be thwarted with no clear view on the way forward, with local residents and businesses penalised as a result.

We look forward to your response to the matters we have raised and an assurance that Lancashire and its key project proposals will not be financially disadvantaged as a result of the recent EU referendum.

Yours sincerely,

Simon Blackburn
Chair of the shadow Lancashire Combined Authority

Edwin Booth
Chair of the Lancashire Enterprise Partnership

PAN-LEP Projects within Scope

Category	Sub Category	Eligible	WHY keep? How will this: 1 create new jobs?; 2 New to market product?; 3 New to firm product?				Out of scope	
				1	2	3		
Innovation	Patents and intellectual property (Note:	Patent search activities	confirming freedom to operate		x	x	Any other intellectual property fees Patent filing Application fees Renewal costs Legal mediation	
		IPR search and interpretation	confirming freedom to operate		x	x		
		Consultancy to support licensing and franchising			x	x		
	Design	Consultancy to improve product design				x	x	Company branding Off the shelf tooling (e.g. drills) Client purchased material Legal mediation Renewal of certification Development of pure stand-alone software
		Design for manufacture and assembly				x	x	
		Product development consultancy				x		
		Rapid prototyping to support advanced				x	x	
		Material selection				x	x	
		Ideas generation				x	x	
		Design for manufacture (DFMA)				x	x	
		New product introduction process				x	x	
		Design specification development				x	x	
		Subcontract cad design and drafting			x			
		Tooling-- bespoke /product specific				x	x	
		Testing to market requirements			x			
Finite Element Analysis , Robotics / Automation,			x					
External prototype services			x					
Training	In company bespoke training on an advanced manufacturing process, technology , skills development for ICT – e.g. CAD training	improves capability and capacity, including leadership		x			Supporting open training courses NVQ courses Cost of apprenticeships Standard ICT skills (eg PowerPoint, Excel, Word) Anything that is a statutory requirement	
Systems	Quality and Standards	ISO 9001; 14001; BRC, SALSA . Industry Specific Supply Chain Programmes such as SC21 , TS16949, etc	migration from old to new		x			
	Finance	Establishing financial metrics, controls and systems	expect to be part of bundle		x			Selling your business Preparing annual accounts Statutory financial requirements Tax and VAT
		Measuring and analysing costs of manufacture	expect to be part of bundle		x			
		Acquisition of additional UK based business	only if relocating into area and benefit is seen in that area		x			
		Consultancy to develop business plans with financial modelling			x			
	Systems	ERP/MRP, Cad Cam			x			
		Simulation			x	x	x	
		Generating Process specifications						
		Bespoke development of software integration			x			
	Sales and Marketing	Business strategy to improve sales and commercial performance			x	x	x	Generation / printing of marketing and selling collateral, Lead generation, logos and branding Identifying selling agents (UK and overseas) All Website development including e-commerce websites Advertising - Public relations Export (Overseas costs covered by UKTI) Grant applications and submission
		Supporting the identification of new sales channels			x			
		Market opportunity reports for new and existing products			x	x	x	
Market and product Diversification strategies				x	x	x		
E-business strategy				x				
Improving Operations	Efficiency	Value Stream Mapping and Process Mapping	all these must show outcomes in timeline and are real and tangible, do they fit in company training (bespoke), will these be second priority?		x		Anything relating to salary substitution (sub contract activity)	
		Waste Reduction			x			
		5S and Visual Management			x			
		Six Sigma and Quality Improvement			x			
		Team Building			x			
		Improving Layouts, Space Utilisation and Cellular			x	x		
		Measures and Key Performance Indicators			x			
		Overall Equipment Effectiveness (OEE) and Single Minute			x	x		x
		Reducing Work in Progress (WIP) and Stock			x			
		Delivery Improvement			x			
Total Productive Maintenance (TPM)		x						



LEP – Sub Committee

Business Support Management Board Tuesday 25th October

Private and Confidential: No

Growth Hub - Update

Report Author: Andy Walker (01772 535629) andy.walker@lancashire.gov.uk

Executive Summary

Since the board's last meeting at the end of August, Boost – Lancashire's Business Growth Hub has continued to develop its service offer and to directly support businesses through its Growth Support and Mentoring programmes. By the end of September, 130 businesses had completed a programme of support.

A detailed dashboard of outputs will be presented at the meeting.

At the last meeting, it was suggested that members of the board would welcome an opportunity to understand more about how the marketing and gateway service providers work to promote the Growth Hub and recruit businesses who can benefit from business support services. Freshfield, Boost's marketing partner and Growth Lancashire who provide gateway services will present on their plans.

Recommendation

It is recommended that the Business Support Management Board:-

- Note the Boost performance update
- Note the presentations from marketing and gateway partners

1. Introduction

1.1 The second ERDF programme supporting the Lancashire Growth Hub has now been operational since June 2016. The programme will run to December 2018 and is match funded by Lancashire County Council and Lancashire County Developments Ltd. There is also an expectation that the programme will generate £750,000 in private sector match funding.

1.2 The activity within the Boost ERDF programme was slimmed down to three key activities :-

- A gateway service providing information and referrals to businesses seeking support



- The Growth Support service, focused on start-up and young businesses
- A mentor matching programme designed for more mature businesses to enable them to find and work with an appropriate business mentor.

These offers are supported by a marketing programme.

- 1.3 The Growth Hub aims to convince businesses of the value of investing in business support activity and will also make referrals as appropriate, to other publicly funded and commercial business support offers within Lancashire.

2. Key Performance Indicators

- 2.1 As a condition of ERDF funding, the Boost programme has committed to deliver some core outputs including assisting 1,360 businesses, providing information, advice and referral services to 1,680 businesses, supporting business growth activity that will support the create of 1,000 new jobs and supporting the start-up of 180 new businesses.
- 2.2 In addition to these ERDF targets, Boost services will also gather information on how activity supports increases in productivity, turnover and profitability of businesses. The gateway will also analyse and report on where they get referrals from and which services customers are referred to.

3. Marketing Contract

- 3.1 In their successful tender, Freshfield set a range of goals for marketing activity including the aspiration to get 6,000 businesses to actively use the website and gateway, to help drive 3,000 businesses to the Growth Support, Mentoring and IDB service, to achieve over 12,000 unique Lancashire visitors to the website and to double Boost's social media community.
- 3.2 At the Board, representatives of Freshfield and Growth Lancashire will present on their joint marketing and client engagement plans for the new programme.

4. Recommendations

- 4.1 It is recommended that the Business Support Management Board:-
 - Note the Boost performance update
 - Note the presentations from marketing and gateway partners

Agenda Item 11

LEP – Business Support Management Board

Future Meeting Dates 2016-17

Date	Time	Venue
25 th October 2016	12-2pm	County Mess, County Hall Preston
1 st December 2016	12-2pm	Lancashire Records Office, Bow Lane, Preston
19 th January 2017	12-2pm	County Mess, County Hall Preston
17 th March 2017	12-2pm	County Mess, County Hall Preston

