



Driving your business forward

Propel 2 Grow



**The key to
business success
is already in your
grasp**

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Overview

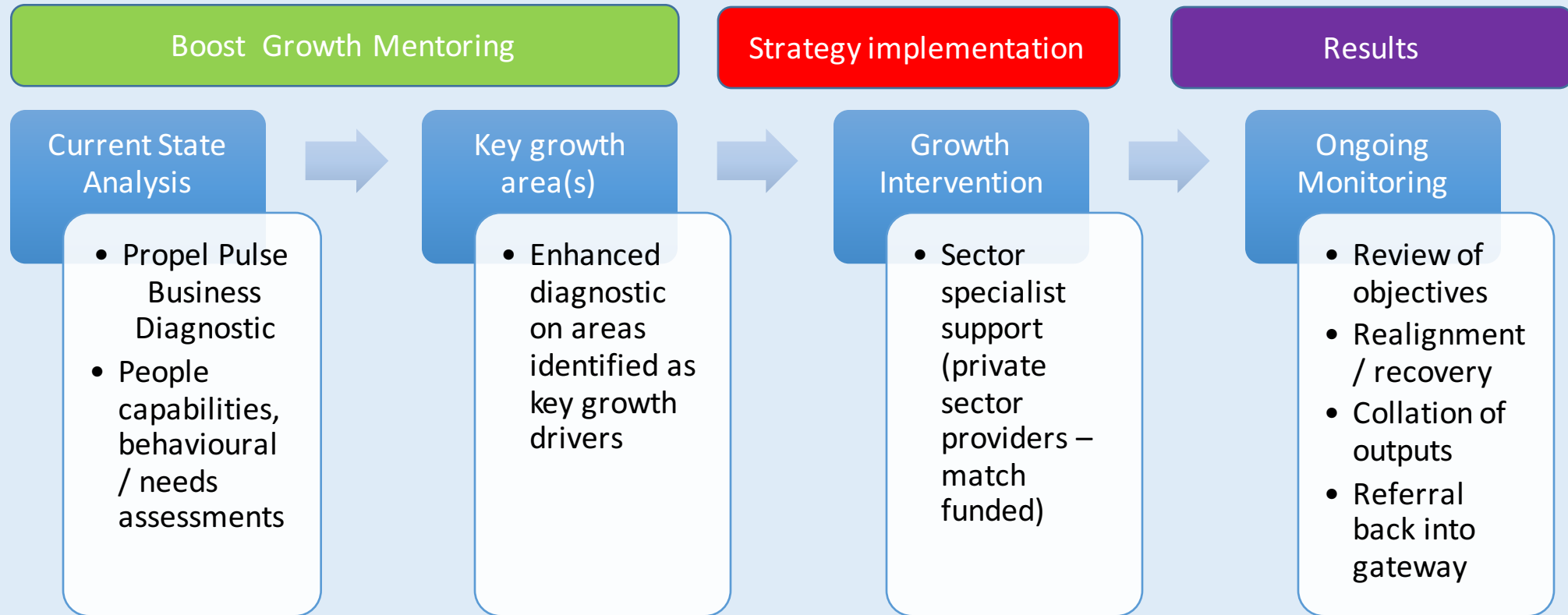
- This project will achieve an increase in GVA, create new jobs and launch new products to the market.
- By dovetailing with other local and national support programmes, we will support the capability and capacity of SME businesses within Lancashire to achieve high growth by providing in depth market and current state analysis, strategic direction, and then the **practical implementation** of these growth strategies by developing people capability / operational capacity / new product development through access to world class specialist providers.
- The beneficiary will be account managed throughout the process to maximise success.

Who is the service for?

- SMEs within the county of Lancashire (inc. unitary authority areas)
- Predominantly B2B
- ERDF sector exclusions apply (primary production, agriculture, retail etc.)
- Mix of 65% established (3years +) and early businesses (post start up – 3 years)
- Must have realistic growth potential (job creation, new to firm/market products)

The journey

Coordinated and easily navigable journey building from strategy to implementation



Actions and deliverables recorded in Evolute to facilitate joined up journey of provision by Boost delivery partners

“There is no **one** silver bullet”



USPs and specialisms

- Totally bespoke dependent on individual business needs
 - Not limited by fixed hours or degree of support (based on business case)
- World class framework of sector specialists
- Continuous and regular account management throughout the journey
- Sustainable – ‘upskilling not outsourcing’
- Leadership & Management facets
- Marketing: implementation of strategy
- Employee development and engagement to increase productivity
- Process improvement
- Ideal Target Operating Model
- Increased digitisation
- Sector specialisms - as diverse as business needs

Outputs

- Number of enterprises receiving support
- Number of new enterprises
- Employment increase in supported enterprises
- Number of enterprises supported to introduce new to the market products
- Number of enterprises supported to introduce new to the firm products
- Number of enterprises receiving Information, diagnostic and brokerage support (small proportion – encouraging non gateway route clients to be referred into the gateway for ongoing support)