

Improve Enterprise Culture

20,000 more businesses in 20 years

All school leavers have an inspiring enterprise experience by 2020

Improved business environment recognised through survey

Schools & Colleges

Business and Enterprise Programmes to be embedded into Schools, Colleges and Universities and linked into local businesses

Better Places

Create attractive environments for business through property, transport schools, parks, events, reduced crime etc

Business Facilities

Develop a portfolio of business premises and facilities to foster business start up and growth right across the City Region

Commercialisation

Encourage /enable the increased use of paid professional services to support business growth . Market / Demand driven with focus on high quality and value added

Inspiration

Engage business owners & managers, large and small Celebrate / Inspire them and their role Challenge and raise confidence and aspirations to grow

More New Businesses

5,000 additional business in City Region by 2020

2,000 additional women running businesses by 2020

New business survival rates at Northern UK average by 2020

Business Start

Business Start Programmes developed to be more bespoke to target client groups incl. women, 40+, social enterprises underpinned with basic support for all

High Growth Starts

More intensive & bespoke support for business with high growth potential. Develop business networks & support high growth activity with sales, finance & product development

Survival

1. 3 year survival support for start-up with finance coaches & mentors
2. Commercial triage service to help viable businesses in difficulty to survive

Procurement

Secure a significant increase in the local content of public, corporate, NHS etc. procurement with a City Region wide procurement programme

Inward Investment

Develop a coherent and properly resourced Inward Investment Strategy and delivery programme with LAs, LEP, UKTI and private sector

Businesses Survival and Growth

1000 more SMEs exporting out of the region by 2020
500 more SMEs investing in R&D by 2030
500 more SMEs involved in local supply chains by 2020

New Markets

Support for business to access new geographic markets outside the region and internationally.
Stimulate good businesses to grow

Finance for Growth

Create a rich finance environment for business growth from regional & national sources, stimulate demand provide support for investment readiness/ access

Product & Service Development

Extensive support for business to invest in R&D and innovation to improve the competitiveness of their products and services

Supply Chains

Extensive support for local businesses to enter supply chains across all sectors incl. the public sector and assist them to complete tenders accreditations etc.

Growth Hub

Establish a Federal Growth Hub for LCR that simplifies the business support environment for business and makes it coherent – providing broker to skills/advice

Workforce Development

Workforce Development aligned to Enterprise Development
Businesses recognise improvement in workforce skills by 2020

Inspiring Leaders

Develop leadership and management skills amongst business owners and their senior management

Finance Training

Embed good financial management and understanding in all businesses esp. start ups and young SMEs

Sales Training

Extensive programme of sales training for businesses to ensure staff can realise the potential of their business products and services

Tender Training

Develop skills in responding to tenders and developing partnering approaches with other suppliers

Systems Training

Ensure business processes and efficiencies are improved through training in QA and business processes inc benchmarking