

**Business Link Provider BSSP
Presentation to Devon Economic
Partnership
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BSSP policy objectives

- To reduce 3,000+ government funded business support schemes to less than 100 by 2010 (Budget 2006)
- To make Business Link the primary access channel for support brokerage (PBR 2007)
- To have the new Product Portfolio in place and brokerage transfer to Business Link underway by Spring 09 (Budget 2008)



Background

- UK has the lowest barriers to growth in OECD but more can be done to encourage enterprise
- Businesses that take and act on strategic advice are more likely to survive and grow
- Most assistance is supplied by the private and voluntary sectors
- Government help can address market failure, social equity gaps and environmental needs

Current situation

- Government spends £2.5bn per annum to help businesses start and grow
- Estimates show 3000+ publicly-funded schemes currently exist
- Businesses say they are confused and put off seeking government help
- They tell us they want a simpler system

BSSP aims

- Three key aims:
 - Simple support that is easy for businesses to understand and access
 - Good value for public money
 - Targeted support to help businesses grow
- Aims reinforce wider policy commitment to make the UK the most enterprising economy in the world and the best place to grow a business

Benefits to business

- Targeted services
- Streamlined system with easy access
- Coherent, consistent, quality products
- Measurable outcomes
- Leading to increased entrepreneurialism and business growth

Benefits for Government

- Efficient administration
- Economies of scale
- Increased value for money (projected savings £200m -£1,400m)
- Measurable policy impact
- Satisfied customers
- Leading to strong and growing economy

How will it be achieved

- A Portfolio of less than 100 support products
- Business Link as the primary access channel
- A national marketing & branding framework
- Balanced delivery arrangements
- Strong governance
- Partnership working



New product portfolio

- No more than 100 products at any time
- All products sit under evidenced themes
- Strong business case for each product
- All new products available by March 2009
- Existing schemes aligned or closed
- Range of quality providers
- Each product reviewed regularly

Product Portfolio

Business Creation & High Growth Start-ups

Local Community Business Coaching

Financial Awareness & Capability

Debt Finance

Capital Investment Grants

Innovation Finance

Risk Capital targeted at the Equity Gap

Skills Solution

Resource Efficiency and Sustainable Waste



Product Portfolio

Protect the natural Environment

Business Expertise

Innovation Collaborations

Business Collaboration Networks

Shared Business Support Environments

Getting the most from Foreign Direct Investment

Preparing to Export

Investigating New Overseas Markets

Export Credits Guarantee



Business Link

- Business Link is the primary access channel for the new Product Portfolio
- Role will be to sign-post and advise on support needs
- The IDB model is fit for purpose
- Enhancement to the existing services e.g. integrated brokerage
- Business Link will evolve to meet on-going business needs
- Transformational Government



The big front door

- Challenge is to ensure BL is fit-for-purpose, not to create new channels



Customer entry



“The Big Front Door”

MAS

Trade Services

Train to Gain

Finance Support

Innovation Advice

(e.g.) High Growth Coaching



Marketing and branding framework

- Shared marketing and branding framework for the new Product Portfolio
- Limited number of existing key brands may continue and be integrated with new brand
- Work is underway to define the national brand identity
- Regional Development Agencies will act as guardians of the brand regionally and locally

Partnership working

- BSSP led by BERR as the Voice for Business across Government
- Government Departments and Agencies, RDAs, Local Authorities working together to deliver BSSP nationally, regionally and locally
- Business community is also involved as a key partner

Progress to date

- Consultation with businesses undertaken
- Vision for BSSP published alongside Budget 2008, shift to 2010 underway
- 'Go live' dates announced and transition plans in place
- Existing and out-of-date schemes moving to the new Portfolio or closing
- Business Link enhancing its services to better deliver BSSP

Regional Transition Management Plans

- Regional Transition Plans
- 8 signed off at National BSSP Transition Management Board Aug 08
- Owned by regional Boards, led by RDAs
- Key elements of all (i) Enhanced BL (ii) Local Authority engagement and mapping