

Briefing 1 - Overview

Other briefings available:

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4. Processes for the transition
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More information:

The North East site:
<http://www.businesssupportnortheast.co.uk/page/index.cfm>

On the site key documents are stored including:

[Solutions for Business leaflet](#)

Rationale

People trying to start a business and business people looking for support may find it difficult to find the help they need from Government because a number of similar services are available. Therefore, the Government has decided to reduce the number of business support products that receive public funding, ensure they have similar branding and improve the ease of access to the support.

Accessing Support in the Future

The Government's aim is to reduce the number of publicly funded services, resulting in the identification of a portfolio of 30 products* (specifications outlining scope, eligibility and investment criteria, all based on market failure - see Figure 1 below).

Three main changes are being introduced:

Business Link will be the **primary** access channel for the products (but not the only access channel and effective referrals will need to be developed).

1. Clients will have access to the same broad range of support irrespective of where they live or their business is situated, but reflecting regional or local priorities.
2. Marketing of nearly all 30 products will use the 'Solutions for Business – funded by Government' Solutions for Business branding.

Process for transition

The BSSP is driven nationally by the Department of Business, Enterprise and Regulatory Reform, which has tasked RDAs to implement the changes to business support at a regional level. ONE is involving stakeholders from private, public and third sector in the project on the Transition Management Board led by businessman Ian Dormer.

The Solutions for Business Product Portfolio - February 2009

	Enterprise Finance Guarantee			Improving your Resource Efficiency	Low Carbon Energy Demonstration		Maximising foreign direct investment
	Small Loans for Business			Coaching for High Growth	Innovation Vouchers		Export Credit Insurance
Enterprise Coaching	Grants for Business Investment			Innovation Advice & Guidance	Knowledge Transfer Partnerships	Business Growth: Specialist Facilities & Environments	Accessing International Markets
Intensive Start-Up Support	Transition Loan Fund			Designing Demand	Networking for Innovation	Business Premises	Developing your international trade potential
Starting a High Growth Business	Understanding Finance for Business		RDPE Business Support	Manufacturing Advisory Service	Collaborative R & D	Business Collaboration Networks	
Starting a Business	Finance for Business	Train to Gain			Grant for R & D		
STARTING UP	ACCESS TO FINANCE	SKILLS	RURAL & RDPE	OPERATIONS AND EFFICIENCY	PRODUCT DEVELOPMENT	SHARED BUSINESS SUPPORT ENVIRONMENTS / BUSINESS COLLABORATION NETWORKS	INTERNATIONAL SALES & MARKETING

The regional Transition Management Board has set up a series of working groups to make recommendations on future delivery of the products. All public agencies that fund business support have been asked to provide information about spending plans and to review their own portfolio of support to ensure that it complies with Solutions for Business guidelines.

The deadline for the end of the transition phase is 2010. However, the new product portfolio is now agreed, and funders are being asked to design new business support projects with the product specifications in mind. How the products are actually delivered in the NE is subject to discussion and will also depend upon existing contracts for services.

Each locality or sub-region will also work towards the development of a Business Support Agreement with partners that identifies the business support needs of local businesses and reflects regional and national priorities.

Getting Involved and Keeping Up to date

Membership of the Transition Management Board and its working groups has been selected to ensure that all stakeholders are represented. The working groups in particular offer local authorities the opportunity to get involved.

ONE is working to help all stakeholders keep informed about the Solutions for Business and its implementation in the region. Events, meetings with stakeholders, a comprehensive website and this series of briefing notes all contribute to the communications activity.