



# Business Support Simplification Update

## Introduction

By March 2010, all publicly funded business support **must** be delivered as part of the **Solutions for Business** portfolio – including eligibility and scope, branding and delivery approaches.

Since the last partner update, One North East has been working together with Local Authorities and other partners in the region to work towards transition to the portfolio by March 2010. We now have an excellent understanding of our collective priorities. Business Support simplification is well underway and a number of key milestones have already been achieved.

This update will provide you with information on our progress to date and activities that we are undertaking to ensure full transition by March 2010.

## Solutions for business branding

By March 2010, **all** publicly funded business support material must conform to Solutions for Business branding guidance. Communications, branding and marketing is therefore a key priority and the Solutions for Business brand and is be implemented using a phased approach.

A quick reference guide to the Solutions for Business brand is now available, to view please click [here](#). This guide aims to help you to understand how the brand works, in particular how it interacts with other organisational brands at different stages of a customers journey. The full set of technical specifications on how to apply the brand is available by clicking [here](#).

To understand how the brand will apply to your organisation, and the work to implement the brand please click [here](#). There are a number of projects which have now adopted the Solutions for Business brand, to view examples of marketing materials please click on the links below

[MAS North East](#)  
[Large Company Research and Development Grant](#)  
[Design Network North](#)

## Enhancing Business Link

Enhancing Business Link to undertake its role as Primary Access channel is the foundation of business support simplification. That's why the work that they are carrying out to broaden the role of the Business Link service is essential. To find out more about what is being done, click [here](#).

## Delivery of the Solutions for Business Portfolio

Over the last nine months, One North East and partners have been working together, on 'Task and Finish Groups' to identify the best way to deliver products in the portfolio. For information on this approach, and future delivery arrangements please click [here](#).

## **Partnership and Engagement**

Partner engagement with simplification remains a key priority. One North East has been working closely with a range of partners including, Local Authorities, Universities and Enterprise Agencies to take the process forward. Specific priorities for 2009/10 are implementation of the Solutions for Business portfolio, including eligibility criteria, branding and development of enhanced referral.

Business support project mapping is now being revisited with Local Authorities, Universities and others partners and checked against Solutions for Business portfolio criteria. Any projects that do not fit and that are funded after March 2010, will need to be adapted to align with the portfolio. Information on the Solutions for Business Product Portfolio and eligibility criteria can be accessed [here](#).

A number of local authority pilots continue to be carried out in the region to develop and build upon the relationships between Business Link and Local Authorities. For the latest update on the pilots click [here](#).

One North East, Business and Enterprise North East (BENE) and Universities for the North East have now agreed key actions for HEI implementation. Mapping of the HEI business support offer is now being undertaken. Cross referral mechanisms between Knowledge House and Business Link are being further developed with co-location and joint networking and training under discussion.

## **Helping you understand Business Support Simplification**

We have prepared a number of briefings and a comprehensive set of Q & A which cover the key aspects of Business Support Simplification, to view them please click the links below:

[Overview](#)

[Rationale](#)

[Accessing the Products](#)

[Transition](#)

[Getting Involved](#)

[Q & A](#)

We have also compiled a set of case studies which highlight the range of business support available, to view please click [here](#).

## **Keeping you Up to Date**

We will continue to keep in regular contact with you to keep you up to date with Business Support Simplification, including the enhancement of Business Link and the implementation of the Solutions for Business brand. In the meantime, if you have any specific queries please contact One North East on 0191 229 6607 or [bssp@onenortheast.co.uk](mailto:bssp@onenortheast.co.uk).

[www.businesssupportnortheast.co.uk](http://www.businesssupportnortheast.co.uk) is continually updated with the latest information on the simplification process. On the site you will find a wealth of information including details of the product portfolio, detailed guidance on the Solutions for Business brand and contact details for contacts on BSSP.