

Title of Report: Enterprise Week 2018 Update	Officer presenting: Head of Business Author: Business Officer
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1 Purpose of Report/Recommendations

1.1 To provide members' with a progress update on Enterprise Week 2018

2 Background

2.1 Enterprise week will return for its sixth year on Monday 5th to Friday 9th March 2018.

2.2 Enterprise Week shall be delivered in partnership with Virgin Media Business, Ulster University, North West Regional College, Invest NI, Intergrade Ireland, Young Enterprise and Londonderry Chamber of Commerce. Enterprise Week aims to:

- Increase the level of business start-up in the Council area.
- Increase the levels of business innovation and growth within the council area
- Maximise trade opportunities for the local SME sector
- Encourage more collaborative approaches such a clustering and knowledge sharing
- Improve the capability of the SME sector in relation to public sector and big business procurement

2.3 The information below provides an overview of the programme developed to date

- Monday 5th March - Large scale Food Conference delivered in partnership with Foodovation Centre North West Regional College
- Tuesday 6th March - Virgin Media Digital Media Event

- Wednesday 7th March - Entrepreneurship Festival to be held in Ulster University, this event will specifically target young people, people who are in employment but seeking to start their own business and unemployed people. The aim of the Festival is to motivate individuals to start their own business through inspirational insights gained from successful business owners. The event will also provide direct access to practical guidance and support to help people to turn their business ideas into a reality. There will be a number of support organisations in attendance including Invest NI, Strabane Enterprise Agency, Enterprise North West, Intertrade Ireland, NWRC, UU and Full Circle.
- Thursday 8th March - £10k Start-up challenge - pitching session to identify winning businesses.
- Thursday 8th March - Young Enterprise QuickStart Challenge – programme targeting Year 9/10/11 students (13-15 years) who will be set a social challenge, the students then have to come up with a business idea to solve the challenge.
- Thursday 8th March - Arts & Business Partnering & Place Making Workshop
- Friday 9th March - The culmination of the Enterprise Week 2018 programme is a Meet the Buyer event which is scheduled to take in the City Hotel, Derry. The purpose of the Meet the Buyer Event is twofold:
 - To assist local SME's to grow and showcase their business to a very important and influential public sector and big business audience
 - To provide public sector and big businesses with the opportunity to meet existing and potential new suppliers under the one roof.
- Londonderry Chamber of Commerce have been secured to deliver this event on behalf of Derry City and Strabane District Council in partnership with Causeway Coast and Glens Borough Council. This is the first collaborative Meet the Buyer event across the two council areas, ultimately this will provide new business opportunities to both buyers and suppliers across both council areas. The following targets have been identified for the Meet the Buyer event:
 - A minimum of 35 no. public sector & private sector big business buyers in attendance

- A minimum of 60 suppliers to meet with buyers
- A maximum of 6 fifteen minute face to face, pre scheduled appointments for each supplier.

3 Key Issues

3.1 Where possible partners have committed to providing venues at no cost.

4 Financial, Equality, Legal, HR and Other Implications

4.1 A budget of £15,000 has been allocated to deliver Enterprise Week 2018

5 Recommendations

5.1 Members note content of report