

Title of Report: Business Boost Update	Officer presenting: Head of Business Author: Business Development Manager
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1 Purpose of Report/Recommendations

1.1 To provide members with a progress update on Business Boost

2 Background

2.1 Members will be aware that council has secured funding from Invest NI and ERDF under the Investment for Growth and Jobs Programme (2014-2020) to deliver the Business Boost Programme. The Business Boost programme will be delivered over a 3-year period and seeks to provide direct mentoring support to enterprises who:

- Employ less than 50 staff
- Can demonstrate the ability to create at least 1 FT equivalent job
- Have an annual turnover less than €10million

2.2 The Business Boost programme aims to:

- Support creation of new sustainable jobs
- Help businesses to become more competitive in both indigenous and export markets
- Promote business growth and innovation (product & process)
- Provide support for priority sectors including: Advanced Manufacturing; Digital and Creative Industries; Life Sciences; Tourism and Culture) that is tailored to business need
- Act as a pipeline to Invest NI Client financial support – R&D funding; Innovation Vouchers; Trade Support

2.3 Business Boost commenced programme delivery in late September 2017 and has made the following progress towards achieving programme targets as per Letter of Offer requirements:

Programme Element	Target	Delivered to April 2018	Comments
Recruitment No. of Participants	600	138	This is an increase of 18 new participants from April
Job Creation Potential	400	402 FT	Represents job creation potential of the 138 businesses recruited to date over the next 3-5 years.
Mentoring Days	1300	377 days allocated/ delivered	Emerging Issues: GDPR; Selling skills; Accessing finance/ funding; Doing business outside NI; Digital
Workshops	20	4	28th September - Boston calling (16 participants) 9th November Love me Tender (20 participants) 3rd May - General Data Protection Regulation x2 (Derry & Strabane) - 59 participants across both events
Networking Events	3	2	24th April - Business Engagement Session re. Foyle Maritime Festival (90 participants) 2nd May - Rural Business Engagement (10 Participants)
Referrals to Invest NI	30	8	

2.4 Sales & Growth Programme

Sixteen business have registered to participate in the Business Boost Sales and Growth Programme, an outline of the programme and schedule is detailed below:

Dates	Times	Topics

Wednesday 4th July 2018	14:00 – 17:00	Gearing up to become a more sales-focused business
Wednesday 22nd August 2018	14:00 – 17:00	Preparing for the challenge of meeting prospective customers
Wednesday 12th September 2018	14:00 – 17:00	Planning to sustain your sales growth efforts

3 Financial, Equality, Legal, HR and Other Implications

3.1 The total value of the Business Boost Programme is £503,250 over the next 3 years

4 Recommendations

4.1 Members note content of report