

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 up to 22nd February 2019

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, demonstrate the ability to create at least 1 FT equivalent job and have an annual turnover less than €10m

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 February 2019	Comments
Recruitment No. of Participants	600	627	273 Participants receiving Direct Mentoring Support; 154 Participants attending Workshops; 200 Participants attending Networking Events
Job Creation Potential	400	487 FT	Represents the job creation potential of the 273 businesses receiving Direct Mentoring Support over the next 3-5 years.
Mentoring Days	1300	799 days allocated/delivered	Emerging Issues: Strategy and Planning; Sales & Export; Web Development; Online and Offline Marketing
Workshops	20	10	<p>Boston calling (16 participants) - 28th September 2017</p> <p>Love me Tender (20 participants) - 9th November</p> <p>General Data Protection Regulation x2 workshops (Derry & Strabane) - 59 participants across both events -3rd May</p> <p>Sales Growth Workshops: (16 participants across 3 workshops*)</p> <p>*Gearing up to grow your business - 4th July 2018</p> <p>*Meeting prospective customers - 22nd August 2018</p> <p>*Planning sales growth for your business -12th September 2018</p> <p>Boston Calling - 18th October 2018 (8 participants)</p> <p>Guildhall Catering Procurement Workshop - 23rd October 2018- 10 (Participants)</p> <p>Techies in Residence Event Workshop -14th November -25 (participants)</p>

Programme Element	Target	Delivered to February 19	Comments
Networking Events	3	3	<p>24th April - Business Engagement Session re. Foyle Maritime Festival (90 participants)</p> <p>2nd May - Rural Business Engagement (10 Participants)</p> <p>5th September - Business Engagement Session re. Halloween (100 participants)</p> <p>Planned - Business Engagement Event re. All Ireland Cycling Championships</p>
Referrals to Invest NI	30	14	

2.4 Forthcoming Activity - Sales Growth Programme

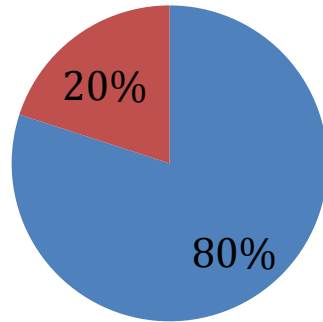
Business Boost will be launching the second tranche of its Sales of and Growth Programme in March 2019. The Business Boost Sales and Growth Programme seeks to provide participants with the skills and confidence to target new sales opportunities. The programme will be delivered by Full Circle and will include 3 no. practical workshops that will help participants to identify, target and exploit new business opportunities successfully. Participants will also be allocated a mentor who will work with them on a one to one basis to fast track their sales growth efforts.

There will be additional support in the form of sales prospecting, whereby Full Circle will target potential customers on the participant's behalf and set up business meetings.

2.5 Geographical location of Businesses on Business Boost

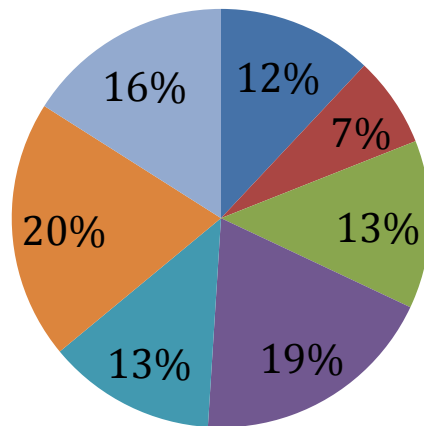
Location of businesses on Business Boost

■ Derry / Londonderry ■ Strabane

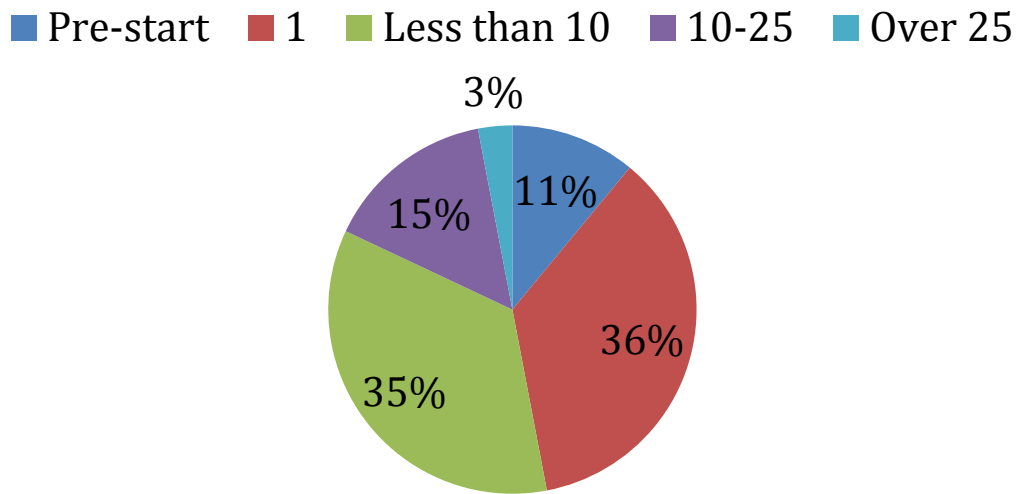


Location of businesses by DEA

■ Ballyarnett ■ Derg ■ Faughan
■ Foyleside ■ Sperrin ■ The Moor
■ Waterside



Size of participant businesses (employee numbers)



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