

Appendix 5

Prepared for: Economy and Infrastructure Scrutiny 30th September 2015

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Title: Worcestershire Business Central, the next steps

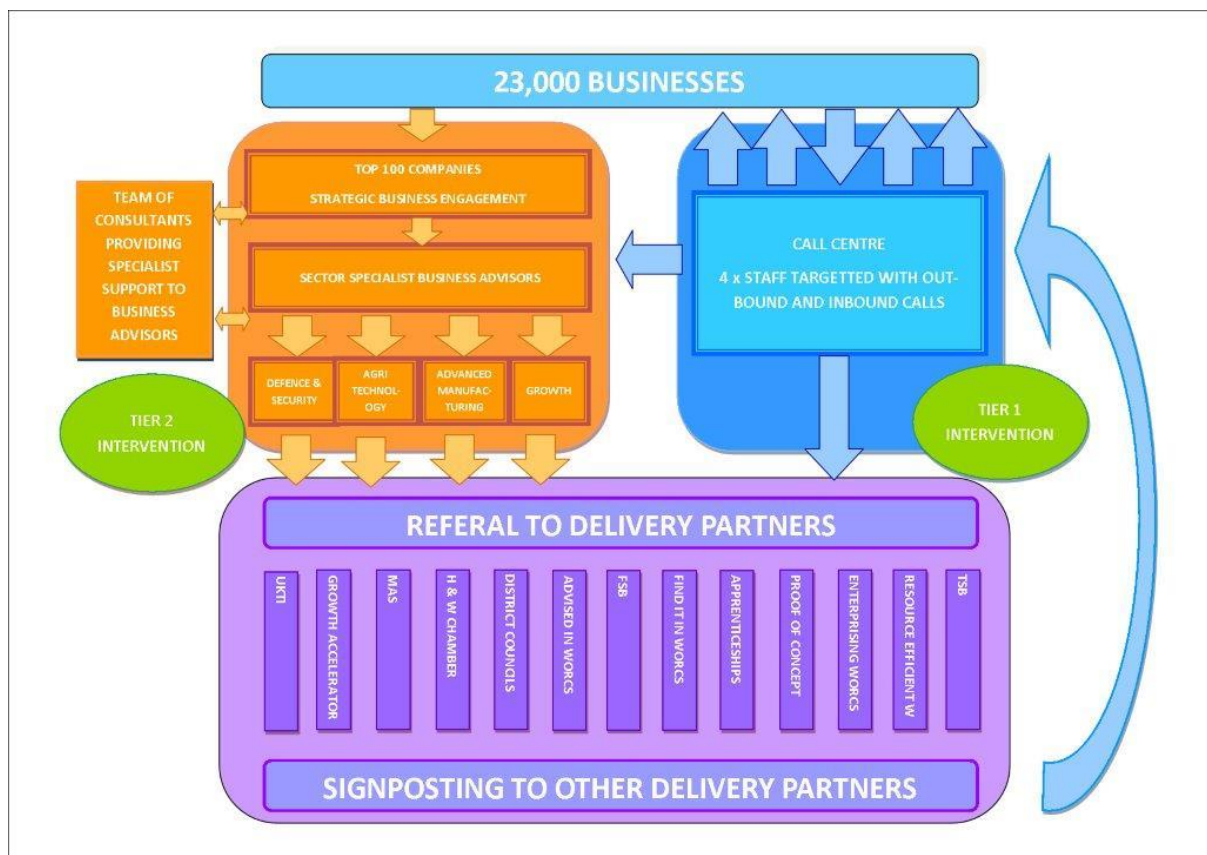
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The future:

Worcestershire Business Central (WBC) co-located to the Herefordshire and Worcestershire Chamber of Commerce (HWCC) on 15th September 2015, under the governance of Worcestershire Local Enterprise Partnership (WLEP). Worcestershire County Council (WCC) continue to support the staffing of WBC and will be a key partner in the future direction of the service.

The forward strategy for the delivery of the WBC service builds on the success of the existing service but expands to offer further focussed support to the sectors which have been identified by WLEP as having particularly strong potential for growth in Worcestershire: Defence & Security, Agri Tech and Advanced Engineering.

WBC continues to be a single point of access for all businesses information and needs, with a dedicated phone line (0300 123 1440), email (info@business-central.co.uk) website (www.business-central.co.uk), social media accounts and account/advisor management. The structure for WBC has been refined to support the delivery of high level business advice and support. This service is a proactive vehicle, delivered with a two tiered intervention system.



Tier 1 Intervention

A team of Business Relationship Executives provide support, advice and signpost to solutions from the wide range of support available. The team are trained in the suite of local and national business support products with regular ongoing briefings on any new initiatives. With the new model, penetration to the market place will increase. The Business Relationship Executives will continue to respond to inbound enquiries but now have an enhanced brief, to engage a large number of the total businesses in the county with a targeted outbound drive promoting current support available – Start-Up, Proof of Concept, Inward Investment, Growth Vouchers, Organisational Needs Analysis, Training, Apprenticeships etc.

Ensuring these calls are meaningful to the businesses is critical and this is achieved by targeting particular sectors or sizes of businesses to promote specific products or services that are relevant to them, ensuring the products and services have a natural fit with the business.

Tier 2 intervention

A team of Business Engagement Managers deliver face to face business advice, supporting the businesses to grow and thrive through a high level dedicated account management service. The Business Engagement Managers have excellent business skills, in addition to in-depth sector specific experience aligned to the LEP priority sectors. Businesses also benefit from the excellent relationships Business Engagement Managers hold with WBC partners in the Growth Hub, these include UKTI/ MAS and Growth Accelerator.

There will be a number of factors that will act as a catalyst for businesses to move from tier 1 to tier 2 intervention and these are diagnosed via the call centre. These catalysts include but not exclusively; businesses in any of the LEP priority sectors, businesses experiencing sustained growth or rapid growth, medium sized businesses considered a potential cause for concern, businesses trading internationally etc.