

(Stage 1 application) ESP Vibrant Economy Task Group

1. Give key outcome(s)

KEY OUTCOME(S) (Measurable and time specific):

The place based business associations in East Suffolk provide a valuable service to their members acting as a conduit for business support and networking and helping to shape the vibrancy of their local community. Together, they represent a significant number of the small and micro businesses in East Suffolk and given the resources, have the potential to reach significantly more businesses in both the urban and rural areas of East Suffolk.

During 2017 it is envisaged that the Vibrant Economy Task Group will support the delivery of a programme of activity that will:

1. Ensure that east Suffolk retains a thriving community of independent, place based business associations that remain relevant and address the needs of businesses within their locality.

**Measures:** Membership growth, member surveys, delivery of their business plans

2. Business associations will have the capacity and resources to deliver projects and activities that encourage business start up, growth and resilience within East Suffolk.

**Measures:** Delivery of their business plans, project outcomes, member surveys

3. East Suffolk business associations will be better connected with each other and the wider business support community. And have access to the information, knowledge and resources available to them from Government.

**Measures:** Draw down of external funding, evidence of collaboration, take up of business support.

2. How has the need for this outcome(s) been identified?

Following consultation with the business associations in east Suffolk, the initial needs described above were identified towards the end of 2013. Since then, the Vibrant Economy Task Group has evolved to include representatives from Waveney Business Forum, Suffolk Coast Business and more recently, Felixstowe Forward. This means that more than 90% of the independent, place based business associations in East Suffolk are now engaged with or have representation with the task group.

Over the course of the last two years, the task group has received twenty-three applications for funding and approved twenty. The average request has been for £1,800 and this money has supported projects that have been diverse in their nature but generally follow one of two themes;

- i. Organisational and capacity development of the individual business associations.
- ii. The provision of support and training for businesses within their locality.

### 3. Who will benefit from the outcomes(s)?

- The independent place based business associations in east Suffolk will have the means by which to develop their services and have the opportunity to thrive and grow for the benefit of their members and localities.
- Businesses will be better connected and have improved access to the information, knowledge and resources that will enable them to grow.
- The economies of the towns and villages in east Suffolk will benefit from a vibrant and resilient business community.

The previous programme provided a number of groups with seed funding to support the capacity and development of their association enabling them to become fit for purpose and able to provide basic functions for their members. Now many of them are looking to develop and grow their association structures through improved systems and processes, operational delivery and improved internal/external communications. This is to increase their membership and look to provide a cohesive and comprehensive support system for the whole of their local business community.

### 4. How will the outcomes(s) be sustained after the funding has run out (if appropriate)?

Business associations will be better connected and more organisationally developed as a result of the proposal. This means that they will be able to develop innovative services, grow their membership and seek additional funding for developing their organisation and local business economies.

### 5. Name of Project/activity that will deliver the outcome(s)

East Suffolk Business Associations' Development Fund

### 6. Brief description of the project / activity that will deliver the outcome(s).

DESCRIPTION (up to 150 words):

The programme is managed and administered through the ESP Vibrant Economy Task Group and is conducted through an established application process that has been developed with, and overseen, by the East Suffolk Councils' Funding team.

Business associations can either apply individually or collectively for funding to deliver a project or activity that meets at least one of the criteria listed below:

- Business Associations that wish to develop their organisational structure.
- Business Associations that wish to develop a clear business strategy or delivery plan.
- Business Associations that wish to improve their internal/external communication activity.
- Business Associations that wish to up-skill their members in the running of the organisation or their business.
- Business Associations that wish to increase their membership and evolve.
- Business Associations that wish to attend or organise Meet the Buyer events and/or Trade Fair related events.
- Business Associations that wish to support their members to develop international trade or explore new markets.
- Business Associations that wish to formulate projects or activity within their localities

All applications are appraised independently and then discussed and decided upon collectively by the members of the Task Group. Successful applications will receive funding and delivery of their project/activity is then monitored through the Task Group. Unsuccessful applicants are

provided with feedback and supported in the development of a viable project and if feasible are then allowed to re-apply for funding.

Project START DATE (01/17):

END DATE (12/18):

#### 7. Who is involved?

Who is involved in developing this outcome proposal?

The ESP Vibrant Economy Task Group whose members include:

- Waveney Business Forum
- Suffolk Coast Business
- Felixstowe Forward
- East Suffolk Councils (representatives from the Economic Development and Funding Teams)
- East Suffolk Partnership

Who will deliver the project/activity?

The ESP Vibrant Economy Task Group in partnership with the independent, place based business associations in east Suffolk.

Is there an ESP Board member supporting the project? (Give name)

Chris Betson

Project / activity lead:

Name: Simon Charlesworth

Organisation: East Suffolk Councils

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#### 7. Give information about match funding here:

Source of match funding	Funding confirmed?	Amount (£)
Waveney District Council	Y	£5,000
Suffolk Coastal District Council	Y	£5,000

Total project / activity cost	£ 35,000
Total of confirmed match funding	£ 10,000
Total amount of ESP funding required	£ 25,000

#### 8. How will the project / activity be monitored and outcomes reported (including project risks)?

The ESP Vibrant Economy Task Group meets on a quarterly basis with the following aims:

1. To plan the future activity of the group.
2. To assess new applications for funding.
3. To review existing programme delivery.

Risks are mitigated by the regular review of existing projects group and the availability of dedicated officer support.

9. Identify where the ESP money will be spent here:	
Description of activity or item (by who and by when where appropriate)	Cost (£)
1. The provision of a two year funding programme which should deliver 20 projects that support the aims of the project.	£30,000
2.	
3.	
Add more rows if required	

Declaration:
<p>I confirm that this proposal contains accurate information and is supported by the Programme Officers Group.</p> <p>Name: Chris Betson</p> <p>ESP Board member</p> <p>Date: 1<sup>st</sup> December 2016</p>