

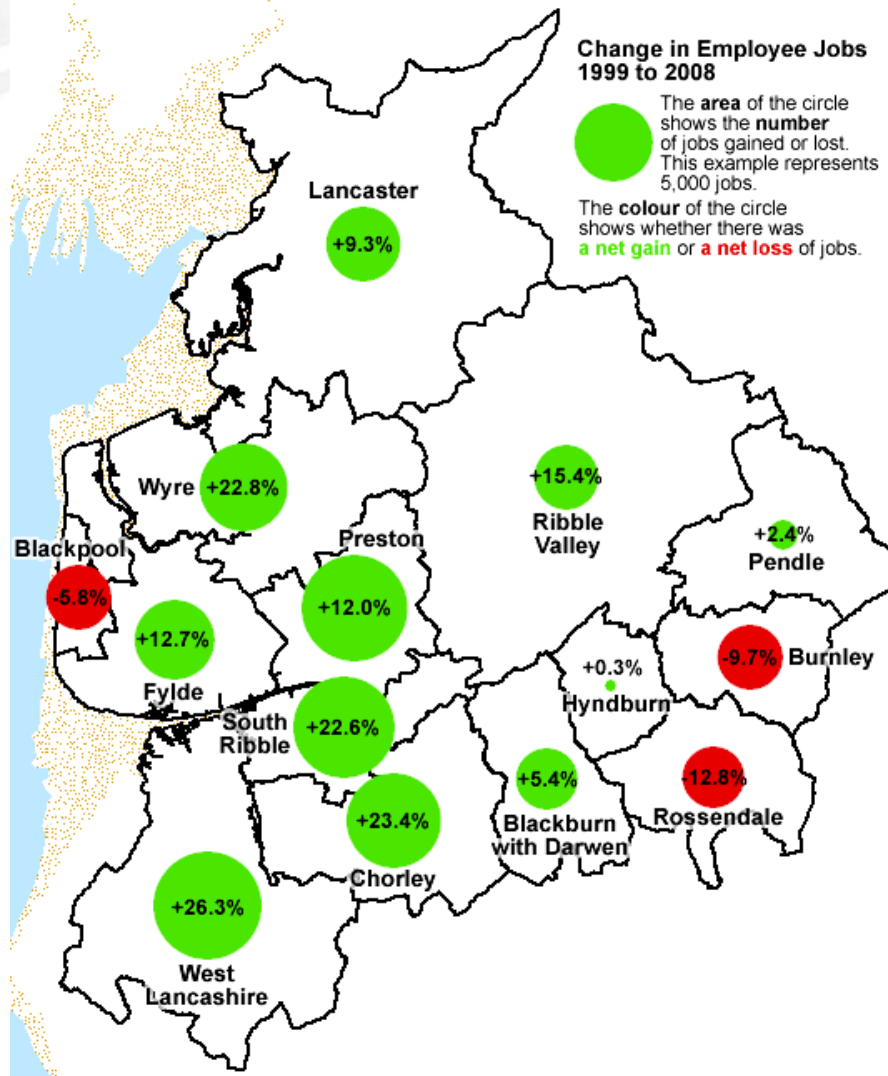
**Stephen Dean**  
**Managing Director**  
**Lancashire County Council**  
**LAA - Lead**

# Leadership and Vision

“By 2025 a Prosperous Lancashire will be characterised by its innovation and dynamic businesses, social enterprise, training opportunities and skilled workforce with major new developments in key locations creating the conditions for growth across the county.”

*(Ambition Lancashire 2004 – Lancashire Partnership)*

# Lancashire



## Lancashire Sub Region:

Population 1.5 million

45,000 VAT

registered businesses

1 County Council

12 District Councils

2 Unitary Authorities

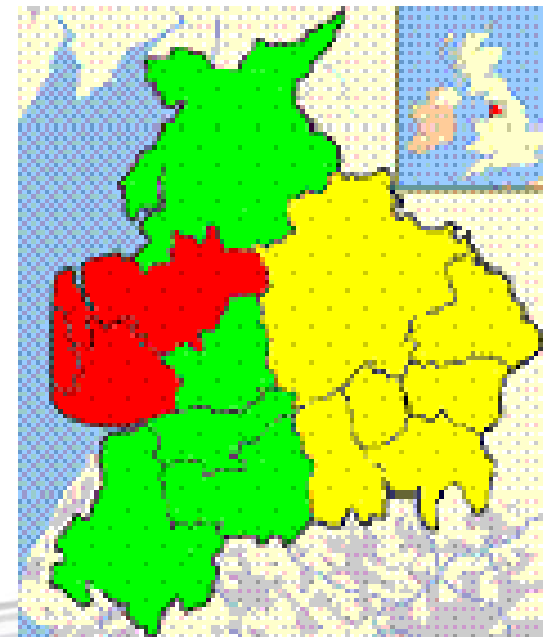
## Three MAAs

- Pennine Lancashire
- Mid-Lancashire
- Fylde Coast

**+82% (39,500) Jobs  
Created in Mid-  
Lancashire over the  
last 10 years**

# Making Better Use of Resources

- “Team Lancashire” - Improvement and Efficiency specific to Local Authorities includes procurement, business processes, shared services, asset reviews, sharing information and good practice
- Working Differently – e.g. Re-engineering HR services and Agency procurement to save money, improve services, create opportunities for young people and older benefit claimants and achieve economic and social impact.
- MAAs
  - Pennine Lancashire *A Transformational Agenda*
  - Fylde Coast *Unlocking the Potential*
  - Mid Lancs MAA *Building on Success*



LAA Issues and Priorities 2008 to 2011

**LANCASHIRE**

|                              | Weekly earnings resident | NI 166                    | Child Poverty | Employment rate | NI 153 and NI 152         |          |         | NI 171  |                   | Business survival rate | No Qualifications | NI 163               | NVQ 3  | NI 165 |
|------------------------------|--------------------------|---------------------------|---------------|-----------------|---------------------------|----------|---------|---------|-------------------|------------------------|-------------------|----------------------|--------|--------|
|                              |                          | Weekly earnings workplace |               |                 | Out of work benefits rate | JSA rate | IB rate | LP rate | VAT registrations |                        |                   | Self employment rate |        | NVQ 2  |
| Ribble Valley                | Green                    | Yellow                    | Green         | Green           | Green                     | Green    | Green   | Green   | Green             | Green                  | Green             | Green                | Green  | Green  |
| Fylde                        | Green                    | Green                     | Green         | Green           | Green                     | Green    | Yellow  | Green   | Yellow            | Green                  | Green             | Green                | Green  | Green  |
| Wyre                         | Purple                   | Purple                    | Green         | Green           | Green                     | Green    | Yellow  | Green   | Red               | Green                  | Green             | Green                | Red    | Red    |
| Lancaster                    | Green                    | Yellow                    | Green         | Yellow          | Green                     | Green    | Green   | Purple  | Yellow            | Green                  | Green             | Green                | Green  | Green  |
| South Ribble                 | Yellow                   | Yellow                    | Green         | Green           | Green                     | Green    | Green   | Red     | Yellow            | Red                    | Green             | Yellow               | Red    | Red    |
| Chorley                      | Yellow                   | Red                       | Green         | Green           | Green                     | Green    | Yellow  | Green   | Green             | Red                    | Green             | Yellow               | Red    | Red    |
| West Lancashire              | Yellow                   | Red                       | Green         | Yellow          | Green                     | Green    | Green   | Red     | Green             | Green                  | Red               | Green                | Red    | Red    |
| Rossendale                   | Red                      | Purple                    | Green         | Red             | Yellow                    | Green    | Yellow  | Green   | Purple            | Purple                 | Yellow            | Green                | Red    | Purple |
| Burnley                      | Purple                   | Red                       | Purple        | Purple          | Purple                    | Yellow   | Purple  | Red     | Purple            | Purple                 | Red               | Yellow               | Purple | Purple |
| Pendle                       | Purple                   | Red                       | Yellow        | Purple          | Yellow                    | Green    | Red     | Green   | Red               | Green                  | Yellow            | Red                  | Red    | Red    |
| Hyndburn                     | Purple                   | Purple                    | Yellow        | Purple          | Red                       | Green    | Red     | Yellow  | Purple            | Purple                 | Yellow            | Red                  | Red    | Red    |
| Blackburn with Darwen        | Red                      | Red                       | Red           | Purple          | Red                       | Red      | Red     | Yellow  | Red               | Purple                 | Purple            | Red                  | Red    | Red    |
| Preston                      | Purple                   | Red                       | Yellow        | Red             | Yellow                    | Green    | Green   | Yellow  | Purple            | Purple                 | Red               | Purple               | Red    | Red    |
| Blackpool                    | Purple                   | Red                       | Purple        | Purple          | Purple                    | Purple   | Purple  | Red     | Green             | Purple                 | Purple            | Purple               | Purple | Purple |
| <b>Lancashire sub region</b> | Red                      | Red                       | Green         | Yellow          | Yellow                    | Green    | Yellow  | Red     | Yellow            | Green                  | Red               | Red                  | Red    | Red    |

**KEY**

|        |   |
|--------|---|
| Green  | Better than or equal to English average                           |
| Yellow | Better than or equal to NW average but worse than English average |
| Red    | Worse than NW average   |
| Purple | In top ten worst NW districts                                     |

updated 27 March 2008

**Note:** the classifications above are based on a snapshot, using the most recent year for each dataset, within the latest Economic Development & Enterprise Datasets for each Sub Region.

# Enterprise

- Stimulated over 2,000 business starts with Business Link, Enterprise Agencies and Local Authority Partners (earned £1.35m in reward)
- Sustained over 1,200 businesses started ( a further £1.35m)
- County Council through LCDL has allocated £500,000 for additional intensive business start and business growth programmes
- It is realigning priorities of Rosebud, the County Council's £1.6m access to finance programme that has been running for over 20 years to high value, high growth.

# Enterprise - Roles

- Strategic Lead and Partner – working directly with large employers e.g. BAe.
- Partner in key sectors:-
  - Advance Engineering
  - Creative and Digital
  - Tourism
  - Green Technologies
- Rosebud and Micro-Loans
- Property – Lancashire and Lancaster

# Enterprise

- Big Ticket approach
  - High growth, high value businesses
  - Inward Investment
  - Access to Finance (Bankers Forum)
  - Working with MAAs and North West Development Agency
  - Understanding LEGI best practice

# Enterprise

**Partner Involvement**

**Partnership Actions examples**

**Big Ticket Issue**

District LSPs LAs & county Partners  
Coordinating action through Board & Executive

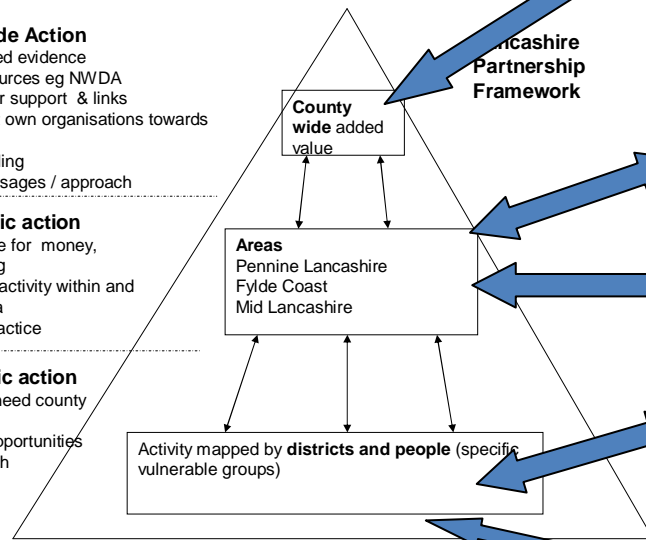
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Districts and partners part of County wide / cross boundary thematic action

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Direct delivery by partners at local level – targeted at neighbourhoods and communities

- County Wide Action**
- Research & shared evidence
  - Lobbying for resources eg NWDA
  - Monitoring partner support & links
  - Agreeing to direct own organisations towards common goals
  - Coordinating funding
  - Coordinating messages / approach
- 
- Area specific action**
- joining up- value for money,
  - delivery planning
  - cross boundary activity within and beyond LCC area
  - sharing good practice
- 
- Local specific action**
- ID initiatives that need county wide support
  - ID cross district opportunities
  - Coordinate through district LSPs



- NI 166 – Business Link Targeting – Data Sharing and Analysis identifies high growth businesses  
Leading to targeted Additional High Growth services procured and Inward Investment Services being supported
- NI 171 – Additional Business Starts High Growth services procured  
And pilots to test how elements of LEGI best practice can be adapted to be delivered in deprived parts of non funded Districts more cost-efficiently

# Summary of current and future approach



- **Total Place - £11B - £17B – Public Sector spend as a driver to the private sector in the economy £18.2B GVA**
- **High Growth and Inward Investment**
- **Leadership and Management Skills**
- **Strategic Finance – Bankers Forum**
- **Understand the needs of business as financial and property provider**

# **Business Link Northwest**

**Khalid Saifullah**  
**Strategic Partnership Manager**

# The Role of Business Link



- **EASY** to use Business Support and Advice Service
- The primary gateway to **ACCESS** business support
- Provide a **FREE** to use service with no charging or product/service delivery
- Provide an **IMPARTIAL** & independent service and support
- Focuses on understanding business needs and identifying the best **SOLUTIONS** for business.
- Deliver a consistent & high **QUALITY** service

# Our Strategic Priorities



1. To develop and deliver an enhanced, quality Business Link service
2. To significantly raise the profile, perception and visibility of the service
3. To be recognised as the leader on regional business information and play a vital role in informing business support policy making.
4. **To develop strong and meaningful partnerships**
5. To develop ourselves as an excellent organisation in order to achieve our purpose, vision and priorities

## Our Purpose – Inspiring Prosperity

# Working in Partnership



Partnership Agreement in place with the following Purpose:-

Business Link North West (BLNW) and Lancashire County Developments Ltd (LCDL) share a commitment to providing an enhanced business support service in the County. Both organisations have a mutual desire to advance the overall competitiveness and economic prosperity of Lancashire. This, in turn will help both parties develop a detailed framework that builds a close working partnership to ensure delivery mechanisms are maximised and sustainable in the area as well as helping to create the best possible (inclusive) services to local businesses and entrepreneurs.

# Working in Partnership

In the agreement we have made the following commitments:-

- A locally accessible service underpinned by the strength of regional and local resources;
- A more targeted service which will focus on generating a positive impact to the local economy;
- A much simpler process of accessing the best private and public sector solutions;
- Highly trained business professionals with relevant sector experience who understand business needs and aspirations;
- Actively promote Counties business finance products and other business support measures;
- Supporting the delivery of Local Area Agreement target outcomes, especially NI171, NI166 and NI165.

# Working in Partnership



**Lancashire County Council** made the following commitments:-

- Ensure local businesses are aware of the full range of assistance available to meet their identified needs
- Work with partners, especially through the local Business Support Networks, Local Area and Multi Area Agreements, Lancashire and Blackpool Tourism Board, Creative Lancashire and the Environment Technology Sectors to ensure effective referral of clients takes place
- Focus on target sectors in which the area has particular strengths or which bring most value to the local economy
- Link business support to regeneration activity through appropriate partnership arrangements

## What we have achieved

- Improving access to business support by improving the Business Link NW service visibility and accessibility.
  - *Hosting Business Link Marketing Material in Council Property*
  - *Promoting the Business Link Gateway number throughout its Contact Centres.*
  - *Worked together on the 'Find Your Way Events' helping businesses find their way through the recession*
  - *Piloting on-site business support clinics in the County's business estates to ensure tenants have access to available government support.*
  - *The County has agreed to display Business Link business support marketing material in Libraries and also have included a weblink on Library computers to Business Links 'Six Steps to Start a Business Tool'*

## What we have achieved

- Providing insight and intelligence on customer needs
  - *Business Link have developed a Business Performance Index which has the most upto date and comprehensive data on businesses in the NW.*
  - *Lancashire County Council have agreed a Data Sharing Agreement with Business Link enabling Business Link to provide business intelligence on Businesses in Lancashire.*
  - *Presently discussing joint marketing campaigns and exploring how we can use the intelligence to inform economic policy and strategy.*

# What we have achieved

- Website links and development
  - *Lancashire County Council website hosting the Business Link in a Box tool that provides links to Business Links web resource.*
  - *Business Link is in the process of developing a Partner page for the County on its website with links to key business pages in the County website such as Trading Standards, doing business with the council etc..*
  - *The County have registered all their support products on our Business Support Directory.*

## What we have achieved

- Continuous Service Development
  - *The County regularly consult Business Link on new Business Support programmes.*
  - *Also provide regular feedback on our service delivery and support developments that improve access to our service.*
  - *Simplifying Business Support.*
- Further developing working relationships between staff within our respective organizations.
  - *The County hosting Business Link Lancashire Adviser meetings..*
  - *Departmental meetings with Advisers i.e. Access to finance team working closely with the Rosebud Scheme*
  - *Jointly facilitating closer workings between other support organisations.*

# Outcomes

It is envisaged that this commitment to joint working will result in:-

- More Lancashire businesses accessing business support;
- Improved efficiency;
- Avoidance of duplication;
- Higher customer satisfaction;
- Harnessing of resources;
- Improved access to high quality and relevant services;
- Enhanced productivity; and growth in Lancashire business stock

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