

Title of Report:	Business Start Programme Extension - Additional Costs
Committee Report Submitted To:	Leisure and Development Committee
Date of Meeting:	18 th October 2022
For Decision or For Information	Decision

Linkage to Council Strategy (2021-25)	
Strategic Theme	Local Economy
Outcome	Council contributes to increasing business start-up and survival rates
Lead Officer	Head of Service - Prosperity & Place

Budgetary Considerations	
Cost of Proposal	£41,973 [2023/24 financial year]
Included in Current Year Estimates	n/a
Capital/Revenue	Revenue
Code	31401
Staffing Costs	Within budget

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:		
	EQIA Required and Completed:		
Rural Needs Assessment (RNA)	Screening Completed		
	RNA Required and Completed:		
Data Protection Impact Assessment (DPIA)	Screening Completed:		
	DPIA Required and Completed:		

1.0 Purpose of Report

The purpose of this report is to inform Council of the proposed additional programme costs related to the one-year extension of the Go for It Business Start Programme on behalf of the 11 councils, commencing 1st April 2023 and to seek approval to proceed. This is a statutory requirement and will continue to be post 31 March 2023.

2.0 Background

The overarching aim of the Business Start Programme is to ensure the most effective and efficient model for the delivery of business start-up support services in Northern Ireland that is best able to:

- Support new business starts, to achieve economic growth and assist local Councils in delivering on their responsibility for supporting enterprise awareness and activity;
- Provide an accessible and cost-effective service that can seamlessly align with other Council and partner services;
- Identify high growth potential starts for referral to Invest NI's client management services; and
- Improve rates of start-up survival.

The Business Start programme delivers practical support to individuals seeking to establish a new business in NI and includes the following elements:

- Initial Enquiry;
- One to One Mentoring;
- An Online Business Support Tool;
- Development of a viable bespoke Business Plan;
- Aftercare Support; and
- Regional Marketing Campaign using a mix of media channels including local promotional activity at Council level.

This is supported by a centralised enquiry handling system and a shared CRM/Management Information System.

Council has previously approved a one-year extension of the Go for It Business Start Programme. To ensure continuation of business support from 01 April 2023 in the absence of funding from the UKSPF. Costs approved to date are only for the Business Plan element of the programme and a decision is now required on the costs associated with other programme elements e.g., Marketing, Enquiry Handling, Programme Management and Management Information System. Indicative costs for these elements are now available as all 11 Councils have approved the one-year extension of the Business Plan element.

Lisburn City and Castlereagh Council, in their capacity as lead Council on this programme, has provided additional indicative costs at Council level including Marketing, Enquiry Handling, MIS [Management Information System] and Programme Management (see Annex A). Currently Belfast City Council operate the MIS and Lisburn City and Castlereagh Council deliver Programme Management and Enquiry

Handling. The marketing element is managed by Derry City and Strabane District Council.

Members should note that the indicative total overall cost with no contingency for operating the Business Start Up Programme within Causeway Coast and Glens Borough Council for 2023-24 is anticipated as £112,374. This is dependent on an 11-council collaborative approach and will apply if no alternative external funding becomes available in-year. If Council was to deliver this programme independently, it would have considerable resource implications in setting up the required systems for the additional costs highlighted in Annex A

The current iteration of the programme which is part funded by the NI ERDF Investment for Growth and Jobs Programme is scheduled to end on 31 March 2023 and currently no external funding sources are available in the immediate term.

This Programme contributes directly to the Job Creation objectives set for Councils and measured annually by DfE. The Causeway Coast and Glens statutory targets for 2023/24 are currently profiled as 213 business plans produced and 128 jobs created.

3.0 Options

Option 1 – To notify Lisburn and Castlereagh City Council, in their capacity as lead Council for this programme, of Council's intention to extend the Enquiry Handling, Marketing, MIS and Programme Management contracts for an additional year as part of an 11-council approach pending outcome of the outline business case for the future proposals for Council-led Entrepreneurship Support Services post 2023.

Option 2 – To notify Lisburn and Castlereagh City Council, in their capacity as lead Council, that Council does not intend to extend the Enquiry Handling, Marketing, MIS and Programme Management contracts as outlined for an additional year from 01 April 2023 to 31 March 2024; hence significantly increase the risk of not achieving its statutory business plan and jobs targets for 2023/24.

4.0 Recommendation

It is recommended that the Leisure & Development Committee recommends to Council the adoption of Option One i.e.

Option 1 – To notify Lisburn and Castlereagh City Council of Council's intention to extend the Enquiry Handling, Marketing, MIS and Programme Management contracts for an additional year from 01 April 2023 to 31 March 2024 as part of an 11-council approach pending outcome of the outline business case for the future proposals for Council-led Entrepreneurship Support Services post 2023.

This is a statutory requirement and will continue to be post 31 March 2023. The total cost of Option One is £41,973 with financial spend to be incurred in the 2023/2024 period.

Annex A

COUNCIL AREA	Annual Programme Jobs Target	% of Total	Delivery(Business Plans Cost)	Central Man. Costs	Enquiry Handling Cost	Sub Total Cost charged by LCCC re Collaborative Agreement		Marketing Contract Cost (DCSDC)	Marketing Man. Costs (DCSDC)	MIS Costs BCC	Total Programme Cost
Antrim & Newtownabbey	87	5.0%	£46,016	£6,291	£5,536	£57,843		£7,550	£5,728	£2,330	£73,450
Ards & North Down	129	7.4%	£67,295	£9,201	£8,096	£84,592		£11,041	£8,376	£3,408	£107,416
Armagh Banbridge & C'avon	182	10.5%	£96,157	£13,147	£11,569	£120,873		£15,776	£11,969	£4,869	£153,486
Belfast City Council	325	18.8%	£172,004	£23,516	£20,694	£216,214		£28,220	£21,409	£8,709	£274,553
Causeway Coast & Glens	134	7.7%	£70,401	£9,625	£8,470	£88,496		£11,550	£8,763	£3,565	£112,374
Derry & Strabane	140	8.1%	£73,943	£10,109	£8,896	£92,948		£12,131	£9,204	£3,744	£118,027
Fermanagh & Omagh	170	9.8%	£89,810	£12,279	£10,805	£112,894		£14,735	£11,179	£4,548	£143,355
Lisburn & Castlereagh	122	7.0%	£63,799	£8,723	£7,676	£80,197		£10,467	£7,941	£3,230	£101,835
Mid & East Antrim	111	6.4%	£58,710	£8,027	£7,064	£73,800		£9,632	£7,308	£2,973	£93,713
Mid Ulster	153	8.9%	£80,924	£11,064	£9,736	£101,724		£13,277	£10,073	£4,098	£129,171
Newry Mourne & Down	182	10.4%	£95,222	£13,019	£11,456	£119,697		£15,622	£11,852	£4,822	£151,993
National Total	1735	100.00%	£914,279	£125,000	£110,000	£1,149,279		£150,000	£113,800	£46,295	£1,459,374