

APPENDIX 3. Derby's Economic Strategy – Enterprise Growth Board Delivery Plan 2011-16

Strategy Driver: Creating a culture where enterprise thrives

Objective 1: Creating an enterprise culture with innovation and creativity

Action	By When	Responsible Partner	Named Lead	Status	Performance Measure
Short Term:					
Creation of a Web Portal and supporting Derby Helpdesk to translate national level start up provision and outline local support to start up enterprise. Includes downloadable, printable and easily updated pocket guide on how to access support.	Scoped July 11 Live by Dec 11	DCC	Anthony Byrne	Ongoing	<ul style="list-style-type: none">Qualitative survey of impact of ERS on businesses
Explore potential and requirements for a suite of financial assistance for start ups	Scoped July 11 Live by Dec 11	NBV	Chris Calladine	Ongoing	<ul style="list-style-type: none">Survival and Growth of businessesNet jobs created
Research into 'patent pool hub'. IP capitalisation and support structure to take to investment	June – July 11	UOD	Lee Sanderson Mann	Ongoing	<ul style="list-style-type: none">Patents registered by Derby companies
Micro Business Hub and Spoke model (to include social enterprises). Centre managers to ensure collaboration, peer to peer learning between their clients / residents.	Scope June / July 11	NBV	Chris Calladine	Ongoing	<ul style="list-style-type: none">Survival and Growth of businessesBusiness Turnover and profitNet Jobs created

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Feasibility study and delivery of an Innovation Campus in Derby.	Business Case June 11 RGF Application July / Aug 11 Build TBC	UOD	Andrew Hartley	Ongoing	<ul style="list-style-type: none"> • Survival and Growth of businesses • Business Turnover and profit • Net Jobs created • Patents registered
Entrepreneurship for Young People. Mentors and Advocates to excite and enthuse young people to start a business	Scope June / July. Deliver September 11	CAD / NBV /	Rachel Hayward supported by Chris Calladine/ Employment Skills Board	Ongoing	<ul style="list-style-type: none"> • Qualitative measure of entrepreneurial culture among young people
Medium Term:					
Awards and events to celebrate the diversity of business in derby to inspire start ups, particularly in young people	2012 - 13	CAD / NBV	Rachel Hayward supported by Chris Calladine	Ongoing	<ul style="list-style-type: none"> • Qualitative measure of entrepreneurial culture among young people
Long Term:					
Develop a Cathedral Quarter Enterprise Centre	2013/14		Neil Johnson	Seeking Funding	<ul style="list-style-type: none"> • Survival and Growth of businesses • Net Jobs created

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Objective 2: Supporting the growth of enterprise and relocation opportunities

Action	By When	Responsible Partner	Named Lead	Status	Performance Measure
Short Term:					
Development management – establish an integrated approach to dealing with strategically significant investment opportunities	June 2011	Marketing Derby, DCC	Duncan Inwood	Development	<ul style="list-style-type: none"> Existing inward investment measures
Scope the potential for a Derby programme of support to high-growth companies to supplement the national offer.	May 2011	DCC	Catherine Williams	Concept	
Launch programme of support to high growth companies and/or those with potential to become high growth	September 2011	DCC	Catherine Williams	Concept	<ul style="list-style-type: none"> Survival and Growth of businesses Business Turnover and profit Net Jobs created

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<p>Define and develop programme for supporting niche sub sectors including:</p> <ul style="list-style-type: none"> • the purchase of IDBR Data • define niche sectors; map the size, location and potential of business. • Consultation with sectors, networks and bodies to discuss the most relevant approach • The development of a programme of rotating sub sector focus, possible a bid process where clusters of businesses are able to apply for support funding. 	December 2011	DCC			<ul style="list-style-type: none"> • Survival and Growth of businesses • Business Turnover and profit • Net Jobs created
<p>Map the supply chains of key employers to determine:</p> <ul style="list-style-type: none"> • which products could be provided locally or if key suppliers can be induced to relocate. • Identify key supplier businesses with the potential for expansion that are primarily dependent upon Derby key employers <p>Derby Renaissance Board members would be the logical starting point for this exercise</p>	Jan 2012				<ul style="list-style-type: none"> • Survival and Growth of businesses • Business Turnover and profit • Net Jobs created

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Create a supply chain coaching programme using specialist coaching. Key features could include marketing, knowledge transfer and new product development.					<ul style="list-style-type: none"> • Survival and Growth of businesses • Business Turnover and profit • Net Jobs created
Complete inward investment strategy to determine key target segments for inward investment promotion	April 2011	Marketing Derby	John Forkin	Started	
Deliver integrated marketing communications to raise awareness of Derby with key inward investment target segments	April 2011	Marketing Derby	John Forkin	Ongoing	<ul style="list-style-type: none"> • Business and jobs attracted to Derby
Work at both policy and delivery level relating to inward investment. This will include: <ul style="list-style-type: none"> • Liaison and representation to UKTI • Account manage FDI and inward investment enquires 	Ongoing	Marketing Derby	Charlotte Peach	Ongoing	<ul style="list-style-type: none"> • Businesses and jobs attracted to Derby
Create an evaluation framework for business support programmes in Derby including qualitative and quantitative assessment	July 2011	Derby City Partnership	Teresa Whyte	Concept	
Medium Term:					
Major development sites – preparing feasibility studies/option appraisals for major sites and market these	March 2012	Marketing Derby	Dave Marshall	Development	

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<p>Deliver a programme for engaging and supporting business networks. This will support 5 networks a year and may include:</p> <ul style="list-style-type: none"> • Providing practical support to boost membership • Subsidising membership fees • Providing venue hire • Support for training materials • Paying for guest speakers 	March 2012				
Long Term:					
Business engagement strategy - Develop a strategy for engaging with local businesses to ensure all council departments benefit	2011-16	DCC dept's	Catherine Williams	concept	

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Objective 3: Improving Derby as an investment proposition

Action	By When	Responsible Partner	Named Lead	Status	Performance Measure
Short Term:					
Cathedral Quarter – ensuring the integration of the Cathedral Quarter BID and DCC activities			Greg Jennings		•
St Peters Quarter BID – supporting the development of the SPQu BID subject to the support of local businesses			Greg Jennings		•
Medium Term:					
Strategically use the Regeneration Fund to bring forward key developments in the City Centre (initial focus on quality commercial office market)	From 2012	Identified developers	Greg Jennings	Development	•
City Gateways – developing a programme of activity to enhance the 'gateways' to the city	2012		Greg Jennings		•
Secondary office market – develop a strategy for addressing issues affecting this market taking into account the forthcoming consolidation of DCC offices	2012		Greg Jennings	concept	• Unused floorspace
Long Term:					
Improve the business environment in which all businesses operate through: <ul style="list-style-type: none"> - Ensuring an efficient planning system - Create a highly skilled workforce Better integrated transport system					