



## **Derby Coaching for Success**

### **SUMMARY**

- 1.1 Derby Coaching for Success is a £830,000 project to support existing businesses to achieve their growth ambitions and create jobs.
- 1.2 The project offers a hub for business advice in Derby through a dedicated phonenumber, free masterclasses and business briefings as well as a suite of subsidised coaching support which can be tailored to individual business needs.
- 1.3 Derby City Council is the accountable body for the funding and East Midlands Business (EMB) are the delivery organisation we have procured.

### **RECOMMENDATION**

- 2.1 To note the report and make any comments and appropriate recommendations on the Derby Coaching for Success project.

### **REASONS FOR RECOMMENDATION**

- 3.1 To ensure that the board is kept updated on the Derby Coaching for Success project, and allow scrutiny board members an opportunity to discuss, comment and make any appropriate recommendations to assist in successful delivery of the project.

### **SUPPORTING INFORMATION**

- 4.1 The need for the Derby Coaching for Success project was highlighted through the production of Derby's Local Economic Assessment in 2011, which showed that Derby's business start-up and self-employment rates have consistently been below regional and national averages. Tackling this trend and assisting companies to achieve their growth potential have been key priorities for the Enterprise Growth Board since the production of the Economic Strategy in 2011. Derby Coaching for Success has been set up to deliver these aims as well as complimenting other regeneration activity in the city such as the Derby Enterprise Growth Fund where there is great potential for cross-referrals between the projects to maximise the benefits to individual companies.
- 4.2 Derby Coaching for Success was officially launched on the 21<sup>st</sup> January 2014 at the Derby Business Support Event hosted in the Council Chamber. Funding for the project was secured during 2013 with £660,000 secured from the European Regional

Development Fund and Derby City Council's Regeneration Fund providing £170,000 of match funding.

- 4.3 The project is being delivered by EMB in partnership with the Derbyshire & Nottinghamshire Chamber of Commerce, Derbyshire Enterprise Agency and the University of Derby. It offers a central hub for business support advice in Derby through a dedicated phone line based at the Chamber (0845 450 2099), which has never previously been available. The project activity compliments the business support landscape in Derby where there are a range of schemes offering pre-start and start-up support, managed workspace and business collaboration, alongside national support for sectors and high growth companies. The project is already realising extensive opportunities for referrals between all of these providers.
- 4.4 A programme of 14 Masterclasses and 8 Business Briefings have been set up, which are free for businesses to attend. 31 Business Coaches are signed up to deliver a mixture of in-house and one-to-one coaching tailored to individual business needs. By the end of January 2014 the project had engaged with 29 businesses with 13 enrolled onto support. From those there are 22 potential jobs that will be created.
- 4.5 Further details of the scheme can be found on the project website: [www.derbycoaching.co.uk](http://www.derbycoaching.co.uk)
- 4.6 Extensive marketing has been undertaken using a variety of channels. Social media is being used to target potential beneficiaries, predominantly through LinkedIn and Twitter. Leaflets have been produced to go out in the Council's annual Council Tax mailing in March, which will reach over 9,000 businesses.
- 4.7 A detailed risk management process was followed during the application for funding and expanded on by EMB when they were selected to deliver the project. The key risks are around lack of beneficiary take up which are being mitigated against by thorough on-going monitoring activity and a comprehensive marketing strategy to promote the project, utilising the skills of the project coordinators.
- 4.8 If the project outputs are delivered then the potential outcomes for Derby are; a culture of enterprise growth, increase in the employment rate, an understanding of the benefits of business coaching, lasting relationships between companies and support providers. If the project proves to be successful in delivering its outputs then it might be worth seeking continuation funding beyond June 2015, not least to continue the dedicated hub for business support which has a potential legacy for demisting the support landscape for Derby businesses.

#### **OTHER OPTIONS CONSIDERED**

5.1 N/A

**This report has been approved by the following officers:**

<b>Legal officer</b>	N/A
<b>Financial officer</b>	N/A
<b>Human Resources officer</b>	N/A
<b>Estates/Property officer</b>	N/A
<b>Service Director(s)</b>	Richard Williams, Director of Regeneration
<b>Other(s)</b>	N/A

**For more information contact:**  
**Background papers:**  
**List of appendices:**

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Appendix 1 - Implications

<b>IMPLICATIONS</b>
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**Financial and Value for Money**

- 1.1 The submission, and subsequent development, of the ERDF application was agreed at Cabinet on 23/1/13 under Item 17. The note in the minutes is 140/12.

**Legal**

- 2.1 Contract between Derby City Council and EMB, the project delivery body, has been signed

**Personnel**

- 3.1 None

**Equalities Impact**

- 4.1 None.

**Health and Safety**

- 5.1 None

**Environmental Sustainability**

- 6.1 Cross-referrals are taking place between this project and the BESPOKE scheme which allows more companies to become aware of support available for improving their energy efficiency.

**Property and Asset Management**

- 7.1 None.

**Risk Management**

- 8.1 None.

**Corporate objectives and priorities for change**

- 9.1 The proposals relate directly to the Derby Plan ambition of *an inspiring working life*

*by improving skills and creating jobs.*