**Item 6 - Appendix 3d**

**Specification for the Growing Business Advisory Sub-group**

1. **Purpose of the Specification**

This Specification should be read in conjunction with the Generic Terms of Reference for Advisory Sub-groups. It adds more detail about the work that the Executive Board is charging the Growing Business Advisory Sub-group with undertaking on its behalf.

The nature of the Local Industrial Strategy, and the sub-groups that will support its implementation, means that some areas of work will be relevant to more than one sub-group. (For example, some of the discussions around growing business will be dependent, and have an impact, upon technological advances under the remit of the Innovation Sub-group). Where these issues have been included within the scope of the Growing Business Advisory Sub-group, there is an expectation that information will be shared, and members will work collaboratively, with other relevant sub-groups to take full advantage of economic opportunities for Stoke-on-Trent and Staffordshire.

1. **Ambitions for Growing Business**

Our ambitions are to: be a place of choice for people wanting to start, grow or locate their business; have more new and scale-up businesses; and increase productivity and use of sustainable energy and resources across all our sectors.

1. **Priorities for Growing Business**

The Local Industrial Strategy has identified the priorities that need to be addressed, if our growing business ambitions are to be achieved:

* More flexible small business space in our towns and cities and support for incubation unit facilities in rural areas
* Delivery of the strategic high-value user employment sites in our growth corridors
* A new inward investment campaign to attract high value occupiers focused on business, services, energy, manufacturing and logistics
* A new targeted and segmented high growth business support programme
* Peer-to-peer business networks and leadership groups, with a focus on energy, agri-tech, manufacturing, digital and logistics
* Delivery of a new hyper-local enterprise support scheme in our cities and towns

1. **Implementation Template**

The Growing Business Advisory Sub-group is charged with considering the priorities identified and recommending activities that will achieve the greatest impact. To assist the sub-group to arrive at its recommendations, the following template is provided:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Growing business interventions identified in the Local Industrial Strategy** | **What outcomes are SSLEP seeking to achieve through this intervention?** | **What activities would you recommend for optimal impact?** | **How will SSLEP evidence the effectiveness of these activities?**  **What outputs should we measure?** | **Which organisation(s) could lead and with whom should they collaborate?** | **Is this a short/medium/long term priority? Indicative timescales?** | **What is the proposed source and amount of funding?** |
| More flexible small business space in our towns and cities and support for incubation unit facilities in rural areas |  |  |  |  |  |  |
| Delivery of the strategic high-value user employment sites in our growth corridors |  |  |  |  |  |  |
| A new inward investment campaign to attract high value occupiers focused on business, services, energy, manufacturing and logistics |  |  |  |  |  |  |
| A new targeted and segmented high growth business support programme |  |  |  |  |  |  |
| Peer-to-peer business networks and leadership groups, with a focus on energy, agri-tech, manufacturing, digital and logistics |  |  |  |  |  |  |
| Delivery of a new hyper-local enterprise support scheme in our cities and towns |  |  |  |  |  |  |