

Route to Market

Planning for profit

In a rapidly changing global market it is difficult to know where the future of your business lies. The Route to Market programme aims to help businesses understand their strengths and generate new ideas for potential markets or products. It also helps businesses better understand how to implement those new ideas.

The programme includes workshops on a variety of themes and aims to help fine tune a business's ability to think ahead and adapt to future trends. It has been specifically designed for new and existing businesses who want to grow but need to work out how that growth can be generated.

High Growth

First-class support for first-class business

HighGrowth East Midlands is a programme that is about identifying growing and growth-potential businesses and providing them with an intensive, bespoke and comprehensive support package. A dedicated growth support coach will lead each business case and every participating managing director (or business owner) can look forward to high-quality networking opportunities, as well as support from business experts to help clarify strategy, identify opportunities and create world-class business systems.

If you have the potential, we can help you release it, leaving you free to run a business growing and expanding as rapidly as it should be.

The BERR* Manufacturing Advisory Service

Making a difference to manufacturers

For all manufacturing businesses efficiency is the key to success, and thanks to the East Midlands Manufacturing Advisory Service (MAS) you can now call on experienced manufacturing consultants to review all the issues that could make a difference to your bottom line. Following a diagnostic of your business needs, MAS provides experts to implement an action plan tailored to streamline processes and improve profitability. MAS also complements Business Transformation Grants, which offer support to non-manufacturing businesses.

Whether you're looking for your manufacturing business to grow, or you want to maintain your share of a highly competitive market, the East Midlands Manufacturing Advisory Service can make a real difference.

*Department for Business Enterprise and Regulatory Reform

Business Transformation Grants

A helping hand for growing companies

Is your business committed to making a lasting positive change to its performance, but lacks the capital to make it happen? Then the Business Transformation Grant (BTG) is tailored to your needs. The process is simple, a Business Link adviser develops a bespoke action plan with you and then funds from the BTG could be used to support the cost of private sector expertise and/or new technology which will help make the plan happen.

The scheme is open to all small and medium sized enterprises, within the region - the only requirement is a proven desire to drive your business forward to help make the East Midlands a flourishing region.

Higher Level Skills Development in Advanced Technology

The funding to forge ahead

Aimed primarily at companies seeking to excel in areas such as food and drink, performance engineering, and the creative and construction sectors, the Higher Level Skills Development in Advanced Technology is a grants programme that offers up to £10,000 for investment. These grants can be used to purchase equipment for innovation, growth and improving workforce skills, with half of the funding coming from the public sector and the other half from the businesses themselves.

It's a fast track to innovation and it can make a real difference to businesses who want to stay ahead of the competition.

This brochure covers the key business support services that are currently funded by East Midlands Development Agency (*emda*). Our aim is to raise the productivity of businesses in the region in order to create A Flourishing Region.

emda works to ensure that all the services we fund:

- are accessible to all groups including women, ethnic minorities and people with disabilities
- encourage sustainable development
- are simple for businesses to understand and access.

We are working with public sector partners to bring all business support in the region together into a simple, joined-up offer to support your business. You can find details of our business finance initiatives in another brochure entitled Accessing Finance: Funding Growth.



Business Support

A range of services to help business flourish in the East Midlands

funded by



If you are interested in these or any other of the support schemes that we fund, all you need to do is contact Business Link on **0845 0586644** or visit www.businesslink.gov.uk/eastmidlands

Expert business advisers are available to take enquiries or visit any business in the region.

www.emda.org.uk



www.hgeastmidlands.com



www.mas-em.gov.uk



www.businesslink.gov.uk/eastmidlands



www.eastmidlandsnti.co.uk



Business Link Start-up Service

A range of services to help business flourish in the East Midlands

emda has been working to make the East Midlands business support offer more relevant, effective, and simpler to understand and access. At the centre of our business support offer is Business Link, offering a free and impartial Information, Diagnostic and Brokerage (IDB) service:

- **Information** - providing the practical know-how businesses need to thrive
- **Diagnostic** - identifying individual business needs
- **Brokerage** - introducing businesses to the most appropriate sources of further support to fulfil those needs.

So, whether you're starting a new business or seeking to develop your business in any sector, there is now one point of contact to provide all the support and backing you could possibly need – Business Link. If you would like to find out more about any of the services in this brochure please call Business Link. You will find their contact details on the back page.

Taking the steps you need to start and grow your business idea

All businesses, especially new ones, need support. That's where the Regional Business Link Start-up Service (BLSS) can help, with professional, objective advice that greatly increases your chances of growth and survival.

Anyone in the East Midlands can benefit from the service, which includes training workshops, one-to-one advice and mentoring, all tailored to the needs of our target groups, including women, ethnic minorities and disabled people.

So if you're a budding entrepreneur, or you've just taken the first steps in business, make the BLSS your perfect first port of call. You can find out more at our 'New Business New Life' road shows being run throughout the East Midlands which also give you the opportunity to meet other business owners and experienced start-up advisers.

www.businesslink.gov.uk/eastmidlands



eBusiness

Moving up the ladder to success

More and more small and medium sized enterprises are understanding the benefits that effective use of Information and Communications Technology (ICT) can bring to their business. You only need look at the wealth of opportunities offered by the growth in e-commerce to see just how much potential there is.

Open to small and medium sized enterprises, this Business Link initiative provides workshops and events to help you understand how developments in ICT can benefit your business. A capital grant of up to £3,000 is available, to be matched pound for pound by your business and used to encourage investment in ICT infrastructure to move your business to the next level.

www.businesslink.gov.uk/eastmidlands



Resource efficiency

Less waste, more profit

If you manage your resources well, you manage your costs too, which is why resource efficiency is at the forefront of business thinking today. With the help of Business Link, you will receive practical advice on managing raw materials, energy and water to minimise waste, reducing your costs and increasing your competitive advantage.

Businesses will benefit from a resource efficiency diagnostic which can identify resource inefficiency and suggest solutions. You can then apply for a grant of up to £10,000 to invest in resource efficiency related equipment and consultancy.

www.businesslink.gov.uk/eastmidlands



Social enterprise

Support in the community

Social enterprises are businesses which trade for a social purpose and, through their work, address social and environmental issues. *emda* has always recognised the importance of these enterprises and now Business Link, working with Social Enterprise East Midlands, has identified a range of business services tailored for this sector.

Any social enterprise in the East Midlands can benefit from specialist, quality-assured business support advice designed not just to increase the number of social enterprises in the region, but also to make existing ones better, bigger, more sustainable and ultimately more successful.

www.businesslink.gov.uk/eastmidlands



Land based businesses

Sowing the seeds of success

Profitability and survival have become more and more difficult for rural and land-based businesses (LBBs) over the past few years, which is why Business Link has made promoting and supporting them a priority.

As part of this, Business Link, working with experienced partners who have long-standing associations with LBBs, is delivering workshops and other events aimed at helping rural and land-based business to access external support.

All LBBs in the region will be encouraged to benefit from the support, plus, Business Link can also help you to access the new Rural Development Programme for England, which offers specific support for rural businesses.

www.businesslink.gov.uk/eastmidlands



Public Procurement

Understanding procurement processes

The different ways organisations, particularly in the public sector, procure goods and services may seem too complex and time-consuming an option for some small and medium sized enterprises. But that's often not the case and understanding more about the processes involved may open the door to a wealth of business opportunities.

emda, in conjunction with Business Link, will be running a series of short information events and day-long workshops providing details on the range of mechanisms procurement organisations use, where advertised opportunities can be found, and the advantages and challenges of trading with the public sector.

A Meet the Buyer event will follow these sessions, enabling small and medium sized enterprises to meet potential buyers face to face. This event will be supported by a pre-Meet the Buyer briefing.

www.businesslink.gov.uk/eastmidlands



Mentoring

Giving you and your business a helping hand

Business mentoring can have a positive effect on the growth and profitability of an organisation. That's why *emda* created MentoringforAll East Midlands a regional programme that helps owners of small and medium sized enterprises to improve performance by developing their own skills and competencies.

Following an initial assessment, the business owner (or most senior manager) signs up to the programme, which is designed around ten mentoring sessions, led by a qualified mentor with a wealth of knowledge and expertise.

The mentoring sessions can be used to discuss any management or operation issue, with the mentor acting as a sounding board and helping evaluate solutions.

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