

Appendix 1 - Growing the Economy delivery actions, outcomes and expenditure – 2019/20

	Programme	2019/20 Outcomes			Cost	Income	Net Cost (BCC)
		Participants	Jobs	Other			
Starting a Business	Enterprise Awareness: Supporting individuals in under represented groups to overcome the barriers to starting a business, and providing support to progress their business ideas. This includes the NI Female Enterprise Challenge delivered in partnership with WIB, Invest NI and the other councils in the region	690		80 individuals engaged from under represented groups 300 referrals to other business support 20 business starts	£81,100		£81,100
	Providing targeted support for university and college graduates to set up in business - including a financial incentive for the first year of business operation	45	25	40 referrals from BCC to other stakeholders £150,000 salary support for graduates provided by Invest NI (funding arrangements to be agreed)	£201,588	£150,000	£51,588
	Starting a Business Programmes: business plan development, mentor support and access to incentives to increase the number of new business starts and enhance business survival rates.	620	415	106 referrals to other stakeholders £135,000 incentives provided to businesses	£403,360	£80,240	£323,120
	Social Enterprise in Action: support to raise awareness of the potential of social enterprise as a business model and to increase the number of social enterprises and cooperatives by providing access to mentoring, networks and test trading opportunities	300	32	5 referrals to Invest NI	£129,537	£40,000	£89,537
	High Growth Start-up: supporting the development of new high growth businesses enabling them to become more competitive and sustainable	67	63	£216,000 external funding secured to support programme delivery	£160,000	£66,560	£93,440
	Enterprise Framework in Action: Work in partnership with enterprise and business growth stakeholders across the city to address the city's key challenges and put in place actions as identified through the Enterprise Framework for Belfast. A number of priority projects will be delivered including the development of a shared brand, communication strategy and potential Management Information System (MIS) to create a more joined-up provision for participating businesses	30		Strategic Partnership developed; city enterprise framework developed and agreed by all partners as basis for future investment; new start up starts agreed	£50,000		£50,000
Growing a Business	Business Growth Support: To create new employment opportunities by supporting small and micro businesses to become more competitive through growth mentoring support, support to encourage businesses to implement new technologies and strategic skills development opportunities	760	146	12 referrals to Invest NI £191,360 external funding secured to support programme delivery	£293,050	£191,360	£101,690
	Procurement Support: Enhance skills in tendering for SMEs and social enterprises. Enable participants to successfully tender for work outside of their normal scope of business. This will include the work on Heathrow Hub as well as Council and wider public sector opportunities, linked to city regeneration	60	46	1 strategic partnership developed £58,400 external funding secured to support programme delivery	£73,000	£58,400	£14,600
	Creative and Digital Industry Support (Output Belfast): supporting development of the creative and digital sector in Belfast including International Development (including attendance at key events such as SXSW); Skills Development; city animation; developing new products and innovation that can compete internationally	400		5 new products developed £100k in external sales secured 5 referrals to other support	£50,000		£50,000
	Scale and Growth: support to enable Belfast based businesses to scale and grow to turnover of more than £3million in partnership with Invest NI and Catalyst Inc. Development of support for businesses in key growth sectors including; business and professional services, financial services, IT, advanced engineering and life and health sciences.	50		Improvement of CEOs' confidence, ambition, leadership and strategic skills. Increase in international connections for participating companies. External sales secured. Investment funding secured to support company development. In-kind contributions from project partners currently being agreed.	£112,000		£112,000

	Programme	2019/20 Outcomes			Cost	Income	Net Cost (BCC)
		Participants	Jobs	Other			
Growing a Business	Innovation Factory: providing of workspace and business support service for small, growth-focused businesses. Working towards target occupancy levels of 71% by March 2020	129	138	Intensive programme of engagement with tenant businesses including industry specific programmes, masterclasses to increase R&D and specialist mentoring support aimed at accelerating the rate of growth of local businesses and creating collaborations. In addition to business programmes, the social ethos of the centre ensures that tenants contribute to local economic regeneration. These services are administered under Council's contract with Oxford Innovation and they are reported separately to committee. Costs for professional support services of £7,250 are the only costs profiled as part of the core Local Economic Development Budget.			£0
	Sales development and footfall generation in local areas: working with businesses in areas affected by regeneration schemes to help drive footfall and spend in the areas	200		15 Jobs sustained 200 referrals to other support 6 strategic partnerships developed	£65,000		£65,000
	International Trade and Export Development: Support businesses with their export development plans for the first time and / or new markets, lead prospecting and skills development.	20		15 jobs sustained 15 new products developed £100k in external sales secured 5 referrals to other support	£52,000		£52,000
Investing in Belfast	Belfast: City for Investment Service: Proactively working with investors, providing the professional and personal connections to help businesses be successful in Belfast	100	90	Jobs sustained 45, referrals to other stakeholders 100, strategic partnerships 4	£30,000		£30,000
	Lead development for the financial and professional services sector to position Belfast in key locations including London and Dublin as a city open for business	10	2	Jobs sustained 10, referrals to other stakeholders 5, strategic partnerships 2, new sales generated £200,000	£30,000		£30,000
City Centre Development	Support for city centre development, in line with the City Revitalisation programme including storage and installation of festive lights by Belfast City Centre Management.				£98,000		£98,000
Contribution to events and conferences	Financial support to contribute towards events and conferences to support activity associated with the unit's programme for delivery, set out in this report	3000		Number of referrals to other Belfast City Council support	£70,000		£70,000
Evaluation of impact	Annual independent evaluation to measure the Economic Development Unit's performance across the Growing the Economy work stream. This evaluation will provide a full measure of the economic performance of the service areas and value for money assessments.				£30,000		£30,000
TOTAL		6481	957	-	£1,928,635	£586,560	£1,342,075