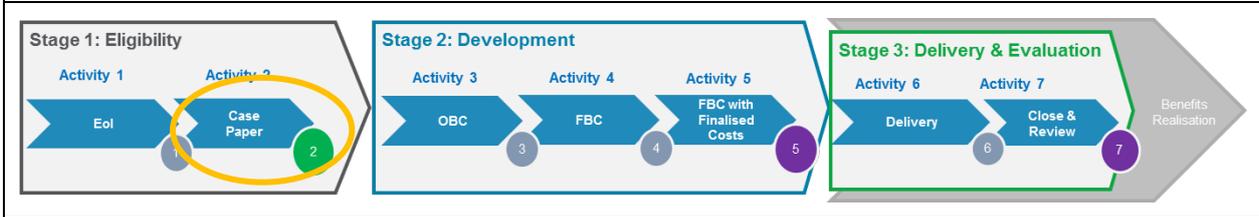


Scheme summary

Name of scheme:	Leeds City Region Growth Service
PMO scheme code:	WYCA-EU-005
Lead organisation:	West Yorkshire Combined Authority
Senior responsible officer:	Sue Cooke – Executive Head of Economic Services
Lead promoter contact:	Henry Rigg – Head of Business Support
Case officer:	Paul Coy, Combined Authority
Applicable funding stream(s) – grant or loan:	Grant funding from ERDF and matched 50% via the Combined Authority and the City Region’s Local Authorities
Growth Fund priority area (if applicable):	Priority One – Growing Business
Approvals to date:	ERDF Outline Business Case approved in April 2018, Full Business Case currently in appraisal process. SLT approval to submit Full Business Case in July 2018
Forecasted full approval date (decision point 5):	April 2019
Forecasted completion date (decision point 6):	March 2022
Total scheme cost (£):	£3,401,756
Combined Authority funding (£):	£2,465,413 million (£1,700,878 European Structural and Investment Funds, £764,535 Department of Business, Energy and Industrial Growth Hub) – not yet secured.
Total other public sector investment (£):	£936,343 – District partner contribution
Total private sector investment (£):	£0
Is this a standalone project?	No
Is this a programme?	No

Is this project part of an agreed programme?	No
-----------------------------------------------------	----

Current assurance process activity:



Scheme description:

The Growth Service will deliver dedicated, flexible support for a cohort of the Leeds City Region’s most strategically-important small and medium-sized enterprises (SMEs). It will be delivered by a team of 19 SME Growth Managers who are a key component of the Leeds City Region Growth Service. The Growth Managers will be located within the City Region’s districts and each will provide an information, diagnosis and brokerage function for their clients. This involves understanding the needs of the businesses and then linking them directly to the right support at the right time to meet their ongoing business needs, and/or, undertaking some direct support activity with, and/or, on behalf of the businesses. Examples could include directing the businesses to export and innovation support schemes, assisting businesses to apply for capital grant investments, supporting businesses to work with a higher education institution or directly assisting businesses with their property expansion requirements. The most important factor throughout is to remain responsive to the ongoing needs of the businesses, and to ensure that they are supported to meet ongoing challenges, and/or, take advantage of emerging opportunities. There remains a focus on growth, but also on business resilience and planning in the current environment.

Business case summary:

Strategic case	<p>The Growth Service will make a direct contribution to priority one of the Strategic Economic Plan by supporting over 500 of our most important SMEs to access the full range of support available from both the public and private sectors. It will also deliver more intensive bespoke support focussed on business resilience and financial planning to SMEs. The project aims to put the SMEs in a stronger position to tackle current challenges and take advantage of emerging opportunities.</p> <p>In addition, the Growth Service has been externally evaluated three times since its first year of operation (2015/16). These evaluations have provided ongoing insight into how the service can be improved in terms of providing good value for money support for SMEs across the City Region. The last evaluation was completed in Autumn 2018, and its findings and recommendations will directly benefit this new project, particularly in relation to the role of the Growth Managers.</p>
Commercial case	<p>The commercial impact on the businesses to be supported has potential to be positive and long-lasting i.e. helping to access funding and expert advice/guidance to grow and/or sustain their operations in the City Region. This could include developing their in-house resources and also sourcing the most appropriate external expertise to support key areas of their operations, including property planning, financial planning and workforce</p>

	development. Supporting SMEs is also commercially important for local authority partners in relation to business rates retention and generation.
Economic case	The project has clear potential to have a positive impact on the City Region economy by supporting businesses to grow, and to become more resilient and sustainable in their operations. It also aligns with the key priorities for the Combined Authority, as reflected within the emerging Local Industrial Strategy, around increasing productivity and embracing inclusive growth.
Financial case	Delivering the project through the existing LEP Growth Service infrastructure (hub and spoke model with a central gateway team and district-based Growth Managers) improves the value for money on the project, and helps to ensure that more activity is focussed directly on supporting businesses to grow and/or sustain. The Growth Service has already benefitted from public sector investment, and also has in place an advanced client relationship management system, well-developed marketing and communications routes and private sector intermediary networks that can be utilised immediately to benefit the project.
Management case	The project will be delivered and managed by the existing Business Support Team in the Combined Authority. It will require two new posts at relatively modest grades to join the Business Support Team and work full-time on the new project, representing just 3% of the total project value. The SME Growth Managers will continue to be managed by their employing local authorities, with those management costs absorbed within their contributions to the project.