

Section A: Scheme Summary

Name of Scheme:	Entrepreneurship Package of Support
Location of Scheme:	West Yorkshire
PMA Scheme Code:	SIF-WYCA-003
Lead Organisation:	West Yorkshire Combined Authority
Senior Responsible Officer:	Liz Hunter, West Yorkshire Combined Authority
Lead Promoter Contact:	Sarah Bowes, West Yorkshire Combined Authority
Combined Authority Lead/ Programme Manager:	Sarah Bowes, West Yorkshire Combined Authority
Case Officer:	Mary Innes, West Yorkshire Combined Authority
Applicable Funding Stream(s) – Grant or Loan:	Grant
Growth Fund Priority Area (if applicable):	n/a
Combined Authority approvals to date:	Combined Authority approval on 9 March 2021, to support in principle this programme and delegate to the Investment Committee the approval for these projects/programmes, totalling no more than the £7 million revenue that remains unallocated from Combined Authority's gainshare to fund the economic recovery is given.
Forecasted Full Approval Date (Decision Point 4):	8 June 2021
Forecasted Completion Date (Decision Point 5):	2024 (exact date dependent on when delivery can start in 2021)
Total Scheme Cost for the preferred way forward (£):	£6 million
WYCA Funding (£):	Combined Authority's gainshare to fund the economic recovery
Total other public sector investment (£):	n/a
Total other private sector investment (£):	n/a
Is this a standalone Project?	Yes, although the scheme is part of the package of Combined Authority's Economic Recovery Plan interventions.
Is this a Programme?	Yes

Is this Project part of an agreed Programme?

Yes: Economic Recovery Plan programme

A.1

Scheme Description

The Entrepreneurship Package of Support (EPS) aims to create jobs and support a more inclusive, resilient, and sustainable economy, building on the region's strengths and opportunities set out in the West Yorkshire Economic Recovery Plan.

The EPS will encourage individuals from diverse communities across West Yorkshire to explore establishing their own enterprise and providing the right opportunity and support if they decide to do so - leading to the creation of new businesses and jobs. The proposal builds on experience and best practice from similar programmes delivered by the Combined Authority and would be integrated with existing support in the region to offer a genuine 'ladder of enterprise support' for all potential entrepreneurs, no matter where they are on their journeys or what type of new venture they plan to start. The three schemes within the EPS for additional support result from a multi-stakeholder workshop, and these have been further reinforced at discussions at the Combined Authority's Economic Recovery Board, the Leeds Enterprise Partnership Board and the Business Innovation and Growth Advisory Panel.

There are three elements to the Entrepreneurship package of support which have been designed to develop a ladder of enterprise support from initial ideas through to practical support – to deliver the ambitions as set out in the Economic Recovery Plan.

Workstream 1 will aim to create the appetite and interest from individuals to consider enterprise as a career. Individuals, through this (and other provision in the region) will then be supported through to either **Workstream 2** (general start-up support) or **Workstream 3** (start-ups with high growth potential) or helped to access alternative employment support if they decide not to continue to establish an enterprise.

A.2

Business Case Summary

Strategic Case

The programme will play a major role in delivering the Economic Recovery Plan for West Yorkshire and will also align with planned investments to rejuvenate and reinvigorate town and district centres, including through the re-starting of businesses and the use of vacant buildings for commercial use.

The Entrepreneurship package of support will build on the track record of current business start-up and enterprise programmes, working closely with other services and products to support business start-ups.

The gap in start-up support is a particular issue in West Yorkshire. There is a high proportion of people contacting the Business Support Gateway (40% increase in start-up enquiries in 2020 compared to 2019), and partner organisations, such as the Chambers of Commerce and the Prince's Trust, seeking practical advice and support for business ideas or early-stage start-ups. In other parts of the country, this kind of support is available including via the European Union (European Social Fund (ESF) and European Regional Development Fund (ERDF)) funded programmes.

This programme is needed to promote and support enterprise as a career choice for people of all backgrounds and ages, including:

- Young people
- Adults looking to change direction
- People employed in sectors undergoing structural change
- Those under-employed
- Those who have been furloughed, made redundant or are at risk of redundancy.

Economic Case

There is currently limited support available in the region to attract and support a diverse range of individuals to establish a business. The package set out, will add value to the existing offer and will contribute to the region's economic recovery ambitions.

Leeds City Region has a relatively low business density relative to head of population. The size profile of local enterprises is similar to the national average with nine out of 10 businesses being micro in size (0-9 employees). Underrepresented groups face additional barriers to starting up a new business, the EPS will aim to address these barriers.

During the pandemic the Combined Authority's Growth Service identified a significant increase in the number of enquiries around starting a business. There is a current – pressing – opportunity to capitalise on both this existing interest in enterprise and attract new individuals to consider enterprise as a career choice.

Commercial Case

The programme will be delivered via a mixed model of public, private, and voluntary sector organisations. The elements of the service that are most suited to delivery by the private or third sector will be procured in accordance with the Combined Authority's procurement policy. Value for money will be a key consideration in the procurement of all delivery partners and activities, particularly the costs related to people and businesses supported.

A further consideration will be ensuring that as much of the available funding is allocated to direct delivery and support for the entrepreneurs. Added value beyond the contracted outputs will also be a key consideration driving the commercial case, for example, lasting benefits to individuals, businesses and communities beyond the support delivered, and impact on the region's economic recovery including growing quality jobs/employment.

Financial Case

The financial breakdown of the programme has been informed by experience of delivering similar services within West Yorkshire and across the country. This includes overhead / management costs remaining below 10% to allow for as much direct delivery to individuals and enterprises as possible. All programme outputs and outcomes have been costed in consideration of best practice and value for money related to enterprise support programmes of this nature.

The scheme will cost £6 million which is sought from the Combined Authority's gainshare to fund the economic recovery

Management Case

The Combined Authority will procure, and contract manage the workstreams, convening regional partners through a Steering Group to oversee the programmes and delivery.

Local authority partners will support the design of specification, evaluation panel and steering group overseeing delivery. Local authorities will recruit, and line manage start-up growth managers which will support the reach into local communities and local need.

Contracted delivery partners will deliver the three workstreams following their procurement which will be signed off by the senior responsible officer. Monitoring of outputs will be overseen by the contract manager, the steering group and ultimately the Combined Authority's Business Innovation and Growth (BIG) Panel. The programme will also be subject to any monitoring as part of gainshare funding requirements.