

Business Start-Up Support Service

Dated: _____

**Memorandum of understanding between
Derbyshire County Council and**



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1 Background

- 1.1 The Vision Derbyshire programme was established in 2019 as a shared commitment across Derbyshire County Council and a number of district and borough councils. Partners agreed to strategically collaborate to improve outcomes for people and places, speak with one voice as a county, and coordinate resources better and more sustainably.
- 1.2 The Vision Derbyshire Joint Committee has agreed principles underpinning collaboration and the priority areas for collaboration (climate change; tourism; economy; social mobility). A sub-group named Derbyshire Vision Derbyshire Economic Management Board has been convened since 2020 to establish a Derbyshire pilot project to support recovery from Covid-19 in relation to the economy and communities. The learning from the pilot will help to inform longer term proposals. The sub-group is responding to assist the economic recovery and to meet the objectives of developing and increasing the business base across Derbyshire, through the employment of 5 Business Start-Up Advisers and an associated start-up grant fund to be administered internally by Derbyshire County Council. In the spirit of partnership working, Derby City Council, South Derbyshire Council and Erewash Partnership Ltd are part of the Start-Up Programme for recovery, alongside the other seven Vision Derbyshire Partners.

2 Aims and Objectives of the Start-Up Programme

- 2.1 The overarching aim of the Programme is to
- ❖ Offer 1:1 pre-start support through a network of additional, locally based, start-up advisors (supporting concept development, business initiation and registration, business planning, funding applications and resilience building) with referral to the other programmes for structured workshops and events and the University of Derby for graduate support, as appropriate.
 - ❖ Appoint dedicated business advisors on fixed term contracts and deployed on a geographical basis.
 - ❖ Access a pool of specialist advisors (procured on a call off basis) to provide specific advice e.g. marketing, retail, HR, patents/Intellectual Property, other.
 - ❖ Hold local networking events available to any pre-start / new start-up supported to attend
 - ❖ Offer a grant scheme to new start businesses within the first year of trading supported by the local advisor.
 - ❖ Offer a range of 'top up' services subject to funding
 - ❖ Run of a minimum of two years from Spring 2021 to ensure adequate promotion and take up of the offer, plus embedding opportunities for learning and best practice.
 - ❖ The programme to be built on the following principles:
 - Collaboration – with buy-in and commitment from all Derbyshire councils
 - Complementarity – filling identified gaps in provision and avoiding duplication

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- Core offer – with local flexibility to tailor and top-up support
- Active referral – to and between partner offers
- Integrated offer – combining business advice with A2F
- Person centred – local point of contact / go to for support (time and place to suit client)
- Inclusive approach – with support available to different individuals and different sectors

2.2 The aim of this Memorandum of Understanding (MoU) is to provide the framework that supports effective day to day and partnership working between the County Council as the administrative body and the individual local authority on whose behalf the business advisor is working.

2.3 The scope of this MoU covers the work of the five Business Start-Up Advisers for the period 30 June 2023 until December 31st 2023 in delivering business support and advice to pre-start and new start (trading within 1 year of registration) entrepreneurs to develop business proposals to increase the business base of Derbyshire.

2.4 The Business Advisers will be monitored against the following Key Performance Indicators *NB: targets are for the period from inception to completion of extended period at 31 December 2023:*

Performance Indicators/ Management Information - Tractivity, CRM updated monthly to capture reporting information.			
	Data Capture Required	Outcome	Cumulative Target to Dec2023
All Partners DCC - collate and report to Vision Derbyshire Economic Management Board	Sector/geography (registered address of enquiry, employment status)	Equality of support across partner areas Intelligence gathering on sectors	
All Partners DCC - collate and report to Vision Derbyshire Economic Management Board	Demographic Information: age, ethnicity, gender, disability	Equal opportunities Intelligence gathering on demographics.	

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All Partners – Vision Derbyshire Communications Group	Marketing and Promotion of Start-up support and grant scheme	Equality of promotion across Derbyshire. Awareness raising to a breadth of potential beneficiaries.	
All partners – Business Advisers to report directly via Tractivity	Partner organisations engaged. Referrals received.	High level awareness raising.	Monitored and best practice shared.
Business Advisers to report directly via Tractivity	Contact details of clients engaged: activity undertaken and outcome. Directly engaged – Enrolment form and initial assessment form completed	Number of clients directly engaged in pre-start support service.	600
	Registration details - HMRC	Number of clients starting up/registering to trade	180
	Contact details	Existing businesses (under 12 months) supported ie business planning/signposting to grant support	230
	Monitoring form and declaration from client	(Pre start origin) Business survival at 1 year	153
	Monitoring form and declaration from client	Jobs created (including owners and apprentices)	225
	Onward referral details of organisation	Clients advised of additional/alternative support ie move directly to D2 Starter Programme or specialist advice	60
	Grants	Grants awarded	150

2.5 To achieve the targets set for the above Performance Indicators, extended to December 2023 the Business Advisers will undertake the following activity:

- Provide appropriate support to entrepreneurs including support to prepare robust business plans, information on available premises, marketing advice, access to finance and grant funding alongside links to networking organisations.

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- Engage with Schools, Colleges and the University of Derby to identify potential entrepreneurs.
- Engage with Business and Community Organisations to identify potential entrepreneurs.
- Promote and support delivery of a £550,000 grant programme to provide grants to new start businesses across the County of Derbyshire.
- Provide contact details and handover to the D2N2 Growth Hub business support service and other appropriate services as businesses move into their 2nd year of trading/activity.

3 Partnership activities

3.1 The apportionment of roles and responsibilities for the recruitment, management and evaluation of Business Advisers across the partnership is as follows:

Areas	Sub Areas	Examples	Responsibility
Resourcing & Onboarding	Job evaluation	job descriptions, job evaluated	DCC
	Recruitment	recruitment campaign, selection, pre-employment checks, employment contract	DCC/Districts
	Induction	induction plan developed & delivered	DCC/Districts
	Equipment	provision of IT & office equipment	DCC
	Payroll	joined to payroll, pay management, payroll queries	DCC
	Pensions	access to LGPS	DCC
	Trade Unions	TU membership	DCC
Employee Relations	Grievance	policy application	DCC
	Conduct	policy application	DCC
	Capability	policy application	DCC
	Bullying & Harassment	policy application	DCC
	Attendance Management	absence recording, absence management, occupational health	DCC
	Health & Safety	H&S compliance, wellbeing	DCC/District
	ET Claims	unfair dismissal, constructive dismissal, discrimination	DCC
Performance & Engagement	Performance Management	objective setting, 121s, feedback	DCC/District

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	Learning & Development	performance development plan, learning approval & funding	DCC/District
	Engagement	communications, pulse surveys, engagement forums	DCC/District
Operational Line Management	Workload management	agreeing priorities, monitoring workload, managing conflicting priorities	District/DCC
	Team Meetings	participation in team meetings – Bimonthly	DCC
	Annual Leave	approving & monitoring annual leave	DCC
	Travel Expenses	approving expenses	DCC
	Workforce planning	determining resourcing requirements, contract management, redundancies	DCC/Districts

- 3.2 Activities will be reviewed via the Vision Derbyshire Economic Management Board quarterly with an activity report submitted to the Vision Derbyshire Joint Committee meeting as required.
- 3.3 Dispute resolution will be escalated to the Vision Derbyshire Joint Committee if a resolution is not able to be made by the Chair of the Vision Derbyshire Economic Management Board.
- 3.4 Derbyshire County Council (DCC) will employ the Business Start-Up Advisers and hereby indemnifies the other Partners in relation to all costs and claims that may be brought by a Business Start Up Adviser in relation to his/her employment or termination thereof.
- 3.5 DCC will allocate a Business Start-Up Adviser to work with a Partner organisation for the purpose of their administrative geography. The Business Start-Up Adviser will be based at that Partner's office/base with touch down arrangements being offered at County Hall also. Working arrangements will be agreed between partner organisation and DCC.

4 Monitoring

4.1 All Partners commit to making referrals into the Vision Derbyshire Scheme via their business adviser or direct to the business inbox. Figures will be reported every quarter to the Vision Derbyshire Economic Development Board. Tractivity will be used by all partners and reports will be drawn from Tractivity. As a minimum, the following information will be required:

- Business Name and contact details – Enrolment form to be completed
- Confirmation of date business is registered as trading

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- Details of any grant funding applied for and outcome of grant applications
- Details of referrals to other programmes of support
- Promotional activity undertaken

5 Impact evaluation

- 5.1 The Vision Derbyshire Joint Committee will commission and undertake an impact evaluation of the service prior to an extension of the programme to be shared with Partners.
- 5.2 A final evaluation on the effectiveness of the management approach/ ways of working, plus the impact of the project on the business base will be undertaken at programme end.

6 Designated partnership leads

- 6.1 Each Partner will appoint a senior member of staff as partnership lead, to line manage their designated business adviser and report to the Vision Derbyshire Economic Management Board on a monthly basis.
- 6.2 Changes in partnership leads should be notified immediately to the Assistant Director for Sustainable Growth at Derbyshire County Council and a substitute agreed within 2 weeks of notification.

7 Financial contributions

- 7.1 Funding of £1m is provided for the duration of the programme via the Vision Derbyshire programme to cover Business Advisor salaries and on-costs, Start-Up Grant, additional DCC manager costs and sundries such as travel, IT Equipment and so on.
- 7.2 No additional Partnership funding is required.

8 Disclaimer

8.1 It should be noted that by signing this document or by participating in Vision Derbyshire, the Partners are not committing to legally binding obligations. It is intended that the Partners remain independent of each other and that their collaboration and use of the term ‘Partner’ does not constitute the creation of a legal entity, nor authorise the entry into a commitment for or on behalf of each other.

Signed on behalf of: Derbyshire County Council

..... Date
[NAME, POSITION]

Signed on behalf of:

..... Date
[NAME, POSITION]

Appendix 2