

Appendix A

The Growth Hub Model

The Growth Hub model comprises the following elements:

- A core service, being a single, dedicated first point of call and referral service for business support
- Through the business advisers, a localised intensive support programme for businesses (specialised, one to one and small group actions);
- financial support (Business investment Fund) and specialised growth programmes;
- Specific support (workshops and events) for businesses to improve their productivity and enable growth.

The core Growth Hub service consists of:

- Overarching coordination and management and support of partners and their advisers
- An information and referral service for complex and detailed business support
- Management of, and access to, commissioned specialist advice and support
- Access to a wider network of business support providers via referral mechanisms
- Marketing activity to increase awareness of the business support offer
- A sophisticated web and workshop offer with CRM database management

This offer is enhanced via participating local authority partners (ie across Nottinghamshire in our case) where tailored support to local business needs is available via a dedicated Business Support Team (detailed below) complemented by aspects of the above core offer. This consists of intensive one-to-one support as well as one-to-many workshops with a focus on those aspiring to achieve growth. These services complement and integrate with national support programmes.

The Business Investment Fund (BIF) offers support in the form of co-investment grants for:

- Technology / digital investment
- Specialist consultancy requirements
- Equipment / machinery

Business related events and strategic workshops are developed and delivered by subject-themed practitioner experts. The programme encourages businesses with growth aspirations to explore and introduce new and emerging products and processes to improve their competitiveness and productivity. It has been tailored to meet the needs arising out of the pandemic.