

Business Gateway – Performance Improvement Plan – 2015/16

Improvement Action	Responsibility	Timeline	Cost/Resource	Update Oct 2015
1). Create and deliver a series of 5 Master Class and Networking events across the region, to trial effectiveness for businesses and Business Gateway	BG Manager & BG Advisers	April 2015 – September 2015	Staff Time; Budget of £10k for delivery and marketing from budget	The 5 Masterclasses were held across the region in the subject areas of Marketing, Social Media, Motivation, Innovation and Sales. In total over 300 business people booked on the Masterclasses and feedback for these was excellent. Another series will be run over the winter if ERDF funding is forthcoming
2). Identify suitable contact centres and use these for delivery of Business Gateway across the region. Research opportunities to apply branding and provide leaflets and further information. Timetable and market the adviser attendance at these venues	BG Manager and BG Advisers. SBC Contact centre managers	May to September 2015 as initial trial	Staff Time	6 venues were identified in the towns of Kelso, Duns, Eyemouth, Galashiels, Peebles and Hawick. Marketing was carried out in each venue, in local press, through councillors, social media and on SBC website. Attendance was very poor with around a dozen attendees. This will not be repeated and instead start-up workshops will be delivered across the region.
3). Establish a Client Management system of operation for Growth Advisory Service clients. Identifying businesses with greatest potential and formally allocating them to a client manager.	BG Manager	April 2015	Staff Time	Each Growth Adviser has been allocated a number of businesses and is now responsible for managing the growth of these clients ensuring that they move through the segmentation model. Progress has been slow at the higher end. Portfolios are monitored on a monthly basis with the BG Manager and the adviser.

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4). Proactive delivery of service and workshops to harder to reach areas and communities in the region. Working with our colleagues in Equality and Diversity to identify prospects	BG Manager and BG Advisers	May 2015	Staff Time	Workshops have been delivered in Langlee and are due to be delivered in the new Burnfoot hub in November. Following the localities workshop conversation is also being held with the Fire Service who host workshops in Eyemouth and Duns for residents who do not have English as first language. BG will try and deliver a Business workshop to this group.
5). Identify opportunities for businesses to take advantage of the new Borders Railway. Ensure where possible that support is given to those businesses that want to provide a service linked to the railway and that we promote this in our marketing activity.	BG Advisers	Ongoing	Staff time	BG continue to deliver advice specifically to Tourism businesses who want to take advantage of the railway. There have been some great examples so far. There has been an appointment of a Tourism Adviser who will specifically look at railway tourism opportunities in Midlothian and Scottish borders and reports to BG Manager in Scottish Borders
6). Radio Borders advertising for both the service provided by BG but also linked to case studies supporting some of the businesses we work with.	BG Manager and BG Marketing team	May 15 – September 15	Staff Time, Budget of approx. £5k using existing budgets	The aim of these radio adverts has been met along with increased press advertising and press releases BG profile has been significantly raised in the region leading to more introductions and better understanding of the service delivered
7). Provision of a dedicated Broadband line to Business Gateway offices in Selkirk.	BG Manager and SBC IT	May 2015	£250 installation and £25 per month rental	This was not required following an upgrade of the line to the BG offices

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8). Introduction of CRM 2 as a recording and data base system for the department	BGNational; PO (Business), BG Manager and roll out team and SBC IT	May 2015	Staff time, cost is covered centrally	The latest date given for implementation of this is 23 Oct 2015. This has been subject of many delays.
9). Link with workshop delivery in Dumfries and Galloway to look at provision of additional IT and tax related workshops for businesses	BG Manager	May 2015 to September 2015	£200 per workshop paid from existing budgets	IT workshops have been delivered externally at a higher cost due to a limit in the number of providers available, HMRC workshops were delivered by a trainer from D&G. IT workshops will be delivered internally by the adviser providing maternity cover and HMRC workshops may continue depending on ERDF funding
10). Research and introduce diagnostic reviews for businesses in Growth Advisory Service and operating in the Client Management system	BG Manager and BG Advisers	October 2015	Staff time. Any additional costs coming from existing budgets	A suitable system is still to be identified for this.
11). Delivery of Scottish Borders Business month extending the period of focus from Business week in 2014, reacting to feedback taken during that week.	BG Manager and BG Marketing local team	Up to October 2015	Staff time, marketing and delivery costs within a budget of £10k – source to be confirmed	There are 25 events planned for Business Month in association with a number of public and private sector partners. This has been organised in the main by a student placement over the summer months.