

SHEFFIELD CITY COUNCIL

EXECUTIVE DIRECTOR KEY DECISION RECORD

The following decision was taken on 22 June 2016 by the Executive Director, Place.

Date notified to all members: Wednesday 22 June 2016

The end of the call-in period is 4:00 pm on Tuesday 28 June 2016

Unless called-in, the decision can be implemented from Wednesday 29 June 2016

1. **TITLE**

Start Up and Early Stage Businesses Launchpad Programme ran by Business Sheffield (part of Creative Sheffield)

2. **DECISION TAKEN**

It is recommended that the Executive Director:-

(i) authorises the Council to accept the following grant offer for the Launchpad programme from Barnsley MBC (the lead and the contract holder with DCLG) for up to £450,000 of European Regional Development Fund (ERDF) grant (representing a total project spend of £750,000) over a three year period, effective from 1st April 2016 to 31st March 2019; and

(ii) notes that this is not to seek approval for Sheffield City Council to act as an Accountable Body for any third party.

3. **Reasons For Decision**

Reputation and Reach

By recommending the approval of this funding Creative Sheffield can build on the reputation that its business support programme under the Business Sheffield banner has built since October 2014.

Investment

The Launchpad programme allows Sheffield City Council to build on its current provision of pre-start and early stage business support and will allow Creative Sheffield a greater degree of financial stability for the Business Sheffield service over the next three years, as the programme will part fund (60% intervention rate) with European Regional Development Fund (ERDF); 2 x Start-Up Advisers, 3 x Business Advisers and 1 x Sales and Marketing Expert (50%) at a time of significant financial challenge.

Impact

The funding will provide the following outputs:

- Support 135 early stage businesses
- Increase the number of employees those businesses above are taking on by 50
- Work with 217 individuals interested in starting a business to be ready to run their business.

4. Alternatives Considered And Rejected

Do Nothing - Continue the pre-start and early stage business support without Launchpad involvement:

Creative Sheffield will only be able to continue funding the team from its central resource for a limited period without any additional income. This would result in a squeeze on finances as Creative Sheffield comes under more pressure. The risk of a drastic cut to the service would be high.

This option would also form a reputational risk if Sheffield City Council were not involved in the city region wide Launchpad programme. If the service for this kind of client group diminished because of resource constraints business support in the city for pre-starts and early stage businesses would be limited and not would not compare to our city region local authority neighbours who are involved in the Launchpad programme with Sheffield individuals and businesses potentially going to other Launchpad partners for support.

5. Any Interest Declared or Dispensation Granted

None

6. Respective Director Responsible for Implementation

Executive Director, Place

7. Relevant Scrutiny Committee If Decision Called In

Economic and Environmental Wellbeing Scrutiny Committee