

# Business Support Project Process

## KEY:

- Business Forum
- Business Link
- NNDC (Officers, Reference Group & Project Board)
- Business Planning Advisor
- Specialist

## Launch

Recruit Technical Support Officer, Develop promotional activities, develop client coordination system and all administrative systems,

Develop launch, send out letters to businesses, promotion, procure business planning consultant, develop specialist advice broker system, Service Level Agreement & prepare job description for NNBF. Develop business agreement on data use and monitoring form.

NNDC, NNBF, BLE  
Launch—Collect details of interested clients and distribute information

## Diagnostic Health check

Business Link contacts business and carries out diagnostic & action plan is signed. The action plan will require the client business to consider actions / key issues in the immediate term – i.e. within 12 months. This might include addressing financial issues, marketing and customer approaches, staffing and people management issues. General issues considered through the Action Plan should reference the mainstream support available from the national Solutions for Business (SfB) portfolio whilst the coastal change related issues would be dealt by interventions through NNP.

Monitoring form provided for feedback (to be sent to NNBF)  
The businesses feedback on the process and quality/ usefulness of the support so far.

Business Forum contacts the business and records business details through a start-up form consisting of outline businesses key characteristics & agreement that the information gathered during the support can be used anonymously for future reports to guide the project and future government policies. set up case number and provide client contact details to Business Link. Send client monitoring form and agreement.

Diagnostic and agreement sent to Business Forum and a summary recorded on the case study form.  
A summary of identified key issues / impacts and possible strategies and interventions in the short (1-5 years), medium (5 – 15 years) and long (over 15 years) terms, which the business should also be asked to acknowledge. This includes recommendation for specialist advice needed to address the immediate key issues of the business.

Business Forum assess the quotation and advisor then contacts the specialist advisor to notify them of the voucher scheme and provides a case study form. A voucher of a given value is then provided to the client with a monitoring form.

Client contacts specialist to obtain quotation and returns to the Business Forum

Business Forum liaises with NNDC to check that the business is eligible for further support through checks on outstanding business changes. Forum then discusses with client there needs and introduces specialist advice voucher scheme.

## Specialist Advice

Client makes appointment with advisor.

Invoice received from specialist to NNDC for payment, payment made on receipt of report from Business Forum confirming the sessions have taken place.

Advice given, monitoring form completed by the client and sent back to NNDC. Specialist informs Business Forum that the advice has been given and returns the Case Study Form.

Business Forum record clients progress and contacts client to ascertain if they wish to be aided in developing or updating a business plan, if so, business contact details are passed to the Business Planning Advisor

## Business Planning

Invoice received from Business Advisor to NNDC for payment, payment made on receipt of Business Plan

Business Planning Advisor contacts business, arranges meeting & completes the business plan. The consultant also completes a case study form and passes on the monitoring form to the client.

Client completes and returns the monitoring form

Copies of the business plan and case study form are sent to the Business Forum.

Business Forum record clients progress and ascertain if they require further support available through the business plan.

## Aftercare and further Business Investment Assistance

This is comprised of possible future actions that can be taken by local businesses in responding to the challenges presented by coastal change and maintaining viable businesses and broader local economy.

No support required  
Information passed to the aftercare provider

Yes support is requested  
Either A: Business complete application alongside the business plan to access funds/put forward for re-location scheme etc  
Or  
B: NNDC assess business plans and offer assistance in relocation/funding/purchase leaseback

Monthly report to NNDC from the Business Forum  
This is a compilation of information on numbers, characteristics and locations of clients, diagnostic issues and actions identified, suggested improvements or identified business needs (e.g., workshops) and copies of the Monitoring Forms.

NNDC assess and take actions if required

Develop workshops if specific topics are common across the diagnostics.

Monthly report to NNDC from the Business Forum:  
This is a compilation of information on the number of sessions completed, synopsis of the advice provided and details of clients which received advice and by whom. Breakdown of expenditures and payment received from NNDC related to this phase is included in the report and copies of the Monitoring Forms.

Develop workshops if specific topics are common across the specialist advice.

NNDC assess and take actions if required

Monthly report to NNDC from the Business Forum  
This is a compilation of information on the number of plans completed. Breakdown of expenditures and payment received from NNDC related to this phase is included in the report and copies of the Monitoring Forms.

NNDC assess and take actions if required

Business Forum to write final report to submit to NNDC  
This report compiles the total uptake of the scheme, business statistical breakdown, details of issues encountered by coastal businesses, details of publicity and promotion undertaken, project issues encountered and lessons learnt. Breakdown of expenditures and payment received from NNDC for each of the phases is included in the report.

NNDC write final report to Defra.

Business Forum deliver ongoing promotion with agreement of NNDC