

**CORPORATE SERVICES & PARTNERSHIPS  
POLICY OVERVIEW COMMITTEE**

**2009/10**

**REVIEW SCOPING REPORT**

**Proposed review title:**

**To Review the Impact of Public Funded Business Support and the  
Success of New Business Start Up within Hillingdon**

**To Review how the Council could improve business to business support  
with the Borough's Industrial Estates**

**Aim of the review**

To look at the impact of Public Funded Business Support and the success of New Business Start Up within Hillingdon, with particular focus on micro businesses such as those within Hayes Business Studio.

To look at how the Council could improve links with the Borough's Industrial Estates and improve business to business support on these estates.

**Proposed outcome**

A report summarising the Committee's findings would be completed and presented to the Council's Cabinet. The report will present recommendations on possible measures the Council and its partners could implement to add to the success of the business support initiatives, and help businesses in the Borough. In addition the report will make recommendations on how business to business support could be facilitated on Industrial Estates.

**Terms of reference**

**Impact of Public Funded Business Support**

1. To examine the extent of business support in Hillingdon and whether there are gaps in the services offered.
2. What can be done by the Council and its partners to improve / increase the availability of services / quality of services?
3. To look at the measures which have been undertaken for Public Funded Business Support for start-up businesses.

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4. To examine the success or otherwise of the work carried out at Hayes Business Studios and to assess the gaps and needs in this service offered.
5. To assess the affordable space available for new business start ups within the Borough.
6. To consider possible partnership work with IT companies to help businesses in relation to the promotion of their businesses through their websites

**Industrial Estates**

7. To examine the initiatives which SEGRO (Slough Estate Group) have undertaken in relation to providing additional support to their business tenants on Industrial Estates.
8. To examine how the Council could improve its links with businesses on North Uxbridge Industrial Estate
9. What business support could the Council offer businesses on North Uxbridge Industrial Estate?
10. To look at the measures which could be introduced to create business to business support which could reduce operating costs for businesses
11. To facilitate partnership working between larger business organisation and smaller businesses which could provide business to business support and mentoring services on Industrial Estates.
12. To examine the feasibility of promoting businesses on North Uxbridge Industrial Estate with the use of a website.
13. To make recommendations from the above investigations, in relation to the support the Council can give to these businesses.

**Reasons for the review**

The world is presently in the grips of an economic recession which is having a major impact across the whole of society. The Council with its key strategic partners has a role to play in mitigating the impact of the recession on local businesses and ultimately the residents of the Borough. The Council needs to provide a strategic role to respond to the challenges brought on by the economic recession.

The Council and its key strategic partners have undertaken a wide range of measures aimed at supporting residents and businesses and this review will

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look at the public support and funding which is provided to new businesses in the Borough.

In relation to Industrial Estates, the Council does not have regular engagement with businesses on the Borough's Industrial Estates, so examining the support given to businesses on North Uxbridge Industrial Estate will provide an insight into the issues and problems which affect businesses on these estates and provide an opportunity to see where potentially the Council can work in partnership to facilitate support to businesses.

**Key issues**

1. Are new start up businesses and emerging SMEs able to access the quality business support that they need, particularly face to face support?
2. What support is available to small businesses and is this easy to access?
3. In relation to Hayes Business Studios, what has worked and what has not worked?
4. How do new businesses network with other businesses and find new customers?
5. How do these new start up businesses access supply chains which is crucial to secure contracts?
6. How are new businesses supported to grow once they have started up?
7. What is the availability of move on space for businesses that have the potential to grow?
8. Does the business advice services on offer meet the present demand for advice / premises, quality services and gaps in provision?
9. Is there other start-up funding available to help businesses?
10. Has the present economic climate had a major impact on the business tenants that occupy units on North Uxbridge Industrial Estate?
11. What initiatives have been introduced to support businesses on the Industrial Units to mitigate against the present economic problems?
12. What range of initiatives or support could the Council introduce for businesses on Estates?
13. What are the benefits of business to business support and creating business clubs or trade associations?

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14. To increase the profile of the Industrial Estate what is the feasibility of creating a web site which could promote local businesses?

**Methodology**

Witness sessions to potentially include:

Nigel Cramb and Helena Webster – Partnerships, Business and Community Engagement

Fiona Gibbons – Business Support and Promotions – London Development Agency

Rob Grover – Business Link

Martin Blandy – Hayes Business Studio Manager

Lorraine Collins – Uxbridge College

Neil Impiazzi – Partnership Development Manager – SERGO (Slough Estates Group)

Representative from Hillingdon Chamber of Commerce

A review of the relevant literature and websites.:

Business Support Simplification Programme – Dept for Business Innovation & Skills – website

As part of the review, Members will hold one of their meetings at Hayes Business Studios which will give Members an opportunity to assess the scheme and to meet some of the people from the new businesses

**Stakeholders and consultation plan**

As many stakeholders as possible would be invited to give evidence to the Committee in person. In addition to those outlined above, further stakeholders could be invited to give written evidence to the review.

An option could be to use Hillingdon 4 Business for a SNAP survey or the use of mystery shopping.

**Connected work (recently completed, planned or ongoing)**

Particular attention will be given to the Business Support Simplification Programme which is driven by the Department for Business Innovation and Skills. This programme has streamlined some 3000 different business support offers down to less than 30. This is where the key impetus for public funded business support comes from.

A particular focus of the review will be on micro businesses within Hayes Business Studios, located on Uxbridge College Hayes campus. The studios were built from funding secured from then London Development Agency and Hillingdon Community Trust. The result has been a £1m ten unit facility for new start up businesses.

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**Proposed timeframe & milestones**

<b>Meeting</b>	<b>Action</b>	<b>Comments</b>
10 Feb 2010	To consider draft scoping report and to be provided with background information on the review from Nigel Cramb and Helena Webster	
23 March 2010	Witness session to take place at Hayes Business Studios and to concentrate on the impact of public funded business support and the success of new business start up within Hillingdon	
14 April 2010	Witness Session on Industrial Estates to include how the Council could improve links with businesses on the North Uxbridge Industrial Estate. In addition to look at business to business support.	
April/May 2010	Final Draft Report	

Final report to be submitted to Cabinet in May/June 2010

**Risk assessment**

The Council not providing a strategic lead to businesses during the present economic climate would increase the risk to residents and businesses

**Information Updates**

It is proposed that in addition to reports to the Policy Overview Committee, email bulletins will be sent to POC Members to keep them up to date on the current position.