

BOROUGH OF KETTERING

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Report Originator	Commercial Development Team Kettering Borough Council	<i>Fwd Plan Ref No:</i>	
Wards Affected	All	19 th January 2018	
Title	ENTERPRISING KETTERING		

1. PURPOSE OF REPORT

To improve and update the information and **signposting to the support** that is available to our residents and business communities by a relaunch of our economic development brand

2. INFORMATION

2.1 Members have made their priorities for infrastructure and jobs-led growth clear – these are the prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough; namely:--

- ◆ A better offer for our **town centres**
- ◆ A **better education and training offer**
- ◆ A **better employment offer** – high grade, higher density jobs

2.2 This report seeks to contribute to all of these ambitions by improving and updating the information and **signposting to the support** that is available to our residents and business communities by a relaunch of our economic development brand.

3. CURRENT ENTERPRISE SUPPORT OFFER

3.1 Over the last few years, the business support context in Northamptonshire has changed significantly. In 2011, the government set up *Local Enterprise Partnerships* (LEPs) to replace regional development agencies and business links.

- **South East Midlands Local Enterprise Partnerships (SEMLEP)**, which covers the Kettering area, provides “**Growth Hub**” support for **new and existing businesses** ranging from start-up to high growth as well as taking a lead on the skills and workforce development agenda.
- In addition our **Council offers a range of services to support businesses** including:-
 - Premises and commercial

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- Commercial waste collection
- Market Operations
- KBT Study Programme
- KBT Apprenticeships
- Pre planning advice
- Environmental Health advice and licensing
- Housing and Life-plan advisors

3.2 There is also an **increasing variety** of local, regional and national providers operating across the area offering support ranging from **employability and enterprise support** to tailored provision aimed at target groups such as:-

- the unemployed and long term unemployed;
- the economically inactive;
- disadvantaged groups (over 50s, lone parents, disabled or with health problems, ethnic minorities, those without basic skills (IT, numeracy, literacy))

3.3 The above has resulted in **fragmented communication channels** by a broad range of providers and confusion/lack of awareness of support that is available at both national and local levels highlighting that a change of approach is required.

3.4 There is also a need to **raise the profile of support available** from Kettering Borough Council to:-

- Increase business engagement and awareness of the council's business service offer
- Raise the profile of KBT, skills & apprenticeship support
- Build awareness and understanding of the Economic Development service offer

3.5 The review of the previous SLA provision (Enterprise4Kettering), conducted by the Task and Finish group in early 2017, recommended that an allocation of £22,500 per annum be made from 2017 for the next four years, and for employability and support for business start-ups to be part of that overall package.

3.6 It was decided that the funding would not be allocated until there was more clarity with regard to the "gap" in current provision provided by local, regional and national providers.

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4. ENTERPRISING KETTERING BRAND PROPOSAL



4.1 What is it?

An identifiable “umbrella” brand/trading name to enable to promote and signpost to the wide range of enterprise, skills and business support services available to people and businesses in Kettering.

The KBT website will also be refreshed and linked to the branding, but remain separate.

4.2 Why?

To increase the take up of the services by local businesses and individuals across the Borough.

To bring an online package of coherent services to support and enable local residents and businesses to easily access information on the support available to them at local and national levels.

To provide an interactive web platform to use news feeds and video case studies to keep the information fresh and interesting as a point of reference for all.

4.3 How?

Brand Awareness & Communication Including:-

- Visits and distribution to local businesses and business networks
- Creating a single online platform for business and people.
- Creating a brand that business and people recognise as local
- Direct to new businesses or contacts that don't know where to go for support and guidance
- Use multiple communication channels to promote e.g. Enterprising Kettering business cards, social media such as Twitter
- Work closely with the LEP Growth Hubs to ensure all businesses are guided and web pages linked.

4.4 What are the benefits?

- Raise the profile in Kettering of the business support and enterprise offer
- Enable people and business in Kettering to aspire, to grow and progress
- Provide an online package of coherent services to new and existing business

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- Provide an online package of coherent services to develop individuals skills and employability
- Greater control and flexibility to update information in 'real time'.

4.5 What will be the outputs?

Include-

- Increase in the number of businesses engaged with the Council
- Increase use of online resource compared to KBC and Chesham House current websites
- Increase in social media engagement with local business
- Increase in number of business referrals to our partners e.g. Growth Hubs
- Increase in individuals accessing

4.6 Resource and Funding

Enterprise Kettering will be run by Economic Development Team and it is not anticipated that there will be a need for additional staff resource to deliver the proposals.

It was agreed by executive to utilise the agreed allocation of £22,500 per annum to provide a more flexible yet targeted approach to supporting business via:-

- Launch of Enterprising Kettering including website and other collateral
- Tailored workshops/events to support current needs
- Workshops to support our Town Centres including independent shop keepers /retailers (this could be linked with the existing shop front grant scheme)
- Further development of Teenage Market Offer and Youth Enterprise activities

5. TIMESCALES

The proposed timetable for Enterprising Kettering is as follows:-

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Action	Expected date
Creation of Enterprising Kettering Brand	Completed
Approval of Enterprising Kettering from Executive Committee	Approved 8 th October 2017
Creation and use of Enterprising Kettering social media presence and brand	Commenced Twitter “launch “ November 2017
Launch of pilot of Enterprising Kettering website	By March 2018 (subject to corporate website release) October – December 2017
Enterprising Kettering – targeted workshops	Launch early 2018

6. FOLLOW US...

Enterprise Kettering
@ENTKettering

'One stop shop' offering a wide range of opportunities enabling people & business in Kettering to aspire to grow and progress Supported by @KetteringBC

📍 Kettering, England

Tweets 87 **Following** 133 **Followers** 65 **Likes** 14 **Lists** 2 **Moments** 0

Tweets **Tweets & replies** **Media**

📌 Pinned Tweet

Enterprise Kettering @ENTKettering · 28 Nov 2017

Welcome to Enterprise Kettering - the 'one stop shop' to find out about the wide range of enterprise, skills, training and business opportunities from grant funding to workshops and @KetteringBC services

Please share details of activities, news and events #enterprisekettering

Your Tweet activity

Your Tweets earned **6,493 impressions** over the last week

Jan 2 Jan 8