



Business Growth Services Combined Authority of Cambridge & Peterborough



V4 Services are responsible for the delivery of a 12 month pilot contract for EU Exit support for the CPCA. V4 Services is delivering the service requirements of workshops, 1-1 sessions, marketing, networking, signposting to a capital grant, and in the early stages of the project V4S provided Grant Administration.

THE CHALLENGE

Engaging with 500 businesses to assist them to build capacity and knowledge to improve productivity to compete internationally through free of charge 1:2:1 business support of either:

- Under 1 hour
- 1-3 hours
- Over 3 hours
- Workshops development, management and delivery of
- Import & Export - This comprises of developing new skills in import and export documentation that are subject to change post Brexit.
- Support in international trading tailored to EU Exit changes as they occur
- Migrant Workers – This comprises of supporting businesses who employ migrant workers and individual migrant workers who wish to remain in the UK post Brexit to do so
- Administration of a £3million fund for small capital grants of between £10k and £250k to be administered and made available to eligible businesses. The process for this has already been designed and an external organisation is in place to evaluate submissions.

This comprises management of the match funded capital grant scheme enhancing growth capacity of eligible businesses.

THE SOLUTION

V4S Delivery Team worked in conjunction with the trade associations, membership groups and local business organisations such as Cambridgeshire Chamber of Commerce, the FSB, MakeUK, Made In Britain and Business Networks Peterborough to promote these services to the business community and individuals within the Combined Authority area to develop an eco-system of business support

The delivery team have local knowledge, business expertise and insight and bring with them their own extensive networks to further engage with appropriate businesses. This includes membership of local Chambers of Commerce.

Design of specific workshop content and 1-2-1 support sessions which are tailored to the individual company who is seeking support and coaching on growing their business.

Workshops

Workshop sessions covering the effects of BREXIT and how organisations and individuals can best position themselves for the changes likely to occur.

Our team of advisors are experts in Import and Export, EU settlement and migrant workforce and international trade.

- Import and Export at South Cambridgeshire.
- Support in international trading tailored to EU Exit changes as they occur.
- EU Settlement at South Cambridgeshire
- Migrant Workers – This comprises of supporting businesses who employ migrant workers and individual migrant workers who wish to remain in the UK post Brexit to do so.

Marketing

- Brexit for Business website.
- Social media (Twitter & Linked In) – daily posting promoting activities, updates, news.
- Press releases promoting, workshops and highlighting successes in Peterborough, Huntingdon and Cambridge workshops distributed to local and regional media.
- Engagement with local businesses, local authorities and chambers.
- 8 Direct marketing email communications sent.

Brexit Lead

Co-ordinating the BEIS reporting requirements.

Supporting SME's to build a personalised action plan which includes:

- Paperwork needed to continue exporting
- Impact on supply chains
- Changes to regulations and contracts
- Where to find tariff information, commodity codes and duty rates
- What you might need to speak to customers and employees about
- Moving goods across borders
- Business travel to the EU
- Providing services to EU clients
- How to treat personal data

Additional topics included:

- HR – layoff versus furlough; how does it work and can it be backdated
- Accessing appropriate finance
- Crisis communications
- Importing/exporting and foreign exchange implications
- Business planning – focussed on building a strategy to win and life beyond the crisis
- Diversification, online sales and adapting business models

COVID-19

Following the covid-19 outbreak and the closure of many businesses, V4 Services have been working with CPCA to deliver Rapid Economic Support.

V4S have been able to mobilise our team engaging with up to 485 businesses on a 1-2-1 basis to provide support and assistance on any of the following: (as required by the business):

- Address the immediate challenges and impacts of covid-19 to their business.
- Address near term and broader resilience issues.
- Adaptability – explore other ways of conducting their business (eg. providing their services or product) and explore opportunities to diversify.
- Understand and mitigate impacts on their clients, staff, supplier and associated third parties.
- Help lay out the initial foundation for a return to Business in a post COVID-19 environment which will help scale the business back to original levels.

Engagement with local businesses, local authorities and chambers.

- 8 Direct marketing email communications sent.

Webinar Support Series

- Engaging with Businesses on a “1-2 many” basis through 12 Webinars before end of June on key topics which will help Business Leaders with the key operational challenges relating to COVID-19
- Webinars have been recorded and downloadable and can be supported by non-V4 Subject Matter Experts to provide technical contribution to the content
- Topics include the following (along with additional priority topics which arise through events such as additional Government interventions)

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- Understanding the Key Government Support Initiatives for SMEs
- HR – layoff v furlough.
- Accessing finance - cashflow, funding options, business interruption loan scheme
- Working from Home, Employee Wellbeing & Mental Health
- Marketing including crisis communications
- Diversification and on-line sales and adapting business models

V4 Services are a business management consultancy we provide Business Growth and Business Coaching Services. V4S can also support Skills Brokerage and Grant Administration and Equity Finance Services.