

Launchpad 2 bid – commissioned/ contracted element of the project

Appendix A contains details of the programmes already in existence across the county. This helps us define what activities the Launchpad 2 project *wouldn't* be eligible for in terms of EU funding. Much of it relates to universal services (e.g. Generic business start-up advice) along with some specific areas (e.g. Companies looking to export to new countries and grants for companies in the creative sector). Based on this and a workshop with key stakeholders which took place on 19th December the following could form the basis of a contract specification:

- Generic business support for businesses in the early growth phase (eg. Seeking to move from their home to premises)
- Support for companies in in the Stansted Airport MRO (Maintenance, Repair and Operation) and MRO value chain
 - Networking events and platforms, peer support/ mentoring, 1:1 consultancy support
 - Development of landing packages/ inward investment strategies for companies looking to set up in East Herts
 - Administering private sector matched grant funding (up to 40% from the ERDF) for product and service development (eg. New equipment)
 - Focus on micro – SME
- Support for companies operating in the bio science sector and value chain:
 - Networking events and platforms, peer support/ mentoring, 1:1 consultancy support

- Development of landing packages/ inward investment strategies for companies looking to set up in East Herts
- Administering private sector matched grant funding (up to 40% from the ERDF) for product and service development (eg. New equipment)
- Focus on micro - SME
- Support for the social enterprise sector:
 - Events, 1:1 support and advice for start-up (eg. Including legal, tax and HR advice)
 - Networking events and platforms, peer support/ mentoring, 1:1 consultancy support
 - Administering private sector matched grant funding (up to 40% from the ERDF) for start up costs
 - Focus on start up – micro
- Provide a legacy for business support in East Herts which can be taken forward in new developments

Appendix A:

Get Growing (Hertfordshire Growth Hub)	This is the key business support service in Hertfordshire. Although support for all SMEs is available, we are aware that the project is focussed on medium sized SMEs with the capacity to offer significant expansion. The Launchpad 2 project will focus on smaller SMEs seeking initial expansion opportunities and physical facilities. We will work closely with the Growth Hub to avoid duplication and will refer SMEs for Growth Hub support as appropriate.
Get Exporting 2 – GE2 (DIT ERDF Project including grants up to 3k)	This project is aimed at SMEs within the East of England that are looking to grow through Export/International trade. This contract is run by the Exemplas group. Any clients accessing the Launchpad 2 service that fit the criteria for GE2 will be referred on. Launchpad 2 clients and staff will be made fully aware of the GE2 and its service offering.
Manufacturing Growth Programme (including grants up to 1k)	We are aware that the Growth Hub and the Get Growing team have been working closely with this project and all client facing staff are aware of the service and what it offers. The Launchpad 2 Grant will not be available for any clients working with Get Growing that are suitable for the Manufacturing Growth Programme grant. Any clients identifying actions within their growth plan that the MGP project could support will be referred on through our referral and signposting processes.
ProConnect Hertfordshire	We are aware of the ProConnect Hertfordshire ERDF project and all Launchpad 2 staff and the delivery contractor will be made aware of the service and what it offers. The grants offered by ProConnect are only available to businesses in the creative sector but

	can also be used to access external consultancy. Referral protocols and signposting will be used to refer clients within this sector to ProConnect and Launchpad grants will not be available to SMEs that are engaged with the ProConnect project.
Keep + / Hertfordshire Low Carbon Innovation Network/ Innovate to Succeed/ Low Carbon workspaces	These are all projects which provide specialist support and all Launchpad 2 staff and the delivery contractor will be made aware of the services. Existing referral routes will be used to refer Launchpad 2 clients to specialist support as is appropriate.
University of Hertfordshire	Outside of the Growth Hub, which is contracted by the Hertfordshire LEP, the majority of business support is provided to start-ups and innovative companies, or via management training from the Business School. Through communication within the University Group (which includes Exemplas as Growth Hub delivery body), we will ensure that client-facing staff and the delivery contractor is aware of this programme and that suitable clients are referred, so as to reduce the risk of confusion
Hertfordshire Chamber of Commerce	Chamber services are mainly membership, networking, lobbying and international trade. We will ensure that the Chamber is aware of this programme, to bring it to the attention of members and ensure there are referrals where appropriate, and no duplication of provision or confusion in the market
Wenta/Stanta	WENTA, Stevenage Business and Technology Centre, Maylands Business Centre, STANTA

(HSUP)	- who offer free advice, premises and workshops. We will avoid overlap as they are focussing on smaller SMEs/micros, largely in their own area. But we will make them aware, as above, and remove the risk of confusion
Other local chambers	Local Chambers provide networking events, some export activity and some small business advice clinics. Again, we will make them aware of the programme, as above
EEN	The official European Commission business support vehicle for the former East of England region, providing access to the European market place, European partner search and awareness of, and influencing, European business legislation and policies. The network is run by Exemplas on behalf of the Commission, and we will ensure that its delivery team is aware of the Launchpad 2 programme so as to make referrals where appropriate and avoid duplication of provision
FSB	A national membership, networking, lobbying and representation body with some local infrastructure, offering very limited business support, targeted towards smaller SMEs/micros. We will make them aware of this programme, to bring it to the attention of members.