

## APPENDIX A

### CONTEXT

The Renewal Action Plan was developed in close partnership with the business community, councils, universities, and other partners. It focuses on the immediate relief that should be provided over the coming months/years (depending on how long it takes to fully control this virus) and the seeds we must sow now to build back better. That support is targeted around three areas of action:

- **People** – supporting people adapt to the new economy and be better able to fill higher-skilled jobs
- **Employers** – supporting businesses to adapt, survive and thrive in the new environment
- **Places** – stimulating the local economy to create jobs and transform places.

The report made recommendations from Renewal Action Plan Implementation task and finish working groups representing the prediction of £380m required to support **Employers**, set against the following criteria:

- Services and knowledge support for COVID-19 adaptation
- Digital adoption and upskilling for our organisations
- Flexible investment and recapitalisation
- Employer leadership support
- Supply chain and procurement support

This analysis concentrates on the provision of access to an in-house team of specialists based within the Growth Hub utilising the Bloom 'Neutral Vendor' Framework, utilising a two-tiered approach:

- **TIER ONE** – Provision of regional resource into LA areas to provide wrap around strategic advice and brokerage support to augment the current resourced provision of one extra advisor per region (using Growth Hub Advisor model but deployed into each LA area). This support will engage directly with businesses, discussing their challenges, advising, and brokering appropriate support, to be delivered by self-employed contracted staff with significant experience in business. It is anticipated this requires 4 strategic Business Advisors in each local authority over the next 3-year period, engaging with new businesses where there is not an existing relationship as well as supporting those where there is an ongoing relationship and a need is identified.
- **TIER TWO** – Provision of a range of specialist advisors on a call-off basis, including HR, Legal, Financial, H&S, QMS, Digital, Import, Export, and others as identified. Resources will be called upon where a need is identified by LA key account manager teams or Tier One advisors. It is expected an intervention for a business would involve between 1 and 4 days consultancy, provided at no cost to the business.

### Tier One - RAP Business Advisors employed via Bloom

Bloom Procurement Services Ltd is the name of a company, who manage a framework which SYMCA use to call off Specialist Provider Services. Historically SYMCA has used the framework for the annual appointment of advisors (including Business Growth, Access to Finance, Skills and more recently Renewal Action Plan and Supply Chain).

These appointments have been predominantly direct awards, this means a supplier has been identified, and the framework has been used to issue a specification and seek a response, on acceptance of this Bloom have entered a contract with the supplier.

Business Advisor appointments have been made based on an agreed day rate, with the cost determined by the quantity of days delivered. A 5% fee is payable for all services via the framework, meaning that if a supplier charges £100 a day for services, SYMCA pays £105 per day via Bloom.

The Bloom contract includes 4 objectives for advisor activity. There is currently no requirement for advisors/LAs to report on KPIs other than CRM and timesheets. The highlighted sections are additions to the original Bloom contract to accommodate support for businesses experiencing challenges from Brexit and the pandemic.

The current Bloom contract arrangements end in March 2022 and will need to be re-procured.

#### **Objective 1**

Diagnostic and support delivery meetings whether they be face to face or remotely conducted with LA businesses where identifiable support needs are met. Expectation to **engage with up to ten new businesses per month** - averaged per quarter or otherwise agreed by respective LA support team.

#### **Objective 2**

All businesses engaged must reflect the target audience of businesses with identifiable Covid/Brexit - economic shock recover needs. **It is anticipated that 80% (or as otherwise specified) of all activity will be with those sectors that have been most affected by COVID -19/Brexit** Includes but not exclusively: Training Providers, Independent retailers, manufacturers supplying to hospitality and leisure sectors, tradespeople to the hospitality and leisure sectors, and those manufacturers that have diversified

#### **Objective 3**

Completion of required business data as agreed, expectation is company details, comprehensive records of all communication/delivery/ /research and outcomes with engaged businesses. Comprehensive collation of required business data – relevant and reflective of any delivery activity.

#### **Objective 4**

Accurate and comprehensive completion of all time spent utilising agreed time sheeting process – will include all business and non-business facing activities. Comprehensive completion of timesheets – relevant and reflective of the time spent on activities including business (delivery and diagnostics etc) and non- business facing (Outreach and Administration etc)