



BUSINESS LINK SOUTH YORKSHIRE HIGH GROWTH START UP PROGRAMME (HGSU)

SUMMARY FOR sf4i

Programme Objectives

- To stimulate and encourage business start up in South Yorkshire within new growth and high technology sectors
- To improve survival and expansion rates
- To develop a sustainable support infrastructure which will stimulate activity and generate ongoing HGSU creation
- To work with, and stimulate involvement of, professional intermediaries

Features

- *Enabling support:* this surrounds project management issues and includes the HGSU diagnostic process and action planning; this service is provided by private sector organisations with sector specific expertise and networks
- *Specialist support:* funding (up to a maximum of 50%) is available towards the cost of more specialist services including business planning, fund raising, legal advice, etc. Other costs can be considered as part of an overall action plan

Enabling Role

- This is one to one support, based around removing barriers to formation and growth; elements of the enabling role would be included in the business planning process
- Diagnostic assessment to determine high growth potential/viability and agreed action plan to identify areas of support and timescales
- Primarily geared towards pre-start of trading activity; post-start support can be considered

Additional/ Specialist Support

- Based on an agreed action plan to determine actions / support required to progress
- BLSY HGSU can help with identified costs that either enable the business to proceed or accelerate development. Examples of work that can be supported include:
 - Business planning and fund raising
 - Market research including market, customer and competitor analysis
 - Financial consultancy including financial management systems

- o Legal services and company formation
- o Marketing costs including literature, web site design and consultancy (*not* advertising)
- o E-commerce and other specialist IT support, including specialist or bespoke software
- o Professional services in intellectual property issues, patents, copyrights, etc
- o Quality issues including ISO 9000, CE Marking, etc
- o IT equipment and off the shelf software (upto 30% and max £1000 support for these)

Eligibility

- Should meet HGSU and cluster criteria (see notes 1 & 2 below) and SME criteria
- Have yet to start trading or have been trading for less than 18 months
- Is or will be paying business rates to either Sheffield, Doncaster, Rotherham or Barnsley
- Spin-out activity from existing businesses is eligible
- MBOs/MBIs are potentially eligible; need to demonstrate additionality

Note 1 – High Growth Criteria

To qualify as High Growth, potential businesses must demonstrate the potential to achieve the following;

- Projected **minimum** annual turnover of £250k within the first two years of trading
- Capability of achieving 20% year on year growth in turnover subsequently
- Capability of employing minimum of 3-5 people by year 2

Note 2 – Priority 1 Sectors / Clusters

- Digital and Creative
- Advanced Manufacturing and Metals
- Bioscience/Biotechnology
- Environmental and Energy Technologies
- Business, Professional and Financial Services

Projects falling outside these sectors will be considered providing they target national and/or international markets and are predicting significant growth and job creation.

Contact Details

Business Link South Yorkshire:	0800 073 7474	www.blsy.com	enquiries@blsy.com
Angela Allison	(MD Partnership)	tel: 0114 264 7369	07702 023817
Bernard Gray	(MD Partnership)	tel: 0114 264 7369	07931 904082
Fiona Greaves	(MD Partnership)	tel: 0114 264 7369	07810 433531
Gavin Hine	(BLSY)	tel: 01226 784409	07736 780355
Arthur Foreman	(BLSY)	tel: 01226 640092	07753 931519
Steve Bradley	(BLSY)	tel: 01226 784479	07753 931496
Suzy Thornhill	(BLSY)	tel: 01226 784447	07753 931525
Anne Selwynn	(BLSY)	tel: 01226 640083	07736 364620