

CONFERENCE REPORT

Committee: Economic Development

Subject: Encouraging Entrepreneurship: Supporting Business Creation and Growth - Seminar by The Planning Exchange on the stages of business development and will examine proven tools and techniques to highlight innovative practice.

Conference Organiser: The Planning Exchange

Venue: Leicester

Conference Fee: £380

Date(s): 16 - 17 May 1996

Recommendation: No representation

**"ENCOURAGING
ENTREPRENEURSHIP"
SUPPORTING BUSINESS CREATION
AND GROWTH**

Sponsored by



[Signature]
Kenneth [unclear]



1996

Thursday 16th and Friday 17th May 1996
Jarvis Grand Hotel, Leicester

PROGRAMME AND BOOKING FORM

**The Planning
Exchange**
Information into Intelligence

The Planning Exchange

" ENCOURAGING ENTREPRENEURSHIP "

SUPPORTING BUSINESS CREATION AND GROWTH

65 confirmed bookings already received

Theme

This two-day event (the sixth annual) will encompass a wide ranging programme of speakers and workshops examining the stages of business development, from awareness through start-up to successful growth. It will examine proven tools and techniques, and workshops will highlight innovative practice.

The Key Speakers

Jo Stas, PLATO, Belgium; Hywel Evans, Menter a Busnes; David Nelson, Leicestershire TEC; Andy McNab, Lanarkshire Development Agency; Professor Ivan Turok, University of Strathclyde; Professor Paul Burns, Design for Learning; David Watts, Sandwell Metropolitan Borough Council; Dr. Colin Mason, University of Southampton;

Issues

Amongst the range of issues addressed will be :

- Effectiveness of public support agencies, policies and programmes (including Competitiveness White Papers, Business Links, role of TECs/LECs, local authorities etc.
- Bridging the funding gap
- Targetting of programmes - Picking winners or weeding out losers?
- Management and staff development tools and techniques: (Monitoring, lifelong learning....)
- Ideas development - harnessing innovation, appraising ideas, product development, technology transfer
- Networking - sharing of experience and know-how
- Employment potential of small firm growth
- Customising support - sectoral schemes
- Taking positive action: helping young people, women, cultural and ethnic minorities, and other groups

Who should attend

The Conference is aimed at economic development practitioners, and specifically those involved in business development, whether in local authorities, TECs and LECs, central government, enterprise agencies and other small business support bodies, private sector companies, training organisations, or academic, research and consultancy bodies. Many will be in partnerships such as Business Links and the Challenge Fund. The event will be of interest to any organisation with involvement or interest in policies and initiatives to support business creation and growth.

About the Venue

This year's Conference is being held at the Jarvis Grand Hotel, Leicester.

Located right in the heart of the town, this impressive Victorian hotel has 92 bedrooms, all with ensuite bathroom, and satellite TV, direct dial telephone, radio, hairdryer, trouser press and tea and coffee making facilities.

The nearest railway station is Leicester Central, a five minute walk away. East Midlands Airport is 20 miles from the hotel. If coming by car, the hotel is situated 8 miles from Junction 22 of the M1 if coming from the North, and 4 miles from Junction 21 if coming from the South. If you are coming by car please note that there is free guest parking at the hotel.

About LEDIS

LEDIS (Local Economic Development Initiatives) is produced monthly by the Planning Exchange in loose-leaf format. Each issue contains factsheets covering practical information on the "how it is done" aspect of local economic development, based on unpublished source material and interviews with project managers, and gives contact names and addresses. Each issue begins with a summary of the contents, and also includes news items and bibliographies.

For further details on how to subscribe to LEDIS, please contact:

Alison McGregor, LEDIS Secretary, The Planning Exchange, Tontine House, 8 Gordon Street, GLASGOW G1 3PL Tel : 0141 248 8541

About The Planning Exchange

The Planning Exchange, operating from its head office in Glasgow, is an information organisation specialising in local economic development, environment, urban and rural planning and regeneration, housing and social policy. Activities include: a membership based Information and Intelligence Service; consultancy; seminars and conferences; case studies and publications. Established in 1973, the Exchange is independent and "not for profit" and we value our position of "honest broker" in the provision of a range of services. The membership Information Service is a principal activity regarded by members as a cost-effective, one-door source of, and single route to, practical information and expertise of use to both policy makers and practitioners. Members include local authorities, private companies, consultants and professional firms, public agencies and Government Departments, and enterprise agencies, throughout the UK.

For further details on Planning Exchange Membership and services, please contact:

Connie Young, Director of Membership & Marketing, The Planning Exchange, Tontine House, 8 Gordon Street, GLASGOW G1 3PL Tel: 0141 248 8541

Programme

DAY ONE (16 May)

- 10.45 am Registration and coffee
- 11.15 am **Chair's Introduction**
Tony Burton, Director, The Planning Exchange
- 11.30 am **Strategies for supporting business growth**
Professor Paul Burns, Design for Learning
- 12.15 pm **The UK policy framework for business development**
Speaker from the Department of Trade and Industry, Small Firms
and Business Links Division
- 1.00 pm Lunch
- 2.00 pm **Business networking in Belgium: the role of PLATO**
Jo Stas, Director, PLATO
- 2.45 pm **WORKSHOPS A,B,C,D**
- 4.00 pm Afternoon Tea
- 4.20 pm **Workshops repeated**
- 5.45 pm **Plenary session and Chair's conclusion**
- 7.30 pm **Conference Dinner**
Hosted by Leicester City Council

DAY TWO (17 May)

- 9.30 am **Chair's Introduction**
- 9.35 am **Enterprise in Leicestershire: A TEC perspective**
David Nelson, Chief Executive, Leicestershire TEC
- 10.15 am **Supporting new business: the local authority role**
David Watts, Chief Economic Development Officer,
Sandwell Metropolitan Borough Council
- 10.55 am Morning Coffee
- 11.15 am **WORKSHOPS E,F,G**
- 12.30 pm Lunch
- 1.30 pm **WORKSHOPS repeated**
- 3.00 pm **The World Class Manufacturing Programme:
a company perspective**
[speaker to be confirmed]
- 3.45 pm **Plenary session and Chair's Conclusion**
- 4.15 pm Close

Workshops

A. **Bridging the funding gap**

Small businesses with a desire and potential for growth often face an uphill struggle to secure finance, particularly from the major banks. Many turn to alternative sources of finance, notably venture capital. Even here, the formal market may not be a realistic proposition for smaller firms. This workshop will analyse the various alternatives.

Leader: Dr Colin Mason, Department of Geography, University of Southampton

B. **Mentoring schemes at local level**

Mentoring, in broad terms, involves an experienced individual in counselling a small firm so that the firm may benefit in practical ways from their ideas and advice. Different models exist, but most have enjoyed considerable success in improving the management skills and assisting the strategic development of SMEs. This workshop will look at one such scheme in detail.

Leader: Brian Doyle, Programme Co-ordinator, Mentor Programme, Forbairt, Ireland (subject to confirmation)

C. **Meeting special needs: diverting young people from crime**

The National Foundation for Teaching Entrepreneurship is a well established American initiative which seeks to provide entrepreneurial skills to young people in urban areas, offering them a viable alternative to crime, drugs and unemployment. The model has been adapted by business development agencies in the UK.

Leader: A representative of the National Foundation for Teaching Entrepreneurship

D. **The evaluation of business development strategies**

This workshop will establish the need for effective evaluation, and look at the methods of achieving it, illustrating techniques with various examples and case studies.

Leader: Professor Ivan Turok, University of Strathclyde

E. **Support for fast-track start-ups: the Entrepreneurship Programme**

Lanarkshire Development Agency's Entrepreneurship Programme involves a unique and comprehensive package of support, aimed at creating and launching new business starts in Lanarkshire with potential for growth, export and permanent employment. The programme is modelled on similar initiatives developed in Ireland by Shannon Development.

Leader: Andy McNab, Manager, Entrepreneurship Programme, Lanarkshire Development Agency

F. **Fostering enterprise in a local community: the work of Menter a Busnes (Enterprise and Business) Wales**

Menter a Busnes is an organisation which aims to foster a spirit of enterprise amongst Welsh speakers, to broaden their work horizons, and to improve their education and training resources. It seeks to develop a long term action-based programme to maximise the economic potential of the Welsh-speaking community. Its successful approach has parallels for many other business development initiatives targeted at specific groups, communities or sectors.

Leader: Hywel Evans, Director, Menter a Busnes

G. **The role of Business Links**

Business Links, first announced in 1992, are a Government initiative designed to create a network of centres of excellence providing a wide range of information, advice and practical support to businesses. This workshop is designed to offer a detailed insight into the experience of one such Business Link.

Leader: Alun Dow, Director, Business Link Birmingham (subject to confirmation)