



Priority Access 3: Enhancing the Competitiveness of SMEs

High Impact Export Support for High Growth SMES



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Welcome

- Introductions
- Purpose of event

Format:

- Strategic overview of European Structural & Investment Fund (ESIF)
- Context; Growth Hub
- Key detail outlined in the Call
- European Regional Development Fund (ERDF) and how to apply
- The outline application form – and things to consider

- Housekeeping



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Thematic Objective 3: Enhancing the Competitiveness of SMEs

To provide high impact export support to high growth SMEs within the Gloucestershire business community.

By 2022, "Gloucestershire aims to be a hub of world class companies with a diverse business portfolio".

In Gloucestershire productivity has stagnated and growth has slowed, to overcome this issue, the strategy outlines an opportunity to exploit Gloucestershire's large, vibrant SME community by helping them to better compete, alongside the county's major exporters, in international markets.



THE GROWTH HUB

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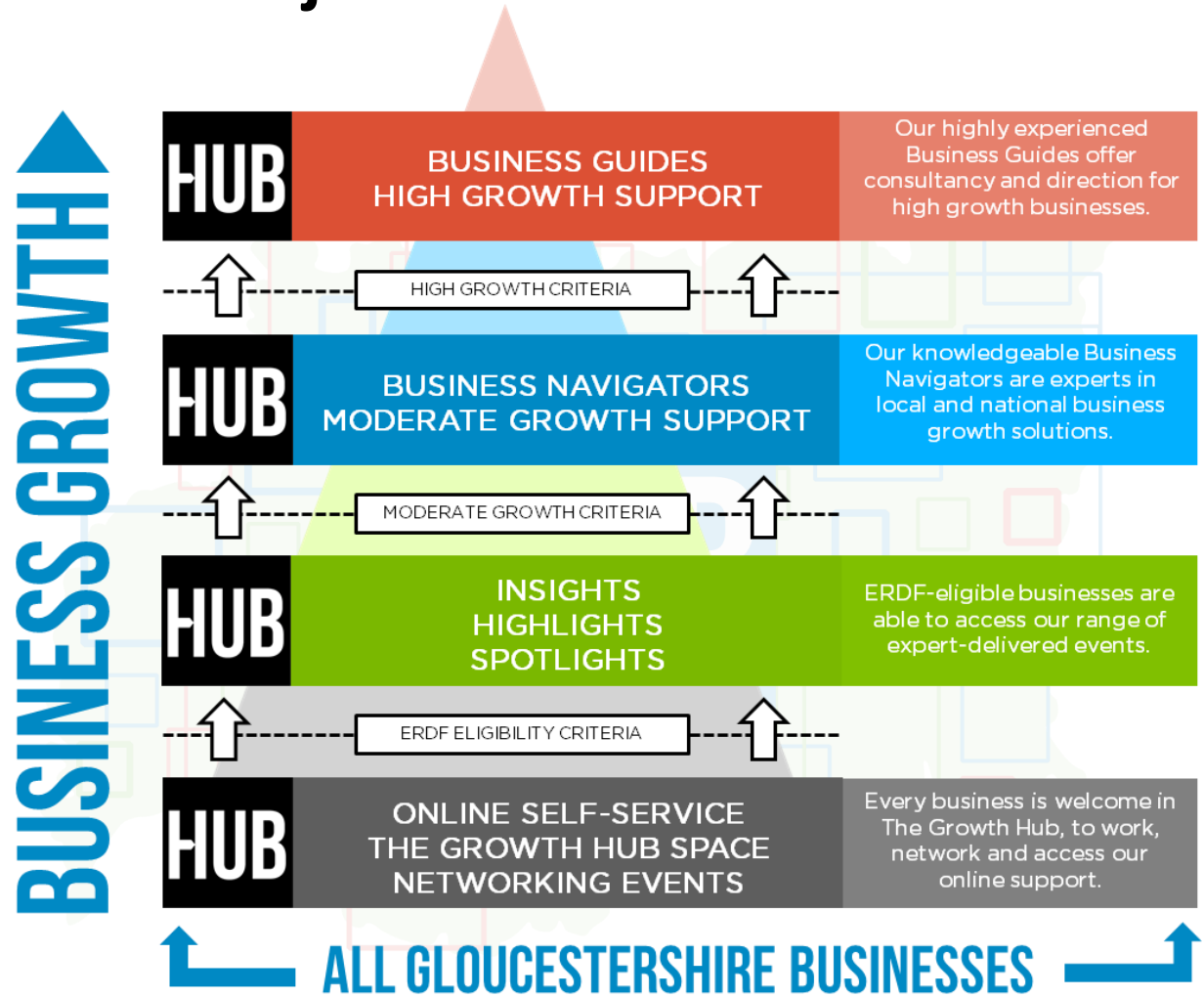
The Growth Hub Phase 1

- Opened at Oxstalls Campus in October 2014
- Has welcomed **9548** unique visitors
- Delivered **7522** support interventions
- Worked with **861** High Growth businesses
- Has over **220** providers in the business support directory

Figures Oct 2014 – May 2017

ERDF Core Growth Hub Project

- Communicate the new and improved offer
- Simplify the journey
- Create aspiration



The Growth Hub Phase 2

What does Phase 2 look like?

1. Expansion of the Growth Hub at Oxstalls, new building that will be co-located with the UoG Business School.
2. Roll out a Network of Growth Hub centres across the county.
 - Delivered with a range of partners who will receive capital investment to create attractive and vibrant facilities to deliver Growth Hub services.
 - A 'no wrong door approach' with each Network Centre acting as point of access into the network.
 - All centres will provide free of charge diagnostic support.
3. A digital Growth Hub.

ESIF Projects

GRIP - GLOUCESTERSHIRE RESEARCH AND INNOVATION PROJECT

GRIP will focus on driving an innovation culture and improving innovation capacity amongst Gloucestershire's ERDF eligible, high growth potential SMEs.

GAIN - GLOUCESTERSHIRE ACCELERATED IMPACT NETWORK

GAIN will build on the national service previously delivered by The Business Growth Service, to offer a Gloucestershire specific programme of support for ERDF eligible High Growth SMEs.

SAGE – START AND GROW ENTERPRISE

Designed to stimulate successful enterprise in Gloucestershire – particularly amongst priority demographic and geographical groups.

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www.thegrowthhub.biz

talktous@thegrowthhub.biz

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Detail In The Call

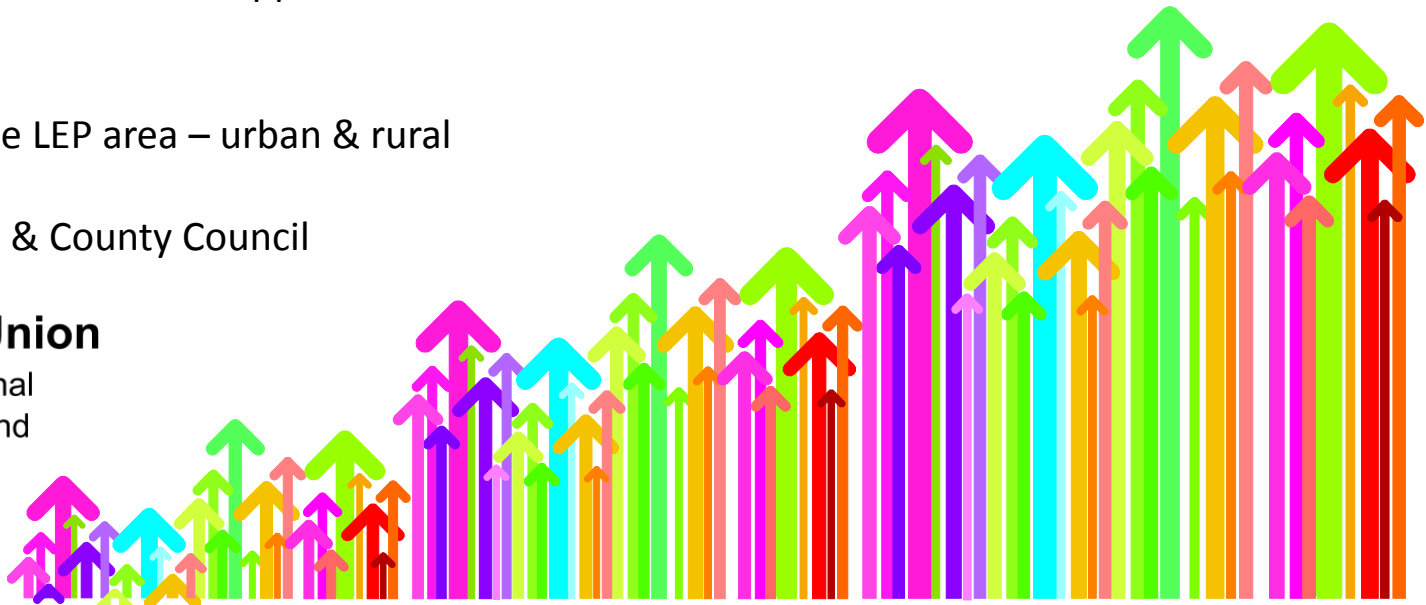
- £500,000 ERDF (£1M total budget)
- Focus support towards high growth SMEs with considerable export potential, these can be existing exporters and / or those new to export;
 - including those working within intensive manufacturing services.
- High impact support is sought to assist businesses through their export journey; providing support of significant depth/value which will leave a lasting legacy.
- Offering innovative solutions and an imaginative approach.
- Risk of duplication with other support available & a need for collaborative work with DIT activity.
- Delivery across the LEP area – urban & rural
- Research – HMRC & County Council



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- The application process
- Priority Axis 3, Investment Priorities 3c and 3d
- Top tips for a strong application



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The ERDF Process

- **Outline Application** (closing date – 8th September 2017)
Assessment - ESIF Sub Committee - Managing Authority decision
- **Full Application** (approximately 6 weeks)
Meeting - Appraisal (iterative) - ESIF Sub Committee - Managing Authority decision
- **Grant Funding Agreement (GFA)**
pre-GFA conditions - GFA completion – contract conditions
- **Project Inception Visit (PIV) and On the Spot Verification (OtSV)**
- **Project Management**
Claims – on-going compliance (potential audit checks / visits)





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ERDF - Priority Axis 3

Enhancing the Competitiveness of Small and Medium Sized Enterprises

Investment Priority 3d: supporting the capacity of small and medium sized enterprises to grow in regional, national, and international markets and to engage in innovation processes.

- The indicative actions to be supported by European Regional Development Fund Under investment priority 3d can be found on pages 93-94 of the ERDF Operational programme



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ERDF PA3 output definitions

C1	Number of enterprises receiving support (C2 C3 C4 C5 are a subset of C1)
C2	Number of enterprises receiving grants
C3	Number of enterprises receiving financial support other than grants
C4	Number of enterprises receiving non-financial support
C5	Number of new enterprises supported
C6	Private investment matching public support to enterprises (grants)
C7	Private investment matching public support to enterprises (non-grants)
C8	Employment increase in supported enterprises
C29	Number of enterprises supported to introduce new to the firm products
P2	Public or commercial buildings built or renovated
P13	Number of enterprises receiving IDB support





Top Tips for a strong application

- Address the call; investment priorities, local need for activity, required outputs...
- Understand the difference between delivery, strategic and collaborative partners
- Ensure proposed activities are eligible
- As ERDF is the fund of last resort, ensure you demonstrate additionality
- Understand where your match funding is coming from and how it will work
- Be realistic about outputs and deliverability
- Understand indirect and direct costs, and the 1720 simplified cost methodology
- Ensure that procurement processes are EU compliant, not just UK compliant
- Consider GBER (not just de minimus) when identifying state aid routes
- If invited to full application, think granular detail...



Summary of Key Points

- Detail in the call
- Detail in the ESIF Strategy
- Clear & concise application
- Don't be scared by the regulations – just needs good planning



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Questions?

Technical Assistance Support:

Kate Hull

01242 715471

Kate.hull@gfirstlep.com

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