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Northumberland
Small Business
Service

The Northumberland Small Business Service



Growth
& Resilience
Support



Grant
Investment
Fund



Farming
Advisory
Service



Enterprise
& Start Up
Support

 Northumberland
County Council

 **Advance
Northumberland**


Northumberland
National Park

Programme Overview

The Northumberland Small Business Service (NSBS) is a £4.8m, 3-year Programme which will deliver business growth, diagnostic and brokerage services to all small and micro businesses across Northumberland to unlock the barriers to growth specifically for rural businesses.

The Programme will also deliver an enhanced rural growth and resilience support service and a £2m rural capital Grant Investment Fund.

The Northumberland Small Business Service, is delivered by Advance Northumberland on behalf of Northumberland County Council. The project is part funded by the North of Tyne Combined Authority Investment Fund and by the UK Government through the UK Shared Prosperity Fund and the Rural England

Prosperity Fund with the North of Tyne Combined Authority as the lead authority

Objectives of the Programme

The Programme has three clear objectives:

1. To increase business resilience and support rural businesses with growth potential and ambition to develop and implement business growth and resilience plans.
2. Develop a more diverse business base by creating new businesses and supporting rural businesses to grow, safeguarding and creating new employment opportunities, become more resilient and increasing productivity.
3. Stimulate investment in the growth of existing private sector rural businesses.

350 businesses supported
200 new jobs created
£2 million capital grant investment

60 new businesses created
200 jobs safeguarded
£3.5 million private sector investment unlocked

What will we deliver?

There are 4 distinct strands of support available to individuals and small / micro businesses across Northumberland.

- Growth and Resilience Support
- Start up and Enterprise Support
- Farming Enterprise Support
- The NSBS Grant Investment Fund





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Growth and Resilience Support



Dedicated 1-2-1
support from a Rural
Business Adviser



Evolving workshop
programme



Specialist mentoring
and coaching from
industry experts



Large scale conferences
and events

Eligibility

Have been trading for at least 12 months – those under 12 months can access the Enterprise and Start Up Support

Located within Northumberland

This element of the Programme is available to micro and small businesses located within Northumberland

Operating within an eligible sector

Most business sectors are eligible for support through this project but there are a few which are not. They include: Public Sector (Education & Healthcare), Fishery and aquaculture sectors, Coal

Within Subsidy Control Thresholds

Within public funding thresholds (UK Subsidy Control) our financial threshold means no organization can receive more than £315,000 over the applicable period.

Be defined as a small or micro business

Business size	Number of FTE employees		Annual turnover or balance sheet total
Small	fewer than 50	and	Turnover of £10.2m or less or £5.1 million or less on balance sheet
Micro	fewer than 10	and	Turnover of £632,000 or less or £316,000 or less on balance sheet

Growth and Resilience Support

Evolving workshop programme

- Delivered both face to face and online
- Designed to address current challenges
- Different themes and topics but all aligned to current challenges and barriers to growth, including:
 - ✓ Digital Marketing
 - ✓ Access to finance
 - ✓ Business Planning
 - ✓ Unlocking new markets
 - ✓ Effective Financial Management
 - ✓ Reaching new customers

Growth and Resilience Support

Technical Specialist Support

Depending on requirements, eligible businesses can access up to 12 hours of 1:2:1 support from a Technical Specialist in a range of topics and specialisms including:

- Business planning
- Financial planning/modelling
- New product development support
- Resilience planning
- Taxation and exemption
- Sales strategies and work winning
- Digital Marketing
- Digital Enablement and Transformation
- Subsidy control and procurement guidance
- Market opportunities and demand
- Supply chain efficiencies and requirements
- Succession planning.
- Legal structures
- Innovation



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Farming Advisory Service

Delivered on our behalf by Northumberland National Park Authority.

Support will include:

- On the ground dedicated Farming and Rural Enterprise Officers to provide hands on 1:2:1 advice
- Access to engagement and awareness events
- Business Support Workshops
- Bespoke Knowledge transfer and networking events guided by farmer interests
- Support accessing the NSBS Grant Investment Fund and other financial assistance

Farming Enterprise Support

Eligibility

This support is available to all Farm Enterprises that are:

- Located within Rural Northumberland
- Defined as a small or micro business
- Within Subsidy Control Thresholds



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Northumberland
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NSBS Launch Event

Enterprise and Start Up Support




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Overview of Support

The Enterprise and Start Up Support will provide a dedicated service of tailored business support to help stimulate business growth and creation across Northumberland.

The aim of the service is to increase enterprise confidence and create a culture of enterprise across the County.

If you are looking to pursue a business idea or you are a new business, this dedicated and tailored support works with you at pre-start stage or your business from its infancy up to the first year of trading.

Focussed on providing individuals and businesses with the skills and knowledge that they require to set up, establish and run successful businesses

Overview of Support

Delivered on our behalf by the SME Centre for Excellence, the service will provide:

- 1:1 Mentoring support with an experienced business coach / mentor – up to 12 hours
- Access to networking with other like-minded start-up companies/entrepreneurs,
- Access to expert led themed workshops with topics such as:
 - ❖ How to set up a business
 - ❖ Foundations of Entrepreneurship
 - ❖ Customer Development
 - ❖ Leadership
 - ❖ Financial Literacy for Entrepreneurs
 - ❖ Effective Sales and Marketing
 - ❖ Adapting to the Digital Age
 - ❖ And many more
- Further signposting to other services as necessary and appropriate.

Eligibility

The Enterprise and Start Up Support is available to:

- All Northumberland residents aged 16+ and at pre-start with a business idea
- New businesses within 12 months of starting up a business or enterprise (including social enterprises) located across Northumberland.
- Support is available up to March 2025.



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Grant Investment Fund



The NSBS Grant Investment Fund

A £2million Capital Grant Fund to support small and micro businesses in the Rural areas of Northumberland only.

Businesses must have clear growth plans to access the investment to expand productive capacity or diversify into new markets or products

Key interventions will include capital investment in machinery, equipment, business premises, new building construction, building fit out and associated infrastructure by a business to support one or more of the following:

- Business growth.
- Improve viability and sustainability (resilience).
- Reduce emissions and energy costs, moving towards net zero. which will improve economic resilience/sustainability.
- Develop new to firm products or services.

How much grant is available?

There is a minimum grant value of £10k up to a maximum of £300,000 (subject to Subsidy Control Thresholds)

Up to 40% intervention rate – minimum project value £25,000.

Example: £25,000 project value =
40% Grant Funding £10,000,
£15,000 private sector leverage (applicants' investment)

Eligibility

To access the Grant, small and micro businesses must:

- Be defined as a micro or small enterprise
- Located in the rural areas of Northumberland (as defined by the Rural England Prosperity Fund Map– an interactive map checker which will form part of the registration)
- Create at least one new FTE job
- Safeguard at least one FTE job
- Grant applicants must be delivering a project which is focused on the B2B market.
- Operate within one of the target sectors of importance to the rural economy:
 - ✓ General manufacturing,
 - ✓ Food and drink manufacturing,
 - ✓ Knowledge intensive service businesses,
 - ✓ Tourism attractions – not tourism accommodation or infrastructure,
 - ✓ Fisheries – onshore food manufacturing only,
 - ✓ Social enterprises – where they are engaged in commercial enterprise aimed at profit making,
 - ✓ Farm diversification – not primary agricultural production and not the purchase of agricultural machinery

Eligibility

The types of activities and investments which may be supported as part of the Northumberland Small Business Service Investment Fund could include:

- ✓ Physical works to improve, refurbish or expand business premises to accommodate business growth and/or diversification.
- ✓ Purchase of **capital** plant, machinery, equipment and fixed assets to expand productive capacity.
- ✓ Purchase of machinery to support processes
- ✓ Bespoke Software for Knowledge Intensive Businesses
- ✓ Land and buildings, including the purchase or lease of larger premises, premises extension and refurbishment as part of a wider growth project.

Eligibility

The following sector eligibility criteria applies to the Northumberland Small Business Service Grant Investment Fund.

Eligible Sectors	Ineligible Sectors
General manufacturing	Investment in buildings or infrastructure for use by third party businesses.
Food & Drink manufacturing	Primary agricultural production
Knowledge intensive service businesses	Primary fishery production/activity
Tourism attractions – not tourism accommodation or infrastructure	Tourism accommodation
Fisheries – onshore food manufacturing only	Retail
Social enterprises – ones engaged in commercial, for profit, commercial enterprise	Any business activity where there is high risk of market displacement.
Farm diversification into sectors otherwise eligible as listed above – (not primary agricultural production, purchase of agricultural machinery and tourism accommodation on farms)	

Grant Application Process

1. To access the application process, eligible businesses must have successfully completed the NSBS registration process and undertaken at least the initial Advisor diagnostic.

2. The Grant Manual and Expression of Interest form will be made available

3. Applicant submits a completed EOI to the Grants and Verification officer – this will be appraised against suitability, strategic fit and value for money

4. If project is viable, applicant will be invited to full application stage

5. Applicant is supported by Rural Business Adviser and/or relevant technical advisor through the application development process

6. Application is formally submitted by business for consideration and the appraisal process will take place to ensure completeness and fit before it is considered at Investment panel

7. Once appraised the NSBS Investment Panel will review and consider the merit of the application against the context of the programme objectives.

8. The Investment panel will then provide the NSBS programme with guidance on whether to proceed or reject the application

9. If approved NCC will produce Grant Offer Letter with any specific conditions attached. A project engagement visit is arranged

10. Project can commence and will be monitored until all outputs and results are achieved.

How do I register?

The Northumberland Small Business Service Website is due to launch before the end of the month. If not already registered to the programme, this will be your point of entry.

www.northumberlandsmb.co.uk

If registered and you wish to set up a meeting with your designated Rural Business Adviser, please speak to us today or get in touch:

business@advancenorthumberland.co.uk





Thank you!

