



# Helping Contractors

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Economic Development Officer



# What is the economic development unit?

- Staffing
  - **4 Economic development officers**
  - **1 Enterprise officer**
  - **1 creative industries officer**
- Purpose
  - **Aiding the development of a competitive city**
  - **Providing support to business community**
  - **Enterprise, growth, innovation and exporting**
- Contribution
  - **£8m investment in Local Economic Development**
  - **200 projects implemented across the city**
  - **500 jobs created/retained**
  - **45 business development projects delivered**
  - **1,500 businesses supported**
  - **2,000 potential entrepreneurs supported**



# What are we currently doing?



- Supporting growth sectors – Environmental, Creative, Manufacturing and Independent Retail
- Process and product development
- Sales growth and strategy in business
- Access to procurement
- Business and environmental sustainability

# What are we planning?



- Sales growth (September 2010)
  - 6 workshops
  - 22 hours of 1-1 mentoring
  - 6 sales meetings established
  - 15 places
  - Cost of £250
- Strategy in business (August 2010)
  - 8 workshops
  - 20 hours mentoring
  - Potentially 12 hours additional mentoring
  - 15 places available
  - Cost of £200
- AIMS (November 2010)
  - Process improvement
  - No cost
  - 6 workshops
  - 5 days average mentoring support
- BITES (October 2010)
  - Environmental performance
  - 4 days on-site mentoring
  - 5 workshops
  - Target of savings = 1% of turnover
  - Cost of £250 per participant

# What are we planning?



- Enterprise Support (Ongoing)
  - Funding opportunities for your business
    - 29<sup>th</sup> September @ City Hall (9:45am-1:00pm)
  - Belfast Entrepreneurs Network (BEN)
    - Sales development & Techniques (5<sup>th</sup> & 19<sup>th</sup> August)
    - Search engine optimisation (9<sup>th</sup> & 23<sup>rd</sup> September)
- Franchise your business (October 2010)
  - 12 workshops
  - 22 hours of 1-1 mentoring
  - 3 days of additional mentoring
  - Development of franchising documentation
  - Cost of £300



[www.belfastcity.gov.uk/business](http://www.belfastcity.gov.uk/business)