

APPENDIX 1 – EDBS KEY PRIORITIES AND ACTIVITIES FOR 2007-08

[1] - To develop an entrepreneurial culture in East Durham

- Provide comprehensive start-up and business planning advice
- Provide practical coaching, information, business advice and mentoring support to potential entrepreneurs through a network of Be Enterprising Coaches
- Encourage higher quality start-up businesses through the provision of grant support, marketing advice and personal development
- Work with partner organisations to promote the potential of self-employment

[2] - To foster business growth and business survival

- Provide specialist property advice to companies expanding or relocating into the area
- Advise on sources of finance available and assist in the assembly of appropriate financial packages
- Establish good working relationships with Business Link North East in order to signpost East Durham businesses to appropriate support to enable them to develop and grow
- Provide specialist advice and grant support to retail businesses

[3] - To generate quality and sustainable employment for local people

- Work with partners to link job opportunities with local people
- Continue to encourage the take-up of apprenticeships
- Work with partners to support the incapacity benefit pilot project
- Take the lead in addressing employability issues in the District, in particular through involvement in the Tyne and Wear Employment Consortium, and co-ordinate the use of Deprived Area Funding.

[4] - To promote lifelong learning, health & skills development amongst the existing & future workforce

- Advise on grants to support employers to invest in training their workforce
- Work with partners to increase the amount of work based learning opportunities being offered by employers
- Encourage training providers to work in partnership to deliver effective programmes
- Continue to support and develop local communities through Lifelong Learning
- Advise local employers on workplace health issues and encourage them to participate in workplace health initiatives.

[5] - To develop the physical infrastructure to meet business & tourism needs

- Market Novus Business Centre for start-up and small businesses requiring quality office accommodation
- Deliver improvements to key business sites within the District
- Encourage tourism accommodation providers to have their premises graded through grant support

[6] - To encourage investment in East Durham

- Pro-actively market key business sites in the district to attract investment
- Continue to proactively market the services and the support available to businesses in the district
- Continue to develop EDBS web-site as a pro-active tool to support investment enquiries
- Encourage an increase in visitor numbers.