

North East Local Industrial Strategy **Business Environment**

Tuesday 16 July 2019, Crowne Plaza, Stephenson Quarter, Newcastle



HM Government



Proposed approach, Ecosystem Development – Key Principles

Common objective and purpose:

our ecosystem will fulfil the common goal of creating 'more and better jobs' through supporting more businesses to start up, scale up and improve.

Mutually supportive:

we will continue to develop the business support provider network to align activities and ensure that actors in the ecosystem are pulling in the same direction.

Fill market gaps and tackle market failures:

our approach is focused on creating a holistic support framework that would otherwise would not exist.

Co-ordinated:

we will coordinate both top down and bottom up approaches through aligning activities towards the customers goals. Segmented account management and a 'one project' approach will integrate diagnosis, customer management, quality assurance and evaluation across the ecosystem and deliver a cohesive and integrated customer journey between delivery partners.

Easy to access:

we will introduce a simplified support landscape, introducing tailored customer journeys, account management, bespoke packages of support all through a single point of access - the North East Growth Hub.

Proposed approach, Outline Delivery Model



