

## Action Plan 2018/19

Objective	What does the board want to achieve?	Background	How will it be achieved?
To be the lead support organisation for business in North Tyneside	<ul style="list-style-type: none"> <li>Be the organisation that businesses go to for connections and business support in North Tyneside</li> <li>Increase member engagement (emails, call, social media etc)</li> </ul>	Following a strategy review last year, the management group reviewed the aim of the group	<ul style="list-style-type: none"> <li>Refer businesses to local and regional support programmes</li> <li>Encourage businesses in the borough to become members</li> <li>Celebrate local business at the annual business awards</li> <li>Survey members on a regular basis to find out what they would like to see</li> <li>Respond to consultations and encourage business to have their say on local issues</li> <li>To attend all NTC Cabinet meetings</li> <li>To attend all North Tyneside Strategic Partnership meetings</li> <li></li> </ul>
Encourage Economic Growth and sustainability	<ul style="list-style-type: none"> <li>Continue to support businesses to grow and develop</li> <li>Support our start-up businesses to survive</li> <li>Support investment in our town centres and business locations</li> </ul>	<p>The Business Factory supported over 300 new enterprise in the past year</p> <p>Whitley Bay and North Shields both have healthy Chambers. We are supporting Wallsend businesses to establish a chamber</p>	<ul style="list-style-type: none"> <li>Promote partnership opportunities and encourage businesses to “connect” - Business Exhibition, social media, networking opportunities, social events</li> <li>Encourage business to business activity with members through the Member Directory</li> <li>Provide events on business support</li> <li>Provide/promote funding streams for business in North Tyneside</li> <li>Provide information on topical issues on social media, through emails, magazine in business locations and events</li> <li>Ensure members are aware of procurement opportunities to grow their business in North Tyneside (NTC)</li> <li>Influence and share voice for North Tyneside with the North East England Chamber of Commerce</li> <li>Support NTC with self-service business support and assist with the securing of ERDF funding for continuation of the Business Factory start up and business support (Business Diagnostic Tool)</li> <li>Communicate with members on a regular basis with news and events for business in North Tyneside</li> <li>Support local chambers with their needs and continue to attend Town Centre &amp; Retail Task Group</li> <li>Increase engagement with local chambers</li> <li>Continue to support Wallsend Chamber</li> </ul>
Encourage Employment	<ul style="list-style-type: none"> <li>Sustain new high quality jobs and apprenticeships for working age people</li> <li>Ensure that education providers are providing the right skills for business</li> </ul>	There has been a significant drop in Apprenticeship starts since the introduction of the Levy in 2017	<ul style="list-style-type: none"> <li>Work with partner organisations to promote programmes, careers weeks, apprenticeship weeks</li> <li>Engage with all pupils/students in North Tyneside</li> <li>Support education partners and promote opportunities for businesses to work with the education sector - visits to education premises</li> </ul>
Encourage Corporate Responsibility	<ul style="list-style-type: none"> <li>businesses engage in voluntary service</li> <li>Ensure businesses are support their local community</li> </ul>		<ul style="list-style-type: none"> <li>Encourage businesses to use local suppliers through Business Safaris and Meet the Buyer days</li> <li>Build partnership with Sector Connector to support Corporate Social Responsibility (CSR)</li> <li>Inform business about Corporate Responsibility</li> <li>Encourage residents and businesses to nominate businesses for the Heart of the Community Award</li> </ul>