



DECISION OF DIRECTOR OF DEVELOPMENT AND ENVIRONMENT,

DECISION No. 15/16 DE 315

SUBJECT:

Service Level Agreement between North Somerset Council and North Somerset Enterprise Agency Ltd

DETAILS

The support for local businesses and organisations to develop and grow is a key priority for the Council.

More than 70% of job growth and business growth is expected to come from existing local businesses. Dedicated business support and advice to business is limited and especially in starting up in business can be critical to survival.

The services identified through this draft Service Level Agreement (SLA) between North Somerset Council and North Somerset Enterprise Agency will provide a range of support that will contribute to the Council KCPIs and priority on growth, but cannot be delivered by Council teams due to lack of capacity and some of the services requiring expert advisors with specialist business knowledge which cannot be provided by the Council. The SLA will cover:

- 1-1 support and advice to new start businesses
- Start up in Business Courses

This Agreement is for a 6 month duration to cover the period from April 2016 to September 2016 to allow for the outcome of an ERDF bid for funding to increase the scope of the service. This bid is part of a wider West of England proposal to the Local Enterprise Partnership that is currently being developed into a full application. Depending on the outcome of the application either the current arrangements will be continued until the end of the financial year if the bid is unsuccessful or the work will be tendered more widely.

The draft SLA is attached. Legal services has advised that the SLA should be written as a legally enforceable contract and that an exemption from standing order 3.1.8 should be sought because of the specialised nature of the service.

DECISION:

1. That exception to Contract Standing Orders 3.1.8 applies.
2. That a contract is entered into with North Somerset Enterprise Agency to the value of £13,250 for the provision of services to local businesses in North Somerset during the period 1 April 2016 to 30 September 2016.
3. That the terms of the contract follow broadly those of the existing service level agreement between the Council and North Somerset Enterprise Agency (appendix 1).

That the attached Service Level Agreement with North Somerset Enterprise Agency is approved.

Reasons:

1. The subject is of such a specialist nature that there is only one supplier of the service involved and no advantage would be gained by the Council from a competitive process. The number of jobs supported is council KCPI and specific targets within the current Local Economy Plan.
2. The council is committed to supporting the North Somerset Enterprise Agency and partnership working.
3. Support to start-up businesses is recognised as increasing business survival rates compared to where no advice is available. The loss of business support bodies and dedicated funding nationally has reduced the availability of support to strength developing businesses.

Other Alternatives Considered:

No other alternatives are available to provide the range of services, within the available Council resource, from a single source with the level of experience required by North Somerset Council to meet corporate priorities around business support and growth.

Financial Implications:

- The decision is within the relevant budget of the Directorate (including phased capital budget) and the relevant revenue & capital budget, and the Directorate's overall budget is not projected to be overspent.

Implications for Future Years:

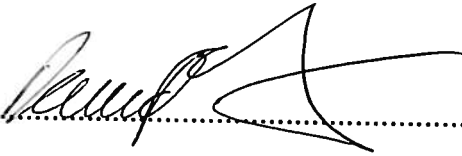
This has been an ongoing service level agreement that covers the work North Somerset Council is unable to carry out to the same standards from its own resources. This agreement is reviewed on an annual basis dependant on changing service needs, business needs and funding available.

There is the potential for this work to be enhanced until 2018 with funding vis the LEP if a grant application is successful.

Risk Assessment:

The Enterprise Agency has been delivering this work over a number of years, the organisation has the experience and capacity to deliver against the targets identified.

The activities are well established and the work is building on the experiences developed over a number of years.

Signed  Director of Development and Environment

Dated 3/5/2016



DATED:

SERVICE LEVEL AGREEMENT

between

NORTH SOMERSET COUNCIL

and

NORTH SOMERSET ENTERPRISE AGENCY

THIS AGREEMENT is dated:

PARTIES

The parties to this service level agreement (Agreement) are:

- (1) North Somerset Council of Town Hall, Weston-super-Mare BS23 1UJ (North Somerset)
- (2) North Somerset Enterprise Agency, The Hive, Beaufighter Road, Weston-super-Mare BS24 8EE (NSEA)

together "the Parties" and each a "Party"

1. GENERAL OBLIGATIONS AND PAYMENT

- 1.1 Each Party shall at all times act in good faith towards the other Party in interpretation and the delivery of this agreement
- 1.2 NSEA will provide to North Somerset the services as set out in the Appendix.
- 1.3 North Somerset shall pay NSEA for the Services delivered in accordance with the terms of this Agreement.
- 1.4 The prices for the Services are set out at in the Appendix.
- 1.5 North Somerset shall pay all or any undisputed sums within 28 days of the receipt of the invoice from NSEA.

2. DISPUTES

- 2.1 Where a dispute arises between the Parties out of or in connection with this Agreement the Parties shall first attempt to settle it by negotiation between the contract managers.
- 2.2 Where the contract managers fail to resolve the Dispute within 5 days of the Dispute arising, the contract managers shall escalate the Dispute to a senior person within their respective organisations.

Appendix

Services to be provided

Introduction

This agreement covers the provision of start up and business support through services available via NSEA to provide advice and support across North Somerset.

The Service

NSEA will provide advice and general support to new start businesses. This service will provide initial advice and guidance to those seeking to set up a business. This will be responsive to specific needs of those individuals and groups of people looking to set up a new business and will include general advice and early support on such matters as business planning, sources of finance, and getting started. Enterprise Agency advisors are also expected to refer the client group to other sources of appropriate advice, support and training.

NSEA has access to additional expertise and resources available from a range of partners in the West of England sub – region to support the delivery of the service to new start businesses in North Somerset. NSEA will use the resources available specifically to provide assistance to social enterprises, women's enterprises and to provide support for innovation.

NSEA will promote the services available as widely as possible including the organisation of the business club meetings, North Somerset Initiative and publicity opportunities as they arise.

Provide 3 day Business Start up Courses. This service will be tailored to the specific needs of starting up businesses and run 4 times. The courses will help those starting up a business with specific advice and guidance and will include advice and information on such issues as detailed business planning, marketing, business administration and management

Targets and Monitoring

Monitoring will take place quarterly (July, September) to review progress against the agreed targets and to identify any issues arising in respect to the service being provided. Minutes of these meetings will be recorded.

Quarterly monitoring will be provided to feed into the council's monthly economic monitoring paper and corporate performance monitoring.

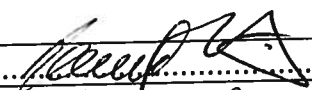
The targets covering the time period of this SLA are:

3. TERM

3.1 This Agreement shall commence on 1 April 2016 and shall expire on, 30 September 2016.

4. RIGHTS OF THIRD PARTIES

4.1 This agreement shall not create any rights that shall be enforceable by anyone other than the parties to this agreement.

Signed for and on behalf of North Somerset Council	
Signature:	
Name:	DAVID CARTER
Position:	DIRECTOR OF DEVELOPMENT + ENVIRONMENT
Date:	9.5.16
Signed for and on behalf of NSEA	
Signature:
Name:
Position:
Date:

Business Start up Advice

- 50 new start businesses (including details of the company name, nature of business (using SIC codes) and location).
- 60 jobs created (including details of the company name, nature of business (using SIC codes) and location)
- 80% survival rate for new start businesses after 12 months and 3 years (including details of the company name, nature of business (using SIC codes) and location)
- Promotion of the service across the district – details to be reported quarterly at the monitoring meetings

Information in respect to the above targets will include:

- Number of telephone calls, e-mails etc received asking for advice, even if these businesses do not go on to receive detailed advice. This information will give a broader indication of NSEA's contact with local businesses and should include nature of enquiry, location, type of business (where available), a brief description of any action taken and follow up
- Number of unique enquiries received for advice and support and what type
- Feedback/evaluation those who have received support from NSEA
- Information on premises if any occupied or needed.
- How and where the service is promoted and where.

Start up in Business Courses

- Number of individual businesses attending the course. Including company name, nature of business (using SIC codes) and location). Linked back to those receiving initial start up advice where the same.
- Promotion of the courses across the district – details to be reported quarterly at the monitoring meetings and all promotional material and press releases to include NSC as the funder.
- Feedback/evaluation from those on the course.
- Number of business start up following attendance on the courses.

Quality of the Service

North Somerset Enterprise Agency will provide information about the quality standards of the service provided at the start of the year including:

- detailed information about what the business start up advice service consists of (e.g. legal frameworks, financial planning, marketing, business planning etc) and what form this advice takes;
- a list of support activities that start up businesses can access as part of this service; and

- a list of accredited counsellors and trainers.

Funding

North Somerset will provide £13,250 plus VAT to NSEA for the provision of this service.

Payment will be made quarterly on: 1st April 2016.

In the event of the termination of this agreement or failure of NSEA to provide the Service, NSEA will refund to North Somerset any outstanding amounts on a straight pro-rata basis.