

# Implementing BSSP in Kent and Medway

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# Background

## SEEDA Workshop with Kent and Medway Local Authorities, 11<sup>th</sup> March 2009:

- Better informed about BSSP
- Understand how the roll-out is working in the South East
- Clarity about what it means for Kent and Medway, building on mapping exercise
- Be in a position to decide how your organisation wants to move forward- with help if needed

# BSSP in Kent and Medway

**Key points for SEBSAB to consider  
emerging from the workshop**

# “Solutions for Business” Branding



Solutions  
for Business

The logo consists of a red arrow pointing to the right, with the text "Solutions for Business" written in white inside it.

Funded by  
Government

The logo consists of a black arrow pointing to the right, with the text "Funded by Government" written in white inside it.

# What is “in scope” and what falls outside?

- FE and HE support for business; will HEIs become BSSP compliant?
- Sector based support – e.g. scheme to help B&Bs become rated – is this in or out?

# Start Up Support for All

- Many Kent and Medway Authorities offer additional, intensive start up support to new businesses – e.g. through local Chambers or Enterprise Agency
- This is available to all (i.e. no targeting) and “tops up” what is available through Business Link
- What is the argument to stop these kind of services and move to a more targeted approach?

# In conclusion

- **Principles of BSSP accepted** and understood, but unresolved issues about work in practice
- Recognition that BSSP provides a **more comprehensive approach**, although there will be a number of Providers
- May help secure **more local funding** for the “products” to achieve greater uniformity of offer in the county
- **Quality assure** the services that local partners and others are undertaking
- The issue is wider than Business Support; this is about **employer engagement**