



Business Support Partnership Bulletin

January – March 2023

Internal Use Only

Welcome to this Quarter's Business Support Partnership bulletin.

In 2022 we agreed a 5-year Delivery Plan which sets out our collective goals and quantifies what is needed to transform the business support landscape. The desire is to deliver more and faster. In Year 1 of our delivery plan there were...

- 53 Milestones set across the programme
- 93% of these achieved by their year-end completion date
 - Final 7% due to complete early in Year 2 (23/24)

Well done to everyone, across all workstreams, for their collaboration and hard work in making this happen. In the last 3 months alone, we have undertaken significant projects to continue our work in creating a Master Customer Record (MCR) for Scotland which will bring our organisations a 360-degree view of our customers and help inform and target our support better. We've also validated our Target Operating Model, which aims to create efficiencies across the support landscape, mapped out support provision across Scotland and much more.

Below is a snapshot of key projects and activities completed over the last 3 months and what we are moving onto next. We will keep you updated as our work progresses.

RECENT PARTNERSHIP ACTIVITY

Partnership and Futures

- Review and validation of a Target Operating Model for business support delivery in Scotland. Extensive stakeholder engagement, with identification of next steps and roadmaps for partner wide business and technology change, data, and governance. The review was led and funded by Scottish Enterprise on behalf of the partnership.
- Independent Assurance Review undertaken to ensure good governance and support the progress of this major change programme. Assessors highlighted that the programme has made considerable progress since the last review in Summer 22, completing all recommendations and strengthening the relationship amongst partners. Both reviews were led and funded by Scottish Enterprise on behalf of the partnership.
- Scottish Enterprise procured and funded an international comparators research project which identified the benefits and challenges associated with a range of approaches to business support from countries like Denmark, Estonia, and Singapore. The research explored four themes that set these regions apart in terms of 'how' they support business growth.

Data and Analytics

- Cross partner approval of a business case outlining a shared approach to Data and Analytics change and providing funding to enable the next phase of development of a Master Customer Record (MCR) in conjunction with securing funding from CivTech. This will allow the progress of further use cases and include the wraparound activities required to achieve short term wins and prepare our organisations for a shift in the data and analytics landscape by adopting a data centric approach to delivery, targeting services and enhancing the customer experience. This business case was developed and funded by Scottish Enterprise on behalf of the partnership.

Continuous Professional Development

- 75 colleagues from across partnership organisations took part in a Resilience Training that was procured and funded by Scottish Enterprise in response to economic impacts such as cost of business and COVID.

Products and Services

- Scottish Enterprise procured and funded a product and service “mapping and gapping” exercise with 78 public sector business support delivery organisations. This is the first of its kind in terms of building a picture of the full extent of support provided to businesses by public sector bodies in Scotland.

FindBusinessSupport.Gov.Scot

- 32,276 users with 225,376 page views between 1st Jan – 31st March. This site is hosted and funded by Scottish Enterprise on behalf of the partnership.
- Creation of internal and external promotional assets including a video to promote and raise awareness of FindBusinessSupport.Gov.Scot with colleagues. This video was produced for the partnership by HIE. Business Gateway produced social tiles to help promote the site to businesses.

Marketing and Communications

- Delivery of a pay-per click campaign promoting FindBusinessSupport.Gov.Scot, jointly funded by Business Gateway and Scottish Enterprise.

Contact Workstream

- Conclusion of Live Chat procurement exercise required for next phase of implementation across the Scottish Enterprise and Find Business Support websites.

Equality, Diversity, and Inclusion

- Agreement to organise and deliver a pan partnership event with a focus on equality, accessibility, inclusive language and more.

WHAT'S COMING UP NEXT?

Here is a snapshot of our projects and ambitions across the next 3 months. All of which are building blocks to transforming the business support landscape in Scotland.

Partnership and Futures

- Show and Tell session with colleagues from across the partnership to bring the Target Operating Model work to life and prepare for next steps in implementation.
- Strategic priorities session with board members. Bringing together the reports and projects referenced above to refine and prioritise partnership actions. Ensuring efficient use of available resources and working alongside Scottish Government to achieve NSET ambitions around a new culture of delivery.

- Establish a cross partnership procurement group. Exploring opportunities for efficiencies.
- Work with partners to unlock and align strategic and operational opportunities for 23/24 onwards to increase efficiencies, collaborative working and raise awareness of the BSP.

Data and Analytics

- Introduce a cross partner steering group which progresses governance & operations, data and technical architecture, and development and adoption of a single data layer providing us all with a 360° view of the way in which customers engage with public sector.
- Develop use cases whereby we can usefully utilise the data within our existing systems to uncover and solve questions, and identify solutions, which drive forward the economy in line with the National Strategy for Economic Transformation.
- Recruitment of a Senior Technical Lead and a Project Manager to drive forward this work.

Continuous Professional Development

- Kick off the knowledge exchange programme for colleagues across partner organisations to share expertise and ideas on common CPD topics, learn from each other and about each other, in support of greater collaboration and building trusted networks across Scotland's business support landscape.

Products and Services

- Work with Scottish Government to understand how the mapping and gapping project can be built upon to achieve an overall data set.
- Carry out the next in the series of thematic deep dives in line with NSET priorities.
- Implementation of the refreshed Products and Services strategy.
- Implementation of key data set capture on the Find Business Support website to improve BSP management information around forecasted impacts.
- Creation of best practise guidance for product and service development across Scotland. Helping to increase collaboration and avoid duplication.

FindBusinessSupport.Gov.Scot

- Onboard remaining public sector providers of business support (currently 102 providers onboarded).
- Migration of website to new design platform in line with SE digital estate requirements.

Marketing and Communications

- Cross partner strategic planning workshop to outline plans and priorities for year ahead, exploring areas for increased collaboration including research, content and budget.

Contact Workstream

- Implement Customer Voice feedback software across Find Business Support and Business Gateway websites.
- Further rollout of Live chat on the Scottish Enterprise website and begin pilot of it on FindBusinessSupport.Gov.Scot

Equality, Diversity, and Inclusion

- “Equality in Action” event to colleagues across the BSP. Focussed on: Improved awareness and understanding of equality evidence, accessibility, inclusive language and more. This event is being led by Skills Development Scotland on behalf of partners.
- Provide recommendations and support to the Products and Services Workstream to embed equality into their processes and documentation.

Please share this bulletin with colleagues in your organisation and use the content within internal communications.

If you would like more information about the Business Support Partnership, please get in touch.