

Business Link Consultation Response Form

Name of organisation/individual responding:	
Organisation name and address:	

Please type your response in the box below each question. The box will expand to accommodate your text. Once you have completed your response please send electronically to businesssupport@seeda.co.uk or by post to

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The deadline to respond by is **Friday 14 November 2008**.

The Questions

Question 1 - Are partners clear on the repositioning of the Business Link brand and business and the scope of the IDB services? To what extent is the role of BL still confused and why?
Question 2 - On the basis that the general principle of targeting clients for intensive support is accepted, to what extent are the identified client segments appropriate and are they focused sufficiently on high economic impact?
Question 3 - What are the appropriate mechanisms to capture different requirements from different client groups and ensure they are reflected in the Business Link service?
Question 4 - Should a consistent segmentation and targeting model be applied across the region or should this vary according to sub-regional needs?
Question 5 - To what extent does the mix of access and delivery channels seem appropriate?
Question 6 - Notwithstanding SEEDA's responsibility to ensure compliance with the service definitions, does it appear credible that Intensive Assistance can be provided by the Business Link service without meeting the client or on a one-many basis?

Question 7 - The cost of one-to-one/ Intensive Assists is higher than the cost of web based penetration, yet Intensive Assists offer the greatest impact to the region and sub region. With continued drives for efficiency, and where there is flexibility in funding, is it more important to focus on increasing the number of Intensive Assists, or is it more important to focus on a lower, targeted number and increase the intensity of the assistance?
Question 8 - How can the Business Link service keep attuned to changes in the supply of business support locally and regionally?
Question 9 - What role might the Business Link service play in helping to inform the provision of publicly funded business support at different levels across the region in support of SNR objectives? How could this be structured?
Question 10 - How can the Business Link service best contribute to and support economic development locally and regionally?
Question 11 - What is the current quality of partner engagement with the Business Link service, how can this be improved and how can Business Link Services be positioned to help organisations meet their objectives?
Question 12 - Should there be a presumption against brokering to brokers unless absolutely necessary? Are there any obvious examples or exceptions?
Question 13 - Should the skill set of BL advisers be extended such that they can direct clients to appropriate end solutions either more frequently or completely (i.e. in the same way that a patient would not expect to be referred from a GP to specialist GP to a consultant)?
Question 14 - Is the idea of enabling additional investment for the Business Link service a good one and are there any early ideas?
Question 15 - How might local involvement in the Business Link service be shaped in the future? Are there existing structures that can be utilised in this function?
Question 16 - What are the key issues that local business groups might wish to consider and influence in relation to how the Business Link service is shaped and delivered?
Any Other comments?