

BUSINESS NETWORK - THREE YEAR PLAN

The annual Business Network event takes place in late April each year.

AIM:

Support local businesses to flourish, sustain and increase business activity by facilitating a networking opportunity that introduces, promotes and encourages active liaison between businesses.

Networking will provide the opportunity to:

- ✓ Share information towards building a client or supplier base,
- ✓ Collaborate in delivering services or projects,
- ✓ Establish relationships and business mentoring,
- ✓ Share knowledge and good practice,
- ✓ Learn about available business support opportunities,
- ✓ Encourage new businesses into the locality,
- ✓ Learn about and meet other town-wide business networking groups,
- ✓ Meet likeminded people.
- ✓ Open new routes to market

The above aims are achieved by:

- ✓ Delivering an annual event with dedicated budget allocation from Cultural & Economic Services Committee.
- ✓ Dedicating staff resources to prepare, manage and deliver the event.
- ✓ Working in partnership with local organisations to help shape the look and feel of the event.
- ✓ Extend the reach into the business community by activity partnering with local businesses to deliver and advertise the event.
- ✓ Connecting regularly with local networking groups

THREE YEAR PLAN (2019 – 2021)

	Activity	Detail	Responsibility
1	Maintain the current working relationship between all partners: Leighton-Linslade Town Council (LLTC), LB Connect, Federation of Small Businesses (FSB), Central Bedfordshire	Working in partnership to remove barriers and enable business growth whilst maximising opportunities through networking. To share event survey intelligence therefore increasing impact of knowledge.	Economic Development staff and supporting organisations. .

	Council (CBC), HASCAT Safety & Bee Local.		
2	Where interest is shown, to accept additional local organisation involvement as needed.	e.g. LB First	As above
3	Commit an annual event budget for the next 3 years.	Event delivery: Yr. 1 = £2000 (2019) Yr. 2 = £2000 (2020) Yr. 3 = £2000 (2021)	As above
4	Set an income target per yr. to offset event expenditure.	Achieved through sponsorship and business support grants. Sponsorship target: Yr. 1 = £1000 Yr. 2 = £1200 Yr. 3 = £1250	As above
5	Establish a set of success indicators to measure event outcomes year on year.	Maintain outline of feedback questionnaire to ensure comparable questioning year on year.	As above
6	Undertake a final review against original set of indicators. Inform next steps.	Compile data from 2019-21 to inform the direction of the event for future years (2022 – 2024).	As above