

# Liverpool City Region Local Growth Hub Handbook

Version 4

February 2018

Liverpool City Region Local Enterprise  
Partnership



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## 1. Lots

- 1.1. The Liverpool City Region Local Enterprise Partnership (LEP) has been awarded funds by the BEIS to continue to manage and deliver a Local Growth Hub for the Liverpool City Region, this funding will initially be matched by ERDF.
- 1.2. The Local Growth Hub intends to continue with its current approach and has engaged Brokerage Partners covering each of the 6 Local Authority (LA) areas of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral. In addition, we are seeking a specialist broker to cover harder to reach groups including Women, BAME Groups, and Social Economy businesses across the City Region. A total of 7 lots.

## 2. Payment & Timescales

- 2.1. Each supplier Service Level Agreement (SLA) will specify the payment terms for the individual lot. Fees will be agreed on an individual tender basis as stated at the time.
- 2.2. Value of contract will not exceed the agreed cost as stated in the contract.
- 2.3. Each contract will be for an initial 12 months, from 3<sup>rd</sup> April 2018 until 31<sup>st</sup> March 2019. A new contract will be drawn up should a 12 month extension be granted. This extension will be at the LEPs absolute discretion and will be subject to funding and supplier performance.
- 2.4. Payments will be made in retrospect in 4 equal instalments.
- 2.5. The Supplier should provide the LEP with invoices as per their SLA to ensure scheduled timely payments.
- 2.6. Payments will take into account performance against the targets set out in section 3. Failure to meet these agreed targets could impact on the % of funding for that period.

## 3. Targets

- 3.1. Each Lot contains target numbers for various indicators, these are determined by the LEP to achieve what it believes are the necessary targets for each lot at that time. Each contract will set out clearly the definitions of these indicators and what is required to be delivered.
- 3.2. The following outputs, outcomes and service levels are required from each Lot by the LEP by 31<sup>st</sup> March 2019.

	Measure	Local Local Growth Hub Target
1	No. of businesses recorded and engaged with initial diagnostic and brokerage	500
2	No. of businesses brokered into external* business growth services and provision (in total and with breakdown of service)	100
3	No. of businesses taking up external* business growth services and provision (in total and with breakdown of service)	50
4	Of the initial 500 engagements – No. of growth/potential growth businesses receiving in depth diagnostic as agreed with the LEP	80
5	Of the 80 businesses receiving the in depth diagnostic - No. of high growth/potential high growth businesses* account managed from diagnostic through brokerage and delivery to monitor impact and satisfaction	40
6	No. of businesses reporting growth as a result of the support provided (in total and with breakdown by service)	40
7	Satisfaction level with Local Growth Hub and service provided (by Local Growth Hub business survey)	80%

## 4. Definitions

- 4.1. **Engagement** – A business is classed as engaged when the brokerage partner can evidence on the CRM that they have been contacted by telephone, mail, email or any other suitable method. The exact nature of the engagement and the subsequent actions must be recorded on the CRM.
- 4.2. **Brokerage** – The Growth Hub Model is designed not to provide business advice or guidance but to broker all engaged businesses into the most suitable provision. All partners must log details of the provision each business has been brokered into on the CRM system.

Brokerage is more than signposting; it is the responsibility of each partner to introduce businesses to the service or individual they are being brokered into. The exact procedure and introduction and any other relevant information must be entered onto the CRM.

Key services for signposting are detailed on [localgrowthhub.com](http://localgrowthhub.com).

It is important to note that it is the responsibility of the Growth Hub broker to ensure each business is brokered into the service or services which best suit their requirements. There are indicators that will be stringently monitored to ensure Brokers are referring into external support and not just provision they are part of or affiliated with.

A business is classed as brokered when the CRM records the brokerage stage, anything not logged onto Evolutive does not count towards any targets.

- 4.3. **Diagnostic** – Each brokerage partner will need diagnostic tools which they will implement. The exact nature of each diagnostic must be entered onto the CRM.

There are two levels of diagnostic; a minimum level which will determine initial requirements and a more detailed in-depth version which should be carried out if the business needs a more thorough evaluation.

**Account Managed** – Brokerage Partners are required to build relationships with businesses, we expect to see at least biannual meetings with businesses which are assessed as high growth or a potential high growth. These are business that you expect to have a greater positive affect on the economy. This will be monitored as part of your contract.

- 4.4. **External Business Growth Services and Provision** – This is any provision that the Brokerage Partners organisation is not a part of or affiliated with. Businesses must be brokered into the appropriate provision for their needs. Brokerage Partners are accountable for ensuring that all the components of the Local Growth Hub are considered equally and there is a requirement to ensure, in particular, that they are referring businesses to European Programmes of Support. This will be monitored throughout the course of the contract.
- 4.5. **Core Information** – To allow sufficient reporting to BEIS the following data must be input in the correct format to the CRM. This will be monitored. The core information required is; Company Registered Name, Trading Name, Address, Postcode, Main Contact, Telephone Number, Website, General Company Email Address, SIC Code, Staff Headcount, Company Registration Number, VAT Number and Date Established.

## 5. Evolutive CRM System

- 5.1. All Growth Hub Brokerage Partners are contractually obliged to use and maintain the Evolutive CRM system to comprehensively and accurately record all engagements and activity with businesses. The LEP will offer training on the system to the most appropriate person(s) at each brokerage partner to ensure the system is used correctly. The LEP will issue Brokerage Partners with a CRM User Guide and a protocol that must be followed to ensure continuity across the system.
- 5.2. Brokerage Partners must ensure they are adding information in 'real time'. Failure to do this could result in under performance as only logged information can be used for monitoring purposes. Any type of business contact or engagement not recorded on the CRM system will not count towards the contracted targets.

- 5.3. Failure to properly utilise the system will have a negative impact on the monitoring process for the entire Hub and may result in penalties from the LEP.
- 5.4. All brokerage partners will have access to all company and contact data stored on the system and will be able to add new companies and contacts. All partners will also add their own Growth Hub enquiries which is the mechanism used to monitor progress of the Growth Hub.
- 5.5. Partners will not be able to edit records and will not have visibility of enquiries entered by any partners other than themselves. The LEP has access to all data and reports which will be used to aid the monitoring process to BEIS and DCLG.
- 5.6. All users are required to sign the 'Growth Hub Policy and Agreement for Suppliers using the CRM (Evolutive)', see [Annex 1](#). This is a legal document and must be followed accordingly. For any brokerage partner, working with other organisations to deliver Growth Hub activities, that partner will be fully responsible for those organisations and must evidence that they have passed on the same legal requirements to them.

## 6. Monitoring & Meetings

- 6.1. The LEP has full unrestricted access to all Growth Hub information on the CRM and this will form the basis of the reporting mechanisms.
- 6.2. There will be regular face to face meetings to ensure the direction and progress of the Growth Hub is as designed. These will take the form of monitoring meetings & Broker Meetings. The dates of these meetings will be advised with sufficient notice.
- 6.3. Quarterly meetings will be held to review progress and share best practice between all Brokerage Partners and the LEP. These meetings will each have an agenda set prior to the meeting but several topics will form the basis of the meetings:
  - Progress towards outputs
  - Evolutive system
  - Process
  - Publicity and Marketing
- 6.4. All brokerage partners are required to send at least one representative and it must be the most relevant person(s) to the contract.
- 6.5. If brokers are required to submit any further information they will be notified with sufficient time to allow them to develop and submit the information.

## 7. Branding & Marketing

- 7.1. The Growth Hub brand is not designed to overwrite partners own branding; however, all partners will be required to display the Growth Hub logo as a kite mark and link back to the Growth Hub website.
- 7.2. No marketing or publicity will take place regarding the Growth Hub without the authorisation of the Growth Hub Manager or other representative of the LEP.
- 7.3. A Broker Toolkit will be provided to Brokerage Partners. This guide will give you all the tools that you will need to promote the LGH to businesses and advisors in your area. This document is designed to ensure that brokerage partners are complying with the marketing guidelines.

7.4. As the Growth Hub is being part funded by the European Regional Development Fund (ERDF) all partners are required to abide by the England 2014 to 2020 European Regional Development Fund and European Social Fund Branding and Publicity Requirements, V7, July 2017.



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\_Publicity\_Requirem

## 8. General Data Protection Regulation (GDPR)

8.1. From 25<sup>th</sup> May 2018 the GDPR comes into effect. Brokerage partners must ensure they are compliant with the new regulation.

8.2. Under the GDPR, the data protection principals set out the main responsibilities for obligations.

8.3. Article 5 of the GDPR requires that personal data shall be;

- Processed lawfully, fairly and in a transparent manner in relation to individuals.
- Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes.
- Adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.
- Accurate and where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay
- Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals
- Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

8.4. It will be incumbent upon the Brokerage Partner to make businesses explicitly aware of their rights under the GDPR.

## 9. ESIF

9.1. Growth Hub funds are being matched with ESIF funds. This means that individual brokerage partners **are unable** to use Growth Hub funds as match funding in their own projects.

9.2. A requirement of every ESIF call is to ensure that all ESIF funded Programmes ensure that they work to complement the Growth Hub. This will ensure that duplication is avoided and funded provision is structured to assist businesses in the most efficient way possible.

## Growth Hub Policy and Agreement for Suppliers using the CRM (Evolutive)

### Protocols for Suppliers

- Suppliers to use company and contact data for Growth Hub / contracted purposes only.
- Suppliers will not, save as otherwise provided in this protocol, copy / download extracted data at any time. No exceptions.
- Suppliers will not make contact with companies and contacts other than for Growth Hub / contracted purposes.
- Suppliers will not contact companies and contacts for their own marketing purposes, but only for the purpose of the Growth Hub / contracted purposes.
- Suppliers will not contact companies and contacts after the contract / programme is completed using company and contacts added to the CRM unless the record has been uploaded by the Supplier.
- If a Supplier wishes to amend a record that belongs to another Supplier, they will contact the relevant supplier in order to request permission to amend the record.
- All fields are to be completed where possible when adding information and data to the CRM – the Authority may contact you where necessary if certain fields are missing.
- All Suppliers must create a Growth Hub Enquiry and record all interactions with the company / contact against the enquiry.

### Rules and guidance notes

The Authority may from time to time make and introduce such guidelines and rules as it may deem necessary, expedient or convenient for the proper conduct and management of relationship between the Suppliers and for the purposes of facilitating a working model for all Suppliers. These include but are not limited to:

- the admission and classification of Suppliers; and
- the rights and privileges of such Suppliers; the conduct of Suppliers in relation to one another, and to the Authority's servants;
- the requirements relating to provision of data including:
  - data cleansing; and
  - formatting.

### Information sharing and warranties

Each Supplier accepts that the purpose of the arrangement between the Suppliers is to enable all Suppliers to benefit from the sharing of information. To that end it is incumbent on all Suppliers they shall at all times and in good faith not withhold or delay the uploading of information and data which should otherwise be provided.

The Supplier, having full regard to the data sharing provisions hereby warrants and represents that the information which it uploads to Evolutive are the property of the Supplier, is correct at the time of uploading and has been obtained and provided / uploaded with the express permission of those parties whose data may form the basis of such information, with the knowledge and express agreement that it may be shared with other CRM Partners and Suppliers.

Suppliers are entitled to share information they have entered on the CRM with other Suppliers, provided it is not confidential.

The Supplier shall indemnify the Authority, CRM Partners, Suppliers and Alcium against each loss, liability and cost incurred by such party arising from the breach of the Supplier.

## Data receipt

Where the Supplier is entitled to receive the data provided by another Supplier, that Supplier shall at all times treat such data as if that data were the data of the receiving Supplier, and at all times in a manner in keeping with Good Business Practice, and shall indemnify the Authority, Suppliers and Alcium against each loss, liability and cost incurred by such party arising from the breach of the Supplier.

In the event of a breach of the conditions above the Authority may suspend the Supplier access to the system until the breach is resolved to the satisfaction of the Authority.

This Policy Document is incorporated into and is subject to the terms of the Service Level Agreement for the provision of the Local Growth Hub Liverpool City Region Brokerage Partners Service made between the Supplier and the Authority. Defined terms shall have the meaning set out in that Agreement.

For and on behalf of 'THE SUPPLIER'

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

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