



## National Resources & Asset Directory - v.04 6 March 2014

Features	Access Route
<b>National Business Support Helpline</b>	
<p><b>The Business Support Helpline</b> is a key element of the Government's business support provision. It provides signposting, diagnostic support and business improvement advice to pre-starts, start ups, and existing businesses to help them start and grow. The service has developed over time to provide national information, which all businesses require, plus advice and signposting to local sources of help.</p> <p><b>Business Support Helpline Tel: 0300 456 3565 (9.00am – 6.00pm Monday to Friday)</b></p> <p>The Helpline is a national asset that can be formally 'adopted' by Local Enterprise Partnership (LEPs); Growth Hubs; Enterprise Zones; Cities and Local Authorities as a 'white label' support product under cover of a 'Memorandum of Understanding' and 'Data Sharing Agreement' arrangement. The Helpline can be utilised in this way where it will avoid duplication of effort, resource and costs. The Helpline service can also be promoted by other partners using a simple link.</p> <p>The Helpline is available for those looking to start a business for the very first time, new start-ups and existing businesses wishing to improve and grow their operations. It provides a service to those needing advice; those who do not have access or who are unable to use the internet; those who cannot find the information they need on the GOV.UK website and those who run into difficulties using on-line tools and services. A specialist business advice service also forms part of the Helpline service offer. For business that are in need of additional assistance, have immediate, complex needs or may be at risk, this targeted service provides pre-starts and established businesses meeting specific criteria with more personalised and in-depth advice through a small team of Business Support Advisers (BSAs).</p> <p>The BSAs are a small team of highly experienced advisors who facilitate conversations over the phone which are tailored to the customer's needs, irrelevant of their trading status, location or personal circumstances. Businesses are able to choose an appointment time that is convenient for them, giving them up to 60 minutes of free essential business support.</p> <p><b>Attachments - Helpline Toolkit for LEPs/Cities/Growth Hubs and Memorandum of Understanding:</b></p> <p>Business Support Helpline LEP GH Helpline Toolkit - GrovMemorandum of Unde</p>	<p>This can be facilitated in discussion with the Department for Business Innovation &amp; Skills (BIS)</p> <p>Contact: <a href="mailto:Jacqueline.Sherwood@bis.gsi.gov.uk">Jacqueline.Sherwood@bis.gsi.gov.uk</a></p> <p>Or <a href="mailto:Carol.Chaffer@bis.gsi.gov.uk">Carol.Chaffer@bis.gsi.gov.uk</a></p>

<b>Business Link Social Media Channels</b>	
<p>The team at the national Business Support Helpline also provides access to businesses support via the <b>Business Link Twitter and Facebook channels</b>. The digital team at the Helpline can follow partners and re-tweet any business support related messages communicated through these channels. <b>Note:</b> Please be aware that the Business Link brand will be replaced at some time in the future.</p>	<p>Follow us on Twitter <a href="http://twitter.com/BusinessLinkGov">http://twitter.com/BusinessLinkGov</a> or on Facebook <a href="http://www.facebook.com/BusinessLinkGov">http://www.facebook.com/BusinessLinkGov</a>.</p>

<b>Business Link Videos</b>	
<p>BIS is now hosting some 50+ Business Link videos on You Tube. Partners are therefore able to embed them on their own websites directly from You Tube.</p>	<p>Video's can be accessed at: <a href="http://www.youtube.com/user/BusinessLinkGov/videos">http://www.youtube.com/user/BusinessLinkGov/videos</a></p>

<b>Government Campaigns – Business is GREAT</b>	
<p><b>The Business is GREAT Britain Campaign</b> offers information, inspiration and advice for small businesses that are ready to grow. The Government is committed to making it easier for small businesses to grow and, with the economic recovery beginning to take hold; the campaign is designed to both inspire small businesses to take their business plans further, and to highlight the support available to help them grow.</p> <p>The campaign focuses on 3 key steps; planning for the longer-term, employing more staff and starting to export. The <a href="http://www.greatbusiness.gov.uk">www.greatbusiness.gov.uk</a> website provides links to advice and guidance, as well as to key business support tools, including the Manufacturing Advisory Service, Growth Accelerator and the Apprenticeship Service.</p> <p>Partners are able to publish all the latest content from the campaign on their website by embedding the RSS feed: <a href="http://www.greatbusiness.gov.uk/feed">www.greatbusiness.gov.uk/feed</a>.</p> <p>Add the campaign videos: <a href="http://www.youtube.com/bisgov.uk">www.youtube.com/bisgov.uk</a></p> <p>Use the campaign images: <a href="http://www.flickr.com/photos/bisgovuk/sets/72157637190143796">www.flickr.com/photos/bisgovuk/sets/72157637190143796</a></p> <p>Tell us what they're doing to help small business grow by adding <a href="#">#businessisgreat</a> to their tweets.</p>	<p>For more information on how the campaign can help you growth your business, visit <a href="http://www.greatbusiness.gov.uk">www.greatbusiness.gov.uk</a></p>

<b>National Business Support Programmes</b>	
<p><b>MentorsMe - Volunteer Business Mentors</b> – provides access to 15,000 trained volunteer business mentors from the SME community to boost local mentor networks.</p>	<p><a href="http://www.mentorsme.co.uk/">http://www.mentorsme.co.uk/</a></p>
<p><b>Manufacturing Advisory Service (MAS)</b> – could be optimised for local delivery. Supports manufacturing businesses in England by reviewing their business and providing subsidised consultancy support in areas such as business planning, manufacturing , innovation and efficiency, raising finance and growing the supply chain.</p>	<p><a href="http://www.mymas.org/">http://www.mymas.org/</a> &amp; via BIS Local.</p>

<p><b>Design Council (Designing Demand Programme)</b> – small national programme that helps SMEs use design to improve performance through bespoke packages of design support and coaching delivered through Design Associates.</p>	<p><a href="http://www.designcouncil.org.uk/">http://www.designcouncil.org.uk/</a></p>
<p><b>GrowthAccelerator (GA)</b> – could be optimised for local delivery. Supports SME businesses with high growth potential to access finance, commercialise innovation, develop leadership skills and formulate/deliver a high growth strategy. The GrowthAccelerator blog content can also be accessed by web partners using the following link <a href="http://www.growthaccelerator.com/feed/?cat=-29">http://www.growthaccelerator.com/feed/?cat=-29</a>.</p> <p><b>Note:</b> When seeking to access the GA blog web developers will need to write some presentation layer code to present it on their own websites. The link will display the last 10 blog posts chronologically.</p> <p><b>Attachments – ‘GrowthAccelerator marketing pack’</b> for Local Enterprise Partnerships (LEPs) outlining how partners can work together with Growth Accelerator and <b>‘example co-branded GrowthAccelerator/LEP marketing leaflet’</b>.</p> <p>Growth Accelerator Partnership Working f      Example GA Partner Branded Leaflet.pdf</p>	<p><a href="http://www.growthaccelerator.com/">http://www.growthaccelerator.com/</a> &amp; via BIS Local.</p>
<p><b>UK Trade &amp; Investment (UKTI)</b> – could be optimised for local delivery. Supports companies across the UK to export through International Trade Advisers. UKTI provides advice on export capability and opportunities, contacts in overseas markets, arranging overseas visits, e-commerce, export training and market research.</p>	<p><a href="http://www.ukti.gov.uk/home.html?guid=none">http://www.ukti.gov.uk/home.html?guid=none</a> &amp; via BIS Local.</p>
<p><b>Technology Strategy Board (TSB)</b> – could be optimised for local delivery. Provides grant funding (not advice) to support Research &amp; Development and Innovation activity to companies across the UK mainly through web based competitions, some of which are targeted at SMEs (e.g. the Smart Programme and Innovation Vouchers). Also supports networks to connect partners to promote knowledge sharing.</p>	<p><a href="https://www.innovateuk.org/">https://www.innovateuk.org/</a> &amp; via BIS Local.</p>
<p><b>Intellectual Property Office (IPO)</b> – provides services such as workshops for SMEs, IP awareness raising and on-line assessment tools. It also trains independent business advisers as IP auditors so that they can advise SMEs on IP issues.</p>	<p><a href="http://www.ipo.gov.uk/">http://www.ipo.gov.uk/</a></p>

<b>GOV.UK Website Syndication Application Programme Interface (API)</b>	
<p>GOV.UK provides a single access point to all government services and information. A large proportion of the content and tools previously hosted on the Business Link website has been re-created on the GOV.UK portal so assets in the form of flat content and guides are easily accessible. As part of the ‘Government Open Licence’ the Government Digital Service (GDS) in the Cabinet Office has published a new API which allow partners to take, host or re-purpose the flat content held on the Gov.UK website.</p> <p>The API offer enables users to construct websites or applications that query available GOV.UK content and build dynamic content that displays according to their own ‘look and feel’ requirements.</p> <ul style="list-style-type: none"> <li>• <b>APIs provide:</b> <ul style="list-style-type: none"> <li>○ A single point of access to national &amp; local publicly-funded business support schemes.</li> </ul> </li> </ul>	<p>LEPs; Cities; growth hubs; Enterprise Zones and local authorities contact:  <a href="mailto:Karen.Leigh@bis.gsi.gov.uk">Karen.Leigh@bis.gsi.gov.uk</a></p> <p>Private sector contact:  <a href="mailto:Charlotte.Stillwell@bis.gsi.gov.uk">Charlotte.Stillwell@bis.gsi.gov.uk</a></p> <p>Intermediaries; HE/FE; business schools and enterprise agencies contact:</p>

<ul style="list-style-type: none"> <li>○ Consistent advice &amp; guidance on what businesses should or could do to start well &amp; thrive.</li> </ul> <ul style="list-style-type: none"> <li>• Partners can: <ul style="list-style-type: none"> <li>○ Take, host or repurpose any flat content/guides from GOV.UK.</li> <li>○ Take a wide range of tools i.e. Business Finance &amp; Support Finder; Events Finder, Licence Finder and Contracts Finder.</li> </ul> </li> </ul> <p><b>Attachments - 'How to Guide for web developers' and GOV.UK website content and tool directory</b></p> <p>How to Guide v 02      GOV.UK content 7.2.2014.doc          flyer.doc</p> <p><b>Note:</b> To get local publicly funded support schemes and programmes published within the national Business Finance - Support Finder Tool on Gov.Uk local providers need to contact our support team at <a href="mailto:Knowledge.Bank@be-group.co.uk">Knowledge.Bank@be-group.co.uk</a>.</p>	<p><a href="mailto:Amerjit.Basi@bis.gsi.gov.uk">Amerjit.Basi@bis.gsi.gov.uk</a></p> <p>For technical support and queries contact: <a href="mailto:Karen.Leigh@bis.gsi.gov.uk">Karen.Leigh@bis.gsi.gov.uk</a> and <a href="mailto:Geoff.Munn@bis.gsi.gov.uk">Geoff.Munn@bis.gsi.gov.uk</a></p>
--	---

<b>Business Finance – Support Finder Tool – content syndication Application Programming Interface (API)</b>	
<p>GOV.UK has an in-depth database of information about <a href="#">grants, loans and other financial assistance available to businesses in the UK</a>, which users can browse based on things like their location, size, and type of industry.</p> <p>We've had a number of requests to make this data available in an easily consumable format for other people and organisations to re-use, in their own way and tailored to the needs of their own audiences. We've recently achieved this by adding something called an API to the tool – an <a href="#">API</a> specifies how various pieces of software interact, and a common use-case for APIs on the web is to present data in a common format.</p> <p>At present the new API is a <a href="#">beta release</a>, which means it is a fully working prototype, available to our users. However, it may be liable to change and should not be considered a fully supported public release.</p> <p><b>How to use the business support API</b></p> <p>The new API allows anyone to search the underlying business support data based on relevant criteria. This direct access to the data can be used to power applications without the need to replicate the data itself, the API acting as the authoritative data store for this type of business related financial support. You can find the <a href="#">business support API data here</a>.</p> <p>It is organised into pages of results which can be refined by using specific criteria in the search query e.g. by <a href="#">business size</a>, <a href="#">location</a>, <a href="#">sector</a>, <a href="#">stage</a> or <a href="#">support type</a> and <a href="#">any combination of these terms</a>. So we've provided a searchable taxonomy for the data we've exposed.</p>	<p>This following blog post tells you more about this project, and how you can use the data.</p> <p><a href="https://insidegovuk.blog.gov.uk/2014/02/12/business-finance-support-opening-up-gov-uk-data/">https://insidegovuk.blog.gov.uk/2014/02/12/business-finance-support-opening-up-gov-uk-data/</a></p> <p>You can find the <a href="#">business support API data here</a>.</p>

## Events Finder Tool – content syndication Application Programming Interface (API)

The **Events Finder API** allows partners to pull selected or all of the content within the Events Finder Tool into their own websites/portals with their own look and feel to supplement and add value to their own content. It also allows approved Event Organisations to upload events held within local tools automatically.

**Attachment – Events Finder Online Handbook** to show the route to the API which includes all the documents that programmers and web developers will need. .

Business Events  
Finder Handbook Aug

### RSS Feeds

<http://www.business-events.org.uk/static/events.xml>

and

<http://www.events.nibusinessinfo.co.uk/static/events.xml>

### Publishing events, workshops & training opportunities on Events Finder

To get local events published on the national **Events Finder** tool on the GOV.UK website local event organisers just need to contact our Events Team on **Tel: 01473 857412** (9.00am - 5.30pm Monday to Friday) or register at <https://www.business-events.org.uk/organiserapplicationform>.

To use the API if a partner has not done so already, they will need to have an active Events Organiser account on the Events Finder system; partners can access the registration form at the following link <https://www.business-events.org.uk/organiserapplicationform>. The team will then take partners through the registration process via a webinar, and once this has been completed the API will then be activated.

Contact:

[Jill.Govier@bis.gsi.gov.uk](mailto:Jill.Govier@bis.gsi.gov.uk)

or

[Karen.Leigh@bis.gsi.gov.uk](mailto:Karen.Leigh@bis.gsi.gov.uk)

## BIS Endorsed Websites

[www.opentoexport.com](http://www.opentoexport.com) - Is a community driven service for small and medium sized businesses, looking for help and support in exporting from the UK and has been developed in partnership with UKTI and BIS.

[www.digitalskills.com](http://www.digitalskills.com) - Has been developed by Go ON UK, in partnership with BIS and private sector partners, to help SMEs and their intermediaries navigate and access the best advice on making effective use of the internet to run and grow a business. The site, which is still in beta, offers curated resources, an 'ask and answer' section, and a map of wifi hotspots, events etc. The site is designed to act as a community so please get involved.

[www.marketplace.enterprisenational.com/](https://marketplace.enterprisenational.com/) - The Enterprise Nation Marketplace is part of the government's £30m Growth Vouchers programme, which is a research project to test how best to help small businesses grow through the use of subsidised business advice.

<http://opentoexport.com/>

<http://www.digitalskills.com/sell>

<https://marketplace.enterprisenational.com/>