

The Business Accelerator Programme

The Business Accelerator Programme, delivered by the East of England LGA and Essex County Council working in partnership, is an intensive programme of training, support, mentoring and development, designed to help emerging or developing local authority commercial ventures to make the most of their potential.

Based around a series of master-classes focussing on specific commercial skills, the programme also includes ongoing support to your business from the experienced commercial professionals who facilitate and deliver these master-classes.

Unlike traditional individual skills training, the Business Accelerator aims to develop an entire commercial team and is available for groups of between 3 and 5 people from an individual local authority trading company, business or other appropriate commercial operation.

What previous attendees have said about the Business Accelerator:

"I will definitely take away the skills I have gained on the course to use across other areas of the Council"

"An excellent broad range of knowledge delivered in a very relaxed and informal manner. I found the course both a huge challenge and very rewarding"

The cost to put a team through the Business Accelerator Programme is £10,000 for up to 5 people. Places are very limited and are allocated on a first come, first served basis.

The Programme runs twice a year and we are currently signing up participant businesses for our next programme, starting in September 2017.

Details of this programme can be found on the EELGA web-site

http://www.eelga.gov.uk/events/business_incubator_programme_2/

To find out more about the Business Accelerator or to book a place for your business, please contact either:

Eddie Gibson at the East of England LGA – eddie.gibson@eelga.gov.uk, 01284 758300 or Caroline Adlem at Essex County Council – caroline.adlem@essex.gov.uk, 07501 228744

The Business Accelerator – How it Works

The Business Accelerator Programme is a training and development programme involves a series of masterclasses supported by ongoing coaching and mentoring, culminating in a two-day “assessment centre” process.

A total of six half day masterclasses are run on a fortnightly basis, as follows:

- Induction
- Sales
- Marketing
- People and change
- Systems and processes
- Financial management

These are accompanied by ongoing account management and coaching throughout the programme, enabling participants to develop a holistic assessment of their business opportunity, using a balanced scorecard framework as follows:

Sales and marketing, incl. size of market, market access, competition, branding etc.	Systems and processes, incl. organisational change / systems and processes changes needed, and ability to balance own work etc.
People and change, incl. staff capability, commercial ability, leadership, culture etc.	Financial management incl. overheads, margins, revenue streams and scalability etc.

At the end of the Masterclasses, participating businesses are expected to have put together a brand new Business Plan and participate in a two-day assessment centre process which assesses both the strength of this Business Plan and team capability:

- Day 1: Business simulation exercise requiring utilisation of the tools and techniques covered in the masterclasses
- Day 2: Assessment – a 20 minute presentation to an independent expert panel followed by a question and answer session

At the conclusion of the process, a recommendation is made by the panel as to whether they endorse the Business Plan. An evaluation report is then supplied to the participating business, summarising the outcome of the assessment centre.