

Messaging Framework



Raising awareness and changing perceptions

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Universities offer business support too

If you're looking for help with your business, it can be hard to know where to start. With different kinds of support available from many sources, how do you choose between them? A good first step could be to connect with one of the region's universities. They've been working with the region's businesses for decades, with practical solutions to help them rise to challenges, put plans into practice, and achieve their ambitions. And it's easy to find a university with the specific expertise to help you. The Business Support Service coordinates the support available from all the region's universities. Simply call 0113 348 1818 for a chat and we'll put you in touch with someone who can help.

Universities do business

Business support from a university? You might not have considered it. But many businesses have, and seen huge benefits. Because university is not just for students. Definitely not. Across Yorkshire, our universities are central to our business communities, offering help with everything from finding and developing great people, to improving ways of working, to providing workspaces and specialist facilities. With feet firmly in the commercial world, we're experienced in many industries. So we're ready to help, whatever your size and sector. We can guide you towards the best options for your business and introduce you to the people who can help.

Raising awareness and changing perceptions

We can prove universities do business

Universities working with businesses. There's a lot of it in our region. If you're not aware of it, you might want to find out more, and learn about the support you can get – in finding the right people and developing their skills, improving ways of working, enhancing products and services, and much more. We can help you make the right choices for your business and make the introductions to the right people. Better still, we can show you examples of businesses like yours where help from a Yorkshire university has made a big difference. [View their stories here.](#)

Local universities with local understanding

If you're a Yorkshire business or you're looking to do business in Yorkshire, and you're looking for support, you'd probably prefer to find it in Yorkshire. With people who understand all the local factors that can influence your success. Well, across Yorkshire there's a network of universities ready to help. Whether you want to expand or improve your workforce, attract more customers, sell more products, or learn more about your market – or dozens of other things that could help you grow – you'll find the expertise and resources you need in a Yorkshire university. And they're easy to find – through the Business Support Service. We coordinate the services available from all the region's universities. Simply call 0113 348 1818 or email business@westyorks-ca.gov.uk, and we'll put you in touch with someone who can help.

Confronting the barriers

They think they don't need help

Running your own business, you might think success is entirely down to you. Any opportunities, you'll find them and make the most of them. Any problems, you'll sort them out. But could you be missing something? Could a little external help make life a lot easier? That's what many business leaders have found when working with one of the region's universities – with experts in the local area, experienced in supporting all kinds of business, with all kinds of needs and aims.

They don't see the value in business support

As a business leader, you probably see many offers of support, from all sorts of places. If you've been ignoring them, it might be because you think they're not worth looking into. But there's a different kind of support that's genuinely benefitting all kinds of local businesses. It comes from the universities across our region, where experts help with everything from finding and developing great people, to improving processes and systems, to providing workspaces and specialist facilities. Sound good? Then call us for a no-obligation chat to find out how a Yorkshire university can help your business.

They don't see business support as a priority

When you're focused on the day to day of running your business, you might think a lot of the support on offer is simply not a priority – all about long-term goals rather than short-term necessities. With the region's universities, nothing could be further from the truth. We're ready to help with the priorities for your business – whether that's winning more customers, improving cash flow, finding the right employees, or anything else you need for your business to thrive.

They think they don't have time

Do you feel you're too busy to benefit from external business support? You just don't have time to find out about it? That's totally understandable when you're running a tight ship, but help from the region's universities can actually save you time – by providing a university to lend a hand with important tasks or introduce more efficient ways of working. And it's very quick to arrange, through one point of contact. Simply call the Business Support Service on 0113 348 1818 for a 15-minute chat to find out what universities can do for your business.

They don't trust external support

Working with one of Yorkshire's universities is a great source of practical support for your business. But for many of the region's businesses, it's more than that – it's a high-value relationship, offering access to people, expertise and facilities as the business grows and moves forward. We're here to share your journey and do what's best for your business. Not only that, by collaborating with one of the region's universities, you'll connect with a wider network of trusted partner organisations who can also offer support.

They think support might be expensive

For many businesses, securing funding to support growth is a top priority. Collaborating with a Yorkshire university can open up a wide range of opportunities for funding and we can discuss the available options for your business with you. One thing's certain, there's no charge for any initial discussion or advice, so call us for a quick conversation.

Appealing to different needs

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Simply wanting to grow or improve

Like most businesses, you probably want to grow. But you might not be sure where to start. Right here in Yorkshire is as good a place as any, with one of the region's universities – you'll find they offer all kinds of services that could make a huge difference to your business. Simply call the Business Support Service on 0113 348 1818, or email business@westyorks-ca.gov.uk, and we'll put you in touch with the university that's right for you.

Needing help to manage growth

Growth is great for any business, obviously. And then keeping growing, and making the most of the growth, become ongoing ambitions – which are not always easy to achieve by yourself. Luckily, the region's universities offer a range of support that helps businesses grow in a sustainable way, ensuring the growth continues.

Looking for good people

When your business depends on your people, finding the right ones isn't always easy. But across the region's universities, there's a pool of talent ready to support your business. Whether you're looking for skilled students or graduates, specialist researchers or expert consultants we can put you in touch with the individuals who can make the biggest difference. So call 0113 348 1818 today and let's get your business connected.

Appealing to different needs

Needing help with training and development

As your business changes and grows, it's vital that your people have the right skills – now and for the future. There are plenty of training and development opportunities in Yorkshire, but you might not have time to look around for the right ones. With the Business Support Service, it's much easier. Working across the region's universities, we have a broad view of the services available. So get in touch and we can point you towards the courses best suited to your business.

Wanting to improve as a business leader

As your business evolves, the responsibilities and the challenges you face as a leader change too. So, it's important to invest in developing your leadership skills to keep your business moving forward. We can help you access courses available across the region's universities and point you towards the programmes that best support your professional development.

Appealing to different needs

Needing help with research

For most businesses, knowledge is highly valuable. Of course, acquiring that knowledge can take time and resources that many businesses simply don't have. Which is why working with a university can be a practical option for carrying out vital research. At the Business Support Service, we can talk through your needs and help connect you with the experts.

Wanting help to develop new products or services

Depending on the nature of your business, developing new products or services is likely to require a range of skills and resources. And often, only large companies have these assets in house; small and medium enterprises usually need to look around for help. In Yorkshire, you don't need to look very far, because the region's universities are here to help – and the Business Support Service will help you find it.

Looking for financial support

Turning business ambitions into reality can often require a financial leg-up. And looking for that support – whether through grants or funding – can be a challenge without expert help. The region's universities could be a good place to start. We can help you navigate the funding landscape, understand the options available when you collaborate with a university and how best to access financial support.

Thank you

