

# Opportunities for University based business support in higher education “cold-spots”

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## RECOVERY - SUPPORTING OUR REGION'S SMEs TO ADAPT

### Calderdale Recovery Programme

As a response to COVID, through our Employment Hub activity Leeds Business School delivered an online business recovery programme. Delivered through a mix of webinars, peer to peer sessions and 1:1 support.

Working with SME Growth Managers, 12 Calderdale business were supported to reset and explore challenges and opportunities. Provided a tool kit of strategies supporting management capabilities for future sustainability.

Embedded in best practice, learning taken from European Interreg project, piloted digital delivery through AD:VENTURE.

“Liked to meet other local businesses” “reassuring”  
“felt supported, like someone cared” “accountability”



## ENHANCE PRODUCTIVITY, RESILIENCE AND SUSTAINABILITY: THE SMALL BUSINESS LEADERSHIP PROGRAMME

- Supports SMEs to develop their potential for future growth and productivity, the programme offers support for senior leaders to enhance their business resilience and recovery from the impact of COVID-19.
- 8 week programme delivered online, with webinar and peer to peer sessions by enterprise experts from Leeds Business School.
- The programme has been developed and delivered by a consortium of business schools accredited by the Small Business Charter (SBC) and is supported by the Department for Business, Energy & Industrial Strategy.
- Led to further innovation led conversations and strategic projects.
- The pilot has supported further commitment identified within the Chancellors Budget to support the **Help to Grow** – Management programme.

*“it was setting off little bulbs in my head... I’d already had a draft proposal that I was putting together for the tender and I literally screwed it up and threw it in the bin.”*

