

INTRA Good Practice Card

Name of the Good Practice:	CWLEP (NON-FINANCIAL)
Name of the Good Practice holder (Country):	Coventry City Council
How is the Good Practice financed:	<ul style="list-style-type: none"> • Over £232.2 million in grant funding from the UK Government and the European Union • £138 million in public sector funding • £84.1 million in private sector funding
Is the Good practice linked to a policy instrument and how:	CWLEP is in charge of the ERDF strategy called ESIF
What are the main features and the purpose of the Good Practice:	<p>To manage the strategic fits of the ERDF within the region and that programmes that are delivered in the region are following the regional priorities.</p> <p>The organisation has four key objectives/goals:</p> <ul style="list-style-type: none"> • To drive economic growth • To help remove barriers to economic growth • To Help create high value jobs • To co-ordinate local government co-operation and support <p>CWLEP plan for growth recognises the importance of a competitive SME base to global competitiveness. CWLEP promote measures that support SMEs in accessing the finance they need to exploit global markets.</p>
What are the results to date and the main successes of the Good Practice:	The main success of the CWLEP is to be able to involve in the different stakeholders that are keys to the success of the design, implementation and impact of the regional strategy. This is done by making sure that the stakeholders are involved through either experts groups, the delivery of ERDF programmes and the board of the CWLEP.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The model is replicable and the way the network of stakeholders work in the sub-region.

INTRA Good Practice Card

Name of the Good Practice:	CW Warwickshire Business Support (NON FINANCIAL & FINANCIAL)
Name of the Good Practice holder (Country):	Coventry City Council
How is the Good Practice financed:	ERDF
Is the Good practice linked to a policy instrument and how:	It was already existing in the last ERDF programme and it is links to the new ERDF , ESIF
What are the main features and the purpose of the Good Practice:	<p>Cohesive support package to address barriers to SMEs starting up & growing</p> <ul style="list-style-type: none"> - Non-financial support (start ups, existing SMEs, 1:1, seminars) - Capital Grants
What are the results to date and the main successes of the Good Practice:	<p>Builds on Enterprise & Business Growth programme</p> <ul style="list-style-type: none"> - 609 SMEs assisted - 192 businesses created - 1,109 jobs created
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The set up model involving a large scale partnership and make sure that SMEs are cross-referred between agencies

INTRA Good Practice Card	
Name of the Good Practice:	International Trade Midlands (NON FINANCIAL)
Name of the Good Practice holder (Country):	West Midlands Chamber of Commerce LLP
How is the Good Practice financed:	ERDF, National, Regional
Is the Good practice linked to a policy instrument and how:	Linked to ESIF and UK policies
What are the main features and the purpose of the Good Practice:	<p>International Trade Advisers provide a client management service to SME's looking to Internationalise proactively for the first time or to further develop their current internationalisation activities – eg entering new markets.</p> <p>This involves providing:</p> <ul style="list-style-type: none"> Client management services Expert internationalisation advice Assistance in developing Business Strategy/Plan Facilitating of delivery of DIT/WMCCLLP internationalisation services Facilitating delivery of other Internationalisation services Signposting to other support organisations
What are the results to date and the main successes of the Good Practice:	The Coventry and Warwickshire team have a team target of 201 Export Wins from April 2017 until March 2018
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	34 Trade Advisers across the region being the first point of contact for any exports enquiries

INTRA Good Practice Card	
Name of the Good Practice:	E-Commerce Advisers (NON FINANCIAL)
Name of the Good Practice holder (Country):	WM CCLLP
How is the Good Practice financed:	ERDF, national, regional
Is the Good practice linked to a policy instrument and how:	Linked to ESIF and National UK policies
What are the main features and the purpose of the Good Practice:	E-Commerce Advisers provide advice and support services to companies looking to develop their online potential and in house digital skills and awareness.
What are the results to date and the main successes of the Good Practice:	The E-Commerce Adviser– is an expert on digital and e-commerce and they provide direct and tailored support to companies, as well as facilitating access to other related services – the “personal” touch.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	It is easy replicable and would be the cost mainly of specialist staff.

INTRA Good Practice Card	
Name of the Good Practice:	SME INT- Grants (FINANCIAL)
Name of the Good Practice holder (Country):	WMCC LLP (CUE)
How is the Good Practice financed:	ERDF
Is the Good practice linked to a policy instrument and how:	Previous ERDF programme
What are the main features and the purpose of the Good Practice:	<p>WM SME Internationalisation – Grants delivered grants from £1,000 to £30,000 (matched 50/50) to help companies develop new export activity. New activity could be attending or taking a stand at an exhibition for the first time, undertaking new activity in an overseas market, export consultancy etc. The funding was given on the basis of a costed action plan put together by the company with the assistance of an International Trade Adviser.</p> <p>The Export Activity was agreed between the ITA and company and “signed” by Coventry University Enterprises. CUE followed up with the administration.</p>
What are the results to date and the main successes of the Good Practice:	It provided funding to enable companies to carry out activity that they wouldn’t ordinarily be able afford to move forward their export plan/strategy. The grant funding available was up to £30,000. The funding was awarded on the back of a well thought out action plan compiled by the company and DIT International Trade Adviser.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The grant model can be replicable to support internationalisation activities

INTRA Good Practice Card	
Name of the Good Practice:	SME INT – New to Export (FINANCIAL)
Name of the Good Practice holder (Country):	WMCCLLP (CUE)
How is the Good Practice financed:	ERDF
Is the Good practice linked to a policy instrument and how:	Previous ERDF programme
What are the main features and the purpose of the Good Practice:	The package consisted of a one day introductory workshop on exporting and putting a “Next Step Action Plan” followed by either a two day visit to market or one day workshop on a “high growth” market with a £500 grant for further export activity.
What are the results to date and the main successes of the Good Practice:	It provided a package of support to new to export/inexperienced reactive companies which in essentially three days provided them with the theoretical understanding of export and then allowed them to experience a visit to an overseas market or a workshop on high growth markets with funding. The most popular combination was export workshop and market visit.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The package could be recreated with region own existing initiatives to combine theoretical + practical (with grants)

INTRA Good Practice Card	
Name of the Good Practice:	Venture House Business Centre (NON FINANCIAL)
Name of the Good Practice holder (Country):	Stratford –on –Avon District Council
How is the Good Practice financed:	ERDF, Regional fund
Is the Good practice linked to a policy instrument and how:	ESIF
What are the main features and the purpose of the Good Practice:	Venture house offers local businesses a ‘one stop shop’ for business support which is designed to inspire the next generation of entrepreneurs. The project is intended to be a blueprint for other similar projects in the Stratford District where market failure has been identified.
What are the results to date and the main successes of the Good Practice:	Success and performance of activity at the centre is measured by growth in relation to the number of direct and indirect jobs created including apprenticeships. Performance is reported quarterly to the Coventry and Warwickshire Local Enterprise Partnership Growth Deal Programme Delivery Board who have supported funding for the project.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	This is easily replicable and showcase how different initiatives can be brought together under one roof. 601 business engagements.

INTRA Good Practice Card	
Name of the Good Practice:	IPAM The intellectual Property Asset Management programme (NON FINANCIAL)
Name of the Good Practice holder (Country):	CUE
How is the Good Practice financed:	ERDF
Is the Good practice linked to a policy instrument and how:	Linked to the previous ERDF programme
What are the main features and the purpose of the Good Practice:	<p>The Intellectual Property Asset Management programme is designed to raise awareness of the value of tangible and intangible intellectual assets within a business, and to help West Midlands SMEs improve their competitiveness and sustainability by identifying and unlocking their existing and potential assets.</p> <p>Support in 2 phases :</p> <ul style="list-style-type: none"> - Phase 1 a Free company IPR audit - Phase 2 a grant to support IPR needs up to £7k (50% funded)
What are the results to date and the main successes of the Good Practice:	150 audits, 50 projects, 200 SME interactions
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	IPR is very valuable and under stated a lot of time for company growth

INTRA Good Practice Card	
Name of the Good Practice:	CW Growth Hub (NON FINANCIAL)
Name of the Good Practice holder (Country):	CW LEP
How is the Good Practice financed:	ERDF, regional, National
Is the Good practice linked to a policy instrument and how:	ESIF
What are the main features and the purpose of the Good Practice:	Coventry & Warwickshire Growth Hub delivers bespoke advice and support on a range of key issues for business allowing them to cut through time-consuming bureaucracy and accessing a single point of contact
What are the results to date and the main successes of the Good Practice:	They secured funding from a 1 year pilot to 4 years now. The goal of Coventry & Warwickshire Growth Hub is to simplify and rationalise business support by acting as a central source of information and advice within a defined local area. Their purpose is to provide independent diagnosis, as well as signpost clients to existing business support services.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Replicable and the importance of a one stop shop/ coordinate support in one region

INTRA Good Practice Card	
Name of the Good Practice:	West Midlands Supply Chain (INFORMATION)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, National, regional
Is the Good practice linked to a policy instrument and how:	ESIF, UK national policies
What are the main features and the purpose of the Good Practice:	<p>The west midlands has many industrial strengths in particular in:</p> <ul style="list-style-type: none"> Creativity/Digital Media Advanced Engineering Defence and Security Transport Technologies (aerospace/automotive) Food and Drink <p>Within these sectors are high performing, experienced companies (many are already in supply chains to the OEM's) and this particular practice will highlight these companies to overseas buyers – and encourage them to include west midlands companies in their supply chains.</p>
What are the results to date and the main successes of the Good Practice:	Pilot that will be continued/improved for longer term
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	It is easily replicable

INTRA Good Practice Card	
Name of the Good Practice:	Masterclasses and workshops (INFORMATION)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, national, regional
Is the Good practice linked to a policy instrument and how:	ESIF, UK national policies
What are the main features and the purpose of the Good Practice:	<p>Within internationalisation support there are a number of subject areas that are important for success or that are of particular interest to potential and actual exporters. In order to support as many companies as possible DIT runs a series of Masterclasses, Clinics and are looking at webinars.</p> <p>DIT West Midlands runs both Masterclasses (1/2day or full day) and one to one clinics (approximately 40 minutes) – companies become aware of them either by referral from their Trade Adviser or through receipt of promotional literature. They are free.</p>
What are the results to date and the main successes of the Good Practice:	<p>To increase the awareness and knowledge of companies in the principal areas related to exporting effectively and successfully with the aim of:</p> <ul style="list-style-type: none"> increasing the number of exporters in the West Midlands increasing the exports of companies already currently exporting in the West Midlands
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Reach more SMEs on a particular topic can be replicated

INTRA Good Practice Card	
Name of the Good Practice:	Regional Partnerships
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, National, regional
Is the Good practice linked to a policy instrument and how:	ESIF, UK national policies
What are the main features and the purpose of the Good Practice:	<p>The DIT acts as the focal point for internationalisation in the west midlands; however it does not deliver in isolation and works/partners with a significant number of other organisations. DIT works with them for the two principal reasons:</p> <ul style="list-style-type: none"> -To raise awareness and importance of Internationalisation Providers of additional internationalisation expertise -The synergy of cooperation and working together to maximise support
What are the results to date and the main successes of the Good Practice:	Maximise support to companies looking to export
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	It enables a better structured and co-ordinated internationalisation support network to be developed which can more effectively support and raise awareness within companies. Companies often complain they don't know where to go to for internationalisation support – this is helping to alleviate this concern

INTRA Good Practice Card	
Name of the Good Practice:	SME International Growth Programme – Inward Missions (FINANCIAL and NON FINANCIAL)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, Regional, National
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	<p>Inward Missions are an important vehicle in assisting companies develop their export activity. By bringing in experts and buyers from overseas markets it enables companies to meet new contacts – to learn about the market, make contacts within the market and potentially start on the process of making sales.</p> <p>DIT West Midlands runs a programme of inward missions – the missions are usually focused around either markets/regions or sectors. The programme of activity can include one to one clinics, roadshow style workshops or site visits.</p> <p>Grants up to 3k are available 50% funded</p>
What are the results to date and the main successes of the Good Practice:	It is the continuation of the SME INT-Grant from the last ERDF programme.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	To help West Midlands companies to better understand their target market or markets they might potentially be interested in by meeting experts (or buyers) from the market.

INTRA Good Practice Card	
Name of the Good Practice:	G2 Global Growth (NON FINANCIAN and FINANCIAL)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, National, regional
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	<p>Pilot</p> <p>The practice is aimed at SME's between £5m and £40m turnover that have either not exported before (but have the potential to do so), those that have lapsed or those that want to export more proactively. Research identifies that these companies have the potential to export successfully and effectively with support – but for various reasons are not doing so.</p> <p>The practise is to provide a support package that it is tailored to the individual company.</p>
What are the results to date and the main successes of the Good Practice:	<p>It is early days but the idea is to roll out this from 300 businesses to 10000 businesses of any sizes in England</p> <p>Private sector has the knowledge to deliver support that DIT is usually delivering for free</p>
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Something any region could use to encourage the private sector with the public fund support

INTRA Good Practice Card	
Name of the Good Practice:	International Trade Adviser Triage (NON FINANCIAL)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, National, regional
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	The International Trade Adviser – Triage provides advice and support services to companies at the very early stages of their export journey. Dealing with companies who are either brand new to export or have very little experience and are looking to be guided on their next best steps.
What are the results to date and the main successes of the Good Practice:	To ensure that all companies who are interested in exporting that approach WMCCLLP/DIT, directly or through referrals, are provided with the appropriate advice and support to help them either: develop exports, prepare them to be export ready or to enable them to make a decision as to whether exporting is for them.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	It makes the contact with the companies very easy

INTRA Good Practice Card	
Name of the Good Practice:	Communication and Culture Adviser (NON FINANCIAL)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, national, regional
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	<p>The Culture and Communication Adviser provides advice and support to companies, helping them overcome many of the perceived and real communication barriers experienced by new and established exporters.</p> <p>CCA service is accessed through a combination of referrals from International Trade Advisers and through market workshops and masterclasses.</p> <p>Workshops include – India, Scandinavia and the Nordics, Central and Eastern Europe, Japan, China, Germany, USA, France etc.</p>
What are the results to date and the main successes of the Good Practice:	The Culture aspect is very important when exporting but often overlooked
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	It could be replicable and use in other regions

INTRA Good Practice Card	
Name of the Good Practice:	DIT Working with universities (NON FINANCIAL)
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, national, regional
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	<p>The scheme allows companies to hire students to work on particular projects from researching new markets to developing international contacts. Placements lasted from four weeks to a maximum of sixth months.</p> <p>Postgraduate students are to be recruited to help firms across the region overcome the language and cultural barriers that stop them breaking into overseas markets.</p>
What are the results to date and the main successes of the Good Practice:	The wealth of internationally reputable universities in the area makes the West Midlands the perfect location for such a programme, with large numbers of postgraduates with expertise in a range of languages.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The model can be replicated though specific attention needs to be given to the implementation or logistics barriers

INTRA Good Practice Card	
Name of the Good Practice:	INTATRADE (NON FINANCIAL and INFORMATION)
Name of the Good Practice holder (Country):	WMCCLLP delivered by CUE
How is the Good Practice financed:	National
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	<p>Intatrade Advisers provide advice and support services to companies looking to develop or use different routes to market and also on international intellectual property. Intatrade help companies from new to export to those that are already exporting - to identify and maximise the benefits of the most appropriate routes to market.</p> <p>Expert internationalisation advice (covering Agents and Distributors, Franchising, Licensing, Joint Ventures, setting up overseas and Intellectual Property)</p>
What are the results to date and the main successes of the Good Practice:	The Intatrade Adviser – provides direct and tailored support to companies on the various routes to market and IP, as well as facilitating access to other related expertise, to assist companies in optimising their routes to market and to understand the advantages and disadvantages of the various options.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Specialist service could be added to existing services according to the need of the SMEs

INTRA Good Practice Card	
Name of the Good Practice:	SMEINT Internationalisation Innovation Centre
Name of the Good Practice holder (Country):	CUE
How is the Good Practice financed:	ERDF
Is the Good practice linked to a policy instrument and how:	Last ERDF programme
What are the main features and the purpose of the Good Practice:	<p>WM SME Internationalisation – Internationalisation Innovation Centre provided a “one stop shop” to companies that were looking to internationalise who had a specific question/concern related to innovation – this could include intellectual property, licensing, product development and product design.</p> <p>The service was delivered by CUE (specialists within CUE, Coventry University and Intatrade) and companies accessed the service through either their International Trade Adviser or attending a seminar/workshop.</p>
What are the results to date and the main successes of the Good Practice:	The project was part of the full package
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	This is replicable

INTRA Good Practice Card	
Name of the Good Practice:	Trade Missions
Name of the Good Practice holder (Country):	WMCCLLP
How is the Good Practice financed:	ERDF, regional, national
Is the Good practice linked to a policy instrument and how:	ESIF and UK national policies
What are the main features and the purpose of the Good Practice:	<p>Trade Missions are an important vehicle in assisting companies develop their export activity. The whole process is beneficial to companies: pre-mission preparation (briefings on market/identification of contacts etc), the mission itself and being in the market (in market briefings and activity, the benefits of travelling with a group of other business persons) and then post mission activity (following up contacts etc you have met etc).</p> <p>DIT West Midlands runs a programme of missions – the missions are aimed at different audiences (new to export and more experienced exporters) and at the sectors and markets that offer the best opportunities for our companies (sometimes based around a specific exhibition).</p>
What are the results to date and the main successes of the Good Practice:	This is a proactive programme that assists companies to “get out there and visit the market”. Testing an overseas market can only really be done by visiting it – ensuring they are prepared, have the support of trade advisers and funding to assist them.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	This is replicable