



Business Gateway Growth Hub – Business Support Programme - ‘Leisure, Tourism and Sports’

Introduction

During these un-precedented times with COVID-19 having a significant impact on many leisure and tourism businesses, many sports businesses could benefit from support in adapting their proposition to the visitor economy consumer, The Business Gateway Growth Hub is looking to host webinars and support clinics to help sporting businesses adapt their existing product offer, or develop new propositions, to appeal more directly to leisure tourists and the corporate market to help businesses develop new income streams and reach new markets. Whilst lockdown and social distancing restrictions remain in place, now is a good time to develop new visitor experiences ready for the 2021 visitor season and in time for the 2022 Birmingham Commonwealth Games.

Developing new visitor experiences requires many sports and leisure businesses to have a greater understanding of the visitor economy. This involves understanding the specific needs of different types of visitors, exploring how their product can be adapted to fit those requirements and how new products can reach the market and convert into sales.

About the Business Gateway

The Business Gateway is the growth hub for Leicester and Leicestershire. It aims to promote the uptake of business support by making it easier to find out what is available. The Business Gateway is a single place to go for information and advice on local, regional and national business support available across Leicester and Leicestershire.

The service is free and impartial, for any business, big or small, new or established looking for:

- business support to start or grow a business
- advice and help to improve services, products and processes
- access to finance including our Business Growth Grants
- business events and networking (currently webinars)
- help to relocate or find new premises
- leadership, staff development and recruitment.

The Business Gateway offers 1:1 advice to help diagnose any challenges a business is facing and informs them of what support they are eligible for. We connect them to the most appropriate form of support or service available.

We offer:

- a website (www.bizgateway.org.uk) with a range of business support information
- a local telephone signposting service
- face-to-face appointments with a business adviser who is available to conduct a business review meeting (currently on MS Teams)
- Weekly webinar programme that covers the key skills and knowledge areas for running a successful business
- Business Growth Grants towards the costs of capital projects
- Peer to Peer Networks across key sectors
- An Investor Readiness programme

The Business Gateway is a partnership of public sector, private sector and university services dedicated to business support and growth.

The Business Gateway Growth Hub is part-funded by the European Regional Development Fund (ERDF) and the Department for Business, Energy & Industrial Strategy (BEIS).

It is delivered in partnership with Leicester City Council (accountable body), Leicestershire County Council, East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) and the Leicester and Leicestershire Enterprise Partnership Limited.

Webinars and Business Support

Our webinars and business support are available to any business whatever their size or sector within Leicester and Leicestershire. Our grant is only available to eligible businesses as above.

Requirements:

- 4 x 90-minute webinars of which, 2 webinars to be delivered in Jan/Feb 2021 (dates detailed below) and additional 2 webinars to be delivered by the end of Sept 2021 (dates to be confirmed)
- Up to 8 x small group (3-6 delegates) advice and support clinics of up to 6 businesses each to help implement the learning provided in the workshops (dates are detailed below) and additional 4 webinars to be delivered by the end of Sept 2021 (dates to be confirmed)

A minimum of 10 businesses at each webinar and up to a maximum of 90 businesses. The webinars will be rescheduled if the minimum number of businesses is not reached. The webinars are required to meet the current demands of the industry. If there are no demands to run webinars for this industry, these may be cancelled. If there is no demand for the small group clinic these may be cancelled as well.

With regards to the small group clinics the supplier must provide details of the support provided to individual businesses to the Growth Hub to enable further follow up support to be provided if required.

The dates for the two 90-minute webinars are:

28 January 2021 11:00-12:30
04 February 2021 11:00-12:30

The dates for Support Clinics are:

08 February 2021	10:00-11:00
	11:30-12:30
12 February 2021	10:00-11:00
	11:30-12:30

Target Audience

The webinars will be aimed at Leisure, Tourism and Sports businesses within Leicester and Leicestershire.

Webinar Content to include:**Workshop 1 - Creating Authentic and Memorable Visitor Experiences**

This webinar should cover the growth in demand for authentic visitor experiences, what makes a great and successful visitor experience with helpful case studies, what consumers are looking for and how businesses can respond to that need, the consumer purchasing journey, the kinds of experiences that the sports and leisure sector can offer visitors and how existing products can be adapted to new markets, the value of collaboration and partnership and an overview of the concept behind the region's Fit-cation leisure tourism offer (explanation will be provided)

Workshop 2 - Getting your product to market and reaching new customers

This webinar should cover the various routes to market available. It will include pricing and an explanation of the role of distribution partners, commission and benefits to business. It will explain different types of market including the group and Free Independent Traveller markets and their respective requirements and marketing channels. It will also outline the importance of social media and photography and video in engaging consumers.

Budget

Please provide your best quotation. We will be looking for the proposal with the best value for money and customer service. Your quotation will need to include the time spent on your planning, research and preparation for the webinars.

Deadlines

The closing date for submission of your proposal is Friday 15 January 2021.

Contact:

Jay Lad
Business Gateway Growth Hub Events officer
0116 454 4304 | (int) 37 4304 | 07525244073 |
Jay.lad@bizgateway.org.uk