

**TO: THE MONITORING OFFICER
(TOM CLARK, SOLICITOR TO THE COUNCIL)**

**RECORD OF ACTION TAKEN BY A CABINET MEMBER
UNDER DELEGATED POWERS**

Subject: Business Association Service Level Agreement	
Cabinet Member: Councillor Stephen Hillier	
Has the Cabinet Member received a report prior to making the decision?	Yes
In the case of a key decision where the Cabinet Member has received a report, please state the date a copy of the report was made available to the Chair of the relevant Scrutiny Committee and placed in the public domain:	NA
Record of decision taken: To agree the performance indicators for inclusion in the Service Level Agreements (SLAs) with each of the three Business Associations in the District attached as Appendix 1. To pay an annual grant of £2,500 to each Business Association in line with the SLAs. That an annual report be prepared on the KPIs set out in the SLAs and this be used to review the SLA for 2021 to 2024.	
Date of decision: 07/09/2021	
Statement of reasons for making the decision: The Council provides an annual grant of £2,500 to each of the three District's Business Associations (Burgess Hill Business Park Association, Haywards Heath Business Park Association and East Grinstead Business Association) to help support their work. Historically the grants have not been supported by agreed performance indicators. Entering into Service Level Agreements (SLAs) will ensure that there are agreed key performance indicators in place and will ensure value for money from the award of grant funding.	
Alternative options considered and rejected: The other option considered was to continue to provide grants without entering into SLAs.	
Code of Conduct Interest of Cabinet Members? NA	
Is the decision to be protected from call-in?	No

If so, please state: NA



Signed:.....
Cabinet Member

This record must be forwarded immediately to the Monitoring Officer (TC) and copied to the relevant Cabinet Member.

For Monitoring Officer

Date of publication of Member Information Service Bulletin	8/9/21
Date of decision can be implemented (on the Thursday after publication of the Member Information Service Bulletin, unless already protected from call-in)	16/9/21

Business Association Service Level Agreement

REPORT OF: Business Development Officer
Contact Officer: Michelle Wort, Business Development Officer
Email: michelle.wort@midsussex.gov.uk Tel: 01444 477158
Wards Affected: All
Key Decision: No
Report to: Cabinet Member for Economic Growth

Purpose of Report

Following a recommendation by the Cabinet Grants Panel that the annual grants to Business Associations (BAs) be formalised through the preparation of Service Level Agreements (SLA) to ensure robust performance indicators (PIs), this report sets out the work undertaken with the BAs to prepare the SLAs and sets out the PIs for inclusion in the SLAs for approval.

Recommendations

The Cabinet Member for Economic Growth is recommended to:

1. To agree the performance indicators for inclusion in the Service Level Agreements (SLAs) with each of the three Business Associations in the District attached as Appendix 1.
2. To pay an annual grant of £2,500 to each Business Association in line with the SLAs.
3. That an annual report be prepared on the KPIs set out in the SLAs and this be used to review the SLA for 2021 to 2024.

Performance Indicators

Mid Sussex District Council has historically provided funding to its three business associations (Burgess Hill Business Park Business Association – BHBPA, East Grinstead Business Association – EGBA and Haywards Heath Business Association – HHBA) to help support their work. To access this funding the business associations completed a Grant Application Form. Following completion of a Grant Application form funding was paid.

There was no formal follow up with the BAs to assess how the funding had been used and there was no measure of the value of the funding support.

At its meeting on 19th October 2020 the Cabinet Grants Panel requested that officers enter into formal arrangements with the Business Associations to ensure a clear understanding of service offer to be provided by the Business Associations. It was agreed that the Panel would receive a paper reviewing and recommending changes to the Community & Economic Development grant scheme at the meeting held on the 14th December 2020. At the 14th December 2020 Cabinets Grants Panel meeting it was resolved, amongst other things, that the Council would continue to support the three Mid Sussex Business Associations (BAs) through the payment of an annual grant of £2,500 per BA but make this contingent on their agreement of an SLA with the Council.

Officers held a number of round table sessions with the BAs in order to discuss and establish a set of appropriate performance indicators, including feedback to Council on membership numbers and their local economy, local identification of key issues and sharing information from the Council to association members and supporting Council lead events. All performance indicators can be found in Appendix 1.

Other Options Considered

The other option considered was not to make any changes to how they received their yearly funding. They would complete a Grant Funding Application form and funding would be given. However, it is considered that this would not ensure a robust approach to monitoring of the benefits of the grant funding.

Financial Implications

There are no additional financial implications by implementing a Service Level Agreement as the principle of the grant funding has been established and accounted for in the Council's budget.

Next Steps

Subject to the agreement of the recommendations by the Cabinet Member the Council will enter into the SLA's, which will run for three years (2021/22 to 2023/24) with immediate effect. There will be an annual review of the effectiveness of the SLAs which will be reported to the Cabinet Member.

Appendix One

The Service Level Agreement should outline the expectations and commitments for both parties and are as follows:

The MSDC will commit to support the Business Associations (BAs) in the following ways:

- The Council will commit to a £2,500 per annum to support their activities (per association)
- The Council will hold regular quarterly meetings to keep the BAs updated with our departmental activities
- The Council will use its best endeavours to introduce them to other business to grow their membership
- The Council will ensure the BAs know who the relevant contacts are regarding essential services
- The Council will organise opportunities for feedback as and when required by projects
- The Council will conduct a countywide annual business survey and share results with the BAs

Business Association's will commit to support MSDC in the following ways:

- Provide a focal point for the identification of key issues that are of common interest to the local business community, and where relevant to MSDC, share information with them.
- Share feedback at quarterly meetings about their local economy, including but not limited to the following:
 - New companies that have come into the area and start-ups;
 - Information about companies looking to change premises and why;
 - Any companies that are employing or making redundancies;
 - Share information about the BAs membership base with the MSDC, albeit in a GDPR compliant manner
 - Bring to MSDC's attention any concerns that are within the remit of local government
- Support MSDC in the timely dissemination of information that is relevant to the local business community both in more normal times and especially during a national or regional crisis
- Actively work on growing membership to broaden representation and feedback at regular intervals, for example seeking to ensure:
 - How representative their BA is of their local areas – i.e. total number of business in each sector of their local economy vs their membership
 - The total number of members, detailing any variances and why
- Support and assist with the distribution of the MSDC annual business survey and any others as appropriate
- Support by attendance and encouraging membership attendance to MSDC hosted events, roundtables and focus groups (virtual or in person)