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Business STREAM – Video Rich Online Support Services for Enterprises

Networked Business and Government – Something Real for the Lisbon Strategy

Finland's EU Presidency Conference in Helsinki
23-24 October, 2006
House of the Estates

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Overview

- New model for providing business support
- Service transformation
 - Video rich online resources
 - Peer support
- Underpinned by an holistic content production model
 - Supports the creation of new media businesses
- That stimulates appreciation of, and demand for, an online presence

The Problem

- 80% of businesses in Hull have less than 250 employees
 - Message overload
 - No time for marketing
 - Feeling disconnected
- Lowest uptake of business support provision in the Yorkshire and Humber region
 - Not reaching those businesses that need the most support
 - Inflexible delivery methods
- Limited use of the web for promotion and commerce
 - Mature businesses, mature markets
 - Immature digital media cluster

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The Solution

- Business STREAM – an electronic grapevine for the Hull business community
- It's Your Business
 - Profiles of local companies
 - Helping them to focus on their pitch
- Business News
 - Issues of relevance to the local business community
 - Good news stories
- Business Support
 - Bitesize information on demand
- Special Features
 - Conversation pieces to drive traffic

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Impact to date

- 10,000 hits per day; 800 unique viewings per day
- Increased business sales in supported businesses
 - Target: 200 businesses x 30 months = £6M
 - Actual: 52 businesses x 5 months = £6M+
- New jobs created in supported businesses
 - Target: 100 over 30 months
 - Actual: 40 in 5 months
- Businesses incubated
 - Target: 30 over 30 months
 - Actual: 14 over 5 months
- 40% outside Hull
 - Promoting the city to a wider audience

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Why it works

- Accept that users know more than we do
 - Responding to emerging demands
 - Commitment to respond
 - Rating content for appropriateness
 - Choice of routes into content (clusters, personalisation)
 - Forums

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Why it works

- Changing processes, not just putting them online
 - Traditional business support model is costly in terms of time, money and impact
 - 10 days organising an event
 - Around one half attend
 - About one quarter of those require direct support
 - New model allows support agencies to target their resources more effectively
 - 1 day producing materials
 - Email marketing
 - Rapid identification of those requiring additional support
 - 9 days spent on direct contact

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Why it works

- Process re-engineering (continued)
 - Businesses developing their own support materials
 - User-generated content
 - David Hall Challenge
 - Focused interventions with 6 businesses
 - Lessons learnt, packaged up and disseminated

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Why it works

- An holistic content production model
 - Supporting and developing local talent
 - Trainees
 - Incubated businesses
 - External suppliers
 - Mentors

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Next Steps

- New website (December 06)
 - Personalised portal
 - Cluster views
 - Ability to rate video for appropriateness
 - Forums
- Business Support finder (December 06)
 - Profiles of the service providers
- Mobile phone service (January 07)
 - VOD Business News
 - Media-rich business cards

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The bigger picture

- Learning STREAM
 - On demand learning resources and support
 - www.streamonline.co.uk/learning
- STREAM – the Digital Challenge
 - Addressing digital and social exclusion
 - www.streamonline.co.uk/digitalchallenge

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3 main obstacles slowing Europe's competitiveness

- Obstacle 1: Incremental progress towards the knowledge economy
- Obstacle 2: Skills, skills, skills
 - Especially in Hull!
- Obstacle 3: Infrastructure development (fibre optic)
 - Eurocities Broadband Manifesto

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Three concrete measures to boost Europe's competitiveness

- Measure 1: Connect every business
- Measure 2: Digital entitlement as a local planning tool
 - Digital rights
- Measure 3: Best practice portal
 - The solutions already exist

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