

## **Support small business and enterprise start-up, growth and diversification**

The aims of this theme are to:

- strengthen and increase the sustainability of local businesses.
- increase income and turnover for local businesses.
- maintain, and increase where possible, the population level and the age structure especially in more fragile communities at risk.
- provide support to specific business sectors in Orkney and inter sector linkages.

Projects which may help to achieve the aims of this theme could include, but are not limited to:

- Business skills and abilities development.
- Business animateurs and mentors.
- Bespoke training for relevant sectors.
- Industry sector support - ie trade bodies and networks.

Outputs:

- Number of businesses supported.
- Number of industry sectors supported.
- Number of Farm Diversification projects supported.

Indicators relating to all strategic priorities:

- Number of ICT initiatives.
- Number of bespoke training projects delivered.
- Number of training days.
- Number of promotional & marketing initiatives.
- Number of market research initiatives.
- Number of value added initiatives.
- Number of studies and trials.
- Number of jobs created.
- Number of jobs safeguarded.
- Number of people participating in LEADER projects.