

HEY Export Plan - Export appendix 2

Export Information and Support Service Provision across Hull and East Yorkshire

A briefing document for HEY LEP Board members

General overview of export information and support service provision

Current export information and support service provision is thought to be generally good across the region, with partners offering both general and specialised support, in addition to training across a breadth of export-related issues, as detailed in the summary table below. A mix of free and paid-for services is available.

The role for HEY LEP

The HEY LEP has a key role to play in terms of coordinating and signposting all export information and support service provision across the region. It now has a unique opportunity to position itself to help set the agenda for future export support provision.

Now that HEY LEP is leading on developing an export plan for the region, it also has the opportunity to position itself as a key export convener and partner in the future.

Where we are now / What we are doing and seeking to do in the future

As part of the Levelling-Up Agenda, HEY LEP and DIT work to understand Export service provision and needs across the region. The research was delivered in May 2021 and follow up work done by the HEY LEP Export Partnerships Manager. (This DIT-funded position is seconded into the LEP up to the end of June 2022)

To date the following work has been done.

The HEY LEP is coordinating and sign-posting export information and support service provision across the region. Export communications are addressing the KADA's recommendations through a range of awareness-raising and engagement activities:

- Export case study videos (1st tranche published summer 2021 / 2nd tranche to be published in autumn 2021)
- HEY Export! digital awareness-raising campaign (July-August 2021)
- HEY Export! quarterly e-newsletter launching in September 2021
- Business Works digital export content (Sept-Nov)
- Refreshed Export webpages within the HEY Growth Hub

Looking ahead beyond April 2022, the situation remains uncertain. The LEP should wait for DIT's updated export strategy to be published (autumn 2021) and look to work with NPH 11 to meet local demand.

KEY KADA recommendations

Export information and support service provision for exporters are addressed in the following KADA reports

- Stakeholder Findings and Recommended Further Action (4)
[Report-04-Stakeholder-Findings-v1-0.pdf \(kadaresearch.co.uk\)](#)
- Business Trade Service Results (2)
[Report-02-Business-Trade-Report-v1-0.pdf \(kadaresearch.co.uk\)](#)

Andrew Finch – Export Partnerships Manager
August 2021

The following focus on how support for Humber exporters could be improved upon and how businesses and stakeholders could be better informed about local and global strategic opportunities. The export plan will take all such recommendations into account as it continues to evolve.

Improve Support for Humber Exporters / Inform businesses and stakeholders about local and global strategic opportunities, including Freeports

- Develop a more unified approach to the promotion and coordination of international trade.

Up to June 2022 the Export Partnerships Manager will work with DIT, Providers and business growth specialists and will look to play a greater role in coordinating regional export-related events and activities such as aligning export with inward investment activities which offer synergy.

- Ensure that the most relevant intelligence and support is easy for businesses to find, with a centralised source of clear trade information and effective signposting by export propensity, sector and market.

Greater clarity as to what each key partner does – The HEY LEP can help provide greater clarity, through its export communications strategy, as to what each key export partner does.

- Better communication between providers and organisations: alignment, coordination and knowledge sharing regarding trade opportunities and business trade support offers is essential. The support needs to be tailored to SMEs' requirements, and must also be cost effective and convenient.

The HEY LEP can look to liaise with DIT and NPH to promote sector-specific trade information and exporting advice for key regional sectors such as Agri-Food&Drink, Tech and Off-shore energy.

- Ensure advice for new exporters is more visible
- Encourage small and micro-businesses to sign up to the DIT's Export Academy so they can sell to customers around the world with greater levels of confidence. Consider some new 'easy first steps' for exporters, given that working with the EU is a not as straightforward as it was.

The HEY LEP can make advice for new exporters more prominent across its communications channels and guide companies towards appropriate support and funding. The LEP should look to adopt the DIT portal for new exporters and the DIT Export Academy as the means to meet this requirement.

- Start-ups / Micro businesses – a current lack of targeted financial support currently prevents full engagement with this SME grouping.

The HEY LEP can look to actively engage with start-ups through its HEY Start-up programme, thereby stimulating interest in future exporting potential, although this pipeline would need further supported as interest and demand grows.

- EU and FTA Free Trade Agreements – the wider benefits of FTAs needs articulating.

The LEP can address this through pro-actively developing a message of engagement, aligning FTAs with key sectors. The HEY LEP would then need to decide its role in terms of actual delivery

of export engagement activities such as Trade Missions, and the role of other key partners (Chamber, DIT/EGS, Trade Associations, Export Academy)

- Signpost tailored and specialist export support over the next 12 to 18 months to help businesses to adjust to, and compete in, the new post-EU Exit trading environment. Consider sessions on overcoming barriers and exploiting opportunities from the UK-EU Trade and Co-operation Agreement. These could be aimed at helping those that have learned to cope with EU barriers to apply themselves to more distant markets.
- Consider organising events tailored to female-owned and led enterprises to explore new markets outside the EU.
- Consider arranging introductions to customers and contacts abroad to secure access to new markets, peer networks with companies in similar areas of interest, and the trade sector specialists. These subjects were highlighted by businesses in the survey. Online tools were cited as the most useful delivery means for businesses, followed by meetings, information events and articles or videos
- Business Advisors – these colleagues have a key role to play in the post-Brexit, post-Covid motivation and re-energisation of businesses.

HEY LEP will seek to engage with them on export and ensure they are briefed on appropriate exporting updates which can assist them in their dealings with SMEs

- Work with select firms in advance of the future FTAs by identifying companies interested in being more active in these markets where there are likely to be FTAs, such as the US, India and Latin America, and use these to lobby HMG/DIT for support. 44% of businesses surveyed think the impact of the new FTAs will be positive but 42% do not know what they are or what their impact will be. Engineering, manufacturing, digital and food firms showed the most interest in FTAs.
- Provide more clarity and detail about the impact and opportunities of the Humber Freeport for SMEs. Promote the benefits of the Freeport to investors outside the sub-region, especially in food and energy/renewables and larger firms where there is more interest. 34% of survey respondents would consider investing in the Humber Freeport and or Enterprise Zones now or in the future.

The HEY LEP will work with all appropriate partners to provide more clarity and detail about the impact and exporting opportunities of the Humber Freeport for SMEs.

The HEY LEP is positioned to take a strategic role in maximising any export opportunities that may arise as a result of Freeport / Enterprise zone developments. Supporting SMEs operating across Freeport / enterprise zones makes sense and may also provide the LEP with future funding opportunities for the sustainability of export activity in the area.

Key export delivery partners for the Hull and East Yorkshire region are set out in the matrix below.

Service type	Service Providers			
	DIT (EGS)	Chamber	Growth Hub/LEP	Other <i>includes: export consultants, trade orgs, industry groups, FSB, professional services – accountancy firms (i.e. RSM), independent advisers and specialists</i>
General Exporting Advice / Signposting	✓	✓	✓	✓
<i>Whilst international trade support is available, it can be difficult to find the best and most relevant intelligence. More signposting would help business and a centralised source of clear information on trade would be beneficial and welcomed. Better communication, coordination and knowledge-sharing between providers and organisations is needed.</i>				
Post-Brexit support / EU-UK Trade and Co-operation Agreement	DIT and gov website	✓	✓	✓
<i>Although there was an initial flood of advice regarding EU Exit and the new relationship, much of this has now been withdrawn. In the words of one stakeholder, 'the Growth Hub offered EU transition support from December to March which has now wound down, but we are still getting enquiries from SMEs saying that they don't know what to do in order to export to the EU now.' Advice on working under the new Cooperation Agreement will need to be available for longer, as businesses are 'not yet all fully up to speed with new changes in trading'.</i>				
Documentation (Import/Export) Advice and services related to all export certification, authorisations and legalisation requirements. Import/Export customs declarations, T1 transit documents	DIT and gov website	✓		✓
Tailored advice more in-depth planning, market appraisal and selection, due diligence, routes to market	ITA service			✓
Sector-specific information	✓			✓
Advice about export market potential which is tailored according to the maturity and profile of each business sector Industry groups / independent advisers could offer more tailored support				
New exporters	✓	✓	✓	✓
<i>DIT and its network are recognised as the go-to destination for existing and serial exporters. Advice for new exporters could be made much more prominent</i>				
Export funding streams & finance advice (excluding banks, etc.)	✓			✓
<i>COVID-19 has stifled demand for export support, as businesses have been unable to make use of the available funding. For instance, applications to the Exporting for Growth scheme were about 20% of what they normally were before the Pandemic, because much of the funding was used for 'air fares, hotels, exhibitions,' and other travel-related expenses.</i>				
Free Trade Agreements	✓			✓
The benefits of FTAs needs to be articulated				
Training courses (importing and exporting)	Export Academy	✓		✓
Export workshops, webinars & networking events	✓	✓		✓
Bespoke training and consultancy		✓		✓
Helpdesk - advise companies on any technical or regulatory questions	DIT sales and information Team	✓		✓
Trade missions	✓	✓		✓
Importing	Government website	✓		✓
<i>One export adviser explained that the 'DIT aren't currently allowed to help businesses with sourcing raw materials and imports,' but that businesses did ask for that support. This can be problematic, particularly for businesses dealing with rapid growth and trying to meet demand while adhering to restrictions.</i>				

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Sector specialists / ITA support / Business Advisers	✓		✓	✓
<i>Business Advisers have a key role to play in the post-Brexit, post-Covid motivation and re-energisation of businesses.</i>				
Start-ups / Micro businesses				FSB, Barclays Eagle LAB
<i>Lack of financial support for new exporters, restricting pro-active targeting of SMEs. Need to think about how to engage with these businesses and stimulate demand. International trade advice appears to be harder to access for aspiring or new exporter businesses</i>				
Export research/data/insights	✓	✓	✓	✓
Brokerage services	ITA	✓		✓
Export networks		✓		
<i>Hull and Humber Chamber of Commerce World Trade @1</i>				
Humber Freeport / Enterprise Zones	BEIS, Freeports		✓	
Cultural awareness/differences	✓			✓