



# Delivering business support addressing the impact and consequences of COVID-19

## Fareham Borough Council – Wider business support

V4 Services provided packages of support through a programme for MSME's across a range of services: Digital Support / Scale-Up or Diversification / Specialist Sector and General Business Advice. This was enhanced support to Fareham Borough Council (FBC) local economies/eligible businesses through tailored packages designed to assist and facilitate the changes required and arising from the impact and consequences of COVID-19 restrictions (survival and growth – recovery resilience and regrowth).

A full suite of support covering business packages from marketing and sales through to business strategy – 1-2-1 support and wider themed (topic related) training webinars.

The customer journey included a diagnostic tool used during the sign-up to the programme – this enabled data capture of key business information, supported eligibility to access the programme validation, and incorporated specific business support needs (issue identification as well as type of support needed).

Support was successfully provided remotely - delivered through a mix of telephone and virtual platforms (applicable to both 1-to-1 and 1-to-many workshop delivery). Sector specific advice agreed at first contact.

### Range of Support Offered

- Marketing & Sales
- Digital Transformation
- Accessing Finance
- Change Management
- Business Planning
- International Trading/EU Exit
- Online Trading
- Health and Safety
- e-Commerce including exploring practical solutions
- Pivoting Your Business
- Marketing
- Mental Health and Wellbeing
- Diversification
- HR
- Business Strategy
- Sector Specific business advice

Packages consisted of 6 hours 1-2-1 support and guidance plus access to a series of 6 or more topic (lot) themed webinars aligned to approved application – webinars on offer included business growth strategies, business planning, diversification/pivoting, change management, retail, digitisation, international trade accessing finance e-commerce quick wins, lean techniques.

“ An excellent opportunity to work with V4S and understand the services provided. ”

Gayle Wootton | Head of Planning, Strategy and Economic Development  
Fareham Borough Council

FAREHAM  
BOROUGH COUNCIL



To find out how V4 Services can help you with your next project, please get in touch.



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