

**BUSINESS**  
**SUPPORT SERVICE**

**0800 998 1098**



Working with the  
**Business  
Support  
Service**



Delivered on behalf of  
the UK Government



## Who we are

The **Business Support Service** (formerly the Business Support Helpline) is a **FREE**, virtual, multi-channel advice and guidance service, operating across England. We form a key element of the UK Government's business support provision, working on behalf of the Department for Business and Trade (DBT).

We help all businesses, from those thinking about starting a business, through to those who are already established and trading. Our dedicated team of advisers can signpost you to information on national and local schemes, grants and loans to help businesses start and grow.

The Business Support Service is delivered and supported by UMi ([weareumi.co.uk](https://weareumi.co.uk)), on behalf of the DBT.

## How we can help you

By working together with partners, we can become a valuable go-to resource for businesses within their network, giving them additional advice and support to help them start and grow.

For several years, we've worked closely and successfully with numerous schemes and programmes including **Growth Hubs**, **Export Support Service**, **Help to Grow**, **Companies House**, **Food Standards Agency** and the **IPO**, as well as **universities**, **colleges** and **business groups**.

**As well as advice for businesses, we can help you with:**



- **Additional Support** - businesses needing assistance can be signposted to us for general advice and support.



- **Signposting** - we'll ensure that we send relevant customers to your service based on any criteria that you provide for us.



- **Joint Webinars** - we can provide business advice to large or small groups digitally both live and on-demand.



- **Brand Awareness** - through our own marketing channels we can boost the visibility of your work and key priorities.



- **Insights and Trends** - benefit from our data-driven insights based on our customer enquiries to compare with your own experiences.

# How we can support your businesses

Our team of SFEDI\* **qualified and experienced advisers** can discuss any aspect of business from starting up to employing people, skills, finance, scaling up and increasing productivity.

All customers receive an initial interaction with one of our Tier 1 advisers who handle a range of questions, issues and business ideas. For those customers with more complex needs, a one-hour appointment with our very experienced Tier 2 advisers can be arranged to offer that more in-depth, bespoke, diagnostic approach helping identify needs and provide solutions.

Our **Knowledge Bank**, which underpins the service, holds information on 100s of publicly funded or subsidised schemes, programmes, and event and networking groups from across England, in order to signpost businesses to relevant support. The information we hold goes right down to the local authority, so even though we are a national service, we can still support to a local level.

## Our team of experienced advisers

To reflect the vast range of businesses across England at various stages on their journey, from pre start, start up and established, and across a range of sizes and sectors, our team have demonstrable experience and provide an exceptional service, as evidenced by our customer satisfaction score. They are experts at supporting individuals via a range of channels including phone, webchat, video call, email and social media.

The SFEDI accreditation that our advisers have is a multi-channel business support qualification, completed at Level 5 (Tier 1) and Level 7 (Tier 2).

**As a team, we're passionate about what we do.  
Every conversation is customer centric and  
bespoke to their needs.**

\*Small Firms Enterprise  
Development Initiative



## Our 2023 impact in numbers

**24,601**  
businesses  
supported

**95%**  
customer  
satisfaction

**63,000**  
referrals to  
partners

## Testimonials

“*The Business Support Service provides a useful bank of knowledge and advice for businesses whether you’re just setting up or are well established.*

*Their professional service has worked closely with the Food Standards Agency to ensure they’re directing food business owners to the latest and most relevant advice and guidance, making it easier for businesses to do the right thing.*”



**Food  
Standards  
Agency**

“*Throughout the years the Business Support Service (BSS) and the Business Education Service managed by Chartered Trading Standards Institute (CTSI) have collaborated together, recognising the synergies between our work.*

*This has been and continues to be a highly successful partnership and CTSI highly recommends the BSS to partners who have businesses that wish to speak to an adviser for comprehensive advice.*”



**Chartered Trading  
Standards Institute**

# Case Study

## Brewing Success with the Business Support Service

An enthusiastic entrepreneur with dreams of starting a remote café reached out to the Business Support Service when feeling lost in the start-up process, unsure how to even register the business.

During a friendly initial chat, we uncovered their main concern: separating personal and business finances. We guided them through the benefits of a limited company, but also explored self-employment, ensuring we explained and simplified the returns and responsibilities of both so they could make a more informed decision.

After identifying their needs, we also shared local/national support services, explained the need to notify the local council to obtain a food licence, and even uncovered a grant opportunity.

Following the call, we understood there had been a lot of information to digest, so we offered a follow-up appointment to check in with their progress - because success starts with support, and **we're here for every step.**



## What's next?

Contact us to see how partnering with the Business Support Service can **add real and significant value** to you and the businesses you work with.



Email us today at  
**knowledge.bank@weareumi.co.uk**

[gov.uk/business-support-service](https://gov.uk/business-support-service)



Department for  
Business & Trade

