

FOI Release

Information released under the Freedom of Information Act

Title: Appointment of two Entrepreneurs-in-Residence to advise on small business policy

Date of release: 14 June 2013

Information request

BIS recently announced the appointment of two entrepreneurs to advise the government on small business policy:

<http://www.bmmagazine.co.uk/news/16506/government-appoints-two-entrepreneurs-in-residence-to-advise-on-sme-thinking/>

How much money did BIS spend on this campaign? Both in terms of marketing activity and sourcing the entrepreneurs themselves and their fees (if they are being paid).

Information released

As Government has imposed a marketing freeze across Whitehall, there was no marketing spend, rather we used free opportunities such as Ministerial participation during the Global Entrepreneurship Week launch event last November, to announce the search for two Entrepreneurs-in-Residence (EiR). This was picked up and covered widely by the national press. We also issued a press notice at the time and used the Department's social media accounts, business representative bodies and other stakeholders, to spread awareness.

Due to an exceptional amount of interest, we employed the services of an external recruitment agency, who managed the application process on the Department's behalf. The total cost of this was £7,200.

The EiR's will each receive an annual honorarium of £10,000. These appointments are about better involving businesses in government's decision making process, so that we can support business growth in a more intelligent way.