

CABINET MEMBER DECISION

26 JUNE 2019

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Small Business Grants - Round Three Submissions2

SMALL BUSINESS GRANTS - ROUND THREE SUBMISSIONS
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1. Decision:

The Cabinet Member for Investment, Economic Growth and Tourism approved the allocation of funding for the Lichfield District Small Business Grant Scheme's third round to the project bids detailed in the Cabinet Member Decision report and summarised below:

<u>Project costs</u>	<u>Grant awarded</u>
Beacon Learning and Performance Limited £4,126	£1,500
The Cake Spa £2,882.55	£1,500
Learn Synergy £2,589.64	£1,294.82
GN Nutrition and Wellness £1,970	£985
Hillstart Nutrition Health and Wellness £3,900	£1,500
Coton House Farm Wedding Venue £1,534	£767
Jeremy Booker – Marketing Consultant £1,427.22	£713.61
Total: £18,429.41	£8,260.43

2. Statement of Reasons:

- 2.1 The Lichfield District Small Business Grant Scheme commenced on the 21st November 2018, offering grants of between £500 to £1,500 to assist local small businesses and start-ups looking to overcome financial barriers to growth.
- 2.2 The scheme is planned to operate for an initial three year programme with £20,000 being allocated per annum for the period 2018/19 to 2020/21. The annual allocation has been subdivided into quarterly bidding rounds of £5,000. Each application for funding is assessed against a scoring criteria based on meeting the aims of the scheme - to support business and employment growth and helping to deliver the priority of a vibrant and prosperous local economy.
- 2.3 To qualify for consideration under the initiative, each applicant has had to have previously attended a course of business support provided for under the GBSLEP Enterprise for Success programme.
- 2.4 The scoring criteria – detailed in Appendix 1 of the Cabinet Member Decision report – cover the following areas:
 - Employment
 - Growth
 - Business Plan
- 2.5 Overall seven applications were submitted within this round with businesses located throughout the district applying. The types of businesses who applied ranged from mental health awareness support, health and wellbeing advisors, marketing consultancy, cake

making and a wedding venue. Each business applied for varying project costs to be supported by the grant, from marketing documents to promote businesses offering and new products, equipment to support business growth, and run new services.

- 2.6 The following summary paragraphs provide information on why it is recommended that monies are allocated to the following respective bids:

Beacon Learning and Performance Limited

Beacon Learning and Performance Limited offers mental health awareness training by running open 2 day Mental Health First Aid Course (MHFA) to HR managers, in-house training programmes and working as an associate delivering in-house courses for established businesses. The company is looking to offer additional courses by the grant going towards training to provide Youth Mental Health First Aid courses and Suicide First Aid courses as part of its services. The addition of these services shall allow the company to reach a wider audience and increased revenue by delivering an increased offering to clients with revenue routes being established covering these themes.

The Cake Spa

The Cake Spa make modern, bespoke celebration cakes for clients, whether wedding cakes, business to business cakes for cafes and corporate orders or occasion's cakes. The business shall use the grant to develop promotional material to market the business, branded workwear and also provide an additional service in the form of cake decorating classes, as the grant goes towards equipment to support this service. The marketing material and branding shall provide a professional, visually appealing identity to the business, whilst the cake decorating classes will open up a new customer base and revenue stream for the business to grow. The business has an ambition of opening up a retail premises within the first 5 years of trading and we should be support of this through investing in its growth.

Learn Synergy

Learn Synergy are looking to offer a direct collaboration between healthcare and the education sector by delivering training programmes that support schools to improve their physical and mental wellbeing, making it inclusive within the curriculum through practical strategies. The series of training events shall involve an introductory day structured around 'The 7 Habits(s) of Wellbeing' and a curriculum including webinars, face to face training and full programme packs. The grant shall go towards laptops to deliver the training events and support delivery of the programmes, projector and stand to enhance the sessions with marketing materials to promote the services on offer to schools.

GN Nutrition and Wellness

GN Nutrition and Wellness is run by a qualified lifestyle advisor, who helps clients discover what a healthy lifestyle means through group coaching and one to one mentoring covering healthy eating and, nutrition and wellness sessions involving nutrition, weight loss and wellbeing. With the grant the business is looking to purchase a bell tent to offer outdoor sessions to clients, providing increased space for group classes, increasing capacity, and being able to create a second revenue stream by hiring out the tent to yoga instructors to use as a novel environment to deliver classes.

HillStart Nutrition Health and Wellness

HillStart Nutrition Health and Wellness is run by a qualified nutrition and wellness advisor, who educates people to get away from the diet culture and understand how our bodies feel to be well nourished. The business owner is seeking to use the grant to go towards

studying fees for an Advanced Diploma in Naturopathic Nutrition which will result in the owner being able to trade as a Nutritional Therapist. The additional accreditation will allow the business to undertake bespoke support to niche dietary difficulties, creating increased revenue and able to reach a greater audience through the additional qualification.

Coton House Farm Wedding Venue

Coton House Farm Wedding Venue is a wedding venue offering catering and licensed activities to weddings, corporate functions and private parties in the rural setting of Whittington. The mainstream income is to be weddings with it also acting as a setting for business meetings. The business is looking to purchase two iPads and a laptop to support the operation of the company at events through bar purchasing and also strategically by supporting awareness raising through marketing, maintenance of the website and the background running of day to day management and sales, all of which support growth and opportunities for the venue. Another purchase would be a projector to assist the hosting of corporate events by providing the facilities to create a professional space for presentations, offering the development of further interest in the venue by the local business community.

Jeremy Booker – Marketing Consultant

The individual has recently started up a freelance marketing consultant business, providing support for one off projects, short to medium term contracts or monthly ongoing work. As the business is starting up the grant assistance shall go towards a high tech laptop, being essential to undertake up to date digital, graphics work for client's marketing projects.

3. Any Alternative Options:

The Council could decide not to fund any or only some of the applications however this would not be in line with the agreed purpose of the scheme or the judgements reached having assessed the bids against the agreed criteria.

(Councillor Eadie declared a personal interest in the application from Coton House Farm Wedding Venue as one of the owners was known to him).