

# Lichfield District Small Business Grant Scheme

## Round Three submissions



Cabinet Member – Cllr Iain Eadie

Date: 17<sup>th</sup> June 2019  
Agenda Item: NA  
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Key Decision? No  
Local Ward Members All

**CABINET  
MEMBER  
DECISION**

### 1. Executive Summary

1.1 This report provides information on the small business grant scheme being delivered across Lichfield District. It outlines the criteria of the scheme, a summary of applications under the third round of bidding and the recommended allocations of monies.

### 2. Recommendations

2.1 That the cabinet member approves the allocation of funding for the Lichfield District Small Business Grant Scheme's third round to the project bids detailed in the report.

### 3. Background

3.1 The Lichfield District Small Business Grant Scheme was approved by Lichfield District Council's cabinet on the 20<sup>th</sup> November 2018 and commenced shortly afterwards. The scheme offers grants of between £500 to £1,500 to assist local small businesses and start-ups looking to overcome financial barriers to growth.

To be eligible, applicants must:

- Where a business is not already established, want to become self-employed and set up a business in Lichfield District, or
- Be a small business (up to 10 employees) in Lichfield District who have been trading for no more than three years.

3.2 Grant is available to meet the following types of costs to business:

- Marketing purposes
- ICT software and hardware
- Office equipment e.g. laptop, desks, chairs
- Professional qualifications or training e.g. ISO, professional body membership
- Equipment to support product or process development and business growth

From round four onwards, laptops, mobiles, tablets and iPads shall be ineligible items that businesses can apply for as part of the small business grant scheme.

3.3 Businesses who are seeking to access this funding must have first received support provided by the GBSLEP Enterprise for Success programme. The programme encourages new business start-ups and helps young businesses grow and thrive by offering a range of business workshops with individual

business support sessions. The support provides valuable information for applicants to strengthen their business model and strategy, and develop a strong business plan, which is a supporting document in the application process, to positively influence the company's long term survival.

3.4 Applicants must submit the following supporting documents with a completed and signed application form:

- A business plan
- 2 years of financial projections

Each application is assessed against a scoring criteria, detailed in **Appendix 1** based on meeting the aim of the scheme, to support business and employment growth and help to deliver the priority of a vibrant and prosperous economy.

3.5 Although £5,000 is allocated per quarter, previous round's underspend has been carried over to provide additional financial resources into the third round.

3.6 In round three, 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 gain equipment to run new services.

**Appendix 2** provides a summary of applications received for grant funding within the second round, which contains the following information:

- Business name
- Location
- Business background
- Project proposal
- Costs the grant is to go towards: overall project cost
- Amount of grant requested

Alternative Options	1. 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.
Consultation	1. Consultation on the formulation of the Small Business Grant Scheme was undertaken prior to agreement of the proposals by Cabinet and included consideration by the Economic Growth, Environment and Development (Overview and Scrutiny) Committee.
Financial Implications	<ol style="list-style-type: none"> <li>1. The scheme is based on funding of £20,000 per annum for an initial three year period. The annual allocation has been subdivided into quarterly bidding rounds of £5,000.</li> <li>2. Officer time is required with regards to: <ul style="list-style-type: none"> <li>- Answering enquiries and administration of the scheme</li> <li>- Processing applications</li> <li>- Marketing and promotion</li> </ul> </li> </ol>

Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> <li>1. The small business grant scheme shall contribute to the priority of a vibrant &amp; prosperous economy as it supports opportunities for local business growth, self-employment and job creation.</li> <li>2. The priority of healthy and safe communities is supported through local resident's economic wellbeing being improved by the financial resource strengthening local employment, less unemployed residents and business growth creating less financial concern for local residents involved within the businesses.</li> </ol>
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Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> <li>1. The small business grant scheme by Lichfield District Council provides the opportunity for job creation to be undertaken by businesses looking to expand who have received support by the scheme. The initial process for the scheme of receiving strategic business support, pre or post start, from the Enterprise for Success programme assists the long term growth and survival of local businesses.</li> </ol>
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Crime & Safety Issues	<ol style="list-style-type: none"> <li>1. None.</li> </ol>
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	Risk Description	How We Manage It	Severity of Risk (RYG)
A	Lack of uptake within the grant scheme by local businesses.	By promoting the scheme on all communication platforms, to local business groups and strategic partners to establish wide publicity, and making sure it's a simple process for businesses looking for support.	Yellow
B	Popularity of the scheme and grants requested overall being greater than the allocated amount per annum.	Grant allocation shall be established with the proposals which provide the most realistic positive impact on the local economy being recommended and granted, in line with the allocated amount per annum.	Yellow
C	No impact on business start-up and survival	To review the scheme making sure that amendments made from the initial scheme create a positive impact/outcome on business start-up and survival rates.	Yellow
D	Cost of administering and delivering scheme outweighs the benefits accrued to the economy.	By simplifying the administering of applications and undertake measures which will support the increase in popularity of the scheme to benefit the economy.	Yellow

**Background documents**

Lichfield and Tamworth Business Survey 2015/16

**Relevant web links**

Lichfield District Small Business Grant Scheme - [www.lichfielddc.gov.uk/sbg](http://www.lichfielddc.gov.uk/sbg)

## **Appendix 1: Scoring criteria details**

### **Employment**

- What is the potential to growth the number of people employed by the business over the next two years?

### **Growth**

- Does the equipment applied for support delivery of the expected outputs & outcomes?
- What is the expected increase in cash flow in the next two years?
- How do they plan to increase cash flow?
- Does the application demonstrate a real barrier to growth?

### **Business Plan**

- How do you view the projections (cash flow) in relation to the planned growth of the business?

## **Appendix 2: Lichfield District Small Business Grant Scheme Round three submissions**

- 1. Beacon Learning and Performance Ltd**
- 2. The Cake Spa**
- 3. Learn Synergy**
- 4. GN Nutrition and Wellness**
- 5. Hillstart Nutrition Health and Wellness**
- 6. Coton House Farm Wedding Venue**
- 7. Jeremy Booker – Marketing Consultant**

1.

Business name: Beacon Learning and Performance Ltd (Began trading: 26/06/16)

Location: Lichfield City

Business background:

Beacon Learning and Performance Limited offers mental health awareness training through running 2 day MHFA (Mental Health First Aid) courses to HR/wellness managers, encouraging in house training programmes and working as an associate within more established businesses to deliver in house courses (both in house and associate training having low overheads).

- Open courses run at a cost of £295 per delegate with an average course number of 8 delegates.
- In-house charges at £1,500 per day
- Associate work generating a revenue of £400-600 per day

They are currently the only Mental Health First Aid trainer in Lichfield and the surrounding 5 miles that is marketing themselves on the MHFA England website. Also the only trainer within a 10 mile radius that offers not only the 2 day, but 1 day and half day course.

Project proposal:

The business is looking to offer additional, diverse training courses and expanding services/network through becoming a trainer and facilitating courses within Youth Mental Health First Aid and Suicide First Aid.

The grant shall go towards the cost of becoming a trainer within these two courses, with the additional accreditation expanding the offer to a wider client base, enhancing earnings and provide further differentiation of the business.

#### **Youth Mental Health First Aid course**

The Youth Mental Health First Aid course shall teach businesses the skills and confidence to spot the signs of mental health issues in a young person, offering first aid and guide them towards the support they need. In doing so, it can speed up a young person's recovery and stop a mental health issue from getting worse.

#### **Suicide First Aid course**

The National Centre for Suicide Prevention and Education provides the UK's National Qualification in Suicide Prevention. It is the only UK developed, internationally accredited, independently evaluated programme, described as the gold standard in suicide prevention training.

The target customers fall into 3 main profiles:

- Corporations: SME's, key contacts are HR Directors who are objectivised on ensuring employees work in the best possible surroundings and have the best possible support.
- Open courses for SMEs: These courses provide an opportunity for small businesses or individuals interested in learning more about Mental Health to increase their skills.
- Schools and colleges: In-house delivery of the Youth MHFA course as well as other MHFA courses to teachers, support and administrative staff.

Costs the grant is to go towards:

Overall project cost: £4,126

*Professional qualifications or training*

- Youth MHFA England Course - £1,626 (MHFA England)
- Suicide First Aid Course – £2,500 (National Centre for Suicide Prevention and Education)

Amount of grant requested: £1,500 (36%)

2.

Business name: The Cake Spa (Began trading: 05/08/18)

Location: Lichfield City

Business background:

The Cake Spa make on trend, bespoke celebration cakes for special moments in life. The current work being undertake includes – modern, stylish wedding and occasion cakes:

- Wedding cakes and dessert tables
- Occasions cakes and cake smashes
- Business to business cakes for cafes and corporate/promotional orders

Project proposal:

The business is looking to expand its services by offering Cake Decorating Classes (within its first 2 years) and gain a retail premises in Lichfield (within the first 5 years).

The target market for cake decorating classes includes:

- Children all ages from Lichfield or surrounding areas looking for a fun activity
- Adult beginners from Lichfield or surrounding areas looking for a fun activity
- Adult hobbyists and professionals from anywhere looking to improve skills

The following items are being requested:

- Equipment for classes
- Storage facilities for equipment
- Signwriting (vehicle graphics)
- Aprons and branded workwear
- Advertising (magazine)
- Printing costs for leaflets

These items will allow the business to start decorating classes through the equipment and aprons/workwear physically enabling the classes to take place with the advertising and leaflets promoting the classes. The classes shall provide a way of increasing the client base and raising awareness of the business. The signwriting will ensure ongoing marketing of the business and increase awareness of the business and brand, leading to more orders and ongoing customers.

A future ambition is to lease a retail premises in Lichfield where the company can sell wedding cakes, occasion cakes and sweet treats.

Costs the grant is to go towards:

Overall project cost: £2,882.55

*Capital equipment*

- Equipment for classes - £1,299.97 (Vanilla Valley and Ebay)



Source	Item	Price	Quantity	Total
Ebay	Spatula	£2.49	11	£27.39
Ebay	Scoop	£3.60	11	£39.60
Ebay	Pizza Wheel	£2.99	7	£20.93
Ebay	Kids Knives	£1.60	11	£17.60
Ebay	Spirit Level	£2.39	7	£16.73
Ebay	Spray Bottles	£1.99	7	£13.93
Ebay	Plungers	£0.99	11	£10.89
Ebay	Pastry Brush	£3.31	3	£9.93
Ebay	Small Silicone Mat	£1.66	11	£18.26
Cake Stuff	Colour Gels	£44.95	1	£44.95
Lakeland	Knife	£5.99	7	£41.93
Vanilla Valley	Turntable	£10.00	7	£70.00
Vanilla Valley	Rolling Pin 6"	£2.85	11	£31.35
Vanilla Valley	Rolling Pin 16"	£15.45	7	£108.15
Vanilla Valley	Small Board	£12.00	7	£84.00
Vanilla Valley	Brushes Set	£3.69	11	£40.59
Vanilla Valley	Palette Knife 9"	£2.25	7	£15.75
Vanilla Valley	Scraper	£3.99	7	£27.93
Vanilla Valley	Mini Palette Knives	£2.00	11	£22.00
Vanilla Valley	Leveller	£4.25	7	£29.75
Vanilla Valley	Foam Pad - Pack of 2	£3.15	6	£18.90
Vanilla Valley	FMM Cutter - Animals	£5.00	6	£30.00
Vanilla Valley	Heart/Star/Shape Cutter	£1.17	11	£12.87
Vanilla Valley	Basic Tools	£5.00	11	£55.00
Vanilla Valley	Smoother	£3.00	7	£21.00
Vanilla Valley	Ball Tool	£5.75	7	£40.25
Vanilla Valley	Squires Smoother	£4.45	4	£17.80
Vanilla Valley	Piping Bags - Small	£5.49	1	£5.49
Vanilla Valley	Piping Bags - Medium	£6.49	1	£6.49
Vanilla Valley	Piping Bags - Large	£8.39	1	£8.39
Vanilla Valley	Tips - Buttercream	£3.40	11	£37.40
Vanilla Valley	Tips - Royal	£3.40	11	£37.40
Vanilla Valley	Cupcake Cases	£14.80	1	£14.80
Vanilla Valley	Cupcake Trays	£6.80	6	£40.80
Vanilla Valley	Cupcake Boxes	£27.75	2	£55.50
Vanilla Valley	Circle Cutters	£1.70	11	£18.70
Vanilla Valley	Shape Cutter	£5.50	3	£16.50
Vanilla Valley	Geo Shape Cutter	£10.99	1	£10.99
Vanilla Valley	Rose Cutter	£1.85	7	£12.95
Vanilla Valley	Rose Leaf Cutter	£3.63	6	£21.78
Vanilla Valley	Peony Cutters	£9.50	7	£66.50
Vanilla Valley	Leaf Veiner	£3.60	7	£25.20
Vanilla Valley	Petal Veiner	£4.80	7	£33.60

- Storage facilities - £180 (Ikea)

#### Marketing purposes

- Workwear: Branded aprons, t shirts and hoodies - £316 (Sparks and Daughters)
- Advertising: Magazines - £790 (Mamalife and Jaime)
- Signwriting - £180 (Autographic Designs, Lichfield)
- Printing: Leaflets and flyers - £116.58 (Printed.com)

Amount of grant requested: £1,500 (52%)

3.

Business name: Learn Synergy (Began trading: 01/04/17)

Location: Lichfield City

Business background:

Learn Synergy currently run leadership facilitation through one-to-one, verbal coaching part time and are looking to offer a direct collaboration between healthcare and the education sector, with the co-founders being a doctor and an educationalist. They will deliver full time training programmes that support schools to build cultures & curriculums that nurture physical and mental wellbeing and improving it within schools. School professionals learn how to integrate academic rigour alongside personal wellbeing into their everyday culture and curriculum; supporting the development of the whole child from the inside out.

Over the course of the programme school staff learn to develop practical strategies that support behavioural changes in everyday life, creating a new culture within their school and wider community. The programme provides practical ways for individuals to live healthy, happy lives.

A focus will be on the 7 Habits(s) of Wellbeing which has the potential to change the current societal trends of poor mental and physical health by building the foundations of Wellbeing, aiding positive development of wellbeing for pupils, teachers, leaders and parents. Where they will gain knowledge, understanding, skills and attributes to live healthy, happy, safe, productive, capable, responsible and balanced lives.

### **7 H.A.B.I.T.S.S of Wellbeing**

**H - Healthy Nutrition** – Learn about how food affects inflammation in our bodies which causes disease. What food aids our nutritional health? How can we truly understand the impact of food on are physical & mental health?

**A –Active Lifestyles** – How does being active improve our health; learn to create new habits to promote activity?

**B - Being Thankful** –Learn about and practice gratitude, explore its proven impacts to positive affect our lives

**I – Invest in Your Strengths** – Use D.I.S.C. profiling & coaching to recognise and utilise our strengths,

**T – Take a Breath** – Learn the art of Mindfulness, and the benefits it can bring to our mental and physical health.

**S – Sleep** – Discover the true impact of sleep on body & mind; discover how to create habits for regenerative sleep.

**S – Support** – Learn why helping and supporting others is good for our mental and physical health as well as that of the community in which we are part of.

The aim is to work with schools to develop an evolutionary change in their culture, and curriculum, supporting whole school improvements through a series of training events:

**Introductory Day to “The 7 Habits(s) of Wellbeing”** – Brief overview of the 7 Habits(s) of Wellbeing with practical strategies on how these can be incorporated into daily school life. Introduction to how coaching conversations can support the successful formation of healthy habits and how to begin implementing curriculum change.

**The 7 Habits(s) Curriculum - Intent, Implementation & Impact** – On this programme you will gain a greater depth of understanding regarding the habitable framework and how this can be embedded into your curriculum proving academic rigour alongside holistic growth for each child. Included in this programme will be;

- 6 x Webinars exploring the scientific evidence of each habit and teaching ideas for implementation.
- 3 x Face-2-Face training sessions: Coaching; Curriculum design; and Leadership
- Full programme pack with habitable framework, example curriculum coverage, lesson plans & assessment frameworks.

### Project proposal:

The proposed items applying for are mainly start-up items, majority being electrical equipment. They currently both use work laptops to run the business, owned by their respective employers. The business is based around course delivery which involves essential use of IT, both in the sense of a computer and a projector, whilst also using the laptops to run their accounts from and use within meetings.

#### **Laptop**

The high technology laptops being applied for (Surface Pro Laptop) provides efficiency to deliver high quality presentations, make written notes, translate notes straight into word, saving time and money. Notes can be sent out instantly from meetings to potential clients or colleagues and notes be kept in folders by subject, instead of in a written notebook. It works well with Office 365, so it's all integrated with current systems and 365 is on the cloud which means safety and security for all my files.

#### **Projector and stand**

Having a portable projector and stand means room hire can be more flexible and able to undertake more presentations/workshops. Also less of an ongoing cost having to hire it constantly.

#### **Marketing**

Looking to develop brand awareness and bring a level of professionalism to the company through having branded business cards, leaflets and a pull up banner.

Costs the grant is to go towards:

Overall project cost: £2,589.64

#### *Capital equipment*

- Laptops, Microsoft Surface Pro - £1798.00 (Curry's PC World)
- Microsoft Surface Pen - £142.00 (Amazon)
- Projector - £326.68 (Amazon)
- Projector Screen - £54.99 (Amazon)

#### *Marketing purposes*

- Business cards and leaflets - £190.97 (Moo)
- Pull up banner - £77.00 (Roller Banners UK)

Amount of grant requested: £1,294.82 (50%)

4.

Business name: GN Nutrition and Wellness (Began trading: 18/03/19)

Location: Longdon

Business background:

The business is starting up and is being run by a qualified lifestyle advisor, who has a wealth of experience from previously working in the NHS, helping clients reach optimum health by empowering them to discover what a healthy lifestyle means, through group coaching and one to one mentoring. The home property has a large commercial-spec kitchen where small group tutoring can occur, where healthy eating is covered within nutrition and wellness sessions involving aspects such as nutrition, weight loss and wellbeing.

A second aspect of the business is to run outdoor sessions in a bell tent and hire these facilities out to yoga teachers to hold classes and retreats with the bell tent applying for providing another revenue stream. Yoga teachers have already enquired regarding interest in this second service from the business.

Project proposal:

### **Bell Tent**

The main item applying for which is vital for the business as it provides two major revenue streams, maximising the use of the facilities by developing an outdoor space for an increased class size for the nutrition and wellness sessions to take place, increasing capacity and income, and generating interest through rental bookings, helping target two uses:

- 1) The businesses use for outdoor sessions during clement months, and
- 2) Paddock/bell tent rental for yoga instructors (and similar) to use this novel environment

The bell tent shall contain cushions, throws and hurricane lamps.

Costs the grant is to go towards:

Overall project cost: £1,970.00 (The Bell Tent Shop Solihull)

*Capital equipment*

- Bell Tent - £1,970.00 (The Bell Tent Shop Solihull)

Amount of grant requested: £985 (50%)

5.

Business name: HillStart Nutrition Health and Wellness (Began trading: 01/01/18)

Location: Lichfield City

Business background:

HillStart Nutrition Health and Wellness is run by a qualified nutrition and wellness advisor who holds an Advanced Diploma in Nutrition and Weight Management. The company educates people to get away from the diet culture and understand how our bodies feel to be well nourished.

The businesses current services is as follows:

- **12 week programme** - The bespoke premium package includes an initial face-to-face meeting and video calls. Clients log their food and drink intake daily via a dedicated App, using this to provide a weekly report and make recommendations for dietary changes to improve nutrient balance, spend time on weekly calls assessing progress and provide a bespoke meal plan and recipes weekly. Ongoing support offered via a membership site.
- **Vitamin and Essential Oils** – As part of the bespoke support clients often need to supplement their diets with good quality vitamins and minerals to increase their vitality and give their body support to deal with their illness, the company work with a couple of very good quality suppliers and have a practitioner account with them that provides a nominal additional income.
- **Group Talks** – Delivering sessions to highlighting easy ways to make changes to diet and lifestyle to improve health.

The company currently has a good following for its sensible approach to nutrition and health with the target customer being someone who's seeking improvements to health by making long term changes to their diet and lifestyle. Although they offer regular advice for healthy meals and recipes, they are looking to be more specific about the areas they wish to specialise in, offering more targeted advice for those with long term chronic illnesses. For clients to be relying more on an improvement to health rather than being reliant on medication.

Project proposal:

### **The College of Naturopathic Medicine, Year 1 Nutritional Naturopathy Fees**

The business is seeking to use the grant towards the fees of studying for an Advanced Diploma in Naturopathic Nutrition which will result in the owner being able to trade as a Nutritional Therapist. Once the business has completed the course and are qualified, targeted clients will be more niche. Within the course, students talk to practitioners providing good sound indication and knowledge of the client and their needs with clinics being taken as part of the course.

Accreditation is essential in order to compete against competitors with therapists relying on reputation and specialisation, additional marketing shall also occur to promote the bespoke support.

The target clients following the course will be:

*Diabetes, IBS and Alzheimer support* – Once qualified bespoke support shall be delivered to patients in these main areas. Initial consultations will be £250, and last 90 minutes, with follow on meetings £100 per hour. Clients will be met once a fortnight at the start of the support, tailing off to a few times a year, depending on the severity and complexity of their issues.

Costs the grant is to go towards:

Overall project cost: £3,900

*Professional Qualifications or Training*

- Year 1 Nutritional Naturopathy Fees - £3,900 (The College of Naturopathic Medicine)

Amount of grant requested: £1,500 (38%)

6.

Business name: Coton House Farm Wedding Venue (Began trading: 01/01/19)

Location: Whittington

Business background:

Coton House Farm is a working farm who are converting an agricultural barn into a wedding venue offering catering and licensed activities (also available for corporate functions and private parties).

A smaller barn is also being converted as a licensed ceremony room and meeting place for business meetings.

The mainstream income is going to be weddings as there are no current local venues offering this service, space, capacity or catering options, or to this standard. There are also currently very limited meeting spaces supporting local businesses offering out of town facilities in a convenient location within Lichfield District.

Project proposal:

The business would like assistance to purchase the following items through the grant:

- **Two iPads**
- **Laptop suitable for business**
- **Projector**

The two iPads and laptop are needed to ensure back up of the business dad, iPads to run the bar/venue takings and the laptop to run the business accounts, bookings diary and correspondence. The items being bought will add further efficiency to the running of the business and multiple small transactions. It will allow the venue flexibility for both wedding and corporate users.

#### **Two iPads**

The iPads will run the till system software, allowing users to pay by card or cash, also allow the running of accounts and transactions software through them. The use of two iPads allows the business to run the bar more efficiently, serving more people.

#### **Laptop**

The laptop will be used for effective maintenance of the website for increasing awareness of their services, invoices and day to day management and sales demonstrations for the venue, improving growth rate and opportunities. It shall also be used for point of sale at the bar and the takings of bookings for the venue, essential for security of monies, management of stock, productivity and efficiency for the increase of sales. This will also be best practice for auditable accounts, records of tax and stock purchase/loss.

#### **Projector**

The projector shall offer a greater opportunity for businesses to use the facilities and arrive, ready to go, expanding opportunities for growth and revenue. Corporate bookings expect the same presentation facilities as a hotel with meeting rooms, to compete, adequate presentation equipment needs to be provided. A clear wall space shall act as a screen for the images to be projected on.

Costs the grant is to go towards:

Overall project cost: £1,534

*Capital Equipment*

- Two iPads - £756 (PC World)
- Laptop - £429 ( PC World)
- Projector - £349 (PC World)

Amount of grant requested: £767 (50%)

7.

Business name: Jeremy Booker – Marketing Consultant (Began trading: 12/04/19)

Location: Lichfield City

Business background:

The individual has recently started up the business, having been made redundant from a marketing role in a major company, setting up as a freelance marketing consultant who's currently working with three clients. The proposition is to deliver support to SMEs in a format that works for them through regular monthly support, one off projects: charged by the hour, or short to medium contracts charged at a fixed fee. The work currently undertake is on projects where companies prefer to offer a short-term contract, or have a freelancer deliver a specific project, offering the contract to a specialist when they need one.

The services on offer will be based on previous experience in a marketing role, including:

- Marketing and brand strategy
- Project management
- Digital marketing
- Content creation for web and print
- Photography
- Copywriting
- Proof-reading
- Cost saving reviews
- Integrated campaign planning
- Magazine and brochure production
- Team leadership
- Managing 3<sup>rd</sup> party partnerships
- Agency management
- Events and exhibitions

Project proposal:

The project items applying for consist of start-up equipment to support business growth and professional memberships to reach a wider network through accreditation, leading to increased contract opportunities.

#### **Laptop with accessories**

The laptop currently used by the business is over 10 years old and doesn't support the tasks being provided as the most up to date Windows operating model applying for performs reliably and the business can run successfully. A high end laptop is needed to be able to manage digital marketing requirements for clients and working with graphics to a high specification. The laptop is essential to allowing the company to complete client research and reports, draw up designs and graphics for marketing and presentation purposes. The anti-virus software is crucial when connecting to client's networks.

Costs the grant is to go towards:

Overall project cost: £1,427.22

*Capital Equipment*

- Laptop - £1149 (Amazon)
- Digital pen for graphics work - £67.25 (Amazon)
- Norton Security Standard 2019 antivirus - £14.98 (Amazon)
- Microsoft Office 2019 software - £180 (Amazon)
- Laptop bag - £15.99 (Amazon)

Amount of grant requested: £713.61 (50%)



**Overall round grant request breakdown**

<u>Project costs</u>	<u>Grant requested</u>
1) £4,126	£1,500
2) £2,882.55	£1,500
3) £2,589.64	£1,294.82
4) £1,970	£985
5) £3,900	£1,500
6) £1,534	£767
7) £1,427.22	£713.61
<b>Total: £18,429.41</b>	<b>£8,260.43</b>