



DRAFT PORTFOLIO HOLDER DECISION NOTICE

PROPOSED INDIVIDUAL DECISION BY THE PORTFOLIO HOLDER FOR ECONOMIC DEVELOPMENT

TOPIC:

- **CONTINUATION OF GRANT SCHEME FOR MICRO BUSINESS DEVELOPMENT**
- **INITIATION OF PILOT BUSINESS START UP GRANT SCHEME**
- **EXTENSION OF APPRENTICESHIP GRANT SCHEME TO INCLUDE JOB SEEKERS TAKING UP THEIR FIRST ROLE**

PROCEDURAL INFORMATION

The Access to Information Procedure Rules – Part 4, Section 22 of the Council's Constitution provides for a decision to be made by an individual member of Cabinet.

In accordance with the Procedure Rules, the Chief Operating Officer, the Chief Executive and the Chief Finance Officer are consulted together with Chairman and Vice Chairman of The Overview and Scrutiny Committee and any other relevant overview and scrutiny committee. In addition, all Members are notified.

If five or more Members from those informed so request, the Leader may require the matter to be referred to Cabinet for determination.

If you wish to make representation on this proposed Decision please contact the relevant Portfolio Holder and the following Democratic Services Officer by 5.00pm on Wednesday 3 July 2013.

Contact Officers:

Case Officer: Alison Woods, Economy and Arts Development Officer, awoods@winchester.gov.uk, 01962 848 347

Democratic Services Officer: Nancy Graham, Senior Democratic Services Officer, ngraham@winchester.gov.uk, 01962 848 235

SUMMARY

Micro Business Development Grant Scheme

Since August 2012, the Economy and Arts Team has been administering a small grants scheme for developing existing micro-businesses very successfully (PHD422

refers). Twenty applications have been received and over £11,500 has been awarded in grants for a wide range of businesses from across the entire Winchester District. The grants allocated to date are outlined below.

Business	Used for	Amount
<p>Bespoke Biking Winchester</p> <p>Community Interest Company It offers cycle instructing courses, led bike rides and (in the future) bike hire Also working with the tourism and sports and physical activity teams</p>	<p>Marketing materials</p> <p>Production of two pop up banners</p> <p>Branded clothing</p> <p>Spare folding bike</p>	£1,000
<p>Business Collective Winchester</p> <p>Limited company that has a pool of associates who will provide shared services to organisations. Community Interest Company that is a membership base organisation that brings people together who wish to engage in social and ethical practices</p>	<p>Strategic planning training</p>	£1,000
<p>Chesapeake Mill Wickham</p> <p>Retail centre in historic building</p>	<p>Replacement sluice gate to run the original milling machinery</p>	£1,000
<p>CV Writers Winchester</p> <p>Professional CV Writing Company</p>	<p>Business laptop, web development work, a telephone headset and cloud hosting</p>	£1,000
<p>Minerva Commodities Ltd Winchester</p> <p>imports and exports edible nuts to whole sale manufacturers and chocolatiers</p>	<ul style="list-style-type: none"> • £671 for an AAT Level 2 Certificate in Accounting (Distance Learning) • £229 towards desk top 	£1,000

	<p>computers</p> <ul style="list-style-type: none"> • £100 for the A5 laminated marketing cards 	
<p>Parchment Jewellers</p> <p>Winchester</p>	<p>Website enhancements (using local company Marmalade on Toast)</p>	<p>£1,000</p>
<p>Rachel Drewer Millinery</p> <p>Micheldever</p>	<p>Website enhancements to include on-line sales</p>	<p>£1,000</p>
<p>Southwick Brewhouse</p> <p>Southwick</p>	<p>Enhancements to website to include on-line sales</p>	<p>£1,000</p>
<p>Sparsholt Village Shop</p> <p>Sparsholt</p>	<p>Purchase of CCTV equipment to help increase security</p>	<p>£539.45</p>
<p>Top Order Tours</p> <p>Alresford</p> <p>Cricket package Tour operator</p>	<p>ATOL license</p>	<p>£1,000</p>
<p>Phillips Communications</p> <p>Soberton Heath</p> <p>Company supplying landlines calls, mobiles, Broadband, EFM lines and leased lines to businesses throughout the south coast</p>	<p>PC and marketing materials</p>	<p>£995.4</p>
<p>Eco Car Care</p>	<p>Website</p>	<p>£1,000</p>

Winchester A waterless hand car wash service operating out the of the Brooks Shopping Centre		
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It is proposed to continue this grant scheme due to its popularity and the difference it has made to the local business community. A budget of £10,000 was set aside in the 2013/2014 full budget (CAB 2432 refers).

Proposed Start Up Grants Scheme

In addition, since the start of the Micro Business Development Grant Scheme it has become apparent that there is demand for start up grants for businesses that have either not started, or have only been operating for a very short time, as the existing scheme does not cover these. For example, the Team has received enquiries for items required to set up a business, such as the costs of renting a storage unit or purchasing a new grass cutter. Although such items would help those businesses to begin in the right way, they are out of the scope of the existing grant scheme.

It is therefore proposed to allocate £5,000 from the existing economic development budget as a pilot for a Start Up Grants Scheme. The process for administering the scheme would be very similar to the existing Micro Business Grant Scheme. A draft application form, guidelines and criteria are attached as Appendices to this Decision Notice.

Access to Work Grant Scheme

The Economy and Arts Team have also been administering an apprentice grant scheme, funding six apprentices to help them with the cost of their apprenticeship. Grants have been awarded for a range of items, from public transport costs to get to work, to chef's equipment to work in a busy city centre restaurant. The Team is aware of the needs of the wider job seeking population, however, and it is suggested that the existing apprenticeship grant scheme be extended to create an Access to Work fund for job seekers who have been out of work for over six months and who are taking their first role. This could help them with travel to work costs or purchasing items of work clothing which might enable them to take a position at a living wage. The guidelines and criteria are also attached as Appendices. Currently £7,780 remains in this funding pot.

PROPOSED DECISION

1. That the Micro Business Development Grant Scheme be continued using money allocated in the 2013/2014 budget (CAB 2432 refers) subject to the criteria previously approved.

2. That the proposed pilot Start Up Grant Scheme be approved using £5,000 of existing economic development budget, subject to the guidelines and criteria attached as Appendices 1 and 2 to the Decision Notice.
3. That the Apprenticeship Grant Scheme be extended to provide help and support for jobseekers in the form of an Access to Work Scheme, subject to the guidelines and criteria attached as Appendices 3 and 4 to the Decision Notice.
4. That the Head of Economy and Arts be authorised to administer all these grant schemes in line with the guidelines and criteria set out for the schemes.

REASON FOR THE PROPOSED DECISION AND OTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

The existing Micro Business Development Grant Scheme has proved to be popular, with small grants which are easy to access making a big difference for some of the District's developing small businesses.

The existing scheme has identified a number of business start ups which would also benefit from a small amount of funding to purchase essential equipment, help employees undertake training or set up initial marketing exercises for the business. No other easy-access scheme is available in the area for small amounts up to £1,000.

The alternative is to not provide any such grant scheme. This would greatly hinder new and micro businesses, especially as the current European funded LEADER programme draws to a close.

There is evidence that take up of apprentices in the Winchester District is lower than the national average. So far, officers have approved six apprenticeship grants, which have made a real difference to the young people involved. However, many of the apprenticeship roles, particularly in Winchester city, are occupied by young people who live just outside the Winchester District and therefore do not qualify for the grant. No other similar small grant scheme is available to job seekers in the Winchester District, and it is considered that extending the Apprenticeship Grant Scheme to fund Jobseekers Access to Work would assist such jobseekers and contribute to the Council's objectives.

RESOURCE IMPLICATIONS:

The resources required can be met from within the existing Economic Development budget.

CONSULTATION UNDERTAKEN ON THE PROPOSED DECISION

The Portfolio Holder has been consulted on the proposed decision in addition to the start up businesses that were unsuccessful in getting the micro business development grants.

FURTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED FOLLOWING PUBLICATION OF THE DRAFT PORTFOLIO HOLDER DECISION NOTICE

n/a

DECLARATION OF INTERESTS BY THE DECISION MAKER OR A MEMBER OR OFFICER CONSULTED

None

DISPENSATION GRANTED BY THE STANDARDS COMMITTEE

None.

Approved by: (signature)

Date of Decision

Councillor Rob Humby – Portfolio Holder for Economic Development

Appendices:

Appendix One – Winchester City Council Business Start Up Grant Scheme Guidance Notes

Appendix Two – Winchester City Council Business Start Up Grant Application Form

Appendix Three – Winchester City Council Access to Work Fund Guidance Notes

Appendix Four – Winchester City Council Access to Work Fund Application Form

Winchester City Council Business Start-up Grant Scheme Guidance Notes

We strongly recommend that you speak to the Economy and Arts team at Winchester City Council for an informal chat before completing your application. Please contact Alison Woods on 01962 848 347 or email awoods@winchester.gov.uk)

What is it?

The business start up grant scheme is a one-off payment to a start-up business. It is given in two instalments via a direct bank payment (BACS) to your business account. The grant can be applied for at any time during the financial year, and can be for a maximum of £1000.

Who can apply?

Applicant businesses must have been trading for less than six months, or be seen to be in the initial start up process of their business at the time of application. They must be based in the Winchester City Council area, and show evidence of need of grant funding.

What do you need to submit?

We can help you to complete your application form, but if you send an incomplete application form we will not be able to consider it. You must submit:

- a fully completed application form
- a business plan including projected accounts and/or cash flow for the next three years
- justification that grant funding is required

To speed up the application process please send as much information as possible electronically to awoods@winchester.gov.uk. Alternatively the information can be posted to Alison Woods (address at the end of this document).

What criteria are used to assess your application?

Criteria are subject to change as the Council regularly reviews its policies and priorities.

Your application should take account of the following criteria:

- a) the business's contribution to local distinctiveness (e.g. history, character, shopping offer of the district);
- b) the nature of the business: is it one of the five core sectors of the Winchester economy (knowledge/creative industries; service; tourism; retail and land-based);
- c) how the grant will be in the interest of council tax payers;
- d) membership of Southern Entrepreneurs (www.southernentrepreneurs.com) who provide free networking and low cost training. Anne Dawson at Southern Entrepreneurs can be contacted on 023 8068 8334 or email anne.dawson@eastleigh.gov.uk;
- e) the grant should be applied for before the new business is started, or within six months of trading;
- f) the new business start up must be a full time or only job for the applicant;

- g) any [planning](#) / [building control](#) / [licence](#) / [business rates](#) or other necessary consent must have been obtained before the grant is applied for (e.g, if your business is food-based, you may need to register with our [environmental health](#) team);
- h) only one grant per business will be paid;
- i) applicants should work towards environmentally friendly working practices where possible. You may be interested in the [Carbon Smart Winchester](#) scheme

When will the grant be paid?

If the panel assesses your application and decides to award grant funding the first 50% will be paid within 21 days of receipt of your signed grant agreement. The remaining 50% will be paid after six months or at a milestone to be agreed as part of the grant assessment process.

Winchester City Council audit checks

Winchester City Council reserves the right to visit your business premises to check grant purchases have been made in accordance with the Business Start Up criteria and application form.

Grant availability

Winchester City Council has allocated £5,000 to support business start up in 2013/2014 and this may not be available in future years. Grants will be assessed against the above criteria and allocated on a first come-first served basis.

Where a grant is awarded, the goods and services must be purchased and reimbursement must be claimed no later than three months after grant approval.

Repayment of Grant

You will be required to repay any grant which has been paid as a result of any false statement by you, or where the grant has not been used for the specified purpose.

Other potential sources of funding

Should the small business development grant scheme not be suitable/applicable to your businesses you may like to investigate other opportunities via www.winchester.gov.uk/business/business-grants

For help and advice in completing this form please contact:

Alison Woods
Economy and Arts Development Manager
Winchester City Council
City Offices
Colebrook Street
Winchester
SO23 8GH
Tel: 01962 848 347
Email: awoods@winchester.gov.uk



Winchester City Council Business Start Up Grant Application Form

Please read the guidance notes before completing this application form.

1. Applicant details <i>(please provide proof of your business address e.g. NNDR (Business rates invoice, utility bill or another proof of your business address))</i>	
Mr/Mrs/Ms/Other	_____
First Name	_____
Last Name	_____
Telephone number	_____
Email address	_____
2. Business details	
Business name	_____
Business address	_____
Business telephone number	_____
Business email address	_____
3. Describe the business proposed its aims, how many people you intend to employ, and why you need the grant funding (please remember to refer back to the grant criteria a-c and continue on a separate sheet if necessary)	

4. Date the business is planned to be / was set up	

5. Do you have a business plan? <i>(Please tick as appropriate)</i>	
Yes – Please attach your business plan as supporting evidence and go to question 6	
No You can access business planning templates here: www.bplans.co.uk/sample_business_plans.cfm	
6. Do you have a budget or cash flow for the first year? <i>(Please tick as appropriate)</i>	
Yes – Please attach this information and go to question 7	
No You can access advice here: www3.hants.gov.uk/cash_flow_instructions_sfycf000v6_hf000002016873_.doc	

7. Grant details	
a) Have all necessary consents been received (please refer to grant criteria for details of consents needed)	Yes / No / NA _____ _____ _____
b) Are you a member of Southern Entrepreneurs?	Yes / No Yes / No
d) How much grant are you applying for? (The maximum grant is £1,000)	£ _____
e) What do you intend to spend the grant on and why?	_____ _____ _____
8. What would the effect be of you not being awarded this grant?	
_____ _____	
9. How did you hear about the Winchester business start up grant scheme?	

10. Declaration	
I declare that the information supplied is correct and I have read and understood the rules of the scheme.	
Signature	_____
Print name	_____
Date	_____

When completed, please return this form to:
Alison Woods
Economy and Arts Development Manager
Winchester City Council
City Offices
Colebrook Street
Winchester
SO23 8GH
Tel: 01962 848 347
Email: awoods@winchester.gov.uk

Data Protection Statement

Any personal data you supply on this application form will only be used for purposes in connection with the Winchester Business Start Up Grants Scheme. We would, however, like to include your details on a list of start up businesses which have received this grant. This list will only be available to Winchester City Council and used for economic development related purposes. If you do not wish to be included on this list please tick this box

For more information about Winchester City Council's business support activities, go to www.winchester.gov.uk/business

Winchester City Council Winchester District Access to Work Fund

We strongly recommend that you speak to Alison Woods in the Economy and Arts team at Winchester City Council for an informal chat before completing your application. Alison can be contacted on 01962 848 347 email awoods@winchester.gov.uk

Introduction

Winchester City Council is committed to helping job seekers to find work and has allocated funding in the 2013/14 economic development budget to assist apprentices and job seekers.

What is it?

The job seekers Access to Work Grant Scheme is a one-off grant award of up to £1,000. It is for the sole benefit of the job seeker, as set out in a successful application form and is designed to remove any practical barriers which might prevent the job seeker from taking on their role. The grant can be applied for at any time during the financial year using a short application form.

Who can apply?

Applicants must prove that they live in the Winchester District, and be able to prove a need for the grant which will not be met by other means. The application form can be downloaded here: www.winchester.gov.uk/business/business-grants

What are the timescales?

Applications will be subject to an assessment and scoring mechanism, then allocated on a first-come, first-served basis. The application will be acknowledged on receipt, and will be assessed within a three week period. If the application is successful, the applicant will be asked to provide further evidence such as proof of residency within Winchester District, and a grant agreement will be drawn up and signed by both parties within one further week. Therefore, a grant could be available to a successful applicant within four weeks of the application.

What can the grant be spent on?

The application form should clearly state what the grant would be spent on or contribute towards, and why it is needed. This should be on items required to allow job seekers to fulfil their role, which are not otherwise supplied by the employer. These are grouped into categories and may be split into any one of these or a combination, up to the grant limit of £1,000:

1. Transport costs to the workplace for the first month of employment
2. Appropriate clothes for the workplace
3. Essential equipment (e.g. tools, personal protective equipment (PPE))
4. Anything else which is essential for returning to the workplace that is not usually provided by an employer

This is not an exhaustive list, and it is not expected that job seekers would seek a grant to pay for costs which their employer should legitimately be meeting. The grant can potentially be used for any cost for the employee of returning to work, which is not reasonably met by their wages, benefits, training provider, employer or other grants

applied for. The Economy and Arts Development Manager at Winchester City Council will make the final decision over the eligibility of the application.

How will the grant be paid?

The grant will normally be paid by BACS unless a more appropriate method is agreed as part of the grant assessment process.

Key criteria

1. The applicant must provide evidence that they have been offered a permanent job
2. The applicant must have been unemployed for more than six months prior to being offered a job, and have been or are receiving Jobseekers Allowance, Employment Support Allowance or Income Support
3. A completed, signed application form must be submitted.
4. The application form should clearly set out what the grant will be used for, and why it is needed.
5. Supporting evidence such as a list of items provided (or not provided) by the employer, or other evidence as to why a grant is needed and the items cannot be funded elsewhere, should be submitted with the application form.
6. The job seeker must remain in employment for 13 weeks. If they leave before this they will have to pay the money back in instalments to Winchester City Council
7. The grant recipient may be required to take part in general publicity regarding the scheme, such as photo calls, providing quotes for press releases and to assist in the evaluation of the scheme.
8. The grant may be split into several payments at milestones to be agreed as part of the grant assessment process.

Winchester City Council Audit Checks

Winchester City Council reserves the right to visit you at home or at work to check grant purchases have been made in accordance with the grant scheme criteria, application form and grant agreement.

Notes to applicants

Successful applicants will be required to sign a grant agreement, and will be subject to a 13 week review to ensure the grant has been spent in accordance with the application form and grant agreement. A successful applicant is responsible for their own tax liabilities as a result of receiving this grant.

Winchester City Council has allocated funds to support job seekers in 2013/14 and this may not be available in future years. Applications will only be approved where there is sufficient budget to fund the grant.

For help and advice in completing this form please contact:

Alison Woods
 Economy and Arts Development Manager
 Winchester City Council
 City Offices
 Colebrook Street
 Winchester
 SO23 8GH
 Tel: 01962 848 347
 Email: awoods@winchester.gov.uk



Winchester City Council Jobseekers Access to Work Fund Application Form

Please read the grant outline and criteria before completing this application form.

1. Applicant details (<i>proof of your address is required</i>)	
Mr/Mrs/Ms/Other	
First Name	
Last Name	
Address	
Post code	
Telephone number	
Email address	
National insurance number	
2. Employer details	
Organisation name	
Nature of business	
Contact name	
Address	
Post code	
Telephone number	
Email address	
Date last in work	
Last Employer details	
Date new employment commences	
3. How did you hear about the Winchester City Council's access to work funds?	

Winchester City Council's Access to Work Funds
For help in completing this form please contact Alison Woods
(awoods@winchester.gov.uk or telephone 01962 848 347)

Version 20 June 2013

7. Declaration	
I declare that the information supplied is correct and I have read and understood the rules of the scheme.	
Applicant's signature _____	
Print name _____	Date _____
Employer's signature _____	
Print name _____	Date _____

When completed please email this form to:
awoods@winchester.gov.uk
 Alternatively the form can be posted to:
 Alison Woods
 Economy and Arts
 Winchester City Council
 City Offices
 Colebrook Street
 Winchester
 SO23 9LJ
 Telephone 01962 848 347

Data Protection Statement
 Any personal data you supply on this application form will only be used for purposes in connection with the Winchester job seekers Access to Work grants scheme, including passing details onto Job Centre Plus for verification.
 In addition, we would like to share your details with other colleagues within Winchester City Council for the purposes of marketing of other business or employment related schemes. If you are happy for us to do this, please tick this box