



# CABINET

29 January 2020

A meeting of the CABINET will be held on Thursday, 6th February, 2020, 6.00 pm in Committee Room 1, Marmion House, Lichfield Street, Tamworth, B79 7BZ

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## A G E N D A

### NON CONFIDENTIAL

**1 Apologies for Absence**

**2 Minutes of Previous Meeting (Pages 3 - 8)**

**3 Declarations of Interest**

*To receive any declarations of Members' interests (pecuniary and non-pecuniary) in any matters which are to be considered at this meeting.*

*When Members are declaring a pecuniary or non-pecuniary interest in respect of which they have dispensation, they should specify the nature of such interest. Members should leave the room if they have a pecuniary or non-pecuniary interest in respect of which they do not have a dispensation.*

**4 Question Time:**

To answer questions from members of the public pursuant to Executive Procedure Rule No. 13

**5 Matters Referred to the Cabinet in Accordance with the Overview and Scrutiny Procedure Rules**

**6 Start Up Business Grant Review (Pages 9 - 30)**

*(Report of the Portfolio Holder for Heritage and Growth)*

Yours faithfully



## Chief Executive

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### **Access arrangements**

*If you have any particular access requirements when attending the meeting, please contact Democratic Services on 01827 709267 or e-mail [democratic-services@tamworth.gov.uk](mailto:democratic-services@tamworth.gov.uk). We can then endeavour to ensure that any particular requirements you may have are catered for.*

### **Filming of Meetings**

*The public part of this meeting may be filmed and broadcast. Please refer to the Council's Protocol on Filming, Videoing, Photography and Audio Recording at Council meetings which can be found [here](#) for further information.*

*The Protocol requires that no members of the public are to be deliberately filmed. Where possible, an area in the meeting room will be set aside for videoing, this is normally from the front of the public gallery. This aims to allow filming to be carried out whilst minimising the risk of the public being accidentally filmed.*

*If a member of the public is particularly concerned about accidental filming, please consider the location of any cameras when selecting a seat.*

### **FAQs**

*For further information about the Council's Committee arrangements please see the FAQ page [here](#)*

To Councillors: D Cook, R Pritchard, J Chesworth, M Cook, S Doyle and J Oates.



**MINUTES OF A MEETING OF THE  
CABINET  
HELD ON 22nd JANUARY 2020**

PRESENT: Councillor D Cook (Chair), Councillors R Pritchard (Vice-Chair), J Chesworth, M Cook, S Doyle and J Oates

The following officers were present: Andrew Barratt (Chief Executive), Stefan Garner (Executive Director Finance), Sarah McGrandle (Assistant Director Operations and Leisure), Anna Miller (Assistant Director – Growth & Regeneration), Lynne Pugh (Assistant Director Finance), Paul Weston (Assistant Director Assets), Michael Buckland (Head of Revenues) and Richard Powell (Planning Policy and Delivery Officer)

**54 MINUTES OF PREVIOUS MEETING**

The minutes of the meeting held on 19th December 2019 were approved and signed as a correct record.

*(Moved by Councillor R Pritchard and seconded by Councillor J Chesworth)*

**55 DECLARATIONS OF INTEREST**

There were no Declarations of Interest.

**56 QUESTION TIME:**

None

**57 MATTERS REFERRED TO THE CABINET IN ACCORDANCE WITH THE OVERVIEW AND SCRUTINY PROCEDURE RULES**

None

**58 DRAFT BUDGET & MEDIUM TERM FINANCIAL STRATEGY 2020/21**

The Report of the Leader of the Council to approve the draft package of budget proposals (**attached at Appendix A**) to consult with the Joint Scrutiny Committee (Budget) on 29<sup>th</sup> January 2020 and receive their feedback on the:

- General Fund Revenue (GF) Budget and Council Tax for 2020/21;

- Housing Revenue Account (HRA) Budget for 2020/21;
- Capital Programme – General Fund & HRA;
- Medium Term Financial Strategy (MTFS).

**RESOLVED**

- 1** **That:**  
Cabinet approved the draft package of budget proposals including the proposed policy changes (as detailed at Appendix B);and
- 2** As required by the Constitution of the Council, the Joint Scrutiny Committee (Budget) on 29<sup>th</sup> January 2020 is requested to consider the budget proposals contained within this report.

*(Moved by Councillor D Cook and seconded by Councillor R Pritchard)*

**59 BUSINESS RATES INCOME FORECAST 2020/21**

The Portfolio Holder for Assets and Finance reported and sought endorsement from Members on the Business Rates income forecast for 2020/21.

**RESOLVED**

That Members:

- 1** Approved the Business Rates income forecast for 2020/2021 and Subsequent NNDR1 form for submission to MHCLG by 31 January 2020, in line with the scheme of delegation.
- 2** Should material amendments be required to the forecast NNDR1, Cabinet authorised the Executive Director Finance, in consultation with the Leader of the Council, to make such required amendments as necessary; and
- 3** Noted discretionary relief granted to qualifying bodies in line with the existing policy.

*(Moved by Councillor R Pritchard and seconded by Councillor D Cook)*

**60 LICHFIELD DISTRICT COUNCIL PREFERRED OPTIONS CONSULTATION RESPONSE**

The Portfolio Holder for Regulatory & Community Safety seeks Cabinet approval to submit comments in response to Lichfield District Council's Local Plan Review - Preferred Options consultation on behalf Tamworth Borough Council.

**RESOLVED**

That:

- 1 Cabinet noted the policies and proposals contained within the Lichfield District Council Local Plan Review 2018-2040 - Preferred Options document; and
- 2 Cabinet approved the comments to be made to Lichfield District Council in response to the consultation as set out in Appendix 1.

*(Moved by Councillor S Doyle and seconded by Councillor D Cook)*

**61 PROVISION OF FIREWORKS**

The Portfolio Holder for Culture and Operational Services updated Cabinet on the current situation regarding the Fireworks Tender and sought approval to progress the award

**RESOLVED**

That:

- 1 Cabinet approved the decision to tender for fireworks for a five year period
- 2 Cabinet delegated authority to the Assistant Director, Operations and Leisure in conjunction with the Theatre, Artistic and Events Manager to enter into contract with the most advantageous tenderer as detailed within the report

*(Moved by Councillor J Chesworth and seconded by Councillor D Cook)*

**62 WILD ABOUT TAMWORTH SERVICE**

The Portfolio Holder for Culture & Operational Services sought approval to invite tenders for the renewal of the Wild about Tamworth service and tender award

**RESOLVED**

That:

- 1 Cabinet approved the decision to tender the Wild About Tamworth service for a further five years (plus the option for one further year, if required)
- 2 Cabinet delegated authority to award the contract for the most economically advantageous contractor to the Assistant Director Operations and Leisure in consultation with the Portfolio Holder for Culture & Operational Services

*(Moved by Councillor J Chesworth and seconded by Councillor R Pritchard)*

### **63 VIREMENT OF HOUSING REVENUE ACCOUNT CAPITAL BUDGETS**

The Portfolio Holder for Housing Services and Communities sought approval to Vire Budgets within the Housing Revenue Account capital programme to allow identified underspends to be used to acquire additional properties under the Housing Acquisitions Programme

**RESOLVED** That Cabinet Members approved the following Budget Virement:

- Reduction of the of the following budgets totalling £1,500,000:-
  - a) Other Regeneration [CR7003] £900,000
  - b) Structural [CR2001] £100,000
  - c) Heating [CR2003] £150,000
  - d) Neighbourhood Regeneration [CR2007] £250,000
  - e) Rewiring [CR2009] £100,000
- Increase the Housing Acquisitions Budget [CR7004] by £1,500,000 from the under spends identified above.

*(Moved by Councillor M Cook and seconded by Councillor D Cook)*

### **64 EXCLUSION OF THE PRESS AND PUBLIC**

**RESOLVED:** That members of the press and public be now excluded from the meeting during consideration of the following item on the grounds that the business involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended).

*(Moved by Councillor D Cook and seconded by Councillor R Pritchard)*

### **65 DEVELOPMENT OF SITE IN CALEDONIAN FOR COUNCIL HOUSING**

The report of the Portfolio Holder for Housing Services and Communities, sets out proposals for the development of a new Council Housing scheme on the site of the former Housing Caretakers depot

The report sets out the options considered complete with estimated costs and viability opinions and further seeks approval to move forward with formal consultation, planning applications, procurement and construction.

The report sets out an anticipated programme for the delivery of this project.

**RESOLVED** That Cabinet Members approved the following:

- 1 Commencement of formal consultation with local residents
- 2 That authority be delegated to the Executive Director, Communities in consultation with the Portfolio Holder for Housing Services and Communities to determine the most viable option to take forward as a scheme.
- 3 Preparation of detailed plans and submission for planning consent. Subject to Planning Consent being granted and subject to approval of the Capital programme by Council in February 2020.
- 4 Procurement of a contractor for the delivery of the development using the most appropriate form of procurement
- 5 It is recommended that authority be delegated to the Executive Director, Communities in consultation with the Portfolio Holder for Housing Services and Communities to award contracts for the development of the preferred scheme.
- 6 Approved one further recommendation contained within the report

*(Moved by Councillor M Cook and seconded by Councillor D Cook)*

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Leader

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THURSDAY, 6 FEBRUARY 2020

**REPORT OF THE PORTFOLIO HOLDER FOR HERITAGE AND GROWTH****START UP BUSINESS GRANT REVIEW****EXEMPT INFORMATION**

Not applicable

**PURPOSE**

The purpose of this report is to review the success of the Start Up Grants project over the last 3 years (end April 2017 to end March 2020) and to seek approval for the extension of the existing scheme for a further 3 years (April 2020 until the end of March 2023). As such approval is also sought for a virement of £20,000 from the Voluntary and Community sector budget, GS1002 57025 (Grants to Community Service Organisations) to the Economic Development and Regeneration budget, GS0402 34537 (Grants) per annum until 31<sup>st</sup> March 2023.

**RECOMMENDATIONS**

- That the impact, outcomes and success of the grant scheme over the past 3 years be noted.
- That the principles and eligibility criteria of the Start-up Business Grant for the next 3 years be approved.
- That Cabinet makes final decisions on all Start Up Business Grants applied for on a quarterly basis.
- That an annual budget is created within the Economic Development and Regeneration service area, GS0402 34537, by way of an annual virement of £20,000 from the Voluntary and Community sector budget, GS1002 57025 per annum subject to annual budget agreements and relevant reviews up until 31<sup>st</sup> March 2023.
- That the impact and need for the business grants scheme continue to be reviewed on an annual basis through the business planning process and key performance indicators.

**EXECUTIVE SUMMARY**

Start Up Grants have been running since April 2017 and finish at the end of March 2020.

Appendix 1, sets out the grant criteria, but in summary the fund has the following requirements:

- Minimum £500 – maximum £1500
- Applicants must be resident or actively trading in the Borough.
- Applicants must have no more than 5 employees and not have traded for more than 3 years.
- Applicants are restricted on what items can be purchased.
- Applicants must buy agreed items themselves then claim the money back after providing evidence.

Table 1 shows details on the grant performance over the past 3 years. Applicants have a maximum of six months to claim the grant, if they do not do so this rolls over to the next funding round.

<b>Financial Year</b>	<b>No. of Enquiries received</b>	<b>Value of Apps Received</b>	<b>Value of Grants Awarded</b>	<b>Value of Grants Paid</b>	<b>No. of apps received</b>	<b>No. of apps approved</b>	<b>No. of apps paid</b>
2017/18	52	£33,746.39	£21,180.39	£17,957.52	27	22	19
2018/19	57	£49,846.84	£21,631.07	£16,971.04	37	29	24
2019/20	76	£32,940.50	£14,900.00	£7,465.00	23	18	9
<b>TOTAL</b>	<b>185</b>	<b>£116,533.73</b>	<b>£57,711.46</b>	<b>£42,393.56</b>	<b>87</b>	<b>69</b>	<b>52</b>

Table 1.

Financial year 2019 / 20 is currently in process, therefore figures seem lower than previous years, but will be finalised by the end of September 2020. Financial years 2017/18 and 2018/19 show the value of grants awarded being greater than the £20,000 available. This is because some business from the first two rounds, of each year, do not claim the grant. This amount then gets rolled over into the next round, which makes the value of grant awarded higher than the budget available. Grant paid will always be within budget.

To date, the council has supported 52 varied businesses, to the value of £42,393.56, averaging out at £815 per business. Details of successful businesses to date can be found in appendices 4 and 5. Typical applicants are very small, often not employing anyone other than the applicant and are mostly derived from home based or lifestyle businesses. In recent years the Council has seen an increase in retail / food economy start-ups, particularly Town Centre focussed, enquiring or applying for the grants, but requiring more support than is available.

As part of the application process, applicants must complete the following before being able to apply for the grant:

- Attend a 2 day business workshop at Tamworth Enterprise Centre or have a 1-2-1 with a business advisor (most go on the course)
- Complete a Business Plan
- Have their application signed by an accredited business advisor.

All business workshops and advisor support is delivered by a company called Blue Orchid, who won a competitive tender to deliver this work through Solihull Metropolitan Borough Council, under the project name of Enterprise for Success.

The scheme has grown to become very successful with much more demand than available finance. Applicants are evaluated against a set of fixed criteria and are allocated funding accordingly. Most businesses apply for the maximum £1500 however very few receive the full amount, due to its competitive nature.

For the next three years it is proposed that the fund be amended slightly in terms of its principles and eligibility, to ensure funding meets demand and that officers can allocate underspend more quickly.

The amendments to the current policy are recommended as follows:

<b>Current (April 2017 – March 2020)</b>	<b>Proposed (April 2020 – March 2023)</b>	<b>Reason</b>
Grant min £500 – max £1500	Grant min £500 – max £1000	Average grant received is £815, by limiting the maximum, expectations form businesses can be managed and more businesses supported.
Applicants have 6 months from	Applicants have 3 months from	This will ensure any money that

receipt of grant agreement to make claim	receipt of grant agreement to make claim	is not claimed by an applicant can be recycled to another round more quickly.
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Engaging with these businesses has helped to give the Council and the Economic Development and Regeneration service (EDR) a much stronger understanding of the start-up/micro business demographic and has helped to build relationships, something that in the past has been challenging. These businesses are also referred to the GBSLEP growth hub where an advisor will offer a thorough 1-to-1 business diagnostic and ensure the businesses are signposted to any eligible business support available to help them on their journey and maximise the likelihood of them surviving.

The Enterprise Centre has been a key asset in delivering this project as the Blue Orchid business support courses are all delivered from there. Additionally a large number of businesses have taken advantage of the virtual tenant mailboxes, (resulting in the purchase of more mailboxes at the TEC to meet demand), and take up of meeting room space (room hire has increased from an average of £700 per month to over £2000 per month in the time period the grants have been delivered).

## OPTIONS CONSIDERED

**Do not continue the scheme** – Small businesses will have limited funding options to help their business set up and grow. By delivering small grants, the Borough Council currently provides a regular pipeline of individuals and businesses for a variety of services, including: Tamworth Enterprise Centre; the Council funded Enterprise for Success programme: the GBSLEP Growth Hub. These benefits would be lost or extremely limited, if there was no scheme in place to act as a referral mechanism.

**Continue as current** – The current project has worked well and could continue as is, with little impact, however there are some improvements that could be made to ensure it remains fit for purpose and benefits the most businesses.

**Continue with modifications** – The project develops with modifications to some of the eligibility criteria ensuring that as many businesses as possible benefit and that processes are tightened to ensure minimum underspend against budgets.

## RESOURCE IMPLICATIONS

£20,000 is currently allocated for this project, for the next 3 financial years in the Voluntary and Community sector budget – GS1002 57025. A virement will be required to move the £20,000 to Economic Development budget GS0402 34537.

Success of the grants programme will continue to be reviewed on an annual basis, to ensure relevance to residents and appropriate take up. Any budget underspent at year end will be transferred to a retained fund subject to the Revenue Reserves Policy Statement and used in the following financial year.

Officers from the EDR team will be primarily involved in liaising with individuals and assessing initial applications in conjunction with Blue Orchid who run a two day business start-up course that is part funded by Tamworth BC as part of the wider Enterprise for Success, (European regional development fund) ERDF project. Tamworth BC contributes £10,000 per annum for this project. Over the past three years, the team has developed robust and efficient processes in assessing and approving applications, keeping officer time to an absolute minimum.

## LEGAL/RISK IMPLICATIONS

The main risks are that grants to individuals and new start ups are not spent on the items they were approved for. This will be mitigated by ensuring that applicants must go on the 12 hours Enterprise for Success course, and produce a basic business plan before they can receive the grant. The grants will be monitored by the EDR team in conjunction with Blue Orchid, with supporting relevant information received, (e.g. as invoices, receipts and photos of goods), before the grant is released.

In previous grant rounds, concerns have been raised about small businesses not having relevant insurances upon starting their business and therefore seeking funding from the Council to cover these costs. Advice has been sought from specialist insurance brokers, and businesses only legally require Employment Liability Insurance, relevant only if they employ people. It is therefore recommend that the council continue to offer grant funding for insurance, if requested. Information on insurance and getting relevant cover is a topic in the 2 day training course, provided by Blue Orchid.

### **EQUALITIES IMPLICATIONS**

There are no equalities implications – this fund is open to anyone who meets the grant eligibility criteria.

### **SUSTAINABILITY IMPLICATIONS**

This project is fixed for the next 3 years, dependent upon any wider review of the Council's grant processes.

### **BACKGROUND INFORMATION**

The tables below provide a summary detailing the 3 years grant figures for 2017/18, 2018/19 and 2019/20 so far, Quarter 3 was approved at Committee on the 20<sup>th</sup> December 2019 and so no applicants have yet spent the grant and Quarter 4 is open until 28<sup>th</sup> February 2020 and will go to Committee at the end of March 2020.

<b>2017/18</b>	No. of Enquiries received	Value of Apps Received	Value of Grants Awarded	<b>Value of Grants Paid</b>	No. of apps received	No. of apps approved	<b>No. of apps paid</b>
Quarter 1	4	£3,530.92	£2,930.92	<b>£1,930.50</b>	4	3	<b>2</b>
Quarter 2	20	£8,913.47	£6,983.47	<b>£6,801.10</b>	8	7	<b>7</b>
Quarter 3	13	£11,500.00	£6,010.00	<b>£5,119.92</b>	8	6	<b>5</b>
Quarter 4	15	£9,802.00	£5,256.00	<b>£4,106.00</b>	7	6	<b>5</b>
<b>TOTAL</b>	<b>52</b>	<b>£33,746.39</b>	<b>£21,180.39</b>	<b>£17,957.52</b>	<b>27</b>	<b>22</b>	<b>19</b>

<b>2018/19</b>	No. of Enquiries received	Value of Apps Received	Value of Grants Awarded	<b>Value of Grants Paid</b>	No. of apps received	No. of apps approved	<b>No. of apps paid</b>
Quarter 1	4	£2,754.00	£1,087.00	<b>£852.47</b>	2	2	<b>2</b>
Quarter 2	17	£16,480.00	£8,824.00	<b>£6,909.76</b>	11	9	<b>8</b>
Quarter 3	24	£18,968.88	£6,501.00	<b>£5,501.00</b>	14	10	<b>8</b>
Quarter 4	12	£11,643.96	£5,219.07	<b>£3,707.81</b>	10	8	<b>6</b>
<b>TOTAL</b>	<b>57</b>	<b>£49,846.84</b>	<b>£21,631.07</b>	<b>£16,971.04</b>	<b>37</b>	<b>29</b>	<b>24</b>

<b>2019/20</b>	No. of Enquiries received	Value of Apps Received	Value of Grants Awarded	Value of Grants Paid	No. of apps received	No. of apps approved	No. of apps paid
Quarter 1	22	£11,088.36	£4,860.00	<b>£3,425.00</b>	8	6	<b>5</b>
Quarter 2	20	£11,888.00	£5,040.00	<b>£4,040.00</b>	8	6	<b>4</b>
Quarter 3	23	£9,964.14	£5,000.00	<b>N/A</b>	7	6	<b>NA</b>
Quarter 4	11	N/A	N/A	<b>N/A</b>	N/A	N/A	<b>N/A</b>
<b>TOTAL</b>	<b>76</b>	<b>£32,940.50</b>	<b>£14,900.00</b>	<b>£7,465.00</b>	<b>23</b>	<b>18</b>	<b>9</b>

The grant scheme has also been successful in an award submission in July 2019 and was honoured “Highly Commended in the Best in Class – Small Business Friendly Awards 2019” at the FSB Staffordshire and West Midlands Area Local Authority Small Business Friendly Awards 2019 for our 2018/19 programme. This awards scheme was set up to recognise the work delivered by Local Authorities to assist small businesses.

The Blue Orchid Enterprise for Success Scheme which runs across the whole GBSLEP area holds Tamworth as its joint most successful area, next to North Worcestershire.

Cannock Chase District Council and Lichfield District Council have also introduced similar grants based on our model, after having witnessed our success.

The Start-up Grants process is particularly robust and follows the following process:

1. Enquiry from potential grant applicant to ED officer.
2. Referral from ED Officer to Blue Orchid who will contact the potential applicant to discuss their business knowledge to see what level of support would be best for them.
3. Potential grant applicant will be booked for business support - either a full 2 day business course which covers all the aspects of running a business, or if the business already has enough knowledge they could be booked for 6-12 hours of an intensive 1-2-1 advice session with a business advisor who will tailor the support to suit.
4. Once the business advisor from Blue Orchid is satisfied that the potential applicant is eligible for the grant and has received the correct level of support they will be given an application form and business plan template which will be completed and submitted into the ED Team again, with help from the business advisor, before the relevant grant deadline
5. Application form, business plan and cashflow forecast are evaluated by at least two members of the ED Team, an evaluation form is completed to score each applicant (appendix 3).
6. Recommendations are put forward at Cabinet for Members to make a final decision.
7. Following Members’ decision at Cabinet the ED Officer will write to the grant applicant to confirm the decision made with the terms & conditions listed that applicants must sign and return within 3 months.
8. Once the terms and conditions of the grant have been signed and returned the applicant has a further 3 months to claim their payment.
9. All applicants are signposted to relevant additional business support via a Growth Hub advisor or member of the EDR team.

## **REPORT AUTHORS**

**Matthew Fletcher – Head of Economic Development and Regeneration**  
**Lorraine Farley – Economic Development and Regeneration Officer.**

## **LIST OF BACKGROUND PAPERS**

Cabinet Report - 2017

### **APPENDICES**

1. Guidance notes (eligibility)
2. Application Form
3. Evaluation Form
4. Annual Report – 2017 / 2018
5. Annual Report – 2018 / 2019

# Tamworth Start Up Business Grant

## Guidance notes for applicants

### 1. Purpose

The Tamworth Start Up Business Grant is designed to offer grants of between £500 and £1500 to individuals wanting to set up a new business, become self-employed or for existing small business, up to three years old, to grow.

In conjunction with 12 free hours of business support (pre-start) and 6-12 free hours of business support (post-start) provided by Blue Orchid through the Enterprise for Success Programme, individuals or small businesses will ultimately benefit from a business plan, start up advice and if successful a grant to help them establish and grow.

### 2. Grant detail

- Minimum **£500** up to a maximum of **£1500**.
- The grant is designed to assist businesses in getting over barriers preventing them from trading, starting up, reaching new customers or dealing with unexpected costs.
- Grants **can be** used towards items such as the following examples:
  - Insurances – public liability, professional indemnity
  - Professional qualifications – e.g. Gas Safe, ISO quality standards, membership of a professional body.
  - Equipment – to support product or process development and business growth (laptops/computers are excluded).
  - Set up fees – registration/incorporation.
  - Marketing.
- Grants **cannot** be used for:
  - Refundable rental deposits
  - Income tax or national insurance payments
  - VAT (unless the business is not VAT registered)
  - Working Capital – for cash/debtor/creditor management.
  - Lease/Hire Purchase
  - Personal Vehicles
  - Purchase of an existing business
  - Salaries or owner drawings
  - On-going premises/rental costs
  - Recurring business running expenses, such as business rates, mobile phones, broadband etc.
  - Any other cost the Council may from time to time deem to be ineligible.

### 3. Who can apply?

#### Eligible:

- Individuals who have a permanent residence within the boundary of Tamworth Borough Council.
- A small business that has been trading for no more than three years, with no more than five employees, registered in and actively trading from within the boundary of Tamworth Borough Council.

#### Ineligible:

- Applicants that wish to open a premises outside of the Borough.
- Applicants who have not been given the correct and relevant permission (Mortgage holder/landlord/planning permission etc) to run a business from their premises or home address.
- Businesses that have been **registered / trading for more than 36 months** (three years)
- Business activities deemed as counter-productive to any of Tamworth Borough Council's policies and strategies. These include but are not exclusive to: Betting Shops; ticket agents; landlords; money lending; debt factoring; hire purchase financing; projects which have as their object the promotion of political or religious views; social clubs; night clubs; nudity; illegal or immoral activities.
- Any other business that the Council may from time to time deem to be ineligible.
- Projects, activities or events which promote or condone extremist ideology, activities or terrorism.

### 4. When can I apply for a grant?

Grant applications can only be submitted quarterly in rounds and must be submitted by the **last** Friday of the following months:

- Round 1 – May
- Round 2 – August
- Round 3 – November
- Round 4 – February

A maximum of **£5000** will be awarded in grants per quarterly round. If grants awarded do not meet the quarterly round total of £5000, any amount unspent will be rolled over to the next round.

Grant applications will then be taken to the Council's Cabinet Grants (Sub-Committee) for approval.

## 5. How do I apply for funding?

To register interest and check if you are eligible for a grant please contact:

**Lorraine Farley**  
**Economic Development and Regeneration Officer**  
**Tel: 01827 709525**  
**Email: [lorraine-farley@tamworth.gov.uk](mailto:lorraine-farley@tamworth.gov.uk)**

**Before** a grant can be applied for applicants **must** attend a 12 hour/two day workshop (pre-start) or receive 6-12 hours of business support (post-start) delivered by Blue Orchid as part of the Council supported Enterprise for Success Programme. More information can be found here:  
[www.enterpriseforsuccess.co.uk](http://www.enterpriseforsuccess.co.uk)

Once interest in the grant is registered with Tamworth Borough Council, details will be passed to Blue Orchid to arrange attendance at a relevant workshop. Application forms will be handed out at the workshops **only**. These workshops will be held at least **monthly** at the Tamworth Enterprise Centre, Corporation Street, Tamworth, B79 7DN.  
[www.tamworthenterprisecentre.co.uk](http://www.tamworthenterprisecentre.co.uk)

Advisors from Blue Orchid will support applicants in completing the application form and completing a basic business plan which must also be submitted with every application. Final applications **must be** signed by a Blue Orchid Business Advisor.

## 6. Considerations

The Tamworth Start Up Business Grant is a highly competitive process and although applicants may apply for grants from between £500.00-£1,500.00, unfortunately the Council cannot guarantee the maximum grant award per application, or that all applications will be successful. All applications are evaluated and scored based on; the aim of the project; the applicant fitting the requirements set out in the guidance notes; the likely outcome of a successful award meeting the aims and objectives outlined within the business plan and how the application meets the purpose of the grant programme.

## 7. Payment of grant funding

- Applicants will **not** use the grant to pay for goods or services that have been brought or ordered prior to the grant approval date, Tamworth Borough Council will only reimburse against invoices for eligible expenditure dated after the date when the terms and conditions are accepted.
- For payment to be released, applicants must provide relevant evidence of the cost of goods and services proposed for purchase.
- Businesses must purchase or order eligible services and goods, submitting proof of expenditure (i.e. invoices and/or receipts) within three (three) months of the date of the grant approval letter.
- All grant funding will be paid by BACS directly into the applicant's bank account.
- Once the application is approved by the Cabinet Grants (Sub-committee) a formal award letter will be sent to the Applicant, for signing. Once a signed letter has been received by the Council, payment will be released.

## 8. Terms and conditions:

Tamworth Borough Council may share information submitted by the applicant among partners of the GBSLEP Growth Hub for the purpose of business support activities.

Businesses working with children and/or adults with care and support needs must have appropriate safeguarding measures in place, and provide evidence of this.

Any grant awarded will be conditional upon the applicant agreeing to the Council's Terms and Conditions. These terms and conditions form the basis of the agreement between the applicant and the Council. If the applicant accepts the offer, he/she is agreeing to all the Council's Terms and Conditions. **Failure to adhere to the terms and conditions may result in recovery of the grant wholly or in part.**



# Tamworth Start Up Business Grant Application form

## Applicant details

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Company Name \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Home Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post Code \_\_\_\_\_

Description of Business (please provide a brief  
summary of the business)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will your business be registered for VAT (please tick)  
 Yes  No

If YES please state VAT number

\_\_\_\_\_

Company Registration No. (if applicable)

\_\_\_\_\_

Are you a UK Citizen? (please tick)  
 Yes  No

Do you hold a UK Work permit (please tick)  
 Yes  No

## Enterprise for success

I confirm that the applicant has received the appropriate hours of support and guidance through the Enterprise for Success Programme for this application, confirmation  Yes

Signed \_\_\_\_\_

(Blue Orchid Advisor)

Print name \_\_\_\_\_

(Blue Orchid Advisor)

Confirmation Business plan included  Yes

## Bank account details:

Account Name \_\_\_\_\_

Sort Code \_\_\_\_\_

A/c No \_\_\_\_\_

Note: Bank account details will be required as all funding awards are made by BACS payment only.

## Eligibility

What stage is your business at? (please tick)

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> 0-6 months   | <input type="checkbox"/> 6-12 months  |
| <input type="checkbox"/> 12-18 months | <input type="checkbox"/> 18-24 months |
| <input type="checkbox"/> 24-30 months | <input type="checkbox"/> 30-36 months |

Confirm number of employees between 0-5?  
 Yes  No

Do you plan to operate as/Are you operating as a

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Sole Trader | <input type="checkbox"/> Limited Company   |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Social Enterprise |

## Commercial property/ Business registration details

Is the business registered at your home address?  
 Yes     No

Do you need permission to run a business from your home address?  
 Yes     No     N/A

If Yes – has permission been given by the landlord?  
 Yes     No

Business Address (if different to home address)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Post code \_\_\_\_\_

Leasehold/Freehold (*please circle*)

Lease Duration \_\_\_\_\_

## Finance

Total amount applied for (min £500 – max £1,500)

£ \_\_\_\_\_

Breakdown of costs  
(all eligible items must be individually shown)

Description	Amount
_____	£ _____
_____	£ _____
_____	£ _____
_____	£ _____
_____	£ _____
_____	£ _____
_____	£ _____

## Impact of the grant

What impact will the grant make on sustaining and/or growing your business?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you happy for Tamworth Borough Council to share your information with the GBSLEP Growth Hub partners to make further contact regarding business support available?  
 Yes     No

Tamworth Borough Council reserves the right to change any of the eligibility criteria and details of the grant with no advanced notice.

Any grant awarded will be conditional upon the applicant agreeing to the Council's Terms and Conditions. These terms and conditions form the basis of the agreement between the applicant and the Council. If the applicant accepts the offer, he/she is agreeing to all the Council's Terms and Conditions. Failure to adhere to the terms and conditions may result in recovery of the grant wholly or in part.

Businesses working direct with children and/or adults with care and support needs must have:  
(*Please include relevant documents if necessary*)

An up-to-date safeguarding policy and procedure  
 Yes     No     N/A

Appropriate training and qualifications  
 Yes     No     N/A

Appropriate Disclosure and Barring Service certificates  
 Yes     No     N/A

Signed \_\_\_\_\_

Print name \_\_\_\_\_

Date \_\_\_\_\_

# Tamworth Start Up Business Grant Evaluation form

Applicant name: \_\_\_\_\_

Company name: \_\_\_\_\_

Round: Year: \_\_\_\_\_ Q: \_\_\_\_\_

## 1. The project: (score 26 points – must achieve 15 points or more)

■ **Quality of business plan** – 8 points

(0=very poor, 2=basic, 4=adequate, 6=good, 8=outstanding)

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Score

■ **Likelihood of business delivering a main income within a year?** – 2 points

(0=no, 1=ambitious, 2=confident)

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Score

■ **Employment opportunities within 3 years** – 2 points

(0=no, 1=potentially, 2=yes)

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Score

■ **Do the items applied for support delivery of the expected outputs and outcomes to help start/grow the business?** – 8 points

(0=no, 2=majority not essential, 6= majority essential, 8=all essential items)

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Score

■ **Financial Contribution already made to business** – 4 points

(0=none, 2=some contribution, 4=exceeds grant level)

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Score

■ **Diversification of business compared to previous applicants** – 2 points

(0=awarded lots already, 1=1-2 already awarded, 2=none similar)

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---

---

Score

**TOTAL**  
(out of 26)

**2. The applicant:** (score 6 points – must achieve 3 points or more)

**To what extent do the applicants fit the profile of an ideal start up grant beneficiary?**

(In need of assistance – 2 points, strong commitment to project and its outcome – 2 points, economic impact – 2points)

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<b>Score</b>
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**3. The likely outcome:** (score 5 points – must achieve 3 points or more)

**How confident are you that a successful award will lead to the stated aims and objectives of the business plan being realised?**

(Ability to deliver against business plan; 0=no confidence, 3=confident, 6=potential to exceed)

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<b>Score</b>
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**Additional Comments/Considerations:**

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**Decision**

Approve       Defer       Reject      **Date:** \_\_\_\_\_

**Reason if deferred or rejected:**

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<b>TOTAL</b>
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**Signed:** \_\_\_\_\_ **Print name:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Print name:** \_\_\_\_\_

## Start up Small Business Grants Year 2017-18 Report

Author: Lorraine Farley – May 2018.

### Purpose

The purpose of this document is to brief relevant Senior Officers and Councillors on the impact and performance of the Small Business Grant Scheme after its first full year of operation – April 2017 to March 2018. The review will be used to identify trends and take up of the grants, allowing the Economic Development and Regeneration service to make changes to the scheme where appropriate, and plan for future service delivery. It will also allow the Authority to use the information to promote the scheme and enhance its reputation in supporting small businesses to start and grow.

### Recommendations

- That the key performance indicators are noted.
- That the report is produced on annual basis with a final 3 year summary and full evaluation taken to Cabinet at the end of the current funding cycle – April 2020.
- That consideration is given to developing further grants programmes specifically for Town Centre businesses.

### Performance

**Annual Budget for Small Business Grants 2017 / 2018: £20,000.00**

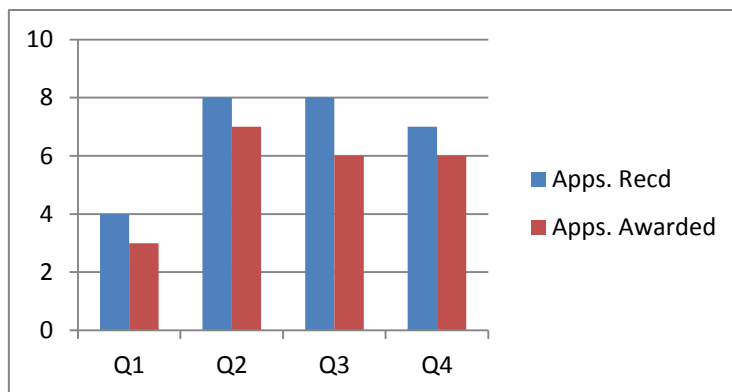
	Value of Applications Received	Value of Grants Awarded	No. of Enquiries received*	No. of applications received	No. of applications approved
Quarter 1	£3,530.92	£2,930.92	4	4	3
Quarter 2	£8,913.47	£6,983.47	20	8	7
Quarter 3	£11,500.00	£6,010.00	13	8	6
Quarter 4	£9,802.00	£5,256.00	15	7	6
<b>TOTAL</b>	<b>£33,746.39</b>	<b>£21,180.39</b>	<b>52</b>	<b>27</b>	<b>22</b>

*\*Only enquiries to Tamworth Borough Council*

Within the number of enquiries recorded it is worth noting that some of those received aren't eligible for the grant, others are referred into Blue Orchid to go on the business support programme workshops, but don't actually go through the training and therefore are not eligible to submit an application. On occasions an applicant/business may receive the required support from Blue Orchid but the business development officer doesn't deem them ready for a grant. In cases like this an application is not submitted and they are deferred, to apply at a later date when their business plan is more developed.

**99.9% of available grant was awarded**  
**81.5% of applications received were awarded**  
**61.16% of grant has been drawn down as at 1<sup>st</sup> April 2018\***

*\* Applicants have up to 6 months to draw down grant payment*



*Table 1: Applications received against applications awarded*

In Q1 an application was awarded at Grants Committee but later withdrawn as the terms and conditions were not returned by the deadline as required.

In Q3 there were 2 applications submitted, the 1<sup>st</sup> where the business activities were deemed ineligible and the 2<sup>nd</sup> application didn't meet the goals that were set in the business plan.

In Q4 there was 1 application submitted which did not meet the evaluation criteria.

### **Demand**

The value of applications received has exceeded expectations with £33,746.39 being requested. The annual budget of £20,000.00 meant that this could not be fully met. The quarterly budget was set at £5,000.00 to ensure that the £20,000.00 budget was spread across the financial year; you will see from table 1 above that each quarter averaged 7-8 applications of which the majority requested the maximum £1,500.00 grant award.

As the grant programme progressed there were slight amendments to the scoring criteria. Due to the number of applications and their value, it became clear that it was necessary to inform potential grant applicants at enquiry stage, that dependant on demand in each quarter; the maximum grant of £1,500.00 that could be applied for may not be able to be awarded. After each quarter the evaluation process was reviewed to make sure the grant was meeting expectations.

The evaluation process required tight decision making as the majority of applications could have easily been awarded the full grant amount. The decision was made to give less money to more businesses rather than more money to fewer businesses. It was felt this would ensure the biggest impact to the local business community and make a positive message about the Council's commitment to supporting small businesses.

There has been a very diverse range of business types that applied:

- Recruitment Consultant
- Health & Social Care training assessor
- Respite service for parents who have children with learning difficulties
- Service delivering pet food and nutritional advice
- Augmented and virtual reality simulations
- Bespoke cupcakes, celebration cakes and other baked goods
- Removal company
- Foot health practitioner
- Town Centre
  - Street food event
  - Brewery
  - Themed diner
- Driving instructor
- Environmental cleaning company
- Fashion design
- Yoga studio
- Coaching and mentoring for entrepreneurs
- Tutoring for primary school children

Town Centre businesses are becoming more aware of the scheme and we are seeing more requests for support. These businesses typically require more substantial investment and expenditure than average start up. Costs such as fitting out of shops, equipment, legal fees and marketing are higher than the standard business we have seen applying to date.

### **Successes**

The success of this grants programme has been linked greatly with the ERDF Enterprise for Success programme which Tamworth Borough Council funded with Solihull Council and other Local Authorities; Redditch, Bromsgrove, Wyre Forest, Cannock, East Staffs and Lichfield.

Blue Orchid who run the Enterprise for Success programme offer a full marketing process to raise awareness of the programme and grant offer. This takes the form of an officer who actively speaks to key groups and organisations, such as Job Centre and local networking groups. Businesses have also been able to receive full guidance from a business development officer through 6-12 hours of support via free to attend workshops, where they benefit from the creation of a business plan.

Engaging with these businesses has helped to give the Council a much better understanding of this business demographic and helped to build relationships, Council reputation and ensure they are receiving the correct, most suitable support that is currently available.

### **Added Value**

As mentioned above, this project has allowed the Council to identify and create relationships with individuals and micro businesses, something that in the past has been challenging, allowing the EDR service to signpost them to other support and opportunities that maximise the likelihood of these businesses surviving.

Indirectly it has also enhanced the reputation of the Council, which is now seen to be directly helping businesses and has raised the awareness of issues affecting small businesses.

A networking / business support event is planned to be held in October inviting all grant applicants from Q1-Q4 to be held at the Tamworth Enterprise Centre, this will give the businesses a chance to network and share their experience as well as receive further support that is currently available.

### **Conclusions and summary**

The Start Up Grants programme has been extremely successful, delivering nearly all of its committed budget in its first operational year. Whilst it is still early days patterns are starting to emerge. Town Centre businesses are becoming more aware of the scheme and we are seeing more requests for support. These businesses typically require more substantial investment and expenditure than average start up.

The Economic Development Team will continue to monitor and assess applications, but feel consideration should be given to developing a specific Town Centre or retail focused grants fund / business support programme.



## Start up Small Business Grants Year 2018-19 Report

Author: Lorraine Farley – May 2019.

### Purpose

The purpose of this report is to review the impact and performance of the Small Business Grant Scheme after its second year of operation – April 2018 to March 2019. The report will be used to identify trends and take up of the grants, allowing the Economic Development and Regeneration service to make changes to the scheme where appropriate, and plan for future service delivery.

### Recommendations

- That the key performance indicators are noted.
- That the report is produced on annual basis with a final 3 year summary and full evaluation taken to Cabinet at the end of the current funding cycle – April 2020.
- That consideration is given to developing further grants programmes specifically for Town Centre businesses.

### Performance

**Annual Budget for Small Business Grants: £20,000.00**

<u>2017/18</u>	Value of Apps Received	Value of Grants Awarded	Value of Grants Paid	No. of apps received	No. of apps approved	No. of apps paid
Quarter 1	£3,530.92	£2,930.92	<b>£1,930.50</b>	4	3	<b>2</b>
Quarter 2	£8,913.47	£6,983.47	<b>£6,801.10</b>	8	7	<b>7</b>
Quarter 3	£11,500.00	£6,010.00	<b>£5,119.92</b>	8	6	<b>5</b>
Quarter 4	£9,802.00	£5,256.00	<b>£4,106.00</b>	7	6	<b>5</b>
<b>TOTAL</b>	£33,746.39	£21,180.39	<b>£17957.52</b>	27	22	<b>19</b>

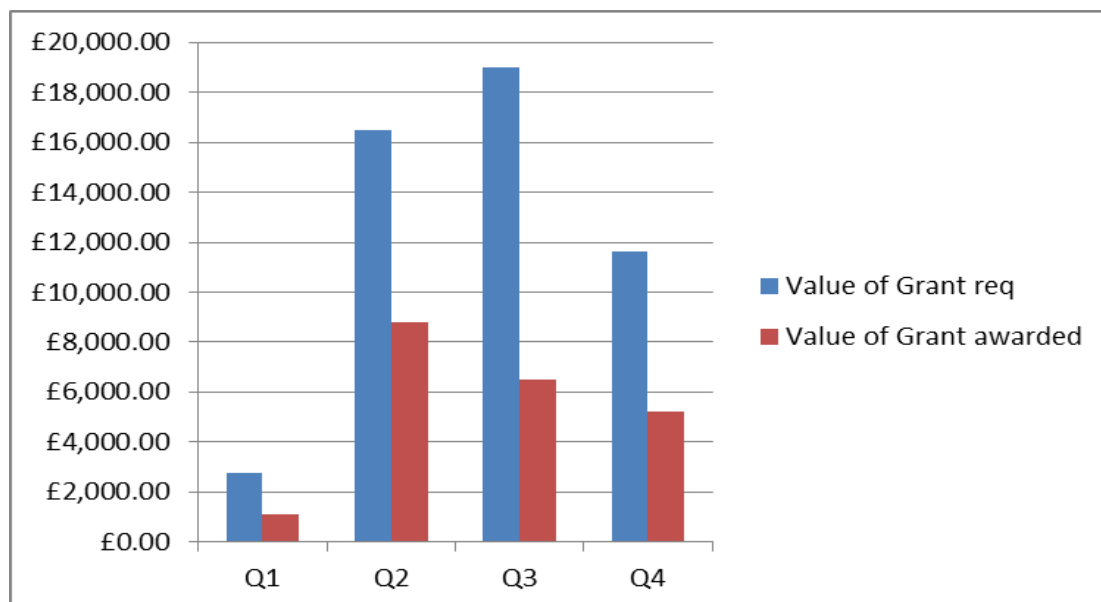
Of the £21,180.39 grant that was awarded in the 2017/18 financial year £2,822.87 was rolled back into the budget as either the grant was withdrawn as terms & conditions were not met or applicants had underspent due to cost changes from their original application.

The annual grants budget is £20,000.00 minus £17957.52 which is the value of grants paid in 2017/18; this leaves £2,042.48 remaining which was then able to be rolled into the 2018/19 grant award budget.

**Available Budget for Small Business Grants 2018/19: £22,042.48**

<b><u>2018/19</u></b>	Value of Applications Received	Value of Grants Awarded	No. of Enquiries received*	No. of applications received	No. of applications approved
Quarter 1	£2,754.00	£1,087.00	4	2	2
Quarter 2	£16,480.00	£8,824.00	17	11	9
Quarter 3	£18,968.88	£6,501.00	24	14	10
Quarter 4	£11,643.96	£5,219.07	12	10	8
<b>TOTAL</b>	<b>£49,846.84</b>	<b>£21,631.07</b>	<b>57</b>	<b>37</b>	<b>29</b>

**98.1% of available grant was awarded**  
**78.4% of applications received were awarded**



*Table 1: Value of grant requested against Value of grant awarded*

In Q2 there were 2 applications submitted that were not successful with a grant award, the 1<sup>st</sup> did not meet the evaluation criteria and the 2<sup>nd</sup> application was deferred as information was missing to allow a decision to be made.

In Q3 there was 3 applications submitted that were not successful with a grant award, the 1<sup>st</sup> did not meet the evaluation criteria and the other 2 were not business ventures for the Council to fund.

In Q4 there was 1 application submitted which was not successful with a grant award as it did not meet the evaluation criteria.

## **Demand**

The value of applications received has exceeded expectations with £49,846.84 being requested. The annual budget of £20,000.00 plus £2,042.48 rolled over budget from 2017/18 equals a total budget of £22,042.48 meant that this could not be fully met.

The quarterly budget was set at £5,000.00 to ensure that the £20,000.00 budget was spread across the financial year; you will see from table 1 above that excluding Q1 each quarter averaged around double the amount of grant requested against the value of grant we could award as the majority of applicants did request the £1,500.00 maximum grant.

The evaluation process required tight decision making as the majority of applications could have easily been awarded the full grant amount and the approach taken was to give less money to more businesses rather than more money to fewer businesses.

A decision has been made to review the Evaluation forms and process for the 2019/20 financial year to allow a more detailed evaluation review to assist with the tight decision making which is required as the demand exceeds. The approach into 2019/20 will be to use the overall evaluation score to award the highest scorers the higher amount of grant.

There has been a very diverse range of business types that applied:

- Animal boarding business
- SME Social media management company
- Tutoring and consultancy business aimed at students in higher education and practicing managers & leaders
- Gift stop and gardening services
- Painter and decorator
- Training company
- Manufacturer of motorcycle engines
- Town centre
  - Café and tapas bar
  - Sandwich dele
  - Beautician
  - Eastern European café
- Mental health and physical wellbeing practitioner
- Audio production company
- Upcycled and reworked fashioner designer
- Ecommerce goods supplier
- Accountants
- Baby clothes fashion designer
- Activity day camp for children
- Professional kitchen cleaner
- Shower repair service

- Holistic therapist
- Free from baker
- Domestic cleaning company
- Personal assistant for SME's
- Pet payment holding service
- Craft business
- SME consultancy business to encourage collaborative working
- Social/emotional support service

### **Successes**

The success of this grants programme has been linked greatly with the ERDF Enterprise for Success programme which Tamworth Borough Council funded with Solihull Council and other Local Authorities; Redditch, Bromsgrove, Wyre Forest, Cannock, East Staffs and Lichfield.

Businesses have been able to receive full guidance from a Business advisor through 6-12 hours of support via free to attend workshops, benefitting from a business plan aimed to encourage new business starts ups and to help young businesses grow and thrive.

Engaging with these businesses has helped to give a better understanding of this business demographic and helped to build relationships and ensure they are receiving the support that is currently available.

The grant scheme has also been successful in a recent award submission and was honoured "Highly Commended in the Best in Class – Small Business Friendly Awards 2019" at the FSB Staffordshire and West Midlands Area Local Authority Small Business Friendly Awards 2019 for our 2018/19 programme. This awards scheme was set up to recognise the work delivered by Local Authorities to assist small businesses.

### **Added Value**

As mentioned above, this project has allowed the Council to identify and create relationships with individuals and micro businesses, something that in the past has been challenging, allowing the EDR service to signpost them to other support and opportunities that maximise the likelihood of these businesses surviving.

Indirectly it has also enhanced the reputation of the Council, which is now seen to be directly helping businesses.

A networking / business support event is planned to be held in September inviting all grant applicants from 2017/18 & 2018/19 Q1-Q4 to be held at the Tamworth Enterprise Centre, this will give the businesses a chance to network and share their experience as well as receive further support that is currently available through the Growth Hub.

## **Conclusions and summary**

The Start Up Grants programme has been extremely successful, delivering nearly all of its committed budget in the two operational years it has been running. Whilst it is still early days patterns are starting to emerge. Town Centre businesses are continuing to use the scheme and we are seeing more requests for support. These businesses typically require more substantial investment and expenditure than the average start up.

The Economic Development Team will continue to monitor and assess applications, but feel consideration should be given to developing a specific Town Centre grants fund.

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