

Forest of Dean Business Start-Up Grant

Guidance Notes and Application Form



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Guidance Notes

About

The Forest of Dean District Council recognises the enterprising spirit that exists within this unique part of the world and is keen to lend direct support to business during the Covid-19 crisis. The Council wishes to encourage a vibrant, low-carbon economy within the towns, business parks, industrial estates and surrounding villages in the Forest of Dean.

To support this a new business start-up grant was launched on 21st September 2020. Grant funding can be used towards a variety of business and social enterprise start-up activities including: research and development, installing clean technologies, premises, equipment and product/service launch. Please note this is not an exhaustive list – we want to hear from you and your ideas.

Successful applications must deliver three, or more, of the following 6 desired outcomes:

- New business or social enterprise registrations after April 2020.
- Job creation
- Demonstration of innovation including the design and delivery of new products/equipment/services, highlighting how this varies from what is already on offer in the Forest of Dean.
- Demonstration of decarbonisation and sustainable activities, renewable energy use or the introduction of clean technologies
- Occupation or creation of new commercial floorspace for business use
- Increased footfall / visitor numbers/ visitor spend / turnover for individual business, town or village centre

Applications must include economic outputs which are measurable (e.g. revenue generated for the organisation/businesses, creation of new jobs, investment in new equipment or premises) but also have lasting economic benefits for the Forest of Dean.

Businesses must be new and be located within the Forest of Dean.

Applications will be assessed over 5 rounds in 2022-2023 with the closing dates for all applications being:

- 30 June 2022
- 31 August 2022
- 31 October 2022
- 30 December 2022
- 28 February 2023

Successful applicants will be expected to credit the Forest of Dean District Council for any approved grant funding in PR or marketing material; and, will be required to report back on completion of their project about how the funding was used and how it benefited the economy of the Forest of Dean. We will be using these reports as case studies on the Forest of Dean District Council's website and through our social media channels.

Objectives

Your application must clearly demonstrate the following which will form the basis of the assessment criteria:

- How your new business will deliver **three or more** of the six identified outcomes
- How the **success of your new business will be measured** – in what manner the business will produce economic results for the Forest of Dean and how will this be measured by your organisation
- Evidence that there is a **need or demand** for your new business or social enterprise – reference to consultation results, market research, project / business plan
- The business's **lasting benefits to the local economy** – what continuing benefits are likely to flow from the existence of the business
- For **projects that will run beyond an initial 12 months**, how the organisation will ensure the sustainability of financial support
- How your business is **not solely reliant on public funding** – the grant application budget should illustrate how you plan to raise additional financial support or support in-kind to complement any grant funding from the District Council
- If your project is eligible for other funding, how the Business Start-Up Grant for the Forest of Dean will **complement and add value to** those other sources of funds

Who can apply?

Any locally based business or constituted social enterprise organisation can apply individually or in partnership.

There will be a maximum of £1,000 per application. Allocation will be agreed on projects at an appropriate scale and the ability to proceed to the implementation stage. The fund is competitive so applications need to be realistic, deliver results and demonstrate value for money and local economic growth potential. The panel reserves the right to consider any applications being submitted for funding outside the maximum range.

Organisations can make more than one grant application, however only one application will receive approval subject to satisfactory appraisal.

Applicants must be able to demonstrate an element of match funding amounting to at least 50% of the project's total cost to include cash and in kind elements.

Who cannot apply?

- Home-based businesses
- Businesses who have been in receipt of +£5,000 local government, central government or European Funded grant aid within the last five years.

How to apply

Ensure all pages of the application form are completed. Incomplete applications will not be considered.

Your application should be accompanied by a copy of your business plan, cash flow forecasts and a copy of your constitution where appropriate.

The contact for help, guidance and any queries and where to send the application is as follows: 01594 812645 or email Regeneration@fdean.gov.uk

During the Covid emergency all applications, any associated papers will need to be sent electronically – please do not submit hard copies to the Council offices as these will not be accepted.

Application Assessment

An assessment panel will assess submitted applications against the desired criteria.

The panel will be looking for applications that have been well thought out and can demonstrate that they meet the objectives set out above and the assessment criteria below:

The panel will also be looking for evidence that the applicant will secure the necessary permissions to enable the business start-up to proceed. Successful applicants will be notified shortly afterwards.

Evaluation criteria

Applications will be assessed using the following evaluation criteria:

Project Application	Weighted Score
1. Fit with the Council's Corporate Plan Priority – Encourage a vibrant economy	/20
2. Delivering local economic impact	/20
3. Demonstration of viability over medium to long term (5+ years) or Demonstration of financial planning? Or Demonstration of how grant support will impact your business/project plan?	/20
4. Demonstrates innovation	/10
5. Evidence that the project meets at least three desired outcomes	/5
6. Evidence of need and quality of objectives	/5
7. Value for money	/5
8. Measurements of success	/5
9. Project cost / funding requirement / match funding	/5
10. Soundness of concept	/5
Total	/100

Score	Interpretation
20/10/5	Excellent – The <i>criteria are fully met as well as at least two of the outcome objectives. Shortcomings are minor</i>
18/8/4	Good – <i>The criteria are well addressed, but improvements are possible</i>
15/5/3	Fair – <i>The criteria are broadly met, but with significant weaknesses that would need improving</i>
2	Poor – <i>There are serious weaknesses evident in relation to the criteria</i>
1	Very Poor – <i>The criteria is only addressed in a cursory manner and is unsatisfactory</i>
0	<i>Fails to address criteria or cannot be judged as information is missing or incomplete</i>

Successful applications

Successful applicants will be informed in writing by Wendy Jackson, Regeneration Manager, Forest of Dean District Council.

Before the project can start, the council will enter into a grant agreement with the applicant which will set out various obligations on the two parties. This is very important as the way in which the money is used will be subject to inspection and audit and your monitoring plans will help us ensure that your project is progressing along the right tracks.

Payments will generally be made in arrears on receipt of completed monitoring report and claim form.

Your organisation must be equipped to keep appropriate records and to submit reports in respect of the project or activity, including evidence of expenditure incurred on the project. All receipts and invoices must be maintained. Forest of Dean District Council reserves the right to audit any project for which funds were issued.

Within two months (60 days) of the end of the project, a monitoring report and claim form must be submitted. The report must include information about whether the project's goals were met, how its success was measured, level of economic growth and the sustainability of the project.

Expectations on successful applicants

Please be aware that as this is public money, the funding will be subject to inspection and audit. Any fraudulent activity will be quickly identified and reported to the police.

It is the applicant's responsibility to ensure that the proposed business start-up requirement complies with all planning, licensing, highways, health and safety, and any other relevant legislation. If applicable, attach a list of all permits required and standards known to apply to business needs, and describe how you comply with them.

Where the business start-up requirement involves working with children, young people or vulnerable adults, we will also ask you about what measures you have in place to safeguard their wellbeing.

Applicants will also need to have current and relevant liability insurance in place before any agreement can be signed and you will be expected to provide copies to prove this. Applicants will be held liable for any damage caused to public property and the council will not accept any liability for claims for damage, loss or injury resulting from this work.

Applicants will be responsible for the project management and delivery of the successful grant awards. Consequently the Council will be looking for applications that demonstrate clarity of both planning and delivery of the business start-up requirement with an understanding of what permissions will be required to see the successful implementation of the project.

Other funding **must** be in place for the grant to be paid. However, we recognise that for many organisations, there may be the need to organise fundraising activities. Consequently the award will be held open for 12 months from the decision to allow for other funds to be secured.

Successful applicants will be expected to report back on completion of their grant funded work about how the funding was used and how it benefited the economy of the Forest of Dean. We will be using these reports as case studies on the Forest of Dean District Council's website and through our social media channels.

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Application Form

Closing dates for applications in 2022/23 are detailed on page 2 of this guidance.

I. Contact Details

Name of Organisation	
Address	
Telephone	
Email	
Name of Contact Person	
Position in the organisation	

2. Organisational Status Please tick all that apply:

Sole trader <input type="checkbox"/>	Community Interest Company <input type="checkbox"/>
Limited Company <input type="checkbox"/>	Company Number:
Company Limited by Guarantee <input type="checkbox"/>	Constituted Social Enterprise <input type="checkbox"/>
Other (please explain)	
Date of Company Registration/Constitution:	

3. About Your New Business

Name of business

Please provide an overview of your business:

Please give a brief description of how you would use the start-up funding

How will your project deliver three or more of the six identified outcomes:

1. New business or social enterprise registrations
2. Job creation
3. Demonstration of innovation including the design and delivery of new products/equipment/services
4. Demonstration of decarbonisation activity, renewable energy use or the introduction of clean technologies
5. Occupation or creation of new commercial floorspace for business use
6. Increased footfall / visitor numbers/ visitor spend / turnover for individual business, town or village centre

How do you know that there is a business need and what market research have you done?

How will you measure the success of your start-up activity?

How will you generate economic growth and create new jobs?

How will you make sure that the new business creates lasting benefits and what are your plans for the project once the grant funding has come to an end?

How will you add value to the Forest of Dean Business Start-Up Grant by using any grant to raise additional financial support or match it with support in-kind?

What permissions and/or licences do you need to achieve your project and what are your plans / timescale to secure these permissions?

Who else will you work with to deliver the actions?

4. Please complete if your new business involves children, young people or vulnerable adults

Do you have a Safeguarding Children and Vulnerable Adults policy?

Yes / No / not applicable

*Please note we may wish to see copies of these policies

Are all your staff and volunteers who will be associated with the project Disclosure and Barring Service (DBS) checked?

Yes / No / not applicable

If not, what measures do you have in place to safeguard children and young people or vulnerable adults on your project?

More information on safeguarding is available from the following websites:

[Gloucestershire Safeguarding Children Board](#)

[Safe Guarding adults in Gloucestershire](#)

5. About the money you are asking for

	£
Total amount your project will cost	
Amount you are asking the council for	

Where is the rest of the funding coming from?

Please itemise each source

SOURCE	£	Is this funding secured?
		YES / NO
		YES / NO

6. How you will spend the money

	Total spend	Grant requested
Equipment or materials <i>(please specify)</i>		
Staff expenses		
Premises/room hire/rent or other overheads <i>(please specify)</i>		
Other <i>(please specify)</i>		
TOTALS		

This part is to be signed by all applicants.

If you are submitting this form by email, please print and send a signed scanned copy of this page.

Declaration and Data Protection Statement

Data Protection Act



I confirm that the organisation/group named in this form has authorised me to sign this application on their behalf.

The information contained in this application is correct, to the best of my knowledge, and I confirm that any grant aid received will be used solely for the purposes specified in the application.

- I agree to my name and my organisation's details being held on electronic files.
- I understand that the information in this form may be shared with other local funders.

Don't forget to send the following:

- **Your cash flow forecast for the next 3 years**
- **Your business case**
- **Company number (if registered)**
- **A copy of your constitution (if social enterprise)**
- **Insurance certificates (if required)**

Signature	
Name of person signing	
Position in Organisation	
Date	

Please send your application to: Regeneration@fdean.gov.uk