

APPENDIX 1

1. BELA and the Tangible difference the grant has made to businesses beneficiaries.
2. Carry on with the grant in future and why.

1. Examples of supporting evidence through evaluation.

“It has allowed us to advertise the business via the internet and has created interest and possible contracts with other UK and European based clients”

Ashley Barrett - EastCoat UK

“Our BELA grant assisted the purchase of a new web site to improve and support our marketing efforts. Our previous web site needed to be more flexible, manageable and customer focussed. The new web site has only been live a few weeks but already it has received very positive feedback from clients and associates. It will in time support the growth of the business and improve the way we deal with our customers”.

Julian Hammond - TIPS for Good Management Ltd

We applied for the grant to have a new website built including new design. Already the website has generated 1 order from the website and 4 enquiries. Will you have any more grants coming up because this one was a great asset to our business?

Stephen Mitchell - Office Water Supplies

“The BELA grant helped finance our new time system (partially funded the cost). The installation of the new time system has made us more efficient from the point of view that we now have accurate time keeping methods for employees, and we are now able to cost our jobs more efficiently. Also more employees have accessibility to these records. This will overall help with business growth as we will now free up time that was spent analysing costs and times etc”.

Kim Surridge - Weco Engineering Limited,

“BELA funded IT hardware and improvements. This has facilitated the improved working efficiency and capability of the administration sector of the company and increased information security”.

Louise Woolnough - Wensum Valley Services Ltd

“We purchased a tablet laptop for site work. We applied because as a small business funds are very limited. Results: 1. Faster quoting and access back to office. 2. Positive marketing tool”.

Rachel Chapman – Pharmed Sterile Solutions Ltd.

“BELA grant assisted in the purchase of a bottle labelling machine to keep up with customer orders. Affect on business growth efficiency dramatic - Increased production capacity from 6 cases/hour to 20 cases/hour”.

Mark Riches - Beeston Brewery

“The BELA grant helped us to improve our office IT capacity – including a new lap top and increased storage for our system and to purchase a specialist lens for our photographic equipment. While the equipment has not as yet had any impact on our business growth the storage solutions has meant a much more efficient storage and archive system for our company’s information - especially photography. We now have 108 gigabytes of business images stored and archived. The laptop has given us a more up to date way of downloading and displaying information and photographs when out on location at events and other jobs. The 100m macro lens has been used for several photographic jobs to date”.

Debbie Harris – 2UP Ltd.

“BELA helped us with the purchase of a Two-Tonne capacity trailer which allowed us to accept work which otherwise would not be possible. The scheme was well conceived and very well organised. Contacts with your office received courteous and prompt attention. Well done to them”.

GMF Boris Ltd

2. Carry on with the grant in future and why.

As indicated above, the grant is well received and in some cases the project the business wishes to undertake would not go ahead without the assistance the grant can offer. The fact that we offer the grant is seen as a helping hand and is something the Council offers that is much appreciated. Many of the beneficiaries have said that any amount however small is always a help.

Small grants for business are extremely hard to come by these days. The BELA scheme has been highly successful and has allowed the team to come into contact with over 100 micro businesses that we would not necessarily have contacted otherwise. We keep in touch with all our BELA beneficiaries on a regular basis and frequently update them with further information that could offer vital assistance especially in these difficult times. We have also offered short courses to assist with website management, search engine optimisation and procurement.

We have an excellent rapport with our business community generally allowing us to keep abreast with how the economy is performing within the District and to enable good working relations and trust between us. Business support is built into our Service Team Plan and a number of business monitoring visits are carried out throughout the year.

The Economic Team is currently developing Phase 3 of the REV project – Engineering Smart Growth (REV ESG). This project encompasses business support as one of many planned themes within the project, therefore it is envisaged that any further phases of the BELA grant scheme will be incorporated into REV ESG and delivered as such.