

The questions in this application form allow us to gather information we need to enable us to decide whether to help fund your project. There is additional guidance included with this application form to help you with completing the form. Please write clearly in black ink or type.

You must complete this section if you are applying for both the small and large grant scheme.

1. About your group/organisation

Project Title: BRECKLAND ENTERPRISE & LEARNING ACCOUNT (BELA 3) _____
Full Address of your group/organisation including post code: _____
Breckland Council, Economic Development Service,
Elizabeth House, Walpole Loke,
Dereham, NR 19 1EE _____

2. Main contact for this application

Name: Lindy Warmer _____
Position held: Economic Development Officer _____
Full Address including postcode: As Above _____

Phone number (day): 01362 656235 _____ (evening): _____
Email Address: lindy.warmer@breckland.gov.uk _____

3. When are you planning your project to take place? _____

The project can commence as soon as funding is agreed _____

4. What activities will take place if you receive a grant? _____

The Breckland Enterprise & Learning Account (BELA) has been extremely successful since its conception in April 2007. This application seeks the support for a further funding for phase 3 of the grant element of the project. The aim is to provide small flexible grants to all prospective and established micro-businesses (less than 10 employees) in Breckland that will provide a subsidy to aid business and skills development and engage the applicants in the full range of business support and skills services available. This project will support these applicants with a small grant up to £500 which the applicant is required to match 50%. This project adds value to current learning programmes and existing business support services available in Breckland which do not offer

grant aid or subsidies or meet the applicant's individual needs or requirements. The project can also provide a gateway for the applicant to help them access further funding streams, as well as engaging them in the full range of business and skills support services available.

5. Please give a summary of the research you have conducted to show there is a need for your project. (Continue on separate sheet if necessary):

Individuals wishing to start in self-employment often need early stage support to enable them to access a crucial or critical training scheme/course, purchase professional services or purchase/hire essential small items of equipment. Often this is a very individual and basic need and without the help and encouragement may often curtail an individual's potential as an entrepreneur. Similarly micro-businesses are most vulnerable to failure in the first 12 months. This project supports such businesses during this fragile stage in their existence providing the support and encouragement and helps them grow and increase their viability and chances of survival. Nearly 100% of the numerous enquiries received by Breckland Council's Economic Development service are either from individuals seeking to start up in business requesting grants to aid the transition to self employment or to upskill or reskill in their chosen career/profession or from businesses which are established but seeking grant funding for items which would support and enable future growth and sustainability.

The initial project BELA 1 which commenced in 2007 has been well received by the business community and we have received many letters of thanks including:

- *The scheme gave me a much needed financial boost without having to seek business lending. I am very grateful to the scheme for this assistance. Thank you.*
- *Many thanks. I'm grateful to you for helping with this. I'm happy that I can start to rebuild and move forward.*
- *The site is up and running certainly helping me make a difference to my rankings on Google and Yahoo we are on pages 1 and 2 and moving up. Once again I would like to say thank you to you and Breckland councils help.*
- *The scheme was well conceived and very well organised. Contacts with your office received courteous and prompt attention.*

BELA 2 has been equally successful in delivering ICT to the business community:

- *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*
- *The application could not have been easier or smoother. It was so uncomplicated that little advice or guidance was needed.*
- *Able to upgrade Computer system which enables me to keep Up-to-date with the latest software.*
- *Positive effect was to free up vital time from time spent on administration,*

- so that the business can focus on other, more profitable areas*
- IT hardware and improvements facilitated the improved working efficiency and capability of the administration sector of the company and increased information security.
 - 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. This will overall help with business growth as we will now free up time that was spent analysing costs and times etc.
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6. (a) How does your project meet the council objectives? Please select at least TWO specific objectives below:

- Building safer and stronger communities: ensuring that communities are safe, secure, integrated with fairness and equality of opportunity for all.
- Environment: Clean and Green
- Prosperous Communities: healthy, prosperous and sustainable communities
- Your Council, Your Services: A council that listens and delivers services based on the needs of its customers
- Entrepreneurial Council: To recognise the full earning potential of the council and ensure value for money.

A full copy of the council objectives are listed in the guidance notes for your reference.

(b). Please explain how your project contributes towards the council objectives?

C03: Vibrant, sustainable and inclusive communities
C07: Learning & Skills Development
C08: Encouraging local businesses to flourish

The project also links directly to:

2 Regional Economic Strategy priorities (3.5 & 3.6)
2 Norfolk Ambition Themes (Key themes 4 & 8)
2 Shaping Norfolk Future Goals (Strategic goals 1 & 2)
2 Norfolk LAA outcomes (1 & 2).

The initial BELA project was a one year project starting in April 2007 the project coordinated on behalf of the Economic Development Thematic Group by Breckland Council's Economic Development service (EDTG lead). BELA 1 was funded by the LSP to the sum of £10,000. Subsequent to obtaining this funding the EDTG lead also successfully obtained £10,000 match funding from Breckland Council. BELA 1 was able to deliver 40 grants to a maximum of £500 each totalling £20,000. The human resource time to manage BELA 1 was provided 'in kind' by the EDTG lead and this continues to be the case.

Breckland LSP	£10,000
Breckland Match Funding Reserve	£10,000
Private Additional Income	£70,390
Breckland Resource In Kind funding	£10,000
Total Funding:	£100,390

BELA1 achieved the following outcomes:

- Increased skills and competency levels to match economic needs
- Contributed to a prosperous and vibrant community in which to live and work
- Supported 42 micro businesses with grants ranging up to £500.

BELA 2 has carried on this successful theme by building on the success of BELA 1 integrating the grant scheme into a wider project of language and ICT training managed by the Breckland Partnership that comprises:

- Enhanced and intensive start up coaching on website design and management
- Negotiation and delivery of 1 strategy for ESOL and pre ESOL pilot course delivery across the district through partnership working
- Work with the migrant community to offer "train the trainer" training to community leaders in order that they are more capable of helping their own community.
- Support for 30 beneficiaries with grants ranging up to £500
- BELA 2 has offered ICT training and 1 – 1 sessions through Poultec Training and to date 15 beneficiaries have taken advantage of this offer

Through the BELA 2 grant scheme we have assisted 19 companies to date to achieve growth, enable remote working, more effective working, training and substantial market influence through design of websites.

The Economic Development Service has also enabled workshops for Web Marketing and Search Engine Optimisation as added value to the BELA scheme and approximately 80 people have attended. Feedback from these sessions is positive, always asking for more.

Funding is still available but will not meet the number of applications that we receive which means that some businesses will be turned away if further funding is not found to carry this particular part of the BELA scheme on. At a time of critical need when businesses are looking to every avenue in order to survive, this grant can be a lifeline thrown to them to enable them to "do it different", enable quicker easier working methods, update, retrain and keep up with the market and the competition. No other such grant is available to assist.

Breckland Partnership	£10,000
Private Additional Income	£20,000 + estimate

Breckland In Kind Funding
Total Funding

£10,000
£40,000

7. **Have you consulted the local ward member(s) prior to this application?**
YES NO

8. **How much is your project/activity going to cost?**

Item or activity	cost
Provision of 50 small match funded flexible grants to all prospective and established micro businesses (less than 10 employees) in Breckland to aid business and skills development and engage the applicants in the full range of business support and skills services available.	£25,000
No publicity campaign will be necessary due to the ongoing enquiries received in the Economic Development service at Breckland Council and through the wide and extensive network of business and skills support partners in Breckland with which the project will be intrinsically linked.	
Breckland Council's Economic Development service will act as the accountable body and assume management responsibility for the project. This element of the project will be provided 'in kind' (circa. £10,000).	£10,000
Estimated private match additional income 50% grant match	£30,000
total	£65,000

9. **How much of the above total do you require from Breckland Match Funding?**

£20,000 _____ 30.76% _____

Does the figure above include VAT? YES NO

Is your organisation VAT registered? YES NO

Will you be reclaiming VAT on your project? YES NO

10. Please tell us where you are seeking the additional funding for the project and the amount you have requested. Please enclose proof of any secured funding. You will be required to submit proof of other funding prior to any money being released from Breckland.

Organisation	Amount requested	% of total	Funding approved?
Breckland Partnership	£5,000		Yes: £5,000 March 2009
Breckland Council's Economic Development service will act as the accountable body and assume management responsibility for the project. This element of the project will be provided 'in kind'	circa. £10,000		In Kind
BELA 3 Private match additional income	£30,000	50% grant match	Estimated £30,000 plus

11. Please describe how your project will be financially and environmentally sustained and maintained in the future. Please provide any financial forecasts and contracts if available.

If you are applying for a large grant, please answer this question in Section B.

This is an ongoing project that is not sustainable in its current form as it is a grant scheme. There is no requirement for the applicants to repay the grant. If this application is approved there will be a total grant fund of £25,000. As outlined above, funding has already been awarded by the LSP/ Breckland Partnership and we are now seeking to double the funding via the match funding reserve to enable the Council to assist a minimum of 50 businesses/individuals. This increase in funding will enable us to assist 50 micro-businesses minimum.

If extended the project could eventually lead and link into projects currently being developed by the Economic Development Service under the REV 2 Engineering Smart Growth programme which will be seeking funding from external sources including EEDA and the European Social Fund. It is also hoped that funding will be available in the future from the Breckland Partnership and from the Local Area Business Growth Initiative

12. Please state who will be responsible for monitoring the project and reporting to Breckland Council.

Name: Lindy Warmer, Economic Development Officer, Breckland Council.

Contact details: DDI: 01362 656235, or email lindy.warmer@breckland.gov.uk

13. Have you previously applied for a grant from Breckland Council?

If Yes, please provide details below and enclose previous offer letters from Breckland:

14. Please tick the boxes if your organisation has any of the following:

Public Liability Insurance

Child Protection Policy

Leaders' qualifications

Affiliated governing body

15. What type of organisation are you? Please tick the appropriate box.

Voluntary:

Trading Company:

Statutory Body (e.g. Town or Parish Council):

Other - Please State: Local Authority District Council _____

16. How many individuals/organisations do you expect to benefit directly from your project or activity?

Individuals: 50 _____ Organisations: 50 businesses _____

17. What ages are the beneficiaries of your project?

0-18 19-24 25-65 65+ All

18. Checklist of attachments:

Have you included copies of the following (if required)?

Governing documents or constitution:

Business Plan:

Location map of the project:

Community consultation information:

Financial forecasts/contracts or agreements:

Q19. Declaration:

I declare that to the best of my knowledge and belief, the information given on this application form and any supporting material is correct. I understand that you may ask for additional information at any stage of the application process. I have read and understood the guidance notes.

Project Title: Breckland Enterprise & Learning Account Phase 3 (BELA 3)

Signature: Full name: _____

Position: Economic Development Officer _____ Date: _____

Section B

ONLY complete this section if you are applying for a sum FROM £3,001 to £20,000

1. What type of organisation are you? please tick the relevant box and complete any relevant boxes.

- Voluntary Organisation Enterprise Agency
Health Body Business/ Skills support
Registered Charity Housing Organisation
Company/ Business Company number: _____
Parish or Town Council Other
Community Group If other, please specify: Local Authority District Council

Please supply copies of your organisation's governing documents, articles, terms of reference or constitution where appropriate.

When did your organisation start? Month/Year: **At reorganisation in 1974**

2. Is your project directed at, or of particular relevance, to a particular group of people?

YES NO

If you have answered 'No' please go to the next question. If you have answered 'Yes', indicate the people who will benefit from your project, selecting up to three categories.

- Disadvantaged people living in rural areas Unemployed
Disadvantaged people living in urban areas Disabled people
People on low incomes Women and girls
Refugees and asylum seekers Other

3. Is your project directed at, or of particular relevance to, people from a specific ethnic background?

YES NO

If you have answered 'No' please move on to the next question. If you have answered 'Yes', indicate the ethnic background of the people who will benefit from your project, ticking up to three categories.

White British <input type="checkbox"/>	Mixed <input type="checkbox"/>	Asian or British Asian Indian <input type="checkbox"/>	Black or Black British Caribbean <input type="checkbox"/>	Chinese or Other Chinese <input type="checkbox"/>
Irish <input type="checkbox"/>		Pakistani <input type="checkbox"/>	African <input type="checkbox"/>	Other Ethnic Group <input type="checkbox"/>
Other <input type="checkbox"/>		Bangladeshi <input type="checkbox"/>	Other Black <input type="checkbox"/>	
		Other Asian <input type="checkbox"/>		

4. Is your project directed at, or of particular relevance to, people of a specific gender?

If 'Yes' please tick YES NO

Male Female

5. Is your project directed at, or of particular relevance to, people with disabilities?

YES NO

6. Does your project involve land and/or buildings?

YES NO

If yes, does your organisation own or lease/hire the land and/or buildings on which the project is located?

YES NO

If leased, how many years are left on the agreement?

Does your project involve the purchase of land and/or buildings?

YES NO

Please provide copies of any official valuations for the land/building(s). This must be from an estate agent, District Valuer or other recognised agent.

7. What are the main risks associated with the successful delivery of this project, and what steps have you taken to minimalise these risks?

Risks	Action taken to minimise risk
No grant applications are received	Use all sources of marketing and advertising available such as Breckland Voice, distribution lists, networks.
Application guidance is too restricted	Review application guidance on a quarterly basis
No suitable applications	Review criteria
Project takes longer to deliver than anticipated.	Accept, review, take action to increase awareness

8. Please describe how your project will be financially and environmentally sustained and maintained in the future. Please provide any financial forecasts and contracts/agreements if available.

As Question 11 above:

This is an ongoing project that is not sustainable in its current form as it is a grant scheme. There is no requirement for the applicants to repay the grant. If this application is approved there will be a total grant fund of £25,000. As outlined above, funding has already been awarded by the Breckland Partnership and we are now seeking to double the funding via the match funding reserve to enable the Council to assist a minimum of 50 businesses/individuals. This increase in funding will enable us to assist 50 micro-businesses minimum.

If extended the project could eventually lead and link into projects currently being developed by the Economic Development Service under the REV 2 Engineering Smart Growth programme which will be seeking funding from external sources including EEDA and the European Social Fund. It is also hoped that funding will be available in the future from the Breckland Partnership and from the Local Area Business Growth Initiative

9. What, if any, safety issues are related to your project or activity? If your project is working with children, young people under the age of 18, or with vulnerable adults, how will they be kept safe?

There are no safety issues related to this project that we are aware of.

Please tick and fill in boxes if your group has any of the following:

Public Liability:

Other Insurance (specify):

Child Protection Policy:

Vulnerable adults policy:

Affiliated governing body: _____

Where did you hear about this grant scheme? Breckland Council

How easy did you find this application form?

Straightforward

Fairly Easy

Average

Difficult

Very Difficult

Were the questions asked appropriate and relevant to your project?

YES NO

Please feel free to offer suggestions about how we could improve this application form:

Take it off publisher and make it a word document.

Have you included copies of the following (if required)?

Governing documents, articles, terms of reference or constitution:

Business Plan:

Location map of project:

Land/Building valuations (where appropriate);

Community Consultation information:

Financial forecasts, contracts/agreements:

Details of project promotion:

I declare that to the best of my knowledge and belief, the information given on this application form and in any supporting material is correct.

I understand that you may ask for additional information at any stage of the application process. I have read and understood the guidance notes.

Project Title: Breckland Enterprise & Learning Account BELA 3 _____

Signature: _____

Name of signatory: Lindy Warmer _____

Position of signatory: Economic Development Officer _____

Date: _____