Appendix B – Business Support Fund Programmes

Programme	Type of activity	Indicative values and outcomes - to be finalized as part of Procurement	Timeline
Supporting the Visitor Economy	**Package 1: Visitor Economy winter resilience grant scheme** • A grant scheme for visitor economy businesses for the purchasing of tools, equipment and trading approaches needed to adapt or innovate, and facilitating a COVID-19 secure environment • Grants will be awarded to businesses who have already accessed recognised support/advice on how to innovate and remodel in order to survive the winter season. For example, though the Growth Hubs, SEBB, the current ERDF Visitor and Wider Economy Grant Scheme (for specialist advice) and the proposed SSF project Rebuilding Confidence and Demand in the Visitor Economy • The grant scheme must complement the visitor economy component of the ERDF Visitor and Wider Economy Grant Scheme (September – February 2021) which is primarily for purchasing specialist advice rather than equipment, and is already significantly over-subscribed, when these funds expire and/or where visitor economy business needs are ineligible for the ERDF grant • Grant range of £1,000 - £3,000	£500,000 Minimum 150 grants supporting businesses to adapt and innovate; Potential for a minimum of 150 businesses and jobs to be safeguarded	Open call December 2020
	Package 2: Rebooting the visitor economy in 2021 • The design and launch of seasonal campaigns that align with destination management campaigns and promotion of tourism offers (such as Big Weekends and #RespectProtectEnjoy) to rebuild consumer confidence and demand, and create an extended season/ year-round offer to reboot visitor economy businesses • The design and delivery of a programme of support and training that will bring together and facilitate multiple businesses and organisations to curate a place-based offer, increasing footfall and spend and enabling those businesses to successfully recover • This package will facilitate a more holistic and innovative approach to supporting visitor economy industries including creative, cultural, hospitality, leisure and accommodation, as they are acclimatising to new trends and ways of working resulting from COVID-19 • The campaigns and curation of place-based offers must align with other live sector/place-specific initiatives, such as the proposed SSF project Rebuilding Confidence and Demand in the Visitor Economy and Future High Street Fund projects	£550,000 Places supported to recover and regenerate through the curation of a placed-based offer and seasonal campaigns, driven by business needs to increase visitor confidence, footfall and spend. Programme evaluation to measure impact and change	Open call February 2021
Support for	**Support programme for start-ups and pre-starts**	£565,000	Open call

Programme	Type of activity	Indicative values and outcomes - to be finalized as part of Procurement	Timeline
start-ups and pre-starts	• A set-hour programme providing 1-2-1 and 1-2-many support for cohorts of pre-starts and start-ups with potential to establish and operate during and beyond a COVID-19 climate • The programme will provide learning, advice and mentoring to an audience that includes those made redundant or unemployed as a result of COVID-19. • The programme will include a small grant scheme with a grant range of £500-£2,000 aligned to or following on from the SEBBII New Enterprise Grant Scheme • The programme will seek a collaborative approach with similar programmes in order to access and apply learning from these, such as target audience, key sectors and up-take demographics (for example, the Foundation Level Programme in Essex)	Minimum 100+ supported to create new jobs and businesses Programme evaluation to identify new ways of working for a current and post-COVID climate	January 2021
Digitising Business, supporting e-commerce and retail	**Package 1: Adapting to Digitisation** • A programme of webinars, 1-2-many and 1-2-1 advice and diagnostics to businesses looking to adapt ad innovate through digitisation in order to remain viable • The programme will help businesses to build online presence and competitiveness/ marketing, rebuild supply chains, improve productivity, implement flexible working/ hybrid business models, and employ tools to aid mental wellbeing • Delivery will be aligned with the proposed Digital Skills for All provision in the SELEP Skills Fund for cross-referrals • The programme will draw ono the findings from and successively follow the wider economy component of the Visitor and Wider Economy 100% grant scheme, which ends in February 2021 and provides grants for the purchase of specialist advice **Package 2: Grants for digitally enabling hardware/ software** • A small grant scheme for referrals from Package 1, for purchasing new IT hardware/software • Grant range £500 – £2,000, enabling innovation through the adoption of new to business technology and approaches	£500,000 Potential for 100+ businesses and jobs to be safeguarded; Programme evaluation of business adaptation and innovation measures, to understand impact and change to business models and behaviours, including how these contribute to a low carbon economy £250,000 100+ grants to assist safeguarding of businesses and jobs, and to bring about operational/ behavioural change	Open call February 2021 Open call February 2021
BSF project management resource	• To project manage BSF administration, contract. This will also include funding the procurement costs and legal costs of the tender process	£35,000	December 2020