

Report of the Chief Executive

BROXTOWE BUSINESS START-UP GRANT SCHEME REPORT1. Purpose of report

To outline to members of the Committee details of the Broxtowe Business Start-Up Grant scheme in relation to the geography of the grants awarded.

2. Background

Across 2018/2019 a grant was offered to new Broxtowe businesses, to support initial start-up expenditure. These grants have been used to support 9 businesses with a total of £8,913.87 spent or committed on grants assisting businesses thus far.

The grant scheme made available to start-up businesses awards of up to £1,000, with a panel of business minded individuals from Broxtowe Borough Council and the business community deciding upon applications.

The businesses who have received the grant have been based across the borough; 4 businesses were based in Beeston, 1 in Attenborough, 1 in Chilwell, 1 in Strelley Village, 1 in Newthorpe and finally 1 in Brinsley. A case study of the impact of the previous grant scheme can be found in the appendix. The grant scheme was well received by the local business community.

3. Financial implications

The costs of Business Start-Up Grants in 2019/20 will be met from the Town Centre Management budget within Economic Development of £34.500.

Recommendation

The Committee is asked to NOTE the report.

Background papers

Nil

APPENDIX

Grant Case Study - Sound Escapes UK

Business Name: Busy Lives!

Owner/Director Name: Karen Hannon

Based: Attenborough, Nottinghamshire

Website: <https://www.busylivesnottingham.co.uk>

Brief summary of business activity:

Busy Lives! Is a freelance service providing one off projects through to regular and continuous support tailored to your individual and precise need.

I provide specialist tailored support to help people solve problems and reclaim their work/life balance so that they can focus on what is important to them. This can be work based, organisation throughout their homes or support completed remotely. Many people have busy lives, they know what needs doing but have limited time in which to achieve it.

1. What did you require the grant for?

Busy Lives! was launched in September 2018. The business commenced with a website in place, first set of business cards and an initial four-month advert in the Grapevine magazine. I had attended a 'Starting in Business' course in the summer that taught me much about setting up your business, the benefits but also that a high percentage of businesses within their first year don't succeed. I was determined that Busy Lives! was not going to be one of those!

My previous career had been in Education with sixteen years of that as a Head Teacher of a large Primary School in Nottingham. One of the largest challenges I faced setting up my own business was the transition from always being well-established, trusted, liked and respected to someone in the business world no one knew anything about! The second challenge was the move from a regular monthly salary to nothing.

I knew my services on offer were of a high calibre, but this did not matter if people did not 'know, like and trust' me. Despite attending various business networks in the autumn I did not receive any business. I was not going to get any business if no one knew I existed! It was through attending a Beeston Business Network meeting that I heard about the Broxtowe Start-Up Grant Scheme. This was the perfect opportunity to gain financial support and to be able to proactively learn how to market my business.

2. How has it supported you in setting up your business?

Monies from the Broxtowe Grant supported 'Busy Lives!' within four aspects of marketing.

Firstly, it enabled me to receive bespoke training on how to market my business 'Busy Lives!' I now have a marketing strategy and activity plan in place from which I now work from moving forward to promote the business. This includes marketing tactics, brand personas, a social media and networking strategy.

The second part of the grant has been used towards the cost of two banners for marketing 'Busy Lives!' at both business exhibitions and networking events. These have really assisted my brand recognition and getting noticed at events.

Business cards are frequently shared at events. These have now been totally redesigned and are now two sided with examples of my services on the reverse of the card.

Lastly, as a tactic to retain existing and new clients bespoke 'Thank you' cards and thank you fudge costs were woven into the grant support costs.

3. Any other comments?

Since receiving the grant and implementing the marketing strategies above, the business has started to attract new clients. I now have an established brand awareness, especially through the social media platforms and a continual growth of followers with my posts who follow through to my website.

The Broxtowe Start-Up Grant Scheme has definitely contributed to raising my awareness, supporting my business as it gains a 'liked, respected and trusted' status amongst the wider world.

Thank you!