



Community Recovery Grant

Guidance for Applicants



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Introduction

This guidance document is designed to help potential applicants to shape their applications to the Community Recovery Fund.

If, after reading this guidance and our policy document, you still require clarification with the application process, please raise a [Business Grant Enquiry](#).

The Purpose of the Grant

This grant fund aims to aid and accelerate the recovery of local economies within the South Hams and West Devon.

Projects should facilitate one or more of the following objectives:

- Business growth
- Job creation
- Job protection
- Improving business and business community resilience
- Promotion of towns and their business communities to improve footfall and visitor dwell time within our towns

Eligible Organisations

Any organisation primarily based in the South Hams or West Devon, which is registered for tax purposes is eligible to apply for a grant through this scheme.

This includes:

- Limited Companies, including social enterprises and CICs
 - Must be registered with a company number on Companies House
- Sole Traders / Partnerships
 - Registered with HMRC and with a Unique Tax Reference Number
- Charitable Organisations
 - Registered with the Charities Commission, with a Charity Number
- Precepting Authorities and other public sector bodies

Unfortunately, other organisations will not be eligible to apply.

However, other organisations may be the indirect beneficiaries of grants awarded through this fund. For example, a sports club could benefit from the delivery of a project that a Parish Council has bid for.



General Guidance

How to apply

From 01 November 2021, eligible organisations with a relevant project will be asked to fill out an online application form, including the following

- Details about the organisation
- A summary project proposal, in less than 200 words describing the project and the intended benefits to the local economy and communities
- Total project cost
- Amount of award requested from the Community Recovery Grant
- Up to 100 words on the expected outcomes and how you will demonstrate meeting these

Proposals should focus on:

- What the project is.
- Who is running or managing the project.
- Is this project new or a new development to an existing project?
- How does the project fit the criteria detailed in the [‘Purpose of the Grant’](#) section above?

Project proposals which are providing match funding will be viewed more favourably than those which are solely reliant on the grant for funding.

Projects will be scored by a panel, against a number of criteria. These will include value for money, viability, local impact and economic benefit.

Projects will be assessed by our panel in December 2021 and funds will be paid to successful projects in early 2022.

These dates may be subject to change, depending on the volume and quality of applications received.

You will be contacted about the outcome of your application, even if you are not successful, however the team are unable to give specific information about rejected applications.

Decisions made by the panel are final, there is no appeals process. Please refer to our policy document for further information.



Guidance for specific project types

The council is particularly interested in supporting certain types of project, so specific guidance has been set out below for these areas.

Guidance for events and marketing activity projects

Any proposed events will need to focus on how they will help to support the business community. Key questions to think about in your application include:

- What is the event?
- Is this an enhancement of an already planned event or a new event?
- Is it going to be a single event or will the project deliver multiple events?
- Who will be responsible for delivering the event?
- When and where will the event take place?
- How many businesses will benefit?
- How will they benefit?
- What elements of the event will the grant be used to fund?

Examples of events that could be eligible include (but are not limited to):

- Town centre focused events that will help to bring visitors to spend time in towns and shop with local businesses
- Jobs fairs to help link businesses with local people who are looking for work
- Markets that do not ordinarily take place within a town

Other event types will be considered.

We will not fund events which are already fully funded as a way of saving money for an organisation. If you are applying for support for an existing event, you will need to demonstrate how our funding will add value to the event.

Guidance when applying for the procurement of equipment for your business

If you are looking to make a capital purchase or purchases for your business, you will need to demonstrate how this will help to grow your business. Key questions to think about in your application include:

- What are you looking to purchase?
- Will a new employee be required to use the new equipment or will an employee who was otherwise going to be made redundant be protected as a result of this purchase?
- Will the new equipment help your business to diversify or make your business better able to trade?
- Have you used local suppliers to get quotes for your purchase?
- Have you sought multiple quotes to ensure value for money with your purchase?

Examples of purchases that could be eligible include (but are not limited to):



- A commercial coffee machine and pizza oven for a restaurant that will enable the restaurant to enhance its offer and diversify to provide a takeaway service that will require a new employee.
- A solar PV and energy storage system for a holiday unit that will enable the unit to become self-sustainable, reducing costs for the business, reducing grid dependence, and helping the business to move into the eco-tourism sector.
- A metal fabricator purchasing a rolling machine to enable them to bring new products to the market and create several new jobs to deliver the new area of business.

We will not fund day to day consumables that your business would be buying on a regular basis as part of its normal trading activities.

Guidance when applying for procurement of services for your business

If you are looking to purchase support services for your business, you will need to demonstrate how these services will be of direct benefit to your business. We are also able to fund projects that will procure services that will deliver benefits to a number of businesses. Key questions to think about in your application include:

- What support services are you looking to procure?
- Who will deliver the support services?
- Is the support service one off or will it be ongoing?
- Where will the support service be delivered?
- How will the services benefit the business/businesses?

Examples of support services that could be eligible include (but are not limited to):

- A Parish Council procures workshops, hosted at their offices and delivered by a specialist organisation. They wish to provide local businesses with a stronger digital footprint, strengthening their online presence and ability to promote themselves through the internet. Following the workshop, all of the town's businesses have a presence on Google, understand social media and how it can help grow their business, and know how to use these services and keep their business information up to date.
- A business wants to develop a marketing and branding strategy for its range of products to strengthen their image, raise their brand profile, and help them bring their products into new markets. The objective is to increase their turnover through increased sales, which will also have a positive impact on their local supply chain. Lacking the in-house expertise, they procure a marketing consultant to work with them to deliver these actions.

We are not able to directly fund business support service delivery organisation to bolster their existing services.

The end user or a representative organisation for a group of end users should be the applicants (for example, a parish council could apply to the fund to have a service delivered to businesses within a town centre, business park or industrial estate).

Guidance when applying for the refurbishment of business premises

If your organisation has identified premises that are empty and require refurbishment to bring them back into commercial or industrial use, you may be eligible for a grant under this category. You will need to demonstrate



that the project already has an end user/s to occupy the premises once the work is completed. Key questions to think about in your application include:

- Why are the premises not in use?
- What work is required to refurbish the premises?
- Who will be undertaking the work?
- Will they be local?
- How will you ensure value for money?
- How long will the works take?
- What will be the end use of the premises?
- Who will occupy the premises?
- How will you ensure that the premises are kept in commercial use for the foreseeable future?

Guidance when applying for a grant to support other activities

It may be possible to fund other activities, but our priority will be to support the types of activities listed above.

If you have a project idea that does not fit into the other categories, but which you believe will deliver towards the objectives of this scheme, you may wish to complete an application following the general guidance.

Post Application Guidance

What happens if my proposal is successful?

The panel will assess, shortlist and nominate successful projects after the 30 November deadline.

Successful projects will be contacted by email, or letter in late December 2021.

Funds will be paid in early 2022. Once our finance team have raised the payments, applicants will receive an automatic email from our payment system detailing the amount to be received.

The funds should be available in the nominated bank account up to 5 working days after you get the automated email from our payment system, but they are usually much faster.

Successful applicants are expected to participate in public relations and communications activities directly related to the grant award.

Successful applicants are required to provide post project evidence of how funds were spent.

What happens if my proposal is unsuccessful?

Unsuccessful applicants will be contacted by email.

We are unable to advise why a project was unsuccessful, decisions are final and there is no appeal process.



Useful Links

Links for Businesses in the South Hams

[Click here to see currently available grants from South Hams District Council.](#)

[Click here to raise a Business Grants Enquiry with South Hams District Council.](#)

Links for Business in West Devon

[Click here to see currently available grants from West Devon Borough Council.](#)

[Click here to raise a Business Grants general enquiry with West Devon Borough Council.](#)