

Subject: Support for Businesses in Great Yarmouth

Report to: Economic Development Committee – 17<sup>th</sup> July 2017

Report by: Peter Wright, Economic Development Officer

## **SUBJECT MATTER/RECOMMENDATIONS**

Grants and support for businesses in Great Yarmouth.

## **RECOMMENDATION**

Members are asked to note the availability of grants and support for Great Yarmouth businesses and the work of the Economic Development Unit to assist this.

## **1. INTRODUCTION/BACKGROUND**

- 1.1 There are a number of grants and support services available to assist businesses in Great Yarmouth and the wider Norfolk and Suffolk (New Anglia Local Enterprise Partnership) (NALEP) area. This report details the local take up of NALEP administered grants and outlines how the Economic Development Unit (EDU) works to support businesses to access financial assistance.

## **2. SUPPORT FOR BUSINESSES FACILITATED BY THE EDU**

- 2.1 The EDU provides a wide range of information to local businesses to support and encourage their growth through a variety of media for example the bi-annual Business Newsletter and the new dedicated web pages for businesses. This is summarised in a document produced earlier this year and sent to businesses in Great Yarmouth [see Appendix 1].
- 2.2 The Business Liaison & Development and Economic Development Officers visit companies on a regular basis providing up-to-date and tailored information on the grants and assistance available. The EDU also works hand-in-hand with NALEP's Growth Hub local advisor to support local companies.

### 3. GRANTS AVAILABLE

3.1 NALEP is the major source of financial support for businesses through its Growth Deal with Government and the Growth Hub that it uses to co-ordinate and deliver business support.

3.2 The primary grants administered by NALEP which are available to eligible (see 3.4) companies in Great Yarmouth are:

#### 3.2.1 *Growing Business Fund (GBF)*

Businesses may apply for a grant of up to 30% of the total cost of a capital investment project, which can be used to leverage funding from other sources such as banks and other financial organisations. The GBF is aimed at businesses looking to grow and create new jobs. Businesses can apply for grants between £25,000 and £500,000. The uptake of this grant is shown in Appendix 2.

#### 3.2.2 *Small Grant Scheme (SGS)*

Recently replacing the Micro Grant Scheme (MGS), the SGS offers grants between £1,000 and £25,000 to Micro (up to ten employees), Small (up to 50 employees) and Medium (up to 250 employees) sized businesses wanting to grow and expand, improve their productivity or efficiency or introduce a new product or service. Unlike the GBF, applicants do not have to create jobs as a condition of their grant. It is too early to present figures on the uptake of this grant. The SGS may support capital or revenue projects.

### 3.3 Other Grants

There are other grants and support services available to businesses in Great Yarmouth, mostly delivered through third parties. These change from time-to-time and the EDU works with partners to keep abreast of changes. Currently there is:

- Support for manufacturers through the Manufacturing Growth Programme [www.manufacturinggrowthprogramme.co.uk](http://www.manufacturinggrowthprogramme.co.uk)
- Support and grants for companies exporting through the Department of International Trade [www.great.gov.uk/uk](http://www.great.gov.uk/uk)
- Support for companies making energy efficiencies through the Business Energy Efficiency (BEE) Programme [www.beeanglia.org](http://www.beeanglia.org)
- Free skills support for employees through Seetec funded by NALEP/Skills Funding Agency [www.seetec.co.uk](http://www.seetec.co.uk)

- Support and grants for companies developing innovations that will solve a problem or drive efficiency in offshore renewable energy through SCORE [www.scoregrant.co.uk](http://www.scoregrant.co.uk)
- Town Centre Shop Front Improvement Grants administered by Great Yarmouth Borough Council [www.enterprisegy.co.uk/shop-front/](http://www.enterprisegy.co.uk/shop-front/)

### 3.4 Eligibility

Different grant schemes carry different eligibility criteria, which can vary over the lifetime of a scheme and are often subject to a due diligence process and project outcomes. Most grants have sector restrictions such as retail, fishing and agriculture. Others are restricted to Small to Medium Enterprises (SMEs) only [see Appendix 3]. Great Yarmouth's Assisted Area status designated in 2014 means that large companies can apply in specific circumstances for some grants although at a lower intervention rate. Companies also need to demonstrate a need for the grant from the public purse.

### 3.5 Restrictions to Uptake

Anecdotally we are aware of a number of issues restricting uptake and award of grants in Great Yarmouth:

- a. SME status – although in recent years Assisted Area status has meant that large companies can now apply for grants, this is only where a company is expanding into a new area of activity (standard industrial classification code). Due to Great Yarmouth's involvement in the global oil & gas industry, many local companies are foreign-owned by large international companies and therefore ineligible.
- b. Job Creation – a requirement of the Growing Business Fund is to create jobs (1 per £10,000 of grant). In many circumstances, companies are investing in machinery to improve efficiency, not necessarily create jobs.
- c. Application Process – although the Growth Hub supports companies through the application process, at times this is not quick enough for the applicant and they invest prior to confirmation of the grant.
- d. Due Diligence – companies need to demonstrate a need for the grant from the public purse. If the company has too much cash or too much has been taken from the business, the application may be turned down.
- e. Growth – companies need to show growth.
- f. Market Conditions – the downturn in oil & gas has halted growth and investment for many companies.

### 3.6 Impact of EDU Referrals

Since 1 April 2016, the EDU has made 39 specific referrals to grant/support schemes. From these referrals, the value of grants applied for from Great Yarmouth businesses is £616,979. However, over 50% of this value has either been turned down in the due diligence process by NALEP or the companies withdrew or did not pursue.

## 4. DESIGNATIONS

4.1 Great Yarmouth has suffered structural industrial change over the last 40 years with periods of nationally significant unemployment and consequent deprivation.

4.2 To address these structural changes the EDU (Borough Council) has successfully bid for Assisted Area status and for European Regional Development Funding (ERDF) in the past. In the 2000-2006 ERDF programme, the following projects benefitted from funding in Great Yarmouth: Outer Harbour, Time & Tide Museum InteGreat Seafront Regeneration Project and Beacon Innovation Centre and Minerva House on Beacon Park.

4.3 Currently (2014-2020) Great Yarmouth is recognised as a UK Assisted Area meaning that a higher level of Government intervention is permitted here i.e. a higher level of grant for eligible businesses. The main grant scheme is NALEP's Growing Business Fund as there is no national grant scheme in England.

4.4 Great Yarmouth is not however specifically designated for European funding, as it was in 2000-2006 although NALEP does have a European programme that can be accessed for major strategic projects in Norfolk and Suffolk. The Growth Hub, for example will be bidding for European funding to continue serving businesses across Norfolk and Suffolk.

## 5. CONCLUSIONS

The EDU acts as a promoter and generator of leads for business grants and works hand-in-hand with the Growth Hub and other providers to ensure that all businesses that are eligible and wish to be supported by Government grants are supported to apply.

Uptake and approval of grants is not within our control.

A presentation to the Great Yarmouth Tourism and Business Improvement Area is planned by the Growth Hub to outline grants available.

**6. RECOMMENDATIONS**

Members are asked to note the availability of grants and support for Great Yarmouth businesses and the work of the Economic Development Unit to assist this.

**APPENDICIES**

Appendix 1 – EDU Leaflet

Appendix 2 – GBF charts and diagrams

Appendix 3 – SME definition

## **APPENDIX 1 – EDU Leaflet**

## **APPENDIX 2 – GBF charts and diagrams**

### **APPENDIX 3 – SME Definition**

A Small to Medium Enterprise is defined as a company with:

*“fewer than 250 employees and an annual turnover not exceeding €50million and/or annual balance sheet not exceeding €43million.”*



# Support for businesses in Great Yarmouth

Home to world-class companies, investment opportunities and an enterprising future.



Mike Page ©

The council's Economic Development team is focused on attracting new companies to the borough and helping existing businesses grow in Great Yarmouth.

The team has a wealth of knowledge and contacts with both local and national companies and business support agencies providing a high level of advice and guidance.

## How we can help:

- Attracting new businesses
- Supporting business growth
- Developing a skilled workforce
- Communicating timely and relevant information
- Promoting an enterprise culture



# How we help

## Business Support

- We regularly visit businesses and offer tailored support and information about grants and initiatives available. We also provide contacts with other council services that may be relevant such as Planning, Business Rates and Environmental Health.
- We maintain a list of available industrial and commercial property and provide advice on grants and incentives.
- We act as a single point of contact for companies looking at Great Yarmouth as a business location; providing market data and labour force demographics.
- We connect both public sector and private businesses through our expert knowledge of the local industry.

For the Dudgeon Offshore Wind Farm we produced a list of required services and products for the main contractors on the project, maximizing the opportunities for local businesses to win contracts.

- We co-ordinate the Great Yarmouth & Waveney Manufacturing Group, exploring diversification opportunities and encouraging collaborative working.



## Sustaining Economic Growth

- We secure funding for major infrastructure projects to support economic growth.

The council secured £4.7m of Government funds towards the £6.7m link road through Beacon Park which opened in 2015, unlocking land for new homes, jobs and facilities.

- We secure grants and business support programmes for Great Yarmouth companies.

Great Yarmouth was awarded Assisted Area Status in 2014, giving access to a higher level of grant for businesses.

- We maintain and secure land for industrial use and improve conditions for development.

The council secured Enterprise Zone status for Beacon Park Business Park and areas of the South Denes Industrial Area in 2011. Businesses moving into these areas may be eligible for business rate relief and also benefit from the provision of Superfast Broadband and simplified planning through Local Development Orders.



## Workforce Development

- We provide advice on training grants and initiatives available to maintain skills and develop the workforce.
- We can give guidance on apprenticeship schemes and contacts at local colleges.
- We facilitate communication between industry, education providers and the local Jobcentre to develop courses, recruit the best staff and to help reduce local unemployment.

We supported an Energy Skills Foundation Programme enabling young people to attend college and start a career in energy.

## Communications and Marketing

- We improve communication channels between businesses and the council through company visits, electronic and printed information.
- We host business events to promote local developments and opportunities for businesses.

Over 100 local businesses and stakeholders join with us in the Town Hall each December to learn about developments and vision for the economy of Great Yarmouth.

- We promote Great Yarmouth as a place to invest through attendance at regional, national and international industry events.
- We inform companies about local developments, support initiatives and grants available via regular newsletters and through our website.
- We produce a local business directory with in excess of 600 companies to help businesses find local suppliers and customers, and make this available online.



## enterpriseGY

- We support business start-ups with free help from dedicated advisers.
- We run training courses and focused enterprise clubs for networking.
- We liaise between businesses, schools and colleges to inspire young people and promote enterprise.
- We support existing small businesses with tailored training and individual business advice sessions.
- We host and celebrate business success at the annual Spirit of Enterprise Business Awards.

Spirit of Enterprise Awards



# Contacts



**Peter Wright**  
*Economic Development Officer*  
**01493 846522**  
**peter.wright@great-yarmouth.gov.uk**

Responsible for the management of the Economic Development Unit and enterpriseGY programme. Peter also plays a major role in bidding for Government and European funding projects for the benefit of the Great Yarmouth economy.



**Stephanie Pimlott**  
*Business Liaison & Development Officer*  
**01493 846108**  
**stephanie.pimlott@great-yarmouth.gov.uk**

Contact me for business support and details about how we market and promote Great Yarmouth. I work with companies looking to expand in or relocate to Great Yarmouth as well as providing information on grants and other support available to businesses.



**Toby Matthews**  
*Research & Information Officer*  
**01493 846431**  
**toby.matthews@great-yarmouth.gov.uk**

Contact me for progress on our Economic Strategy, details of available commercial land and premises in Great Yarmouth, business grants, articles in our business newsletter or statistics relating to Great Yarmouth.



**Eunice Edwards**  
*Enterprise Zone Manager*  
**01493 846197**  
**eunice.edwards@newanglia.co.uk**

Contact me for details about the Great Yarmouth and Lowestoft (New Anglia) Enterprise Zone which offers the benefits of business rate relief, superfast broadband and simplified planning.



**Kirsty Weavers**  
*Administration Assistant*  
**01493 846477**  
**kirsty.weavers@great-yarmouth.gov.uk**

Contact me for additional copies of our publications like our Great Yarmouth Business Directory, or to make amendments to your businesses entry in our Directory.

**Contact the Business Advice Team on 0845 4580146 if you're thinking of starting up your own business, if you'd like support or advice about your existing business, or if you want to meet like-minded entrepreneurs at a networking event.**



Useful contacts		
Building Control:	01493 846396	buildingcontrol@great-yarmouth.gov.uk
Business Rates:	01493 846240	nndr@great-yarmouth.gov.uk
Environmental Health:	01493 846478	health@great-yarmouth.gov.uk
Planning:	01493 846430	plan@great-yarmouth.gov.uk
Refuse (Norse):	01493 742150	shaun.ferris@ncsgrp.co.uk (Commercial)
	01493 742200	gybs.group@ncsgrp.co.uk (General)
Property:	01493 846876	property@great-yarmouth.gov.uk



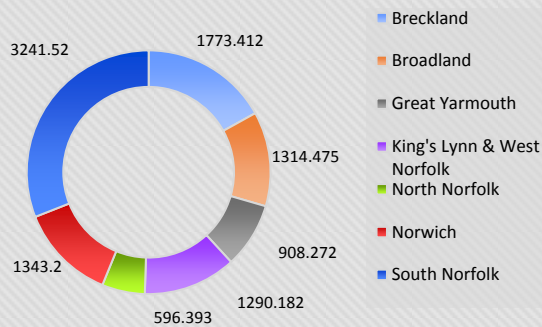
## Growing Business Fund (£25,000 - £500,000 grants)

Statistics for the period of April 2013 - April 2017

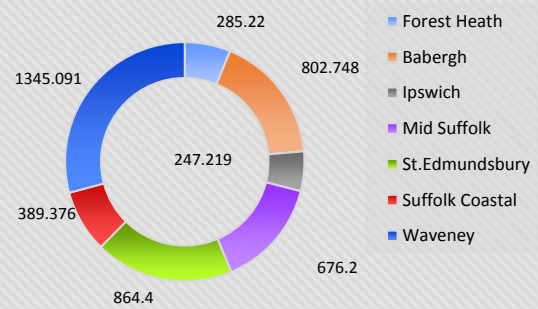
**NEWANGLIA**  
Local Enterprise Partnership  
for Norfolk and Suffolk

**GBF**  
Growing Business Fund

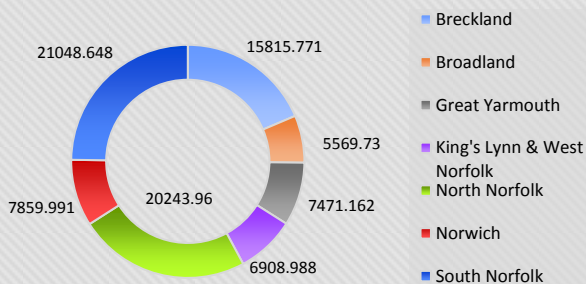
Awarded Grants Value (£k) - Norfolk



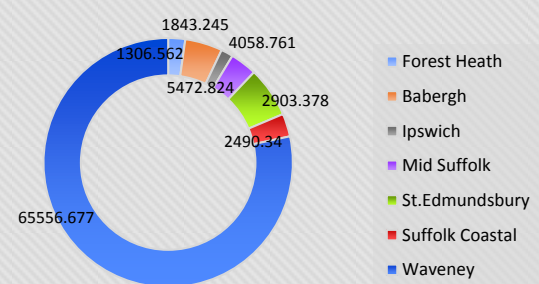
Awarded Grants Value (£k) - Suffolk



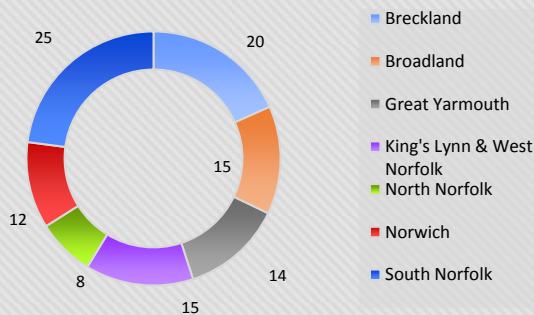
Private Investment (£k) - Norfolk



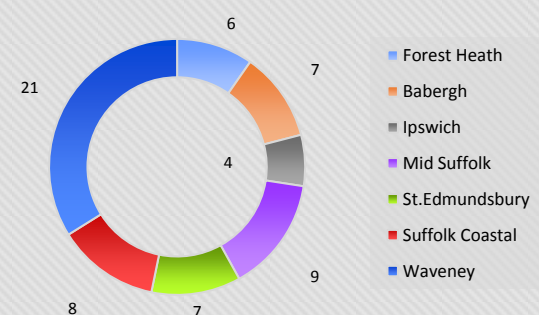
Private Investment (£k) - Suffolk



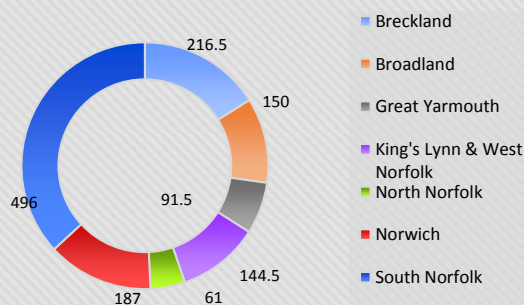
Number of grants awarded - Norfolk



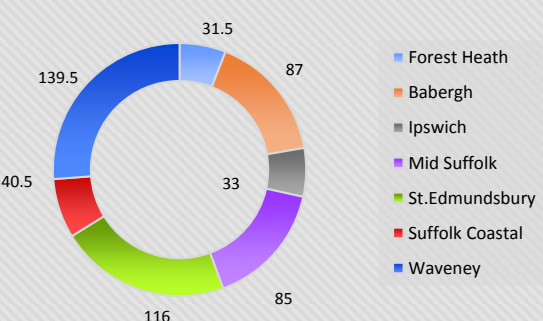
Number of grants awarded - Suffolk



Jobs to be created - Norfolk



Jobs to be created - Suffolk





GBF Grants Awarded					
District	Grant Value (awarded), £k	Private Investment (to be invested), £k	Total Project Cost		
			(to be invested), £k	No. grants (awarded)	FTE Jobs (to be created)
Breckland	1773.412	15815.771	17589.183	20	216.5
Broadland	1314.475	5569.73	6884.205	15	150
Great Yarmouth	908.272	7471.162	8379.434	14	91.5
King's Lynn & West Norfolk	1290.182	6908.988	8199.17	15	144.5
North Norfolk	596.393	20243.96	3476.039	8	61
Norwich	1343.2	7859.991	9203.191	12	187
South Norfolk	3241.52	21048.648	24290.168	25	496
Forest Heath	285.22	1843.245	2128.465	6	31.5
Babergh	802.748	4058.761	4861.509	7	87
Ipswich	247.219	1306.562	1553.781	4	33
Mid Suffolk	676.2	2903.378	3579.578	9	85
St.Edmundsbury	864.4	5472.824	6337.224	7	116
Suffolk Coastal	389.376	2490.34	2879.716	8	40.5
Waveney	1345.091	65556.677	7900.768	21	139.5
Norfolk Total	10467.454	84918.25	78021.39	109	1346.5
Suffolk Total	4610.254	83631.787	29241.041	62	532.5
<b>Total</b>	<b>15077.708</b>	<b>168550.037</b>	<b>107262.431</b>	<b>171</b>	<b>1879</b>

