

GUIDANCE NOTES

This is a pilot programme offering a discretionary grant from the Welsh Government to provide financial assistance to entrepreneurs and businesses to start and grow their businesses in one of the four town centre locations identified. The grant must be match funded (by a minimum of 100%) by the applicant through savings or repayable finance (e.g. Development Bank of Wales Micro Loan, Start Up Loan or loan from your business bank etc).

PURPOSE OF THE GRANT

The purpose of the grant is to encourage entrepreneurs starting a new business and early stage micro businesses to locate and operate their business in a commercial premises in Colwyn Bay, Bangor, Rhyl or Wrexham town centres for at least 12 months.

BUSINESS WALES

All applicants will need to register and must commit to receive support from a Business Wales/Regional Hub adviser for 12 months.

Business Wales provides tailored support to start-up, micro and small and medium sized businesses in Wales. The service can provide tailored support packages including access to general and specialist advisers, workshops & webinars, online tools and mentors. In addition to working with you on a business diagnostic and action plan, our advisers can also provide targeted financial advice and help you access other relevant support.

To find out more, please visit www.businesswales.gov.wales.

Welsh Government's Economic Contract

The Welsh Government's Economic Action Plan drives change in policy and delivery to create an economy of inclusive growth that boosts our wealth and wellbeing and narrows inequalities. The Economic Contract frames a new relationship with business based upon the principle of public investment with a social purpose to help businesses respond to the challenges of the future.

WHO CAN APPLY?

Three levels of grants are available to new business start-ups (pre-revenue) and micro businesses (0-9 employees that have been trading no longer than 2 years) looking for town centre presence in Colwyn Bay, Bangor, Rhyl or Wrexham.

This could be:

- Entrepreneurs planning to launch a new business town centre location;
- Entrepreneurs looking to rent their first commercial premises in one of the four town centre locations (e.g. move from home working or business hubs);
- Entrepreneurs looking to work flexibly from one of the town centre locations to test their business;
- New or micro businesses that wish to co-locate or use a shared town centre working space which would benefit their business;
- Micro businesses changing their business model which lends itself to a town centre location;
- Micro businesses modernising/expanding an existing business and relocating to a town centre with the aspiration to create a job/jobs.

ELIGIBILITY CRITERIA

To apply:

- Applicants must initially submit an Expression of Interest (EOI) available on the Business Wales website.
- The applicant should be a new business start-up (pre-revenue) **or** a micro business (employing between 0-9 employees) that has been trading no longer than 2 years.
- The applicant must register with the Business Wales Advisory Service / Regional Enterprise Hub and commit to receive business support for the 12-month period.
- The grant is intended to contribute towards the essential costs of starting a business or relocating to one of the four town centre locations identified, with appropriate costs detailed in the application form.
- Must provide a viable 12-month business plan for designated town centre location.
- Must provide 12-month cashflow forecasts (from date the new business will start trading at town centre location) – this should be presented in a monthly format and not annualised.
- Be able to demonstrate a minimum of 100% match funding for the grant through savings or repayable finance (e.g. Development Bank of Wales Micro Loan, Start Up Loan or loan from your business bank etc).
- Have identified preferred operating address in one of four town centres where business will operate from, and be able to commit to a tenancy in one of the four towns for a minimum of 12 months. Local Authorities will be responsible for determining town centre locations.
- Grant applications must be submitted before signing tenancy/lease and we would advise you to wait until grant approval before signing.
- Have access to business bank account for the business applying for the grant.
- The business is/will be the applicant's main source of income and/or employment.
- Be registered and wholly operating in Wales.
- Only one application will be accepted per business or group of businesses.
- Applications must be developed with a Business Wales Adviser and then submitted by the business owner and not agents acting on their behalf, however, this does not mean that applicants cannot access support to help with completion of the form.
- There are no exclusions for anyone who has previously had financial support from Welsh Government or Local Authorities providing they meet the criteria of this grant.

Business Categories Not Supported

- Micro businesses who have been trading for more than two years.

- SMEs - employing 10 or more employees (regardless of age of business).
- Businesses which are associated with the promotion of particular religious or political views; gambling; pornography; offering sexual services of any kind; any illegal activities; and other business deemed to be 'novel and contentious' by Welsh Government.

HOW MUCH CAN YOU APPLY FOR?

This fund will be available as a discretionary grant of between £2,500 - £10,000 are available per business to support with the revenue costs of starting up or relocating to a town centre location, as well as access to loan funding available from Development Bank of Wales.

The application will be assessed against the business plan, cashflow forecast and other supporting documentation. The grant award is discretionary and based on the evidence of need.

The grant must be match funded by a minimum of 100% by the applicant.

There are three levels of grants available to new business start-ups (pre-revenue) and micro businesses (0-9 employees that have been trading no longer than 2 years) looking for town centre presence in Colwyn Bay, Bangor, Rhyl or Wrexham.

Level 1	Level 2	Level 3
Grants of £2,500	Grants of £5,000	Grants of £10,000 for those with aspirations of job creation

Grant Payments

- **Level 1** – 100% of the grant funds will be paid up front (on production of sufficient evidence – see page 5).
- **Level 2 & 3** - 50% of the grant funds will be paid up front (on production of sufficient evidence – see page 5) with the balance being paid at 6 months into the 12-month period, on validation of trading at town centre address.

MATCH FUNDING

All grants must be match funded by a minimum of 100%. The applicant may source this from any recognised source, including personal or business savings, director's loan or a business loan.

As part of the Town Centre Entrepreneurship Fund pilot, loan funding has been made available through the [Development Bank of Wales](#) which can be applied for as match funding to this grant. Your Business Adviser will be able to discuss funding options with you.

ELIGIBLE EXPENDITURE

The grant funding can only be used to support revenue costs such as overheads, these include:

- Premises costs, including the rent or mortgage and the business rates
- Salaries of staff
- Marketing and advertising / Business launch costs

The business would then need match funding to cover capital costs that may include:

- Building improvements including frontage and signage
- Plant, equipment, machinery
- ICT equipment and software
- Licenses and legal costs

Match funding can also be used for any shortfall in revenue costs, as well as capital costs.

HOW TO APPLY – FIRST STEPS

Applicants can only apply for the grant by registering with Business Wales. You will be required to complete the Expression of Interest form, which is available online at <https://businesswales.gov.wales/business-wales-town-centre-entrepreneurship-fund>. Expression of Interest forms can be submitted from 14th June 2021.

Once we have received your details, a member of the team will be in touch to register you for support and assign you a Business Adviser to guide you through the application process.

The Town Centre Entrepreneurship Grant is open to applications from 21st June 2021. The fund is expected to remain open until 20th June 2022 but may close earlier depending upon the level of demand experienced.

If you have any questions before applying or if you have any concerns that you may not be able to participate in the application or business planning process for medical/technical/caring reasons, please contact Business Wales so that we can discuss how we can help.

GUIDANCE ON COMPLETING THE APPLICATION FORM

Section 1 - Information about the business

This part asks for information about your business/new business you propose to start. Please complete all sections relevant to your new or micro business and ensure all information is correct.

Section 2 – Business case for moving to a town centre location

Please provide a description of your business and the sector in which it operates, benefits of chosen town centre and preferred address.

We need to assess what impact this grant will have, and what difference this will make to help you start and or/ relocate your business to the town centre location identified.

We would also like to know if you intend to employ any staff and if so, the details of the types of roles they will be.

Section 3 – Funding Requirement

Please let us know how much funding you are applying for. We need to know what you intend to use the grant for - you will need to breakdown what is required into Revenue and Capital expenditure. We will also need details about how you intend to match fund the grant application.

Section 4 – Other Information

Please indicate yes or no to the questions asked on the application form.

Section 5 – Statement of Special Drawing Rights Received

The Town Centre Entrepreneurship Fund is awarded under UK Subsidy Rules – Special Drawing Rights, and we therefore require you to provide information on any Special Drawing Rights or EU De Minimis Aid received over a 3-year fiscal period. This cannot exceed £335,000. If you haven't received any, please include the word NONE. It is important this section is not left blank. For further information, please click [here](#).

Section 6 - Declaration

It is very important that you have read this guidance document carefully and understand the terms and conditions associated with this Grant application.

If you agree to the terms and conditions within this document and you can confirm that the information provided in the application is true and accurate, then you must tick the box, include any signatures and dates and submit your application by email.

EVIDENCE REQUIREMENTS

Evidence Required Grant Award	Level 1	Level 2	Level 3
	£2,500	£5000	£10,000
Application Stage	Proof of ID <ul style="list-style-type: none"> Driving Licence Passport Business plan 12 month cashflow forecast Evidence of match funding: <ul style="list-style-type: none"> Savings - Copy of bank statements for the previous 3 months Finance - Copy of loan offer or finance offer letter Property details Micro Businesses Only Evidence of business registration for micro businesses to validate less than 2 years trading	Proof of ID <ul style="list-style-type: none"> Driving Licence Passport Business plan 12 month cashflow forecast Evidence of match funding: <ul style="list-style-type: none"> Savings - copy of bank statements for the previous 3 months Finance - copy of loan offer or finance offer letter Property details Micro Businesses Only Evidence of business registration for micro businesses to validate less than 2 years trading	Proof of ID <ul style="list-style-type: none"> Driving Licence Passport Business plan 12 month cashflow forecast Evidence of match funding: <ul style="list-style-type: none"> Savings - copy of bank statements for the previous 3 months Finance - copy of loan offer or finance offer letter Property details Micro Businesses Only Evidence of business registration for micro businesses to validate less than 2 years trading Details of proposed job creation
First Grant Instalment Post Award	up to £2,500 <ul style="list-style-type: none"> Draft lease agreement Evidence of match funding being drawn down Business bank account details 	up to £2500 <ul style="list-style-type: none"> Draft lease agreement Evidence of match funding being drawn down Business bank account details 	up to £5,000 <ul style="list-style-type: none"> Draft lease agreement Evidence of match funding being drawn down Business bank account details
Second Grant Instalment 6 Months	N/A	up to £2,500 Evidence of trading at town centre location: <ul style="list-style-type: none"> Business bank account statement Invoices Advertising/digital presence 	up to £5,000 Evidence of trading at town centre location: <ul style="list-style-type: none"> Business bank account statement Invoices Advertising/digital presence

Failure to provide the information listed above will delay the processing of your application and claims for funding.

WHAT HAPPENS AFTER THE FULL APPLICATION IS RECEIVED?

Once we receive your application form, our team will acknowledge receipt of the application and accompanying evidence.

We aim to process complete grant applications within 10 working days of acknowledgment.

Decisions on applications will be made based on the information provided in the application form, associated evidence provided and further due diligence checks.

When a decision has been made, you will receive email notification of the recommendation to Welsh Government.

If your application is unsuccessful, you will receive an email outlining the reason[s] for rejection. You can speak to a Business Wales adviser to consider alternate forms of finance to support you in starting or re-locating your business to a town centre location.

If the application is approved by Welsh Government, the applicant will receive a grant award letter including payment schedule by email, along with PL8 Form and Claim Form.

The applicant must sign and return the grant offer letter as acceptance of the grant along with completed PL8 with the business bank details and Claim Form for 50% upfront payment and evidence required. You must respond to this offer within 14 working days, or the grant offer will be withdrawn.

Payment of the 2nd grant instalment at the 6 month point will be triggered by Welsh Government issuing the 2nd Claim form for the 50% balance of the grant to applicant 30 days before the claim is due.

Both grant instalments will be released in line with the payment schedule of the grant award and payments will be subject to review by Welsh Government and the evidence provided by the applicant.

If your application is successful, you will be contacted by Business Wales to support you in providing all of the information needed to release the grant payments.

Business Wales will also be on hand to provide any other business support you require over the 12-month period.

TERMS & CONDITIONS FOR APPLICANTS

1. Payment of this grant is at the absolute discretion of the Welsh Government.
2. The Welsh Ministers or its contractors may withhold or recover the funding in certain circumstances.
3. Payment will be made via bank transfer into your nominated bank account after sufficient evidence has been collected.
4. The Company must ensure that, for the purposes of the Project, it complies with the UK Subsidy rules. Further details of the specific State aid rules applicable may be found here. The Company is responsible for ensuring that the grant is delivered in line with the State aid criteria upon which the funding is awarded.
5. The Town Centre Entrepreneurship Grant is awarded by Welsh Government under UK Subsidy Rules – Special Drawing Rights. There is a ceiling of £335,000 for all Special Drawing Rights and/or EU De Minimis Aid provided to any one organisation over a three year fiscal period. By agreeing to this funding you are certifying that you will remain within these limits.
6. Please note that information held by the Welsh Ministers is potentially disclosable under the Freedom of Information Act 2000, the Environmental Information Regulations 2004 and the Welsh Government's Code of Practice on Public Access to Information. In practice, we will not disclose or release any commercially sensitive information provided to us by you without prior consultation with you but ultimately the decision as to whether to disclose is for the Welsh Ministers to take in light of all the relevant legal requirements.
7. By applying for this grant you are agreeing to accept these terms and conditions. Acceptance is validated by checking the terms and conditions box on the application form and by submitting the application.
8. Please note that no payments will be made by the Welsh Ministers to the Company until you have returned the additional evidence that is required as outlined in section 6.
9. Any funding awarded shall be used only for the purposes approved in application that you have made the and in any documents referred to in it.
10. The funding must be claimed within 14 days of the qualifying dates.
11. The Company shall provide the Welsh Ministers with all information regarding its activities or proposed activities and as to its use or proposed use of all or any part of the funding, as the Welsh Ministers may from time to time require.
12. The Welsh Ministers require all recipients of funding to ensure that they apply a policy of equal opportunities as employers, as users of volunteers, and as providers of services, regardless of race, gender/gender identification, sexual orientation, religion and belief, age or as far as is practicable, any disability.
13. The Welsh Ministers shall be entitled to vary, withhold or terminate any part of or all of the funding and/or require part or all of the funding already paid to be repaid if: i. the Company fails to comply with any term, condition or provision set out in this Terms and Conditions document, the Guidance notes of the application; ii. any information provided by or on behalf of the Company in respect of procuring this offer of funding or in a claim for payment of funding is found to be incorrect or misleading to an extent to which the Welsh Ministers consider to be material; iii. the Welsh Ministers suspect that the Company and/or any of its officers is/are involved in fraudulent activity.
14. The Welsh Ministers may vary and/or withhold any or all of the payments of funding and/or require repayment of funding, together with interest from the date of payment if: i. they are required to do so as a result of a decision by the European Commission or as a result of any obligation under Community Law; or ii. in their opinion it is necessary to ensure that the funding provided in accordance with this letter taken together with any other funding which has been or is likely to be received towards the Project is lawful State aid.
15. If the Company is wound up or goes into liquidation (including being subject to any administration order), receivership, bankruptcy, enters into any compromise or other arrangement of its debts with its creditors or any event similar or analogous to any of the events described in this paragraph 15 occurs, then the Welsh Ministers shall be entitled to recover on demand from the Company the funding paid and no further monies shall be due or payable by the Welsh Ministers to the Company or to anyone acting for or on its behalf or in its name. Any references to the amount of funding paid or to be paid to the Company shall be deemed to mean and to be limited to the amount of money actually paid to the Company by the Welsh Ministers at the time that any of the events referred to above occurs.
16. The Company shall, without charge, permit any officer or officers of the Welsh Ministers or their representatives, at any reasonable time to visit its premises and/or to inspect any of its activities and/or to inspect the assets or project cost items purchased, in whole or in part, with the funding and/or to examine and take copies of the Company's books of account and such other documents or records as in such officers view may relate in any way to the use of funding by the Company. This condition is without prejudice and

subject to any other statutory rights and powers exercisable by the Welsh Ministers or any officer, servant or agent thereof.

17. Under the Government of Wales Act 2006 the Auditor General for Wales has extensive rights of access to documents and information relating to funding provided by the Welsh Ministers. He and his officials have the power to require relevant persons who control or hold documents to give any assistance, information and explanation that they may require and to require those persons to attend before them for such a purpose. The Auditor General and his staff may exercise this right at all reasonable times.
18. The Company shall permit auditors access to documents and information relating to funding for the Project. The Company shall ensure that persons who control or hold documents relating to the Project give to the auditors any assistance, information and explanation that they may require.
19. If during the financial year, or during the audit of accounts relating to that financial year the Company becomes aware of a material deterioration in its financial circumstances it must inform its Welsh Government Official immediately.
20. The Company must acknowledge, through the inclusion of appropriate wording (on press releases) and branding (on publicity, communication materials and signage), the contribution made to its activities by the Welsh Ministers. The Company should contact its Business Wales for further details.
21. The Welsh Ministers will make reasonable efforts to pay claims promptly, but they do not accept any liability in respect of loss attributable to any delay in the payment of claims or attributable to any suspension, reduction or cancellation of the funding.
22. You must not use the funding provided for party political purposes; (2) the promotion of particular secular, religious or political views; (3) gambling; (4) pornography; (5) offering sexual services; (6) purchasing capital equipment (other than as specified in the Purposes); (7) your legal fees in relation to this letter; (8) Costs Incurred or costs incurred and defrayed by you in the delivery of the Purposes prior to the period referred to in Condition 1 (b); (9) any kind of illegal activities; or (10) any other kind of activity which in our opinion could bring us into disrepute.
23. By signing this application you are certifying that no litigation or arbitration is current or pending or, so far as you are aware, threatened, which has or could have an adverse effect on your ability to perform and comply with any of the Conditions nor your ability to continue to trade as a business in Wales.
24. By signing this application you have disclosed to us all material facts or circumstances which need to be disclosed to enable us to obtain a true and correct view of your business and affairs (both current and prospective) or which ought to be provided to any person who is considering providing funding to you.
25. By signing this application you agree to co-operate fully with the Welsh Government Official and with any other employee of the Welsh Government or consultant appointed by us to monitor your use of the Funding and your compliance with the Conditions.
26. You must maintain complete and accurate accounting records identifying all income and expenditure in relation to the application that you have made and without charge, permit any officer or officers of the Welsh Government, Wales Audit Office or European Commission or its nominated contractors at any reasonable time and on reasonable notice (in exceptional circumstances, such as the prevention or detection of fraud, it may not be practicable to provide you with reasonable notice) being given to you to visit your premises and/or to inspect any of your activities and/or to examine and take copies of your books of account and such other documents or records howsoever stored as in such officer's reasonable view may relate in any way to your use of the Grant Funding. This undertaking is without prejudice and subject to any other statutory rights and powers exercisable by the Welsh Government, Wales Audit Office or the European Commission or any officer, servant or agent of any of the above.
27. Nothing in the Conditions imposes any liability on us in respect of any liability incurred by you to any third party (including, without limit, employees and contractors).
28. You must indemnify us against any liabilities, claims, proceedings, demands, losses, costs and expenses suffered or incurred by us directly or indirectly arising as a result of or in connection with any failure by you to perform fully or in part any obligation you may have to a third party.

Privacy Notice - Welsh Government Town Centre Entrepreneurship Fund

The Welsh Government provides a wide range of grant schemes to help deliver our policies and create a fairer, more prosperous Wales and will be the data controller for the personal data you provide in your grant application for the Town Centre Entrepreneurship Fund. The information will be processed as part of our public task in exercising our official authority to undertake the core role and functions of the Welsh Government and your data will be used for the purposes of assessing eligibility, administering and making payments.

Before we provide grant funding to you, Welsh Government will undertake checks for the purposes of preventing fraud and money laundering, and to verify your identity.

If we, or a fraud prevention agency determine that you pose a fraud or money laundering risk, we may refuse to provide the grant funding you applied for, or we may stop providing existing grant funding to you.

A record of any fraud or money laundering risk will be retained by the fraud prevention agencies, Local Authorities and may result in others refusing to provide services, financing or employment to you.

Personal Information collected will include:

Individual names, addresses, contact information including telephone numbers and e-mail addresses. Information regarding your Racial/Ethnic Origins and Disability will be made anonymous and will be managed independently from the other personal information mentioned above.

Sharing the Data

For this particular scheme Business Wales will be acting on behalf of the Welsh Government. They will check your eligibility to receive the grant, monitor and make payments in line with grant guidance. They will retain your application form for audit purposes and provide the Welsh Government with your details and payments made.

This data will be processed directly by Welsh Government:

- to measure how well Welsh Government are delivering their services
- to support improvements to these services
- to support wider research into the provision of services or funding to town centre regeneration in Wales
- to link data from this form to other data sources for the purpose of evaluating the impact of the funding on the businesses who receive it.

The Welsh Government is committed to evaluating the success of this grant and your information will be used by us to analyse the reach and impact of the grant given to businesses in Wales through this pilot, this research may be undertaken by a contracted third party. All data gathered will be reported in an anonymised format when used in statistical or research reports. We will also share your personal information with third parties, such as local authorities and the Welsh Government's Business Wales, as a means of providing ongoing support, or further opportunities or referrals that may benefit you.

We will keep personal information contained in files in line with our retention policy. If successful in your application then your personal data will be kept for 10 years after the date when you, as grant recipient, are free from all conditions relating to the grant awarded and all payment have been made. If you are unsuccessful, your details will be kept for one year after the date you provided them.

Under the data protection legislation, you have the right:

- to access the personal data the Welsh Government holds on you
- require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to lodge a complaint with the Information Commissioner's Office (ICO) who is the independent regulator for data protection

For further details about the information the Welsh Government holds and its use, or if you want to exercise your rights under the GDPR, please see contact details below:

Business Wales Helpline 03000 6 03000 or use the contact us form <https://businesswales.gov.wales/contact-us>

Data Protection Officer:
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

Email Address: Dataprotectionofficer@gov.wales

The contact details for the Information Commissioner's Office are:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 01625 545 745 or 0303 123 1113

Website: www.ico.org.uk