

## **Appendix 1 – Wider Support Programme Eligible activity**

### **Festival and Events Grant**

Eligible expenditure/activities to include:

- PR and marketing materials and campaigns;
- Venue hire costs where this enables longer opening hours or additional days opening;
- Additional marquee, pitch, or stand hire;
- Training for volunteers in health and safety, first aid, emergency response;
- Hiring of attractions or performers where they broaden the event “offer”.
- Provision of sustainable travel methods to transport people to and from the event.
- Provision of sustainable energy generation to provide energy requirements for the event.

### **Business Recovery Programme**

#### **Sustainability**

- Reduce businesses carbon output and transport related overheads by funding equipment to support sustainable access to work and the reduction of business vehicle mileage by funding for example: pool bikes, ebikes and ecargo bikes and accessories.
- Reduce business utility and energy overheads by new installations of renewable technologies on business premises, technologies such as wind, solar, geo thermal;
- Improving energy efficiency and reducing energy overheads by funding energy assessments and grants for more energy efficient equipment, fixtures and fittings, or premises improvements;
- Installation of infrastructure to facilitate sustainable modes of transport such as ebike charging points, bike storage, showers and drying facilities.

#### **Business Growth**

- The purchase of new equipment that will create new jobs, boost productivity or develop new products and services, for example a CNC machine for a manufacturer, electric bikes for a B&B, new catering equipment to allow a caterer to serve larger events.
- Improve business performance, increase resilience, enable access to new markets by funding a business review undertaken by sector specialist business advisors.
- Increasing staff efficiency and capabilities by funding employee training to enable them to take on an enhanced or new role within the company, or supporting management teams with the business advice, business intelligence and skills required to grow the business.
- Support increased social media communication and online sales through funding of website redesigns or updates, professional advice on photography, staging, interiors and presentation of offer, to include booking capabilities and improved functions
- Provide enhanced business awareness to customers through the funding of increased social media communications, PR and marketing packages of support.

#### **Property and Premises**

- Improvements to the physical appearance to the shopfront of a retail or service property which benefits the visual environment of the premises and the street, improvements to include for example, restoration of existing shop fronts, reinstatement of traditional architectural features, enhanced security or display features.

- Internal building alterations that better configure the premises to facilitate improvements and efficiencies in service or processes leading to greater productivity or more employment.
- Support to businesses looking to open in a currently empty retail unit in the high streets of the city and five market towns, funding for set up costs including building refurbishment, fixtures and fittings, utility connection costs and business marketing/branding.
- New facilities at an existing premises that allow business diversification into new markets or provision of new services for example electric hook-up facilities for a camp site, cycle lock ups and equipment storage for a B&B, outdoor seating at a café or restaurant.

#### Local Supply Chain

- Support to form with other Herefordshire based businesses joint procurement or buyer networks.
- Support to implement changes within the business in order to obtain a contract with another Herefordshire based business for example to undertake works to obtain a specific accreditation or industry standard, introduce procedures to produce vegan food to win new catering contracts.
- Funding of entry fees, display stands and marketing materials to enable participation at Herefordshire business fairs, festivals and meet the buyer events.
- Joining fees for participation on local online electronic market places.