



European Union

European Structural
and Investment Funds



**Enabling Business
Inspiring People**

New Business Sustainability Funding Scheme

West Cornwall and Coast to Coast Local Action Groups – C04

Community Led Local Development European Regional Development Fund



1 - Introduction

Community Led Local Development (CLLD) is funded by the European Regional Development Fund (ERDF) and the European Social Fund (ESF). This opportunity will provide **ERDF funding** only.

CLLD is looking for projects **to support new business sustainability and employment** in West Cornwall and Coast to Coast.

In this context supporting business sustainability is defined as the provision of advice, consultancy, mentoring and/or coaching that enables businesses to plan, develop and secure short- and medium-term financial viability or a new business model from which to grow.

We recognise the impact that the coronavirus pandemic has had on our community with many facing an uncertain or different future. We are also aware that some people have moved from employment into self-employment and created their own new businesses during the pandemic. We are looking to grant fund business support organisations who can provide assistance to new business owners in our target areas, to support them to adjust to the new economic realities and ensure the viability of their recently registered enterprise.

Lot 1 (West Cornwall) - Max grant allocation = £110,000

Lot 2 (Coast to Coast) - Max grant allocation = £100,000

Intervention rate: up to 72%

Match: **to be found from non-EU sources**

2 - Objectives

Projects will need to deliver the following 2 outputs:

1. New businesses supported (C5)

2 days (12 hrs) active consultancy support for a new business - registered less than 12 months before the assistance is provided. All businesses supported must be based in the core (minimum 70%) or functional (maximum 30%) areas of West Cornwall, and Coast to Coast. Details of these locations can be found on the Local Action Group page of our website for [West Cornwall](#) and [Coast to Coast](#).

2. Job creation (C8)

Jobs created following an intervention with an enterprise that result in an increase in the overall number of staff employed within that enterprise (new, permanent - at least 12 months - paid, full-time equivalent job created as a result of activity supported by project).

Lot 1. CLLD West Cornwall is looking at projects delivering the following outputs:

New business supported - C5 x 17

Job creation - C8 x 5 FTE

Lot 2. CLLD Coast to Coast is looking at projects delivering the following outputs:

New business supported - C5 x 12

Job creation - C8 x 5 FTE

3 - Applicants

CLLD is looking to enter into a funding agreement with no more than 4 applicants who have the relevant experience and network, to support new businesses in all eligible areas of West Cornwall and Coast to Coast.

NB: For individual businesses seeking their own specific grant support, separate funding is available and can be applied for direct from CLLD (see our [website](#) for more business grants).

Applicants can apply for:

- Lot 1 only (West Cornwall)
- Lot 2 only (Coast to Coast)
- Lot 1 and 2

Please note that some sectors cannot be supported by ERDF funding under this activity: banking, insurance, agricultural or fishing businesses.



4 - Eligible activities

Examples of eligible activities are included below for illustrative purposes; we welcome innovative approaches and delivery.

Individual or grouped support, consultancy, mentoring or coaching.

Delivery of training, workshops, individual session on various subjects to achieve business sustainability - this could include the following themes:

- Understand your numbers (account, cashflow, balance sheet, financial statements, forecasting)
- Business planning (market analysis, business opportunities)
- IT efficiency, including cyber-security
- Sales strategy
- Developing COVID strategies, adaptability
- Principles of green, sustainable businesses
- Fostering innovation
- Embedding equal opportunity
- Social media/marketing/website advice



5 - Submission process and timescale

All applicants will complete our Expression of Interest form as stage 1. From those submitted, the Local Action Groups will select those outline applications to be invited to full application. The full application will be expected to evidence your approach and costs.

Call Launch	
Call opens to applicants	22/02/21
Expression of interest	
Deadline for EoI to be received	05/04/21
LAG meeting - EoI	
West Cornwall	19/04/21
Coast to Coast	21/04/21
Full application deadlines	
Deadline for Full App	18/06/21
LAG meetings - Full Application	
West Cornwall	06/09/21
Coast to Coast	08/09/21
Project start date - 15/09/21	

Note that projects end date for the moment should be 30/09/22 (for delivery) and 31/12/22 (for financial closure).
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There may be an opportunity to extend the above dates to 31/03/23 and 30/06/23, subject to the programme being granted an extension.
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All potential applicants should attend the information session on 3rd March 2021.

To register for this event, click on the Eventbrite [HERE](#).

Thank you for your interest in CLLD.