Blue Orchid

28 September 2020

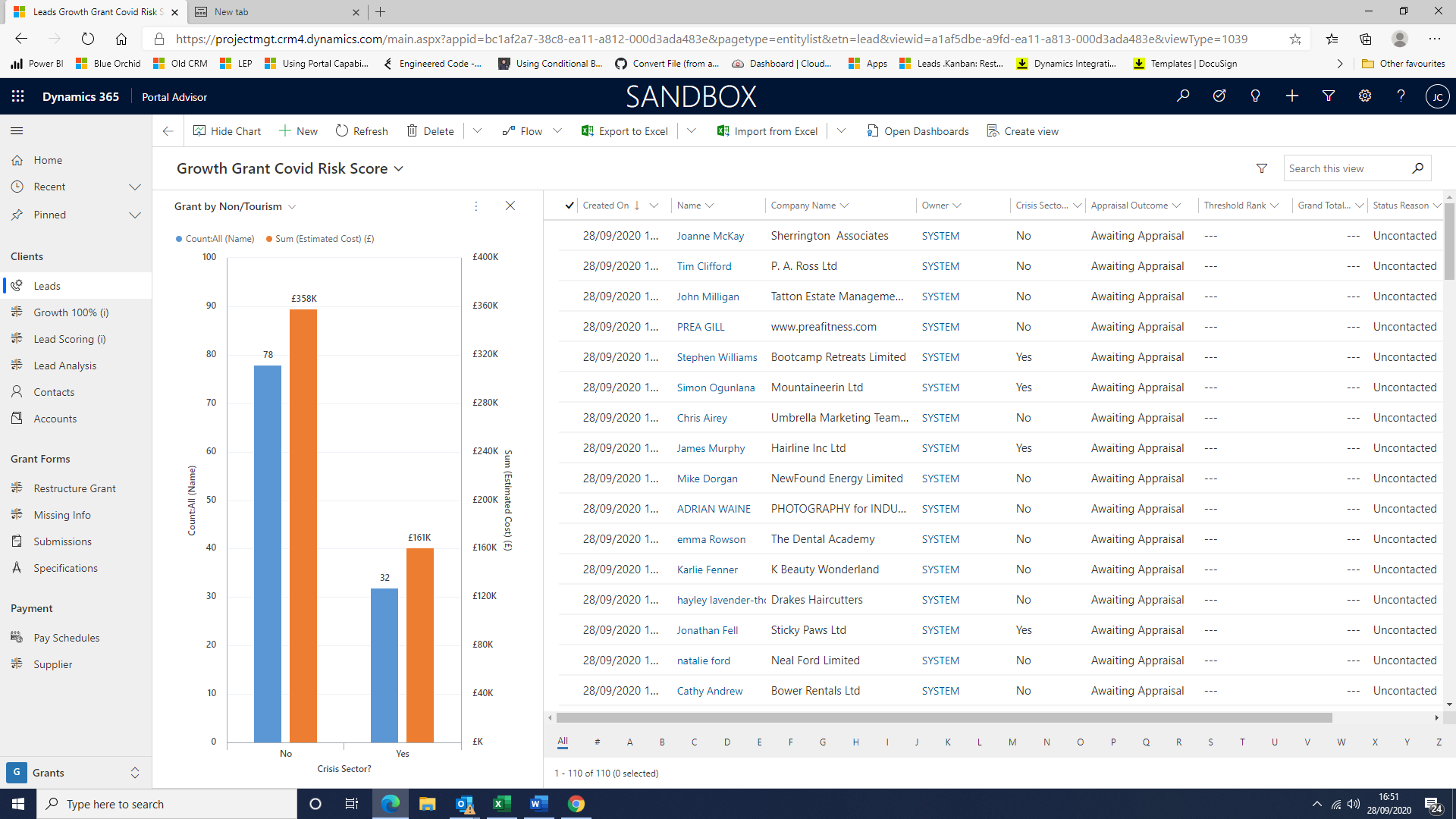
Recovery 100% Consultancy Grant

Launch Day Report

Abstract

A brief yet important read providing a “bullet point” commentary of launch day of the 100% Consultancy Grant .

# Achievements Summary

* The Grant Offer was “open for business” on-line, ready for its launch at 12 noon 28th September
* Within the first few minutes of launch, the Grant Portal site had attracted over 10 registrations, with 100 applications being reached within 3 hours, which is higher still than the launch of the Recovery Capital grant in August**.**
* Full online marketing took place, in the days and weeks before launch with focusing on those sectors that we deem support most: hospitality, retail, tourism and leisure. Through Eventbrite and Zoom, a number of Customer and Supplier sessions were held with an average of 40 attendees per zoom event. More such events are planned
* Our Portal system has held up well with businesses able to complete the application without having to ‘phone for support.
* On the first day alone a potential grant award pipeline of overt £500,000 has been developed.
* We are releasing the budget in 3 monthly tranches with an anticipated 40% of the budget allocated in the first round.
* We are merely hours away from closing the first round for tourism grant pot and after just three hours closed the portal for the non-tourism sector.
* A strict evaluation criterion is in place to support those businesses and sectors most affected by Covid-19. Over the next two weeks we will assess each of the 100+ applications, score and rank responses before determining which projects can proceed to the specification (tender) stage of the process.
* All systems are in place to manage the process and provide management data to the LEP.

# Launch Day Enquiries

The chart aside outlines the ratio of enquiries from the Tourism/Visitor Economy Sector (Yes) and other sectors (No). As can be seen as of 5pm today, 32 enquiries from tourism/visitor economy for grants totalling £161K. We will be qualifying those who have marked themselves as Tourism/ Visitor economy to satisfy ourselves they are in that industry before assessing them.

Found below are further charts analysing the launch day enquiries.

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