Blue Orchid

29 October 2020

£1m C&W LEP Recovery Capital Grant

Round 1: Launch Day Report

Abstract

A brief yet important read providing a “bullet point” commentary of Round 1 launch day of the Capital Grant

# Achievements Summary

* In preparation for the re launch, we ran 3 separate Zoom sessions to act as a Q and A and to help prepare clients for their application. We had over 160 businesses attend over the course of the 3 events. Further weekly events are now scheduled to assist additional business over the course of the coming rounds.
* The Grant Offer was “open for business” on-line, ready for its launch at 12 noon 28th October
* Within the first few minutes of launch, the Grant Portal site had attracted over 10 registrations, with 118 applications being reached within 2 hours, which is higher still than any other grant programme launched by the C&W LEP Fund.
* Registrations were being received every 30 seconds at its peak.
* Full online marketing took place, in the days before launch which were attended by over 200 Cheshire & Warrington businesses.
* 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 over £350,000 has been developed.
* We are releasing the budget in 5 fortnightly tranches with an anticipated 20% of the budget allocated in the first round.
* A strict evaluation criterion is in place to support those businesses and sectors most affected by Covid-19.
* Over the next 5 days we will assess each of the 118 applications, score and rank responses before determining which projects can proceed to the next stage of the process.
* All staff resources and systems are in place to manage the process and provide management data to the LEP and we will be able to process high volumes of registrations to keep pace with the demanding fortnight cycle for each grant round.
* Based on the £1m budget available, we will be expected to award 320 – 350 grants.

# Launch Day Enquiries

Found below are further charts analysing the launch day enquiries. The Growth Hub were the largest source of enquiry.

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