

Hwb Menter / Enterprise Hub Support Package Guidance Notes

This is a discretionary support package provided by the Hwb Menter / Enterprise Hub to provide financial assistance for individuals who wish to set up a new enterprise in Gwynedd and/or Anglesey.

PURPOSE OF THE SUPPORT PACKAGE

The purpose of the support package is to provide a full wrap around package of hands on support and tailored financial assistance to help individuals living in Gwynedd and/or Anglesey navigate the complexities of setting up in business in a manner that will provide the best possible chance of future success and resilience.

In addition to financial support, each applicant will be able to access 1to1 advice sessions, networking opportunities, as well as knowledge workshops covering a wide range of key skills required to succeed in business. Topics covered will include elements such as business planning, financial forecasting, the legalities of being in business, online self-assessment, branding, marketing etc.

THE HWB MENTER / ENTERPRISE HUB

The Enterprise Hub, a Menter Môn project, located in M-SParc, Gaerwen & Hwb Arloesi, Porthmadog, provides entrepreneurs with the knowledge, guidance, inspiration and space to transform their idea into a successful business. Services offered include:

- Co-working office spaces
- A community of like-minded individuals to share ideas and offer encouragement,
- 1to1 business advice
- Range of educational/social events
- Ffiws Makerspaces
- Miwtini business start-up programme

More information about the services on offer can be seen on the www.hwbmentor.cymru. Applicants will also have access to the full range of Menter Môn's wide-ranging portfolio of projects, ranging from Morlais Tidal Energy to Menter Iaith to SMART Towns. More information about Menter Môn's current projects can be found on www.mentermon.com.

This project is part-funded by the UK government through the UK Shared Prosperity Fund via Cyngor Gwynedd & Isle of Anglesey County Council. It is also part-funded by Nuclear Restoration Services Ltd on behalf of the Nuclear Decommissioning Authority (NDA).

ELIGIBILITY CRITERIA

A support package of up to £2500 is available to help individuals, who reside in Gwynedd and/or Anglesey to set up a new enterprise. Applicants must be over 16 years of age and not have already set up their new enterprise at time of application. The support package's intervention rate will typically be 75%, meaning that the applicant will contribute 25% to the overall costs applied for. The Hwb Menter / Enterprise Hub reserve the right to amend the intervention rate when deemed necessary.

New enterprises which are active in or associated with the promotion of religious or political views; gambling; pornography; offering sexual services of any kind; any illegal activities; and any other sectors deemed as inappropriate or contentious are not eligible.

ELIGIBLE EXPENDITURE

The Hwb Menter / Enterprise Hub are eager to encourage clients to consider including expenditure connected to professional expert support such as accountancy, branding or marketing services, which will provide their new enterprise with a strong foundation upon which the business will flourish. Expenditure on items such as equipment will be capped in order to further encourage expenditure on other valuable wrap around essentials.

Eligible expenditure could include:

- Specialist Support Services, e.g.
 - Branding and logo design
 - Website development and hosting
 - Marketing campaign creation
 - Content creation and social media planning
 - Product and brand photography
 - Media and public relations
 - Legal Documents (T&C's etc.)
 - Accounting (General advice, end of year accounts etc.)
 - ICT systems and processes
 - Digital technology
 - Intellectual Property advice
 - Product development in Ffiws Makerspace
 - Etc.
- Memberships, e.g.
 - Sector specific organisations such as Chamber of Commerce & Federation of Small Business
 - Networking groups
 - Etc.
- Subscriptions, e.g.
 - Software packages such as Xero & Quickbooks
 - Trade magazines
 - Etc.
- Accreditations, e.g.
 - Professional sector specific such as Food hygiene
 - Environmental such as The Planet Mark
 - Diversity & health and wellbeing such as Disability Confident
 - Etc.

- Training
- Qualifications
- Insurance
- Virtual Office Tenancy
- Stationary Printing
- Risk Assessments
- Conferences/Key Stakeholder Events
- Equipment (Up to the value of £1000 per application) - where it is not considered capital cost by appearing on the company balance sheet.

Please note, the above is not an exhaustive list, other expenditure items may be considered. Applications are appraised on a case-by-case basis. The support package is not intended to support personal drawings from the business or the purchase of stock. Any suppliers suggest by the Hwb Menter / Enterprise Hub is not an exhaustive list and not endorsed by the Hwb Menter / Enterprise Hub. Ensure your own due diligence when choosing suppliers.

Projects will be expected to follow the public sector procurement guidelines. 1 quote is required with expenditure between £0-£2499, 3 quotes required with expenditure between £2500-£24,999 and a formal tender process is required with expenditure between £25,000-£181,499. Evidence of the procurement process as well as a copy of the competitive tender record will be required for any single expenditure over £2499.

APPLICATION PROCESS

1. Read the guidance documents to ensure that you satisfy the criteria.
2. Contact the Hwb Menter / Enterprise Hub on post@hwbmenter.cymru / 01248 858 070 to assess which of the two potential routes to access the support package is most suitable:
 - a. **Platinum** – This immersive route involves joining a cohort of 8 individuals in person/online on the **Miwtni** start-up programme. Over the course of 8 weeks (1 session a week) you will build a supportive community all on the same journey, gather a wealth of knowledge on essential topics ranging from business planning to marketing to finances, delivered by experts in their fields, and take advantage of lived experiences from guest speakers. Essential 1to1 advice from knowledgeable Business Advisors will also be included. This is an exclusive programme, with individuals handpicked to make the most of the chosen sectoral theme e.g. high street retail, creative, environmental etc. One lucky participant will also win an additional £1,000 should they be victorious in the Pitch Perfect pitching session at the end of the programme.
 - b. **Gold** – This less immersive route involves attending a **Business Essentials** business planning and cash flow forecast workshop along with 1to1 sessions with a knowledgeable Business Advisor. No additional financial assistance will be available as with the more intensive Miwtini programme.
3. E-mail the completed application form and associated documents to your assigned Business Adviser for assessment where due diligence checks are to be undertaken.

Applications will be on a first come first serve rolling basis and assessed via a panel on a monthly basis until the entire budget has been allocated.

All applicants are expected to participate in the above pre-start preparatory support in order to complete the business case, acknowledge and accept the terms and conditions and collate the necessary supporting documentation. Only one application will be accepted per business/individual.

Applicants will need to declare any other sources of funding received to support the new enterprise. The Hwb Menter / Enterprise Hub offers a Minimum Financial Assistance (MFA) subsidy under the Subsidy Control Act (2022). Before processing any payments, signed confirmation is required stating that receipt of payments will not exceed your MFA threshold of £315,000 cumulated over this and the previous two financial years, as specified in section 36(1) of the [Subsidy Control Act \(2022\)](#).

Full application and supporting business case must be submitted at least two weeks before starting the business. Support packages cannot be awarded once the business has started trading. The successful applicant should endeavour to start the business as soon as possible, at the latest before November 2024. Expenditure and supporting evidence may need to be completed/submitted prior to this date, details will be included on the successful application confirmation letter. Failure to do so could result in the Hwb Menter / Enterprise Hub and/or its appointed contractors reserving the rights to reclaim the funds. Applicants will be required to provide evidence that the company has started trading, e.g. copy of the first invoice, and has taken steps to register the business for its chosen entity with HMRC (e.g. limited company status / self-employment).

We have endeavoured to streamline the application form as much as possible to eliminate duplicated information contained within our project registration document and your business plan. However, for due diligence purposes we will need:

- Information about you 'the applicant'. Please ensure all information is correct.
- How much funding you are applying for and a breakdown of what you intend to use the support package for.
- Supporting documents such as quotes, bank statements, proof of ID, business plan including personal budget planner, invoices etc.
- Bank details in order to process payments where necessary. Please ensure correct bank details are provided. Payment can only be made into your personal bank account; we will not pay into Business accounts or someone else's bank account. Incorrect bank details will result in non-payment of the support package or payment will be delayed.
- Record of any other funding received that contributes to your £315,000 MFA subsidies allowance or comparable types of subsidies (see section 42(8) of the [Subsidy Control Act](#)) over a three year fiscal period. The MFA financial threshold applies at company group level. Further guidance can be found [here](#).
- Signatures to declare your understanding and acceptance of the support package.

If you have any questions before applying or have any concerns that you may not be able to participate in the process fully for medical/technical/caring reasons, please contact the Hwb Menter / Enterprise Hub to discuss potential additional support.

An unsuccessful Support Package application will still receive continued support from the Hwb Menter / Enterprise Hub, access to all the other services offered will still be available.

SUPPORT PACKAGE REPAYMENT

Applicants should note that the Enterprise Hub may require repayment of the support package in full or part if the funds are not used for the purposes stated on the application form or the terms and conditions are not met. The applicant is entering into an agreement as such and this may be enforced by requesting proof post support package award.

Hwb Menter / Enterprise Hub Support Package Terms & Conditions

1. Payment of this support package is at the absolute discretion of the Hwb Menter / Enterprise Hub.
2. The Hwb Menter / Enterprise Hub may withhold or recover the funding in certain circumstances.
3. Where appropriate, payment will be made via bank transfer into your nominated bank account after sufficient evidence has been collected.
4. The individual or company must ensure that, for the purposes of the Project, it complies with the European Commission's State aid rules and/or UK Government Subsidy Control Guidance. Further details of the specific State aid rules applicable may be found [here](#). Further details of the specific UK Government Subsidy Control Guidance can be found [here](#). The company is responsible for ensuring that the support package is delivered in line with the State aid criteria upon which the funding is awarded.
5. Support provided under 'Small Amounts of Financial Assistance' (SAFA) as defined by Article 364 paragraph 4 of the UK-EU Trade and Cooperation Agreement. This allows the provision of up to 325,000 Special Drawing Rights, or approximately £330,000 to a single economic actor over any period of three fiscal years. This threshold includes any SAFA support or EU de minimis support received during the relevant period, from all sources.
6. Please note that information held by the Enterprise Hub 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 Enterprise Hub to take in light of all the relevant legal requirements.
7. By applying for this support package you are agreeing to accept these terms and conditions. Acceptance is validated by signing and submitting the application form.
8. Please note that no payments will be made by the Hwb Menter / Enterprise Hub to the Company until you have returned the required evidence.
9. Any funding awarded shall be used only for the purposes approved in application and in any documents referred to in it.
10. The funding must be claimed before the date noted on the successful application letter and the new enterprise started prior to November 2024.
11. The Company shall provide the Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub may from time to time require.
12. The Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub consider to be material; (iii). the Enterprise Hub suspect that the Company and/or any of its officers is/are involved in fraudulent activity.

14. The Hwb Menter / Enterprise Hub 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 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/subsidy control.

15. If the individual's business 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 Hwb Menter / Enterprise Hub shall be entitled to recover on demand from the Company the funding paid and no further monies shall be due or payable by the Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub at the time that any of the events referred to above occurs.

16. The individual/company shall, without charge, permit any officer or officers of the Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub. 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 Welsh/UK Gov, Cyngor Gwynedd or Isle of Anglesey Council 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 Hwb Menter / Enterprise Hub 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 Hwb Menter / Enterprise Hub. The Company should contact its Hwb Menter / Enterprise Hub official for further details.

21. The Hwb Menter / Enterprise Hub 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 the 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 the 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 the application you agree to co-operate fully with the Hwb Menter / Enterprise Hub officials 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 Hwb Menter / Enterprise Hub or Wales Audit Office 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 Support package Funding. This undertaking is without prejudice and subject to any other statutory rights and powers exercisable by the Hwb Menter / Enterprise Hub or Wales Audit Office 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.