

Hwb Menter / Enterprise Hub Support Package Overview

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. Please ensure that you read all documents relevant to the Support Package on offer.

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.

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

- Reside in Gwynedd and/or Anglesey
- Over 16 years of age
- Intending to start a new enterprise
- Looking for a support package of up to £2500 (75% intervention rate)

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 (non-exhaustive list):

- 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.

APPLICATION PROCESS

There are two potential routes to the application process:

1. Platinum Route – Miwtini
2. Gold Route – Business Essentials

Please read the full guidance document and view the flow chart for full details.

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.

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.