



Guidance for Applicants: Businesses

The Community Fund can support new and developing local small commercial businesses - helping the local economy, promoting local spending and supporting skills development and jobs. The Fund [Prospectus](#) highlights priorities:

- Investment in the retail sector – well-kept attractive high streets
- Investment in tourism and leisure infrastructure
- Employment support and training
- Investment in business start-ups
- Developing local supply chains
- Businesses and entrepreneurs making better use of the internet
- Developing more enterprising and entrepreneurial communities

Normally, we would expect business applicants to have basic **Business Plans and Cashflow Forecasts** in place – we are likely to ask for these. Templates and guidance are available on the [Business Wales website](#), and you can find a [business plan template](#) on our website, giving an idea of the detail and information we're looking for.

New business start-ups – these can range from those right at the start with the bones of a good idea to those that have been going for a few months. *Please do get in touch for an early informal chat about your plans* – we really welcome and value this. The kinds of queries we may have include:

- ✓ are you planning to invest, or have you already invested in the business yourself?
- ✓ are you offering a service or product not currently available in the area, and have you undertaken a market/competition analysis?
- ✓ will you be providing local employment and training?
- ✓ can you demonstrate that the business will bring economic benefits to the [Fund area](#)?

Established businesses may also be eligible for support. Again, you should be able to provide evidence:

- ✓ that your plans will have a positive impact – both for the business itself and the community served
- ✓ that you have invested yourself in the business
- ✓ that there is job creation potential (supported by job descriptions, anticipated start dates etc.) and skills development

Bank Accounts – businesses should have dedicated bank accounts in the business' name.

Where appropriate, we may choose to offer other types of funding such as repayable grants or loans.

Support is available from:

- **Business Wales:** information, advice and guidance to support business start-ups and development
- **Rhondda Cynon Taf CBC : Enterprise Support Programme** – a flexible grant programme providing assistance to new or existing private and social enterprises that are located, or are planning to locate, in RCT County Borough.
- **Rhondda Cynon Taff CBC – Starting a Business**
- **Neath Port Talbot CBC – Supporting Businesses / Neath Port Talbot CBC – Starting a Business**
- **The Prince's Trust** – support for 18 to 30-year-olds through the Enterprise programme.

NB: compliance with this guidance note does not guarantee that an application will be successful – it gives an indication of some elements of our assessment process and criteria.