

Micro Fund: Business

Application Form and Guidance



Cronfa Gymunedol Fferm Wynt
PEN Y CYMOEDD
Wind Farm Community Fund CIC

The closing date for this application round is 5pm on Monday 15th August 2022
We'll let you know our decision by end of September. **We recommend you contact us to discuss your project informally before you start filling the form in. We can offer advice and guidance.**

Who can apply? You are eligible to apply for a Micro Fund: Business grant if you have an idea for a new business and just need a small grant to get it started or to gain essential skills to get it started, or you have plans to expand and develop.

How much can I apply for? Micro Fund: Business grants normally range from £300- £1,000, though can be for the maximum £5,000 if the proposal is strong and is likely to lead to future employment opportunities. The Micro Fund cannot support ongoing costs and you shouldn't expect to apply every year for the same activity. You should be able to demonstrate that you are working towards making your business sustainable and you'll need a basic Business Plan and cashflow forecast.

What kinds of things does the Fund support?

The Micro Fund can support, for example: the purchase of small items of equipment; minor capital works; activities, events and projects; setting up new groups; training courses; pilot projects. The Micro Fund cannot support ongoing costs and you shouldn't expect to apply every year for the same activity.

Please write simply and clearly and avoid jargon and abbreviations – we might not know what they stand for! Do answer **all** the questions – if they are not relevant to you, tell us why. Make sure you explain exactly *what* you're proposing to do, *who* will benefit and *why* you know it's needed. Be as specific as you can. It's always useful to ask someone outside your organisation to check over your application before you send it off. Please submit your online application via www.pencymoeddcic.cymru. If you cannot apply online, please call us on 01685 878785 to discuss.

Guidance and Top Tips Please do take a bit of time to read through this section carefully – it won't take long and will really help you and us! To be eligible for a Pen y Cymoedd Wind Farm Community Fund grant, you'll need to be able to answer a firm **YES** to all the questions below. If you are unsure or need to answer **NO** to any of them, **please speak to us – we would much rather hear from you than you give up on an application.**

- a) **We are based in the Fund's area of benefit.**
See the towns and villages included by clicking [here](#). We can support applicants based outside the Fund area, but you'll need to show how the activity or project proposed will involve and benefit communities within it.
- b) **We welcome anyone and everyone who wants to join our organisation, buy our services or take part in activities we run, and this is made clear in our equal opportunities policy.**
- c) **We keep financial records and produce annual accounts (in line with any legal requirements if appropriate).**
- d) **We have a bank, Building Society, Post Office, or Credit Union account in the name of our business,**
- e) **For businesses working with children, young people, vulnerable adults:**
We have an up-to-date Safeguarding Policy & Procedure, and at least one named Safeguarding Officer **We have up to date insurance cover for all the activities we undertake.**
- f) **Our activities are not exclusively party political or religious**
You will need to provide the following with your application – make sure you are gathering them as you work on your application: Quotes for costs (these can be written or email quotes from suppliers / screen shots from

online suppliers etc) - [See our Guidance note](#) / If you are working with partners, they will need to provide emails or letters of support

The following don't apply to every proposal, but if they are relevant make sure you have considered each one and included them in your answers on the form or as attachments – these are the kinds of things we often need to ask questions about:

- a. Do you have letters of support from any partners you are working with?
- b. If project focusses on a building or area of land etc – have you confirmed whether you own the land or lease it? If you lease it, you need to tell us how much rent you pay and how long the lease is for.
- c. Do you need any permissions to carry out the project? E.g. from the building or landowner, planning consent?
- d. Do you have Health and Safety and Safeguarding policies and procedures?
- e. Do you have photographs of your business/ the building or site you plan work on etc.? These help us visualise what's proposed or needed.

If you are offered a grant (*not* at application stage) we'll ask you to provide the following - so it's an idea to gather them so they are at hand:

Bank Statement showing sort code, account number and account name; Safeguarding Policy & Procedure (if applicable); copies of any permissions needed e.g. planning permission; evidence that insurance is in place; copy of last year's annual accounts (whatever written record your Treasurer keeps of income and expenditure).

CONTACT DETAILS		
1.1	Business Name:	
1.2	Business Registered Address: (including postcode):	Be as clear as you can here and give correct address, correct email and contact number
1.3	Contact Telephone Number:	
1.4	Email Address:	
1.5	Website (if you have one):	
1.6	Who will be our main contact? Name / Telephone Number / Email Address Role in business	
1.7	Please provide details for a 2nd contact for the business: Name / Telephone Number / Email Address Role in business	We need a second contact even if you are a sole trader, this could be family member, staff member or business adviser. We will only contact them if we can not reach you for a prolonged period.
ABOUT YOUR PROJECT OR ACTIVITY		
2.1	What's the name of the activity or project you are applying to us for? <i>Give it a short and snappy title!</i>	
		This is how we advertise award so keep it short and simple

2.2 What are you applying for funds to do? What will it involve?
You will need to submit a basic Business Plan and Cash Flow Forecast with your application. If you don't already have one, a template is available [HERE](#) and you can also read our Business Guidance Note [here](#). Contact us if you have any queries about this.
Max 600 words

This question is important be as clear as you can: what do you need to buy, what will money be spent on, when do you need it or how long it will last? Why you need this for the business?

2.3 How do you know it's needed? How do you know there are no other businesses out there doing the same thing? If there are similar businesses how is yours different?
This market analysis should be covered in your Business Plan.
Max 200 words

We know other businesses exist, what we need is a simple explanation that shows either a) what you are doing is unique in the area you are in or if there are other similar businesses, how you know there is enough demand and that it won't negatively impact the other businesses

2.4 What will impact be?
Specifically, we need you to tell us:

- **What will have been achieved when the funded work is completed?**
- **What difference will it have made to your business and your customers?**
- **Who else will benefit and how?** i.e. customers / local community or high street / suppliers etc
- **Where do the people who will benefit live? Please give name of town and postcode where activity or project will take place.**

*This is an important question – we’ll look carefully at your response when assessing your application.
 At the end of your activity, we’ll ask you to let us know how it all went - what was achieved, what you learned and what you might do differently next time.*

Max 600 Words

This is the most important question; think about the 3 main things that this grant would achieve. Don't be afraid to say what difference it will make to the business or to you as the business owner. For example, will it help you diversify, are there new customers as a result, will it reduce environmental impact of business, will it let you operate more hours, in different areas. Then how will the customers benefit.

What about wider impact, if you are opening a shop or unit, what impact will that have on the local area etc

2.5 Will the project or activity create any new jobs, or safeguard any existing jobs?
If yes, how many and how will jobs be created or safeguarded

It doesn't matter if not, but if this will help you create new jobs tell us. If it will help safeguard yours or other people's jobs tell us why

2.6 Have you had any of the following business support and guidance?
Please tick the box next to who you received support from and tell us what support you received in the box below?

No, none

Start-up / Business Idea Workshop

1 to 1 Business support

Business planning support

Financial planning

Sourcing funding

Advice from Pen y Cymoedd

Advice from elsewhere

Mentoring

Informal support from family or friends

This is just for us to understand what support people are having before opening businesses in the area

2.7 Will any permissions or regulatory approval be needed for you to carry out your activity?
e.g. will you need planning permission / land access permission / to sign a lease etc.

- **What permissions or approvals are needed?**
- **Are they already in place?**
- **If no, how long will it take to obtain them**

Think about licenses, change of use, training, food hygiene etc that you may need. Just tell us what they are (so we can understand that you are aware of what you need to do) and when they will be dealt with

2.8 When will the funded work start?
The work you are planning can't start before a decision is made by the Community Fund – in this Round, the earliest you might be able to start is . Unless there are exceptional circumstances, you should aim to spend your grant within 12 months of receiving our offer letter.

Details of Grant Requested

2.9 What is total cost of project? £ **this is total cost including all the things you may be funding or already doing**

2.10	Item or Activity	Total Cost	Amount Requested from Pen y Cymoedd Community Fund
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
		£	£
	Totals	£	£

2.11 Match Funding
If you are not requesting 100% funding and are contributing your own funds or applying for funding from other sources, please complete the table below:

Amount £	Source	Date you Expect to Know Result
Include here any funds that	you are putting into this part of	development

2.12 What happens if not all match funding is secured? Would the project not go ahead, be scaled down etc? Why is it not possible for the business to cover these project costs itself? How much have you invested in business so far and can you give us a bit more information about this?

2.13 Have you received quotes for the above items / work?
It is essential that you have at least one quote for any items you want to purchase / work you want done / venues you want to hire etc.

Yes

No

Quotes can be formal quotes, screen shots online of things you want to buy etc, but we need to understand how you have reached the amounts above

ABOUT YOUR BUSINESS

3.1 What does / will your business do – what services does it provide? How do, or how will, people find out about your business? Do you have a marketing plan? How do you know what will be most effective?
Anyone who wants to access your services should be welcome to do so, unless there are clear reasons why this isn't possible. If there are any restrictions, you should explain why.
Max 600 words

Tell us about your business: what does it do, where does it operate, is it full or part time, how you advertise, how the business has / will developed

3.2	When was your business/enterprise established? <i>When did you start trading? It's fine to be new – just tell us when you expect to be trading</i>			
3.3	What type of business are you? <i>If you haven't yet set up your business, the HM Revenue and Customs and Business Wales websites have useful guidance on setting up – you can find out more here.</i>	Co-operative	<input type="checkbox"/>	Number:
		Limited Company	<input type="checkbox"/>	Number:
		Partnership	<input type="checkbox"/>	Number:
		Sole Trader	<input type="checkbox"/>	
3.4	How many of the following are involved in the organisation? <i>We're asking this to give us an idea of the size of your business, who is involved and how they are involved.</i>			
	Full Time Paid Staff (including yourself)	Number of hours worked per week	Part Time Paid Staff (including yourself)	Number of hours worked per week
3.5	Does your business have the following? (Please tick and explain) <i>It's essential that you have appropriate insurance cover in place and appropriate safeguarding policies and procedures in place if applicable. We may ask to see these. If you need advice, the Business Wales website is a good starting point and we have a Business Guidance Note on our website.</i>			
	Public Liability Insurance?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
	Other Insurances? (if so, what are they)	<input type="checkbox"/> Yes <input type="checkbox"/> No		
	Safeguarding and Lone Working Policies <i>(For certain activities, it will be essential that you have appropriate safeguarding policies and procedures in place please see the Safeguarding Guidance Note on our website)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No		
	Business Plan	<input type="checkbox"/> Yes <input type="checkbox"/> No		
	Cash Flow Forecasts	<input type="checkbox"/> Yes <input type="checkbox"/> No		
MANAGING YOUR MONEY				
4.1	Are you VAT registered? <i>If you can reclaim VAT from HMRC, you should exclude it from your grant application</i>			Yes <input type="checkbox"/> No <input type="checkbox"/>
4.2	Give us the main details of your business' income and expenditure over the last year? <i>If new, please give estimates from cashflow</i>			
	Total Income last accounting year	£	this is total income last year or if a new business estimated first year income	
	Total Expenditure last accounting year	£	this is total expenditure last year or if a new business estimated first year income	

Net Surplus / Deficit	£ this is simply difference between income and expenditure
Current Unrestricted Reserves	£how much do you have that is not restricted for paying bills or other restricted costs
Are you using part or all of these reserves towards the project? (if not, please explain why)	If you don't have reserves, okay. If you have reserves but don't want to use them, tell us why (i.e. keeping to pay staff if needed). It is also useful here to tell us what you have invested in business already or will be investing

Referee and Sign Off

5.1	Please give us the name and contact details of <i>someone outside and independent of your organisation</i> who knows about your proposed activity and who would be willing to talk to us about it. Make sure you share your application with them and have their permission to include their name here.
Name:	This needs to be someone (not family member) who knows you and business, knows what you are applying to the fund for and can confirm this is we need. It could be a business mentor, another local shop or business, a supplier etc
Organisation / Position and how you know them:	
Telephone Number:	
Email Address:	

5.2	<p>Privacy Statement</p> <p>In order to keep in touch with people and to assess grant proposals and make funding awards, Pen y Cymoedd CIC needs to collect information – not only about the activities and projects themselves, but also about the individuals submitting grant applications. Our Policy sets out how we will use that personal information. It aims to be open, fair and transparent, and to meet the requirements of the General Data Protection Regulation (2016/679).</p> <p>We will collect information about you when you:</p> <ul style="list-style-type: none"> • sign up to our Contact Database to receive updates on our activities and programmes. • apply for a grant or loan <p>If any information you've given us changes at any time, please tell us and we'll amend our records.</p> <p>1. Contact Database</p> <p>People on our general mailing list have given their consent to receive general updates. We hold details of their names, job titles and organisations (if they represent an organisation), postal and email addresses and phone numbers. If anyone on the list wishes to stop hearing from us, they can do so at any time.</p> <p>2. Grant and Loan Applicants</p> <p>We will collect the same basic personal information. We may share some or all of the information you give us with individuals and organisations we consult when assessing applications. These organisations may include those offering support and advice, local authorities and governing bodies. We ensure that they are fully compliant with data protection legislation. If you supply personal information relating to third parties (e.g. delivery partners) as part of your application, you must make sure that you have their consent.</p> <p>3. When a Grant or Loan is Awarded</p> <ul style="list-style-type: none"> • <i>Verification checks:</i> in order to verify that lead applicants are who they say they are, we ask for dates of birth. In exceptional circumstances, we may also need driving license numbers and dates of issue, and/or passport numbers and full registered names. This information will be destroyed once the checks have been carried out. Again, we ensure that the organisations we use to help us carry out these checks are fully compliant with data protection legislation. If you provide false or inaccurate information in your application or at any point in the life of any funding, we award to you and fraud is identified, we will provide details to fraud prevention agencies, to prevent fraud and money laundering. • <i>Bank Accounts:</i> we will also need details of group, business or individual bank accounts for grant or loan payment purposes.
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- *Monitoring & Evaluation:* we are likely to share some or all of the information you give us with individuals and organisations we work with to monitor the outcomes and impacts of the Community Fund. Again, we ensure that these organisations are fully compliant with data protection legislation.

4. How we store and protect your information

- *Electronic:* we hold data on password protected encrypted laptops, and back these up on an external encrypted hard drive stored in a locked cupboard. We use Office 365 Cloud storage, which notifies subscribers immediately if cyber attackers are detected. Emails are encrypted and protected
- *Grants Database* – our provider has ISO 27001 Information Security Standard accreditation and is fully compliant with data protection legislation
- *Paper copies:* applications and supporting information are held in a filing cabinet in the CIC’s office, both of which are locked when staff are away.

5. How long your information is kept

We will keep details of both successful and unsuccessful applicants until 2041 - for the duration of the Fund. This is in line with the CIC’s contract with our funder, the wind farm company Vattenfall, and Vattenfall’s contract with Welsh Government Ministers.

6. Changes to this Policy

This policy will be reviewed regularly. Any changes will be published on our website and we will contact you directly to let you know about them.

If you have any questions at all about your privacy or this Policy, please contact us:
enquiries@penycymoeddcic.cymru / 01685 878785

Confirmation and Sign-off

By signing this application, I am confirming that:

- *Services are open to all*
- *The information I’ve given is correct to the best of my knowledge*
- *I’ve read the Micro Fund Guidance*
- *I agree that you can use the information we have supplied for identity verification, fraud prevention and detection purposes*

I agree that you may give copies of all or some of this information to individuals and organisations you consult when assessing applications, administering the programme, monitoring grants and evaluating funding processes and impacts.

Name:	
Signature:	
Date:	

5.3 How did you hear about the Micro Fund?

Really useful for us to track how people find out about the fund

These questions are just for us to gather information and do not make up part of your application:

- *In your opinion, what were your biggest obstacles you faced when starting up your business? Did you have support to overcome these? If so, who?*
- *Would you know who to turn to for support when looking to expand?*
- *Have you ever explored a business mentor? Would you be interested in linking up with a like-minded business owner? Would you know who to ask or where to find someone?*

Please help us to improve how we manage the Pen y Cymoedd Wind Farm Community Fund!

We welcome and act on feedback and would appreciate the opportunity to ask what you think of the application process and service you've received.
