

Ambition Broxbourne

A space to breathe... a place to grow

Broxbourne for Business

Navigating through the recovery NEWSLETTER JUNE 2020

Moving forward, the Council's economic development team want to work with Broxbourne based companies to support resilience and sustainability through recovery of the COVID-19 pandemic. The path ahead needs to help people get back to work and back into the town centres safely. It will be different for every business and sector.

Inside this leaflet we have advice on reopening your business, links to grants and loan schemes from central government that might be a good fit for your company and training and support opportunities for both employers and employees.

We are gathering intelligence to develop a robust recovery strategy to assist all Broxbourne businesses. To inform that strategy we are talking to as many businesses as we can to maximise the opportunities for recovery.

This data will be shared with partners in government business organisations on a confidential basis to ensure that the right approaches are considered at all levels going forward, locally, regionally and nationwide.

Please take the time to complete the survey to help us help you; it should not take longer than 10 minutes. [Complete survey](#)

We are confident that together we can get through this crisis and continue to build a connected business community in Broxbourne.

*Lewis Cocking,
Leader of Broxbourne Council*



Let us know how we can help, send us your email address to stay up to date with business news in the Borough.

www.broxbourne.gov.uk/business

Email: economic.development@broxbourne.gov.uk



Financial Support

The Council appreciates that many local businesses may face financial challenges over the coming months and will do what it can to help. There are a number of schemes that have been put in place by the government to try and reduce the economic impact of the pandemic.

Business rates - A 12-month business rates holiday for all retail, hospitality, leisure and nursery businesses in England has been applied from April. If you have not received an amended bill and believe you qualify for this relief please email the Council on nndr@broxbourne.gov.uk.

Business support grants - Broxbourne Council has now paid 89% of the grants to eligible local businesses.

The Retail and Hospitality Grant Scheme provides businesses in these sectors with a cash grant of up to £25,000 per property. Businesses with properties with a rateable value between £15,000 and £51,000 will receive £25,000. Businesses in these sectors with properties with a rateable value under £15,000 will receive £10,000.

The Small Business Grant Fund provides a cash grant of £10,000 for all small businesses in receipt of small business rate relief or rural rate relief.

If you consider that you might be in the 11% who are still to claim these grants, contact us today [Business support grants](#).

Local Authority Discretionary Grants –

Government has set national criteria which must apply to all grants made from this fund. In accordance with this, grants will only be paid to:

- Small and micro businesses as defined in Section 33 Part 2 of the Small Business, Enterprise and Employment Act 2015 and the Companies Act 2006
- Businesses with relatively high ongoing fixed property-related costs
- Businesses that can demonstrate they have suffered a significant drop in income due to the COVID-19 crisis
- Businesses that occupy property, or part of a property, with a rateable value or annual rent or annual mortgage payments below £51,000.

Businesses **will not qualify** for a grant under this scheme if any of the following apply:

- The business has received a grant from another support scheme including:
 - o Small Business Grant Fund
 - o Retail, Hospitality and Leisure Grant
- The business was not trading on 11 March 2020
- The business is in administration, is insolvent, or a striking-off notice has been made.

Level of Grant

The total value of grants paid will be limited to the level of funding awarded to the Council and the maximum grant payment will be £10,000.

Applying for a Discretionary Grant

The grant payments will be linked to the business' fixed property costs and the impact on the business' net income of the Covid-19 crisis. If the number of applications received results in the potential value of grant payments exceeding the funding available, the Council will prioritise the following:

- Small businesses in shared offices or other flexible workspaces which do not have their own business rates assessment;
- Small businesses with high fixed property costs
- The impact of the Covid-19 crisis on the business' net income
- Small businesses which meet national and local priorities

The level of grant, if any, will then be determined according to the degree to which these priority issues are met and having regard to the total sum available.

[Discretionary grant application form](#)

Applications will only be accepted via the link. The application process will close at midnight on Friday 26 June.



Bounce Back Loans scheme - Central government has recently announced further support for the smallest businesses affected by the coronavirus pandemic. [The Bounce Back Loans scheme](#) allows small businesses to borrow between £2,000 and £50,000. The government will provide lenders with a 100% guarantee for the loan and pay any fees and interest for the first 12 months. No repayments will be due during the first 12 months.

The Coronavirus Statutory Sick Pay (SSP) Rebate Scheme - This scheme will allow small and medium-sized employers, with fewer than 250 employees, to apply to recover the costs of paying coronavirus-related SSP.

You can find out more about these schemes and other help for your business at [COVID-19-support-for-businesses](#).

Further funding for specific sectors:

- **Crowdfund Hertfordshire: Small Business Innovation Fund** - This fund provides support to micro and small businesses in the tourism, leisure, hospitality, retail, arts and cultural sectors by helping them to adapt and diversify in response to the new challenges posed by the COVID-19 pandemic.

Working with Visit Herts and Crowdfunder, Hertfordshire LEP will provide a maximum pledge of up to £5,000. This will cover up to 50% of the project costs to develop innovative ways to reach customers or transition into a recovery phase. Broxbourne businesses who meet the criteria are eligible for this fund. [click for more information](#)

- **Government launches new £40 million Clean Growth Fund** - To supercharge green start-ups The Clean Growth Fund will contribute towards the UK's plans to reach Net Zero by 2050. It will be accessible to UK-based companies driving green technology across the power, transport, waste, and building energy efficiency sectors. [click for more information](#)

- **Funding to boost charities and social enterprises across the country** - The funding will support urgent work to tackle youth unemployment, expand access to emergency loans for civil society organisations and help improve the availability of fair, affordable credit to people in vulnerable circumstances. [click for more information](#)
- **Future Fund** - UK-based companies can now apply for a convertible loan of between £125,000 and £5 million, to support continued growth and innovation in diverse sectors of technology, life sciences and the creative industries. [click for more information](#)
- **£40m boost for cutting-edge start-ups** - Innovative businesses and start-ups are set to benefit from a £40 million government investment to drive forward new technological advances. The Fast Start competition aims to fast-track the development of innovations born out of the coronavirus crisis, while supporting the UK's next generation of cutting-edge start-ups, helping to build the businesses of tomorrow and propel their future prosperity. [click for more information](#)
- **Revolutionising the way we fly: apply for business funding** - Organisations can apply for a share of up to £30 million to develop ways to support safe operations of novel modes of air transportation minimising the environmental footprint and improving connectivity. [click for more information](#)

Links to further programmes.

[Manufacturing Growth Programme](#)
[Low Carbon Innovation Fund](#)
[Business Expansion Grant](#)

Details of additional financial assistance including further funding and support, your responsibilities as an employer, how to run your business safely, what businesses should be currently closed and assistance for self-employed people and sole traders are available on the Government's website. [click for more information](#).

Helping Businesses to trade safely

Support for Businesses - Trading Safely

Prior to re-opening, you must conduct a risk assessment specific to your business and complete the 'COVID secure' checklist (if you have 50 or more employees this should also be published on your website).

Broxbourne along with other Hertfordshire local councils and the Better Business for All partnership for the county has produced a number of guides, checklists and FAQs as part of a toolkit to support businesses on completing their risk assessment. Also, help putting new processes and procedures in place in order for businesses to re-open and trade safely. These documents will all be downloadable via [Hertfordshire LEP's website](#)

These documents will be updated in line with government guidelines, but please ensure you also keep up to date with current COVID-19 Government guidelines. You should use the toolkit to provide direction, but always remember that your plans and processes must be relevant to your specific business and should reflect your risk assessment. The guides can be used as a 'pick n mix'; some of the information may not apply to you, however, many of the checklists can be adapted to suit different business sectors.

Please see the below list of guides and checklists which will be added to, each one will be in line with the government's recovery road map along with feedback from businesses on additional support they need. The FAQs for re-opening and trading safely contain relevant web links to specific government guidance that all businesses should read:

Checklists/templates	Guides/FAQs	Sector-specific
Checklist for opening your business	FAQs for businesses that remain closed	Guidance for market traders
5 Steps to working safely	FAQs for re-opening and trading safely	Guidance for sports clubs
Example COVID-19 risk assessment	Personal protective equipment (PPE) overview	Guidance for multi-use buildings
Example action plan	Guidance on Legionella	Warehousing checklist
Visitors guide	Managing queues at your business premises	Checklist for trading safely (food)
Checklist for trading safely (premises)	Fire safety risk assessment guidance	
Legionella COVID-19 checklist	Fire safety guidance for event organisers	
Legionella general controls checklist	Site plan	
Staff checklist		



In addition to the above safely re-opening toolkit, many other short guides are available to support businesses at this time, including: distance selling/trading online; producing hand sanitiser; delivery, refunds and cancellations; terms and conditions and product/service descriptions. These guides are especially useful if you have diversified your business in any way during the pandemic. Trading Standards can also advise further on these topics.

For further guidance and advice contact Broxbourne Environmental Health Service envhealth@broxbourne.gov.uk or Hertfordshire Trading Standards Business Advice Line: 01707 281401 open Monday to Friday 9am-5pm, email: trading.standards@hertfordshire.gov.uk



Measures for Town Centre reopening, distancing and guidance

Hoddesdon and Waltham Cross town centres and the district centre at Cheshunt Old Pond will remain the hub of community life as we all work our way through the new measures to keep the public safe from COVID-19.

As businesses reopen and put in place measures to help keep residents safe we want to ensure help and advice is at hand.

To help local shops with their responsibility to keep customers safe we have been working behind the scenes with partners Hertfordshire County Council and Love Hoddesdon. Over the next few weeks, signs will be displayed reminding people to social distance.

We ask that with more shops and non-essential retailers preparing to open on Monday 15 June, premises think about neighbouring businesses when they prepare for social distancing and potential queues:

- A checklist for retailers is available to [view and download here](#)
- The toolkit for businesses is available to [view and download here](#)
- Please read the guidance from the government website for shops and branches [here](#)
- Please don't display goods on the street if possible
- Please don't put out signs or 'A frames' on the pavement.

- Let us know you are open and what services you are providing i.e. click and collect or by appointment only and we will do our best to promote on social media economic.development@broxbourne.gov.uk
- Please register your business here and start selling on the [ShopAppy.com](https://www.shopappy.com) site (full details on page 8).
- If you have specific questions please contact Broxbourne Environmental Health envhealth@broxbourne.gov.uk or Licencing licencing@broxbourne.gov.uk



Events and Training

This might be an ideal time for you and your staff to upskill or take some training. Broxbourne Borough Council and its partners are holding a range of training sessions that will help your business navigate through these tough times. Click on the headings to book.

Google Digital Garage - Digital Marketing Strategy Webinar

Tuesday 16 June

For small business owners and aspiring digital marketers who want to effectively access the main digital marketing channels.

- Learn how to develop, implement and track a digital marketing strategy.
- Learn how digital marketing channels are used to help businesses grow.
- Learn how to structure a practical digital marketing plan for a small businesses.
- Measure your plan for success.

Business Recovery: Diversifying, Trading Safely and Planning Ahead:

Friday 19 June

Join Trading Standards and Environmental Health experts on how to remain compliant whilst diversifying or re-opening your business. What you need to consider to enable your business to trade safely during Coronavirus. This session is aimed at both businesses that remain open and also for those that are currently closed, to support you planning ahead.



Social Media and Digital Marketing Surgery (45 minute slots)

Choose from Thursday 25 June and Thursday 16 July

45 minute online 1-2-1 sessions will help you to understand how to improve and enhance your current digital presence or give you the building blocks to make a credible and effective start.

An example of areas that can be covered:

- Social Media.
- Website Development.
- Search Engine Optimisation.
- Content Marketing.
- Blogging.
- Video Content.
- Podcasting.
- Marketing Planning.

Speed Networking **Wednesday 8 July**

The way we work is changing and the way we network is changing too. This is an excellent time to start building new business relationships. This event could help you start generating new business now.

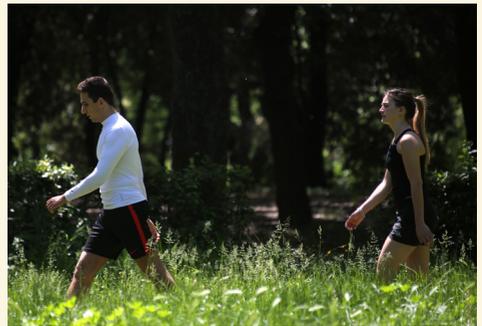
In every session each person will get 60 seconds to explain their business, so be prepared with your elevator pitch. Between each session Bob Ferguson will be providing you with some short tips on presenting your business at networking events, especially on video systems such as Zoom, Skype and Microsoft Teams.

Health and Wellbeing

Keeping yourself and staff active and mentally fit through this time of social distancing.

Taking care of your mind as well as your body:

- Physical Health – Encourage your staff to cycle or walk to work if working outside of their homes. Encourage them to keep up a good exercise routine and remember to do so yourself. Here are a few ways the we can help:
- Cycle ways in the borough www.sustrans.org.uk/national-cycle-network
- Whilst we encourage you to take exercise outside, remember to keep social distancing and take advantage of the walking routes as well mapmywalk.com/gb/broxbourne-eng
- Mental health – It is important to take care of the emotional health of yourself and others while social distancing because of Coronavirus. You may feel bored, frustrated or lonely. You may also feel worried, anxious or concerned about your finances, your health or those close to you. It is important to remember that it is OK to feel this way and that everyone reacts differently. Remember, this situation is temporary and, for most of us, these feelings will pass. Try to keep your mind positive, dip into events and training; keep in touch regularly with work colleagues, friends and family. If you need further support, please visit www.mind.org.uk or www.samaritans.org





Working with Partners

New River Bridge (Essex Road) Improvement Scheme

Hertfordshire County Council and partners are continuing to progress with plans to build a new access road to replace the existing Essex Road (between A1170 Dinant Link Road roundabout and Geddings Road). Working during the COVID-19 crisis, the team have made tremendous efforts to keep the project on track, while following government advice and guidance on social distancing, protecting both staff and the public. In the last three months some key construction activity has taken place including:

- The installation of a temporary or 'bailey bridge' over the New River adjacent to where the permanent structure will eventually be constructed. This is to help heavy construction equipment cross the river without relying on the use of Essex Road.
- Utility diversions.
- Sheet piling – keeping the soil back away from the structure.
- Excavations – preparing for the ground for the supporting structures of the new bridge.

To find out more about the project, access the monthly newsletters and sign up to receive an e-bulletin with regular updates from site direct to your inbox, visit: www.hertfordshire.gov.uk/newriverbridge

Encouraging residents to shop locally:

Feedback from our business community says that the businesses most affected by the lockdown are in sectors that usually have face-to-face/physical interaction with customers. Working with businesses, we are determined to help connect customers with Broxbourne businesses that want to add online sales and possibly home delivery to their offer. That is why we are creating two dedicated marketplaces with ShopAppy.com, Hoddesdon and Waltham Cross/Cheshunt.

It is easy to use, and we are making it free of charge for businesses in Broxbourne to sign up and use over the next three months. If you are a local business and want to make it easier for customers to buy your products, help us to help you. Register your business here and **start selling**. Register on Covid-19 FREE.

If you have any problems registering, please email info@shopappy.com



Need help with your trade waste?



For more information email commercialwaste@bestbob.co.uk or call **01992 785640**

Our Partners - Live links to their websites



Hertfordshire Local Enterprise Partnership
PERFECTLY PLACED FOR BUSINESS

Hertfordshire Chamber of Commerce

diz ESSEX+HERTS digital innovation zone

Hertfordshire Growth Hub Local Enterprise Partnership

Better Business for All A local partnership between Businesses and Regulatory Services to promote growth

fsb Experts in Business

Love Hoddesdon

Wenta Business Enterprise

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