

EU Funding Case Studies

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Prosperous Staffordshire Select Committee
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EU Funding Programme Performance as @ March 2018

All SSLEP EU funds commitment as @ March 2018 (£m)

EU Fund	Total Allocation	Total grant committed	Balance of grant to allocate
ERDF	78.45	63.09	15.36
ESF	55.00	37.13	17.87
EAFRD	3.13	1.31	1.82
LEADER	1.84	0.75	1.09
TOTAL ESIF FUNDS	138.42	102.28	36.14

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EU Funding Case Study 1

Keele Smart Innovation Hub



- Transformational project focused on technological growth and innovation
- Cornerstone of **Keele deal**
- 3 key elements
 - **Business Hub** – advice/support
 - **Commercial incubation space (IC6)**
 - **Academic facilities** (Keele Business Management School)
- Total investment value **£16.2m**
ERDF contribution **£9.7m**
- Construction starts **Spring 2018**

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EU Funding Case Study 2

Stoke-on-Trent & Staffordshire

Growth Hub

Staffordshire Brewery Ltd, Cheddleton



- £10,000 Growth Hub grant
- Helped towards the cost of a semi-automatic de-palletiser and an accumulation bench
- Created 2 new jobs

- **Single point of contact for business support**
- 4 key elements
 - **Helpline 0300 111 8002**
 - **Business advisors**
 - **Events/ Workshops**
 - **Small business grant scheme** (grants up to £10,000)
- Progress to date
 - **6077** businesses assisted
 - **1572** individuals provided with start- up support
 - **771** manufacturing businesses assisted
 - **859** business diagnostics undertaken
 - **300** small business grants awarded
 - **8731** contacts through the Business Helpline
 - **9279** signposts and **7538** referrals made to business support including finance
- Total investment **£2.7m**
ERDF contribution **£1.6m**
- In delivery until **June 2019** (to be extended to 2022)

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EU Funding Case Study 3



Valley Northern, Stafford

Sector: Supplier to UK Health Industry

LCBEP support: FREE Energy Review and Grant

LCBEP Grant: £10,000

saving: 13.7 tonnes of CO₂ / £3,000 per year

Before Lighting

After Lighting



- **Helping businesses become energy efficient and reduce their carbon footprint**
- **3 key elements**
 - **Energy audit**
 - **Energy efficiency plan**
 - **Small grant scheme up to £20,000**
- **Performance to date**
 - **Carried out 53 Audits**
 - **16 grants awarded totalling over £100,000**
 - **Business have saved 142.6 tonnes of CO₂**
- **Total investment value £1.1m**
ERDF contribution £0.7m
- **In delivery until December 2018 (to be extended to 2021)**

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Factors affecting success in accessing EU funded business support grants

All enquiries from businesses are screened/ filtered before applications for grants are submitted and therefore the majority of applications are successful.

All applications must

- Comply with strict eligibility criteria
 - Geography (urban, rural, SSLEP area)
 - Purpose of the grant
 - Eligible sectors (i.e. retail not eligible)
- Align with growth priorities of SCC and LEP
- Have a strong and sustainable business case with tangible outcomes i.e. job creation
- Subject to stringent and invasive due diligence procedures involving financial performance and company history checks
- Operate within State Aid limitations i.e. De Minimis allows up to €200,000 (£170,000) in any three year period
- Comply with strict conditions of grant i.e. open procurement, audits and inspection regimes

Other reasons

- Challenging application process
- Length of time to process applications
- Business changing their growth priorities
- Impact on business finances ie Having to pay business rates for change of use

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