

Provider	Scheme	Description	Link to Promoting Business/Recovery	Amount	Existing/ New	Priority/D elivery	Lead Officer
TRDC/Comensura	Project Support Assistant	3 month resource to support administration of funding - to support implementation of charitable sector, high street, business support and sustainable travel projects	Supporting administration of projects to support businesses and high streets	£10,000	New		Kimberley Rowley
TRDC	Advertising budget for business communications	The project will involve identifying and writing stories about the local area which we can push out across our channels. This would include: • Paid for search engine marketing, such as through Google. • Paid social media promotion of new content through Facebook, Instagram and Twitter Promoting and supporting local businesses and promoting both the attractions of the District as well as why it is attractive for businesses.	Advertising budget to support the wider tourism campaign of Three Rivers district, its attractions and events, by producing our own high quality content to be promoted with paid for advertising online.	£5,000	New		Tim Jones
TRDC	Photography project	Commission a professional photographer to capture images across the district to develop a new and wide-ranging photography database to supply all communications and marketing initiatives. This project would provide images which could be used for anything from social media content, to refreshing the website and in all our external and internal news and communication. The project should capture images including town and village centres, key attractions, sites, road networks, buildings across Three Rivers throughout all four seasons. This will ensure we have images which can be used all year round to promote the District which would support the business support projects	Images available to support business communications	£5,000	New		Tim Jones
TRDC	Social media for targeted promotion	Additional and targeted promotion to reach businesses.	Targeted social media to promote business support schemes	£2,000	New		Tim Jones
TRDC	Communications software (GovDelivery) 3 year licence (2022/25)	Delivery of email communication system. Extension of existing licence for a further 3 years. Software allows comprehensive email system including with businesses. Currently £16,500 unique subscribers. Business newsletter delivered through this system	Improved business communications	£16,344	New		Carl Harris
Watford Chamber of Commerce and Services for Young People	Job Club	Pop up job clubs to upskill but also to connect people with complex needs in to opportunities for work. It would include a mentor through the job club and the job club would be targeted in the deprived areas of the district - South Oxhey, Mill End/Maple Cross and School Mead/Gade Valley. Services for Young People will refer clients known to them (NEETS, care leavers and ex-offenders). They will work with residents from Three Rivers and where possible businesses in Three Rivers but they will also support residents from Three Rivers who gain employment in businesses outside the borough. Proposal and cost breakdown reviewed.	Providing training, skills and opportunities to work for those in specific areas of TRDC, increasing the TRDC pool of potential employees to the benefit of businesses.	£80,000	New		Shivani Dave / Rebecca Young
Smarter Society	Low Carbon Business Support and Grants Scheme	1. Provide small grants to businesses - approx. £100k - individual up to £5k grant size focused on implementing green tech initiatives 2. Promote and administer the grant scheme 3. Provide Business mentoring (6 hours) to help them to grow and to gain information on outcomes of the grant. 25-30 businesses. The grant amount is variable depending on how many businesses you want to support - The grants should be up to 5k for low carbon. £167,000 is made up of: Grant admin costs: £25,000 Mentoring, mobilisation, reporting, recruitment and engagement: £42,000 Grant budget: £100,000 To work with Sustainable X - so that they generate the interest.	Supporting businesses to recover sustainably as they emerge from the pandemic.	£167,000	New		Kimberley Rowley / Charlotte Gomes
Sustainable X	To support businesses to become more sustainable.	Sustainable X will deliver a programme of workshops and industry specific guides to SME's in Three Rivers to educate and recipients on sustainability and net-zero carbon. 890 organisations with employee numbers ranging from 5 to 250 (SME) will be targeted. This sector range in their understanding of sustainable measures from having no idea on how sustainable initiatives could benefit themselves, to those who are operating some measures. The team delivering the project are experienced business people themselves. The project will start with an email campaign, followed by guides to share with businesses, then workshops, and finally one-one sessions with a few who require additional help. The programme will help businesses become aware of net-zero and sustainability, enable them to measure their own performance, improve access to larger supply chains, become more attractive as an employers, increase chance of winning tenders, save money by reducing waste, be on top of regulations, and be more attractive for external funding opportunities. A tailored marketing campaign will be initiated to attract customers, 8 bespoke guides will be produced, a website and an evaluation of success.	Encourage and enable businesses to contribute to a healthy business and community ecosystem. 146 businesses are anticipated to benefit from the guides, 40 with workshops. The project will signpost to other schemes such as a kickstart, low carbon workspaces, Hertfordshire business expansion grant scheme and smarter society grants if that goes ahead.	£35,000	New		Rebecca Young/ Jo Hewitson
Smarter Society	Chamber Redevelopment project - Implementation phase	1. Implementation of the strategic options to support the TR Chamber of Commerce 2. Setup of marketing and ongoing admin support 3. New website build	To support the TR Chamber of Commerce in providing a high level service to support TRDC businesses beyond the pandemic	£40,500	New		Kimberley Rowley / Charlotte Gomes
WENTA	Business support funding	Free business support to Three Rivers residents - upskilling them and leading them to self-employment prospects as well as providing unemployed residents with the opportunity to re-train on subjects to lead them to improved employability/self employment prospects.	The ONS stats state that 700 businesses started in Three Rivers in 2019 - this is the latest data available currently. WENTA will continue to support new businesses and those who are self-employed by identifying and supporting clients that wish to start their own business and give them the skills to do so. They will also provide assistance in the early stages of a business journey and to help client re-launch or get an idea "off the ground".	49,476	New		Kimberley Rowley/Charlotte Gomes
ASCEND	To support Community Centre hosting jobs clubs and support for people returning to work	To support the Community Centre Step Up due to covid and loss of income to maintain and continue running. It hosts the healthy hub and many projects supporting economic development in Three Rivers. This includes, Job Clubs, support for CV writing, Building Better Opportunities and volunteering. They will offer an enriched service of employability activities, two job clubs, open up an IT suite to encourage digital inclusion, welcome back project partners to utilise and book space, offer new virtual as well as face to face events/ courses to a wider audience, particularly in the evenings. Support for positive physical/mental health and wellbeing will include our weekly Mental Health support group, Cookery Demonstrations etc. through our Three Rivers Healthy Hub as well as our new Social Prescribing/ Healthcare Project (The Wellbeing Link Project) starting in January 2022		£63,087	New		Rebecca Young
Smarter Choices Travel Planner	Personal travel planning software to help employees choose the best way to get to work Extension of existing project	Help employ and retain staff, support through sustainable travel. New, unique software developed with a major sustainable travel promoter - Actively encourages people to consider all the travel options, by providing cost etc. comparisons based on up to date data - For up to 5,000 employees of local businesses, e.g. all in same area - Service for 18 months includes option to reprovide to four major employers (or e.g. Parishes) with no DPA/contractual issues - Tested provider (contracted to HCC for over 15 years) Currently have 4 licences with previous ARG funding. Four larger commercial sites (Tolpits Ln, Leavesden Green, Rickmansworth and Kings Langley) and to target four major employers with a dedicated package for each. 4 further licenses would cost £7k per employer and would have substantially better effect on the travel habits and capabilities of the several thousand employees they maintain. Details below. This is from development of current scheme - during scoping, we have discovered that due to the siting of these employers, each will otherwise skew the benefits offered to other smaller firms on each site: Camekot (Tolpits Ln) Imagination tech (Kings Langley) TRDC (Ricky) Skanska (Leavesden Green)	Help employ and retain staff, support through sustainable travel.	£28,000	New		Kimberley Rowley/Peter Simons
Business Start Up Support	To support start up businesses	Supporting provider of start up accommodation in the District. Aware other start up accommodation in Rickmansworth (Regus) is no longer available.	Supporting start up businesses	£10,000	New		Kimberley Rowley/Claire May
External supplier	Telemarketing proposals	Promoting access to business support opportunities, funding and advice.	Business support scheme communicating grant and support opportunities	5,500	New		Duncan Smith/Claire May
TRDC	Business Communications Officer	Promoting business communications, engaging with businesses		£29,000.00	New		Tim Jones
			TOTAL:	£545,907			