

SENSITIVE

Shropshire County Council

Growth Hub Funding 2018-2019

**DETAILS OF EXPENDITURE ITEMS AND SERVICES,
FORECAST SPEND AND QUARTERLY CLAIM FORM**

Claimant Information

Name of LEP	Marches
Accountable Body	Shropshire Council
Funding Period	1 st April 2018 to 31 st March 2019
Accountable Body Project Manager	James Walton
Accountable Body Office Address	Shropshire Council Shirehall Abbey Foregate Shrewsbury Shropshire SY2 6ND
Project Manager Email Address	James.walton@shropshire.gov.uk
Contact phone number	01743 258915
Name of Growth Hub	Marches Growth Hub
Principle Growth Hub Delivery Body	Marches LEP

Important Information

To note that allocations will provide continuation revenue funding to LEPs, which can be spent on core Growth Hub related delivery activities but cannot be used to make direct grants or issue vouchers to business.

To enable BEIS to commission an annual audit of Growth Hub spend in line with recent recommendations made by the Government Internal Audit Agency (GIAA), Accountable Bodies are asked to be explicit when providing expenditure detail in relation to the item or services to be purchased or procured during 2018-19 and provide full costed details below.

Therefore, overarching descriptors such as 'Growth Hub Contract' and 'Growth Hub Service' will not be acceptable for BEIS governance and audit purposes. A list of example items and service categories that will be acceptable to BEIS is provided at **Annex A**.

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PROJECT ACTIVITY INFORMATION		
Period of claim	Items and services needed to deliver contracted 'principles of funding' and forecasted costings of each purchase/procured service	
Quarter 1 April to June 2018	Expenditure Detail	Estimated Spend
	Internal salaries and costs supporting Marches Growth Hub management <ul style="list-style-type: none"> • MGH Business Support Officer (50%), • MGH Co-ordinator (40% until June 2018) • MGH Data & Marketing Officer costs 	£19,817.70
	Marketing & Communications <ul style="list-style-type: none"> • www.marchesgrowthhub.co.uk website maintenance, hosting (including skills microsite) and search engine optimisation (SEO) – external contract • Marketing support (promotion, case study development, press, public relations, social media photography, advertising and dedicated support to the 3 physical Marches Growth Hub teams) – external contract 	£21,480
	Business support and engagement events programme delivered through 3 physical Marches Growth Hub locations (managed centrally from June 2018). Direct costs including venues, fees for high profile speakers, AV hire etc)	£0
	MGH Operations & Steering Group meetings room hire	£169.00
	CRM (updating of Tractivity and implementation of GDPR System Changes)	£2,250
	Database/Licences – MINT & FAME, Subscriptions	£10,000.00
	Contribution to costs of 3 physical Marches Growth Hubs (integration with partner's CRM systems, staff CPD, IT upgrading)	£0
	TOTAL AMOUNT BEING DRAWDOWN FOR QUARTER 1	
PROJECT ACTIVITY INFORMATION		
Period of claim	Items and services needed to deliver contracted 'principles of funding' and forecasted costings of each purchase/procured service	
Quarter 2 July to September 2018	Expenditure Detail	Estimated Spend
	Internal salaries and costs supporting Marches Growth Hub management <ul style="list-style-type: none"> • MGH Business Support Officer (50%), • MGH Data & Marketing Officer (50%) 	£10,068.10
	Marketing & Communications <ul style="list-style-type: none"> • www.marchesgrowthhub.co.uk website maintenance, hosting (including skills microsite) and search 	£18,000

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	<p>engine optimisation (SEO) – external contract</p> <ul style="list-style-type: none"> Marketing support (promotion, case study development, press, public relations, social media photography, advertising and dedicated support to the 3 physical Marches Growth Hub teams) – external contract 	
	Business support and engagement events programme delivered through 3 physical Marches Growth Hub locations (managed centrally from 1 June 2018). Direct costs including venues, fees for high profile speakers, AV hire etc)	£6,150
	MGH Operations & Steering Group meetings room hire	£169
	CRM (updating of Tractivity and implementation of GDPR System Changes)	£0
	Database/Licences – COBRA & Grantfinder Subscriptions	£7,245
	Contribution to costs of 3 physical Marches Growth Hubs (integration with partner's CRM systems, staff CPD, IT upgrading)	£7,000
CLAIM INFORMATION (£)		
		*TOTAL AMOUNT BEING DRAWN IN QUARTER
Quarter 2 claim	ORIGINAL ESTIMATED AMOUNT OF DRAWDOWN IN QUARTER 2	£48,632.10
	VARIANCE	£
	TOTAL SPEND TO DATE	£
Overall grant position including funding committed but not yet spent	TOTAL FUNDING REMAINING TO BE CLAIMED	£
	TOTAL GRANT FUNDING COMMITTED	£
	TOTAL GRANT FUNDING COMMITTED	£
Supporting narrative relating to grant spend, amount of money committed and any early indications of potential end of year underspend:		

PROJECT ACTIVITY INFORMATION		
Period of claim	Items and services needed to deliver contracted 'principles of funding' and forecasted costings of each purchase/procured service	
Quarter 3 October to December 2018	Expenditure Detail	Estimated Spend
	Internal salaries and costs supporting Marches Growth Hub management <ul style="list-style-type: none"> MGH Business Support Officer (50%) MGH Data & Marketing Officer (50%) 	£10,068.10
	Marketing & Communications <ul style="list-style-type: none"> www.marchesgrowthhub.co.uk website maintenance, hosting 	£22,305

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	(including skills microsite) and search engine optimisation (SEO) – external contract	
	<ul style="list-style-type: none"> Marketing support (promotion, case study development, press, public relations, social media photography, advertising and dedicated support to the 3 physical Marches Growth Hub teams) – external contract 	
	Business support and engagement events programme delivered through 3 physical Marches Growth Hub locations (managed centrally from 1 June 2018). Direct costs including venues, fees for high profile speakers, AV hire etc)	£6,150
	MGH Operations & Steering Group meetings room hire	£169.00
	CRM (development and updating of Tractivity)	£4,750.00
	Contribution to costs of 3 physical Marches Growth Hubs (integration with partner's CRM systems, staff CPD, IT upgrading)	£7,000
CLAIM INFORMATION (£)		
Quarter 3 claim	*TOTAL BEING DRAWDOWN IN QUARTER 3	£
	ORIGINAL ESTIMATED AMOUNT OF DRAWDOWN IN QUARTER 3	£50,442.10
	VARIANCE	£
Overall grant position including funding committed but not yet spent	TOTAL SPEND TO DATE	£
	TOTAL GRANT FUNDING COMMITTED	£
Supporting narrative relating to grant spend, amount of money committed and any early indications of potential end of year underspend:		
<p>*Evidence of defrayal of grant/type of spend: Please provide 2 example invoices paid by the final recipient of the money which confirms the type of expenditure or services acquired to support delivery of the Growth Hub service. In addition, please provide evidence of assurance of payment; via the provision of a copy of the relevant general ledger.</p>		

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PROJECT ACTIVITY INFORMATION		
Period of Claim	Items and services needed to deliver contracted 'principles of funding' and forecasted costings of each purchase/procured service	
Quarter 4 January to March 2019	Expenditure Detail	Estimated Spend
	Internal salaries and costs supporting Marches Growth Hub management <ul style="list-style-type: none"> • MGH Business Support Officer (50%), • MGH Data & Marketing Officer (50%) 	£10,700.10
	Marketing & Communications <ul style="list-style-type: none"> • www.marchesgrowthhub.co.uk website maintenance, hosting (including skills microsite) and search engine optimisation (SEO) – external contract • Marketing support (promotion, case study development, press, public relations, social media photography, advertising and dedicated support to the 3 physical Marches Growth Hub teams) – external contract 	£21,200
	Business support and engagement events programme delivered through 3 physical Marches Growth Hub locations (managed centrally from June 2018). Direct costs including venues, fees for high profile speakers, AV hire etc)	£6,150
	Bespoke support to scale up businesses identified through the business support and engagement events. Direct costs including venues and fees for professional facilitators x 3 physical Marches Growth Hub locations	£4,800
	MGH Operations & Steering Group meetings room hire	£169
	Contribution to costs of 3 physical Marches Growth Hubs (integration with partner's CRM systems, staff CPD, IT upgrading)	£7,000
	MGH impact assessment/Evaluation	£2,190
CLAIM INFORMATION (£)		
Quarter 4 claim	TOTAL BEING DRAWDOWN FOR QUARTER 4	£
	ORIGINAL ESTIMATED AMOUNT QUARTER 4	£52,209.10
	VARIANCE	£
Overall grant position including monies committed but not yet spent	TOTAL SPEND TO DATE	£
	TOTAL FUNDING REMAINING TO BE CLAIMED	£
Supporting narrative relating to grant spend, amount of money committed and any early indications of potential end of year underspend:		

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***Evidence of defrayal of grant/type of spend:** Please provide 2 example invoices paid by the final recipient of the money which confirms the type of expenditure or services acquired to support delivery of the Growth Hub service. In addition, please provide evidence of assurance of payment; via the provision of a copy of the relevant general ledger.

I certify that:

- (i) This claim covers satisfactorily delivered activities;
- (ii) Expenditure has been incurred by the Accountable Body¹;
- (iii) No part of this claim has been included on a previous claim or will be included on a subsequent claim to the Secretary of State;
- (iv) There are no sources of funding for these activities of which the Secretary of State has not been given notice in writing;
- (v) No part of this claim has been or will be paid by any other Accountable Body or by any public authority as defined in the Grant Offer Letter. No part of this claim has been received or is receivable by the Accountable Body in respect of the Project.

TOTALAMOUNT BEING CLAIMED	£205,000.00
SIGNED BY REPRESENTATIVE AND EMPLOYEE OF ACCOUNTABLE BODY	
PRINT NAME IN FULL	James Walton
POSITION	Head of Finance Governance and Assurance
ACCOUNTABLE BODY	Shropshire Council
DATE OF CLAIM	9 th March 2018

In line with drawdown dates agreed with BEIS please send an electronic copy of this claim to [Karen Hopwood](#). If you also wish to submit a hard copy of this form it should be sent for the attention of Miss Karen L Hopwood, Department for Business Energy and Industrial Strategy (BEIS), 5th Floor Spur, 1 Victoria Street, London, SW1H OET.

¹ "Incurred," means a legal commitment to pay.

Examples of the type of item and service descriptors that will be acceptable for BEIS governance and audit purposes are (but not exclusively):

- Executive and management salary costs
- Business advisory staff (e.g. account manager; advisors and navigator) salary costs
- Travel and expenses (where primary Growth Hub staff)
- Training (where primary Growth Hub staff)
- Telephone based triage and diagnostic staff (but excluding pre-starts which can be supported by the national Business Support Helpline at no cost to the LEP)
- Customer Relationship Management (CRM) system (maintenance, development or replacement if better value for money achieved)
- Growth Hub website/portal (maintenance, development and analytics)
- Telephony (excluding pre-starts which can be supported by the national Business Support Helpline at no cost to the LEP)
- Operating and accommodation costs – rent and overheads
- Client engagement, marketing and printing
- Sponsorship (where it will add further value to the Growth Hub)
- Business to business events, networks and pop-ups
- Project management and consultancy costs (should be kept to a minimum and details provided)
- Legal, procurement, HY, financial fees and business intelligence (where business intelligence not provided by BEIS)
- ERDF match (providing details of the specific programme/s)
- Evaluation and monitoring of impact (where directly linked to the Growth Hub and adding value to the annual independent evaluation of impact that will be conducted by BEIS).
- Other items and services that will drive business growth via the Growth Hub will be considered on a case by case basis in discussion with BEIS.