

LABGI: Project summary with proposed funding allocations

No	Project / Activity	Summary	Funding proposed
1	Digital Media Internship scheme, Wired Sussex	A high level internship scheme focussing on digital industries. Outputs include 12 graduates employed in local digital media companies and 10 businesses assisted to improve performance. Matched funding of £510,000 applied for.	51,000
2	Hove Town Centre Manager	A post working with the Hove Business Association and the Hove Business Partnership in delivering a business plan to promote Hove as a prime location for enterprise, and to look after the interests of businesses in the area. Outputs include 3 promotional events held, weekly footfall figures collected and published, quarterly business newsletters produced and distributed.	43,000
3	City Employment and Skills Plan (CESP) delivery	Funding will support the delivery of the four strategic priorities of the CESP: Supporting the creation, retention and development of local business & enterprise; increase the employment rate; develop & improve skills for work; develop the infrastructure & intelligence to support the delivery actions of the CESP. Outputs include 50 people into employment and securing £100,000 of match funding through partnership bidding.	30,000
4	Business Improvement District (BID) administration	To contribute to the financial and administrative support of the Brighton BID which pools funding from businesses within the district and redistributes resources in order to promote the area through: Xmas lights, security and marketing measures for example. The business collection rate is above 90% generating £183,000 of matched funding.	18,000
5	Recession Relief Destination Marketing Campaign and events plan (50k marketing,	Related to Economy Task Force Recession Relief; A tactical campaign to drive business to the city during 2009/10 and maintain revenues to the £410m visitor economy. This has been developed in consultation with representatives of the Hotels and Tourism businesses (£50k). Festivals Clusters work with SEEDA	75,000

	50k festivals cluster, 50k events)	(£25k), supporting strategically important events for the City including White Nights to generate visitors and audiences. Matched funding of £105,000 is already secured with additional funds applied for.	
6	Futures Pre-employment Training	The provision of free sector-specific training to local people out of work and a sector-specific qualified local workforce to local businesses. The Futures model has been applied to the construction, tourism, hospitality and retail sector and the intention is to expand this successful model to the other sectors such as the sports sector.	40,000
7	Breakthrough Project	Originally funded through Working Neighbourhoods Fund a scheme to provide community based support for adults facing the dual challenges of unemployment and poor health. The project offers prevocational, vocational and Skills for life training, Information Advice and Guidance and one to one support to all residents in the city. A personalised employment action plan is designed for each individual to assist them moving into education, training, volunteering or employment. LABGI outputs based on £43K funding would achieve: 100 participants; 17 jobs, 17 into volunteering, 42 into training and 20 work experience placements. Matched funding of £70,000 is secured with additional £87,000 through LPSA.	43,000
8	Chamber of Commerce	The project will provide sustainability for the Chamber of Commerce Events Coordinator, who has enhanced capacity for the Chamber to boost membership and engage a greater proportion of the local business community. Aiming to engage 1,450 local businesses per annum.	30,000
9	Experian Business Strategies data and forecasting	Up-to-date economic data to inform all local policies and strategies at a time when the economy is experiencing high volatility. It will address gaps in provision by the Office of National Statistics, whose data is often released up to 3 years in arrears. The data will also be integral to measuring progress against delivery of the Business Retention and Implementation Plan and CESP.	2,000
10	Recession Relief Premises artwork	Economy Task Force initiative to use artwork on closed and boarded up premises to reduce crime and give the appearance of activity and life. In the current economic downturn consideration has been given to the need to do this more and premises	10,000

		become vacant.	
11	Tourism Greeter Scheme Launch	Launch the greeter scheme improving the visitor economy during the recession, linked to New York, Chicago, Melbourne schemes. Develop the DMS facility for managing volunteers and bookings; recruit and train volunteers and start to promote the service.	11,000
12	Business and Resident Recession Support	Funding to be allocated by the Economy Task Force specifically to support local businesses eg the potential establishment of a Business Rates Hardship Fund, the enhancing of local advice services and further development of Credit Unions.	50,000
13	Social Enterprise Incubator	Practical support for development of social enterprise in the city in line with the recently agreed Social Enterprise Strategy.	25,000
14	Business Lifebelt	An Economy Task force initiative providing a range of support including: Cashflow Clinics: Intensive 1:1 sessions with follow-up specifically aimed at SMEs with financial problems Sector Specific Advice: Workshops that focus on the particular needs of a business sector. Marketing initiatives such as the Be Local Buy Local campaign.	35,000
15	Funding to co-ordinate initiatives that increase the employment chances of the long term unemployed including the Local Employment Partnership (LEP)	Co-ordination of activity from the Local Authority and other relevant delivery partners that increase the employment chances of the long term unemployed who face particular barriers, in health and in education for example. This co-ordination brief will commission a detailed audit and action plan that spans inside and outside of the authority across the many initiatives that target the multiple causes of long term unemployment and result in a more joined up approach. The LEP project facilitates a process that allows access to a number of jobs from disadvantaged groups, who have historically struggled to gain employment within the council, but meet the criteria for those roles. The LEP will aim to place 40 long term unemployed in employment.	100,000
	Total 2009/10		563,000

