

Any business accessing the funding will have to accept they will need to engage with business support as part of the terms of accessing the financial support. This support will initially be targeted to organisations that have been highlighted as priority and key businesses within the sectors and who meet the following range of criteria:

## Criteria for Mandatory Support

- Any business with 5FTE or more.
- Located in a key location within the borough, including but not limited to the town center and principal towns.
- Any strategically important businesses within the borough.
- Any business that is important to the nighttime economy.

Contact will be made with those businesses classed as priority in the first instance by the Key Account Manager (KAM) assigned, to arrange an initial meeting. Other non-priority businesses who do not meet the criteria will still be contacted to see if they would benefit from support and prioritised accordingly. Should a business opt out of receiving assistance in this contract, then the council will have the right to remove the financial assistance awarded.

The initial meeting would focus on getting to understand the business and building trust between the KAM and the owner. A diagnostic form will be completed to help capture a snapshot of where the business is now and their plans for the next year. This will help us create a baseline to record outputs from and track impacts over the time we are engaging with the businesses.

After the initial meeting, a support plan will be produced detailing actions to be taken both by the business and KAM. Further meetings will be arranged as needed to deliver on the support plan, as well as sign posting to other support mechanisms that would be of benefit to the business. A range of training sessions will be planned to address issues faced by multiple businesses to be as efficient as possible with the resources allocated to the programme.

In addition to working with businesses in the retail, hospitality, and leisure sectors already in the borough, resources will be allocated to inward investment and help fill vacancies within the town centre, principal towns, and wider borough. By bringing in more businesses into the town, we will be able to encourage more footfall and driving spending.

This work will be supported by a programme officer to help ensure effective running and will be overseen by a programme manager.

Under the proposed financial scheme, there would be 632 organisations that would qualify for the rate relief. Not all of these are businesses to though. The list includes some 3<sup>rd</sup> sector organisations such as scout huts or Working Men's Clubs. These type of organisation would not receive this support and would receive more relevant and target support through referrals to Barnsley CVS and other providers of support.

Whilst the financial support will be until 31<sup>st</sup> March 2026, the business support element of the programme will run until 31<sup>st</sup> March 2027. This is to allow businesses to be supported so to be as best placed as possible for any changes coming in April 2026, as well as making sure they are continuing to adapt and evolve after this point, ensuring this support has the highest level of impact possible.

## Business Support Staffing



Appendix B Staffing and deli