

## **14 April 2020 - Business Information Sheet 5**

1. **Marketing Training 15 April 2020 at 5pm – Don't miss it!**
2. **Grants Reminder**
3. **Recovery Planning**
4. **ShopAppy Follow Up**
5. **1 to 1 Calls Available for Operations, Finance & Marketing**

1. **Marketing Training 15 April - Why your Logo isn't your Brand**

Join us at 5pm on Wednesday 15 April when David Mitchell, a brand consultant working with some of the top F1 teams and drivers, will lead an online training course on 'The Difference between Brand, Branding & Marketing'. David will talk about how brands are created, tear up some of the myths and pre-conceptions about how brands and branding works and give you an entirely different way of looking at how you market your business.

2. **Grant Reminder**

Your business may be eligible for a grant, make sure you've viewed the Wiltshire Council website <http://www.wiltshire.gov.uk/business-advice-support-covid19> and apply online

### **Small Business Grant Schemes (£10,000)**

This scheme will provide a one-off grant of £10,000 to businesses in receipt of Small Business Rates Relief (SBRR) and rural rates relief.

### **Retail and Hospitality Grant Scheme (£25,000)**

The Retail and Hospitality Grant Scheme provides businesses in the retail, hospitality and leisure sectors with a cash grant of up to £25,000 per property. For businesses in these sectors with a rateable value of under £15,000, they will receive a grant of £10,000. For businesses in these sectors with a rateable value of between £15,001 and £51,000, they will receive a grant of £25,000.

If your business is eligible for a grant, you will receive a letter from Wiltshire Council, but you don't have to wait for the letter, apply now. If you have any questions please email [Covid-19BusinessSupport@wiltshire.gov.uk](mailto:Covid-19BusinessSupport@wiltshire.gov.uk)

### **3. Recovery Planning**

**On this Thursday's call (16 April at 6pm) we'll focus on what a Recovery Plan might look like for our various retailers and businesses.**

### **4. ShopAppy Follow Up**

Following the information shared on recent Conference Calls, we are now working with a number of local businesses to bring them online and enable sales to the local community. If you don't already have an online presence or wish to compliment your existing local web presence contact [lesley@malmesburymarketing.com](mailto:lesley@malmesburymarketing.com) or on 07836 575498. During this crisis, ShopAppy are offering free registration with no obligation to continue in the future and Malmesbury Town Team are providing technical support to the set up and delivery options (adhering to social distancing guidelines and advice). This initiative is not restricted to retail and other business are welcome to sell their services. This could be insurance or accounting services as examples.

### **5. 1 to 1 Calls Available for Operations, Finance & Marketing**

Free one to one calls are available with Gordon, Lesley & David for any Operations, Finance or Marketing queries at any time:

- Gordon MacPherson [gordonmacpherson@theretailer.co.uk](mailto:gordonmacpherson@theretailer.co.uk) 07850 773274
- Lesley Wood [lesley@malmesburymarketing.com](mailto:lesley@malmesburymarketing.com) 07836 575498
- David Mitchell [david.mitchell@dna-rb.com](mailto:david.mitchell@dna-rb.com) 07768 724047

*Malmesbury Town Team does not offer financial, legal or tax advice and cannot accept responsibility for decisions taken by any business. We recommend official government websites are used to validate information.*