



BUSINESS SUPPORT SERVICES



Comhairle Contae Thiobraid Árann
Tipperary County Council



Oifig Fiontair Áitiúil
Local Enterprise Office

INTRODUCTION

Economic and Enterprise Development throughout Tipperary

Tipperary county Council are committed to attracting and supporting dynamic companies and vibrant individuals to develop sustainable jobs and businesses in the county. Through the business support unit Tipperary County Council aims to identify and support inward investment, enable the creation of further employment opportunities, support existing business and play its part in developing a stronger entrepreneurial culture.

The Tipperary Local Enterprise Office is the “**First Stop Shop**” for anyone seeking information and support on starting or growing a business in Tipperary. Providing advice, information and supports for clients interested in starting up or growing a business.

OUR ROLE: To Help Clients Deliver on Their Business Idea

- To drive the development of local enterprise, putting local micro and small business at the heart of job creation in Tipperary
- To drive and support business start-ups and promote a ‘can-do’ business culture.
- To increase the job potential of new and existing micro and small businesses.
- To increase the number of innovative businesses with potential to export.
- To be proactive in response to the needs of our clients.

COMMERCIAL INCENTIVE SCHEME (CIS)

In order to help restore vibrancy and vitality to the town/ village centre, Tipperary County Council has focussed on developing a mechanism to assist in addressing the issue of vacant retail units in the county's village and town centres.

The Commercial Incentive Scheme (CIS) has been developed to reduce the number of vacant retail units and to stimulate a differing and engaging retail mix, thereby creating a more vibrant and exciting offering and increasing the overall attractiveness of towns and villages for shopping, leisure, and business purposes. If your new business is opening in a unit that has been vacant for over six months, you may be eligible for a grant equating to 50% of your rates bill over a three year period.

Full details of the scheme are available at
www.tipperarycoco.ie/cis

RETAIL SUPPORTS

Supporting the Retail Sector is an essential element in the creation of vibrant towns & villages.

Tipperary County Council are aware of the Retail sectors significant contribution to the local economy and as such are constantly reviewing and developing strategies and programmes to assist in the sectors development. Subsequently, retail supports have been developed to meet the needs of new and existing retail.

Retail Start

The Retail Start Scheme is designed for potential retailers to assist in the development of a new retail premises.

The scheme provides the following:

- » Participation on a "Start Your Own Business Programme"- this practical course will help you get to grips with all the requirements and challenges that you are likely to encounter, for example; creating a business plan, understanding relevant legal issues, devising a sales and marketing strategy and getting your head around technology requirements, bookkeeping and other important business matters.
- » Free confidential advice on starting a business
- » Tipperary County Council Commercial Incentive Scheme.
- » Access to Loan funding from €2,000-€25,000 available from our partners in Micro Finance with assistance with application at Local Level.
- » Planning Advice Clinic from Tipperary County Council - Request for Pre-Planning Meeting

Retail Sustain

The scheme provides the following:

- » Confidential One to One Business Advice.
- » Mentoring such as Business Strategy, Financial Planning, Marketing & Promotion, Website Planning & Design.
- » Trading Online Voucher Scheme
- » Access to Loan funding from €2,000-€25,000 available from our partners in Micro Finance with assistance with application at Local Level.
- » Information on the Department of Social Protection Jobs Plus Scheme

Retail Grow

The Retail Grow Scheme is designed for current retailers to assist in the development of the existing enterprise.

The scheme provides the following:

- » Confidential One to One Business Advice
- » Provision of Financial Mentoring to assist with Business Plan Development
- » Trading Online Voucher Scheme
- » Mentoring such as Business Strategy, Financial Planning, Marketing & Promotion, Website Planning & Design.
- » Management development training programmes that will lead owner-managers of existing businesses through critical issues of growth and to help them develop a strategic plan that will take them to the next level.
- » Access to Loan funding from €2,000-€25,000 available from our partners in Micro Finance with assistance with application at Local Level.



ADDITIONAL RETAIL SUPPORT AREAS:

Other areas that the Local Authority has provided support to towns which impact on the Retail sector are outlined below.

Financial Incentives

- » Christmas Retail Fund €24,500 approx each year
- » Painting & Enhancement Scheme €20,000 approx each year
- » Commercial Incentive Scheme €85,000+ to date

Traffic management

Training provided by LEO

Marketing and communications

Public realm and streetscape

Partnerships with Tidy Towns

Heritage and culture

Festival and events

Tourism

Parks and playgrounds

CCTV and Policing

- » Lighting and CCTV projects

Civic Pride



For further information on Retail Support visit
www.tipperarycoco.ie

TRADING ONLINE VOUCHER SCHEME FOR SMALL IRISH BUSINESSES

With the trend ever increasing towards online spending it is estimated that only 23% of small Irish businesses are engaged in any meaningful way in e-Commerce sales. For businesses employing less than ten people this percentage could be even lower. It is now believed that of online purchases made in Ireland that 70% of these are done in overseas markets. There is now an urgency to ensure that businesses recognise that this is happening and that they are encouraged and supported to correctly respond to this digital reality.

To this end, the Department of Communications, Climate Action and Environment (DCCA) has launched a Trading Online Voucher Programme and has teamed up with the Local Enterprise Offices to deliver this to Irish business.

Vouchers will be available to a maximum value of €2,500 or 50% of eligible expenditure (exclusive of VAT), whichever is the lesser.

The vouchers are targeted at businesses with the following profile:

- » Limited Online Trading presence
- » Less than 10 employees
- » Turnover less than €2m

- » Applicant business must be registered and trading for at least 6 months
- » Business must be located in one of the pilot areas under this phase of the scheme

What the vouchers can be used for:

- » IT consultation
- » Development or upgrade of an e-commerce website
- » Implementing Online payments or booking system;
- » Purchase of Internet related software
- » Purchase of online advertising (this purchase cannot make up any more than 30% of approved Voucher costs and can only be drawn down in one payment phase)
- » Developing an app (or multiplatform webpages)
- » Implementing a digital marketing strategy i.e. Social media marketing
- » Consultation with ICT experts for early stage adopters of online strategy
- » Training/skills development specifically to establish and manage an on-line trading activity

What the vouchers cannot be used for:

- » Development of brochure websites
- » Purchase of non-internet related software
- » Anything other than online trading related activity

LEO SUPPORTS



The Local Enterprise Office will do its best to accommodate businesses in whatever capacity we can, whether it be financial aid or mentoring advice. We act as a “First Stop Shop”.

Supports & Services

We provide direct financial supports to micro businesses (Eligibility criteria apply). Micro Enterprises are businesses with 10 or less employees & < €2m Turnover. Direct Grant supports include:

- » Feasibility Study Grant (up to €15,000)
- » Priming Grant (up to €150,000)
- » Business Expansion Grant (up to €150,000, subject to refundable element)
- » Technical Assistance for Micro Exporters (TAME) Grant (up to €2,500)
- » Trading Online Voucher (up to €2,500) – grant available to various sectors including retail to enhance online presence.
- » Agile Innovation Fund (up to €150,000) – This fund available through Enterprise Ireland to support product, service and process innovation to build competitive advantage.

Additional information on above grants:

- » We advise on a range of alternative funding options available.
- » We offer business information, advisory services and enterprise support.
- » We deliver high-quality training to meet the needs of businesses including; Start Your Own Business, Managing Your Business e.g. Marketing, Sales, Financial Management, Strategy and Business Planning.
- » We mentor businesses with experienced experts.
- » We connect clients with the appropriate local authority representatives in regards to regulations, planning, accessibility, environment, procurement and other issues affecting businesses.
- » We connect clients with appropriate State resources for business including relevant agencies such as:
 - Department of Social Protection: Enterprise Supports
 - Microfinance Ireland: Business Loans – Reduced rate of 6.8% for LEO Clients. Loans from €2,000 up to €25,000.
 - Revenue: Start Up Relief for Entrepreneurs
 - Education and Training Boards: Business Courses eg. EXPLORE Program (Government initiative focussed on up-skilling employees in Digital skills within the Manufacturing sector), Springboard+ (up to 100% Government funding available to up skill employees within business)
 - Credit Review Office
- » We create progression pathways for high-potential companies to Enterprise Ireland.
- » We support Business Networking

» We offer a suite of Brexit Supports to small business

- Brexit SME Scorecard (online tool to see how business could be impacted by Brexit)
- Brexit Mentoring – one to one mentoring
- Workshops: Prepare Your Business for Customs
- Brexit Customs Insights Course (online) free on Enterprise Ireland website
- LEAN for Micro program
- InterTrade Ireland for Start To Plan Voucher Scheme offering clients up to €2,250 towards professional advice in relation to Brexit matters.
- InterTrade Ireland through their Acumen Program support for a Sales / Marketing person to develop cross boarder sales of up to €18,750
- Access to Enterprise Europe Network, world's largest support network offering clients access to over 60 Countries



Site www.localenterprise.ie/tipperary gives you access to online information about our supports and services.

For more information on how we can help or for an information pack please contact our offices:

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CONTACT INFORMATION

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