

Appendix 5 – Summary of Business Support Options responses

A letter was hand delivered and emailed to 48 traders on 22nd March with 2 options for consideration

- Implement the very detailed, 'deep-dive' recommendations put forward by the specialist accountants, using council business support officers to work with traders
- Implement a more 'light touch' Relaunch Grant scheme – with processes similar to those used during the Covid support schemes

The letter also noted that these options were shared with the Westside Trader's Group on 13 March and at the Council's Scrutiny Board on 14 March.

Traders were asked to consider them and provide feedback by 5pm on 22nd March either by emailing the Council (via business.development@wolverhampton.gov.uk) or by speaking to a representative from the Westside Traders group, chaired by Des Duggal, The Bed Company.

A Westside Traders group meeting was held on 20th March at which the 2 options were reviewed. 23 traders attended and all voted for option 2. It was noted a further 17 traders had submitted pre votes ahead of the meeting all in favour of option 2. The City Council received 7 responses via its business development email address of which all were favouring option 2.

The following is a breakdown of the traders support for the 2 options (as advised to the Council by the Traders Group)

Attended the Traders Meeting – voted for option 2	Submitted a pre-vote for option 2	E-mailed the City Council – voted for option 2
23 votes for option 2 No votes for option 1	17 votes for option 2 No votes for option 1	3 votes for option 2 No votes for option 1

In total there were 43 traders in favour of option 2 - however it should also be noted that the Traders Group also advised that a further business (not on the Council list) also expressed a vote for option 2 to the Traders Group.

So, in respect of eligible businesses at the time of the letter delivery:

- **43 traders were in favour of option 2**
- **No traders in favour of option 1**
- **5 traders did not respond**