



Support for Business Budget Spend

As part of the Final Business Case for the Trams to Newhaven project a Support for Business Package of £2.4m was approved that was developed in consultation with the businesses on the route. The package is designed to drive footfall, maintain vibrancy, and support businesses who are experiencing hardship as a result of the trams project.

Detailed below is the spend to date up to April 2022.

| Category | Spend to Date | Committed Spend | Total |
|---|------------------|-----------------|------------------|
| Mural painting and street design | 11,910 | 36,342 | 48,252 |
| Street cleaning - barrow person from CEC Waste Services | 16,664 | 28,000 | 44,664 |
| Open for Business campaign | 146,140 | 32,253 | 178,393 |
| Business Continuity Fund | 246,130 | 59,799 | 305,929 |
| Local discounts | 143,418 | 64,954 | 208,373 |
| Local deliveries/cargo bikes/Trailers | 14,250 | 0 | 14,250 |
| Business Development | 60,500 | 19,500 | 80,000 |
| Community Fund | 10,530 | 1,000 | 11,530 |
| Marketing materials | 42,505 | 0 | 42,504 |
| Market Research | 15,600 | 0 | 15,600 |
| Trader survey | 7,799 | 0 | 7,799 |
| Stakeholder Cost | 26,075 | 890 | 26,965 |
| Logistics Hubs | 599,635 | 124,924 | 724,559 |
| | | | |
| Total | 1,341,156 | 367,662 | 1,708,818 |
| | | | |
| | | | |