

# Implementing new grant scheme

**MERTON COUNCIL** had been awarded £3.7 million from central government to regenerate areas within its Wandle Valley Corridor and improve the quality of life for people, who live, work, commute and spend leisure time in the borough.

The council urgently needed to implement a grant scheme targeted at local businesses. Both business and marketing expertise were required to put the scheme into operation and communicate its potential to local businesses with the right level of authority and credibility. The recruitment process for an individual with these skills was in hand and internal applications were being received, but an appointment was still a few months away.

The scheme was already late in starting so Merton's head of planning, Steve Clark, decided to look for an interim manager to get things moving. He turned to Impact Executives and within days John Kilshaw had been appointed.

Kilshaw was with Merton for just four weeks during which time he visited over 20 prospective client firms to review the grant scheme's potential and determine the likely

market uptake. He constructed marketing and implementation plans together with administration guidelines for the scheme, and submitted a costed report that included costs/benefits of the project and the likely impact of improved investments in infrastructure.

As a result the Business Investment Grant Scheme had a great start. Budgeted spending was achieved on time and the Wandle Valley Corridor was put well on track to being one of outer London's most thriving business communities.

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starting our programme and paved the way for our permanent manager when she arrived. We will certainly consider this option again if similar problems arise."

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