

Dear Sir,

I believe in principle, from the initial information I have read that the idea of a PSP is sound, however they do say the devil is in the details!

We (Hungry Fish) run several online web sites which are developed purely from a commercial aspect. This limits the scope of the sites content to be more based around companies & their products (travel sites, music etc) rather than around broader concepts, sports centres, hobbies etc that would provide a positive input into a community / region.

However with the availability of a grant or similar system, I could envisage us developing sites with a far more open remit, but still generating revenue via advertising to fund ongoing costs (bandwidth, servers, staff etc).

Perhaps the grant could be specified to be only spent on creating specific content or applications within a site, rather than overall site creation? This would allow the rewards of the PSP to be more accurately measured.

Also I prefer to see the money spent on many small projects, with your remit been to make the application process for a PSP quick and easy. As an example a small dynamic company such as ours could put together a small, focussed site and run it for less than £20K / year. An application can be developed easily for less than £20K.

Therefore grants should be in the order of £10-100K, which I see been used to help small or start-up companies realise a site / application very quickly. This in place of larger companies, requiring multi million pounds grants to launch a site that may or not be successful / useful.

Yours Sincerely,