

# GROWING PLACES FUND GRANT APPLICATIONS

## Introduction

With a successful track record of the previous Growing the Humber and Growing Hull & East Yorkshire funding programmes we want to continue helping businesses at the next stage of their development, as well as supporting a vibrant local economy in both the Hull & East Yorkshire region.

Normally, grants are awarded to SMEs with the aim of generating jobs, energising local communities and strengthening the economy.

In order to ensure businesses continue to be successful we have put together some Frequently Asked Questions that you may find useful when considering applying for a grant. We have probably not covered every question you may have, but if in doubt please contact us for a chat. We are always happy to help.

Good luck with your application and we look forward to working with you and your business.

### Is my business eligible for funding?

Your business must be located within Hull or East Riding of Yorkshire and ideally be an SME.

We are not looking to fund large enterprises or significant inward investments. If you think you may fall into this category please contact the Programme Delivery Team for further information on a case-by-case basis.

### Is my proposed project eligible?

A grant can only be for capital purchases. It cannot be used for revenue items such as day to day running costs, maintenance, rent, wages, software subscriptions, energy bills or for buying in stock.

### Why should I apply for a grant?

Applying for a grant is always a great idea. It takes much-needed pressure off you to secure funding for your business, and you won't need to worry about paying this funding back.

### The importance of keeping the Programme

#### Delivery Team updated

If you are experiencing any delays or problems with your project, after a grant has been awarded, you must keep us informed. Failure to do this could result in clawback of your grant.

## What do you mean by 'Business Growth' and what is it?

Business Growth is a stage where your business identifies the need to expand. Your expansion should be some additional activity over and above what the company does on a daily basis. To add further definition this could be a change to your current business that expands your product offering or service; it may be an opportunity to enter new markets; perhaps you are a company who outsource work and recognise an opportunity to bring that work in-house.

We understand that no two businesses are the same and that business growth can take many forms. If your business has identified an opportunity to grow and requires significant capital investment please do contact the Programme Delivery Team.

## What funding is available?

Enterprise	% Of total project costs (intervention rate)
Large (249+ FTEs) Enterprise	Up to 10%
Medium (50 – 249 FTEs) Enterprise	Up to 20%
Small (10 – 49 FTEs) Enterprise	Up to 30%
Micro (Less than 10 FTEs) Enterprise/Community Groups	Up to 50%

Please be aware that the above percentages are at the discretion of the Investment Panel and subject to UK Subsidy Control.

Please note that if you have a Start Up business, i.e. have been trading for less than 1 year any potential grant award will be capped at £20k. Please also note that we require a minimum of 1 new job for every £15,000 of grant awarded.

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## Is my proposed project eligible?

To help you with what is eligible and non-eligible here are some examples, along with a brief explanation:

### Eligible

#### IT Equipment:

New equipment, specialist software and website development where the primary purpose is to create an additional sales platform

#### Office equipment & furniture:

Where the purchases are supporting expansion activity, e.g., desks and computers for new members of staff these would usually be eligible.

#### Plant, Equipment and Machinery:

Refurbishment, alterations and building work associated with the re-purposing or extension of premises.

Second-hand equipment is eligible,. Please try to verify it has not previously been bought with a grant.

### Ineligible

#### IT Equipment:

Microsoft Office Packages and renewal of software licences. Projects that specifically relate to the purchase of an ERP System.

#### Advertising:

Costs associated with marketing, promotion, and sales (including signage and branding).

#### Associated Costs:

Such as working capital, rental payments, overheads, consumables, salaries, recruitment and essential maintenance.

Costs associated with the preparation of the funding application, including but not confined to consultancy fees, planning application charges, structural surveys, design fees and building regulation fees.

Costs associated with contingencies or preliminaries.

## Exceptional Circumstances

You may be asked to provide a Business Plan and/or management figures to support your EOI. If this is the case it is because your grant request is exceptional and a decision is required from the Investment Panel to progress to application.

## Transport & Vehicles:

Transport and vehicles are generally not eligible for support, except where the purchase of these is tied to a specific business proposition and advancing community resilience. For example, eligible vehicles might include community access cycles or an electric services van.

## Property Refurbishment

Property refurbishments and alterations may be funded with the aid of a grant, only where they are essential to the Company's plan for business growth and linked to the capital investment, but are more likely to be offered a loan.

## What is meant by displacement?

Displacement refers to the extent to which a grant award may displace business from a competitor trading in the same industry, within the same Region. Whether that be a financial or employment disadvantage. Please note that in cases where displacement may be an issue you will need to provide a strong case, with your application pack, that clearly demonstrates this will not apply to your business.

**If in doubt about what is eligible, please speak to your Business Advisor or a member of the Programme Delivery Team.**

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## How do I apply for a Grant?

The first step is to complete an Expression of Interest, which can be found on the HEY Business, Growth & Skills Hub Website (please follow this link <https://www.heybusinessgrowthskillshub.com/our-funding-and-projects/funding>). Once this has been submitted the Programme Delivery Team will be in touch with you, usually by email, to send you out an Application Pack or to let you know why your EOI cannot be progressed and offering you alternative advice/support. You are normally given a deadline of about 4 weeks to submit a Full Application. Please see below for an illustration of the process:

**1.**  
Company submits Expression of Interest (EOI)

**2.**  
EOI Appraised by a member of the Programme Delivery Team.

**3.**  
If EOI does not meet the programme's key criteria and is ineligible it will be declined by the Programme Delivery Team, but referred to the relevant Business Advisor for alternative business support.

**4.**  
Applicant submits full application to Programme Delivery Team.

Grant requests below £100K

If grant request below £100K, project eligible and meets the key criteria of the programme the EOI will be progressed to application stage.

Application, below £100K is appraised by Programme Delivery Team and submitted to the Investment Panel for a funding decision.

**5.**  
Applicant is advised of the Investment Panel's decision and following a funding award will receive an email confirming the grant awarded and terms of the offer.

**6.**  
Following a successful award the Applicant will receive an official offer letter from Hull City Council confirming the award and outputs to be achieved.

Grant requests above £100K

If grant request above £100K, project eligible and meets the programme's key criteria the EOI will be appraised and submitted to the Investment Panel for their approval to progress to application stage. All Applications will be subject to external due diligence prior to submission to the Investment Panel for a funding decision.

Application, above £100K is appraised by Programme Delivery Team, evaluated by external Due Diligence and submitted to the Investment Panel for a funding decision.

**7.**  
The Programme Delivery Team will appraise claims and monitor delivery of the project and outputs.

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## How hard is it to apply for a grant?

The key to success is ensuring that you have all of the information you need readily available to complete both the Expression of Interest and the Application Form. We do recommend that you read the Programme Guidance to check what is required and get all of your financial forecasts, business plan, etc., put together in advance. It is worth considering the following points before deciding to apply for a grant:

- Can you create a realistic financial forecast to show your business' financial position?
- You will need to provide evidence that shows how/why your business is eligible.
- Can you put together a business plan that will specify exactly what your business plans to do with the potential grant award.
- Provide evidence that your team will be able to successfully meet your objectives
- Be clear about the exact outcome you expect.
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You will find it useful to work with a Business Advisor when starting to think about applying for a grant.

## Start At Risk

In some cases a business may experience long delivery lead-times with equipment for their project, or feel it would be beneficial to get started. If this is the case you **must** contact the Programme Delivery Team to organise a Start At Risk. This is at your Risk and does not guarantee that a grant will be awarded. If you start your project without this being approved you may make your entire project ineligible.

## How long will the application take to be evaluated?

We ask you to allow approximately one month for a full appraisal of your completed application to take place before it is sent to the Investment Panel for their consideration. The Investment Panel meet every month during the year. We endeavour to advise you of their decision within a couple of days of the meeting taking place.

## I've already had a previous grant, Can I apply for another?

You can apply for a further grant. Before applying, please ensure you have achieved all of your outputs and spend on any grants you may have already been awarded. If your FTE headcount has fallen since your last grant, you will be asked to provide additional information explaining this shortfall.

## What is match funding?

Match funding is the money your business provides to fill a funding gap. Match funding can be a bank loan, Hire Purchase, Asset Finance, Company Funds etc.

## Who can I ask for help with my application?

### HEY Business, Growth & Skills Hub

If you have any questions about the funding and application process, please contact us on 07702 922864 or email [funding@heybusinessgrowthskillshub.com](mailto:funding@heybusinessgrowthskillshub.com)

### Business Advisors

For additional advice and help with completing the application or preparing the supporting documentation, you are recommended to contact the Growth Hub. An advisor will be allocated to you who can support and advise you with the application.

## I've already started my project, can I still apply for funding?

If work on a project has started (including if items have been ordered, deposits paid or work started) then it is not eligible for financial support. Grant funding can only be claimed for work undertaken after an application has been submitted and a written offer made.

## What documents do I need to include with my Application Form?

**Please refer to the Programme Guidance for a full list of what is required.**

The following three documents are the key information our Investment Panel will look at prior to any potential grant being awarded. Please ensure that these are accurate and comprehensive.

### 1. Business Plan - make it interesting/informative

- We appreciate that every business is different and that every business plan will be different. When putting together this document you may find it useful to think about the following, where appropriate:
- What is your core business?
- What is your project?
- What are your plans once you've been awarded a grant?
- How will your new project affect/improve your core business - are you offering a new service/activity?
- S.W.O.T - have you considered your Strengths, Weaknesses, Opportunities & Threats?
- Marketing - are you going to create a marketing plan to promote your project?
- Location - Where are you based?
- Competitors - are they local? Are they offering the same service as your business?



These are just things you may want to consider. It is your Business Plan.

### 2. 3-year financial forecast

A 3-year financial forecast is required to evidence your business is on track for growth. needs to include the following: Profit and Loss, Balance Sheet & Cash Flow. It should cover 3 full years going forward

Please ensure your historic accounts include Balance Sheet & Profit & Loss details.

The figures you use in your Financial Plan must tie up with those you use in any other document you submit.

Please speak to your Business Advisor/Programme Delivery Team if you need help.



### 3. Fully completed Application Form

Now that you have done your research, found a grant that seems to be a good fit, you need to complete the Application Form. Have you looked through the Programme Guidance for useful tips on what you will be asked, made some notes with your answers? Or maybe you have already done all of that and are now ready to complete each section. It is essential that you read each question carefully and answer it fully.

An application can take much longer to appraise and possibly be unsuccessful if you have not taken the time to include everything. Think of it as a recipe where you need to bring together all of the key ingredients to be successful. Filling in an Application Form is exactly the same. You just don't get to eat it afterwards!





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## Quotations

- Quotations play an essential and important role in determining your overall project cost as well as ensuring value for money has been obtained. You don't necessarily have to go with the cheapest quotation if you can evidence due diligence, and value for money have been considered.
- Ideally, we ask for three comparable quotations for all works. However, we are prepared to consider this on a case-by-case basis, as we appreciate that some equipment may be of a specialist nature where there are a limited number of suppliers. We also understand that there may be times when a company finds it difficult to obtain three quotations. When submitting multiple quotations please ensure you clearly mark your preferred items.

Please do speak to a member of the Programme Delivery Team for support/advice.

## What happens if I have to buy equipment from a different supplier after a grant awarded?

We understand that sometimes suppliers are unable to fulfil your order. This is not a problem as long as the equipment you buy elsewhere is on a like for like basis and for a similar cost. If you find the equipment you wanted is unavailable anywhere else, please do contact a member of the Programme Delivery Team.

## Definitions of micro, small and medium-sized enterprises:

Micro Enterprise - Fewer than 10 FTEs, Turnover not to exceed £632,000 Balance Sheet not to exceed £316,000

Small Enterprise - Fewer than 50 FTEs, Turnover not to exceed £10.2m, Balance Sheet not to exceed £5.1m

Medium Enterprise - Fewer than 250 FTEs, Turnover not to exceed £36m, Balance Sheet not to exceed £18m

## How and when will my grant be paid?

All grants are paid retrospectively. The purpose of a grant is to help a business sustain its financial stability when additional cash flow may have been used to purchase extra equipment/services. A grant allows an injection of the cash spent to go back into the business at a time when it is needed most.

We encourage you to submit regular claims, ideally as soon as you have paid for something. Claims are typically paid within a week of your full paperwork being submitted to the Programme Delivery Team. The Team will spend time taking you through every stage of the Claims Process after the grant has been approved.

## What are outputs?

'Outputs' are what we expect to be created as a result of the investment being made; e.g. the number of people you will be employing as a result of your project.

The Outputs that we will be looking to you to deliver in return for the investment are:

- New Jobs
- Commercial Floor space – New or refurbished

## How many jobs would I be expected to achieve in return for a grant award?

We expect applicants to achieve a minimum of 1 new job for every £15,000 of grant awarded.



## What are Green Outcomes?

Green outcomes in a business refer to environmentally sustainable practices and results that minimize the negative impact on the environment. By focusing on green outcomes, a business can contribute to environmental conservation, reduce a carbon footprint, and promote sustainability in their operations.

Some of the things that could be green outcomes are:

1. Implementing energy-efficient practices to reduce electricity consumption.
2. Using renewable energy sources, such as solar or wind power.
3. Minimizing waste generation through recycling and waste reduction programs.
4. Adopting eco-friendly materials and products in manufacturing processes.
5. Promoting sustainable supply chain practices, such as sourcing from environmentally responsible suppliers.
6. Reducing water usage and implementing water conservation measures.
7. Implementing green transportation practices, such as using electric vehicles or promoting public transportation for employees.
8. Investing in green building designs and technologies to reduce energy consumption in facilities.
9. Engaging in carbon offset programs to mitigate the business's carbon footprint.
10. Educating employees and stakeholders on environmental sustainability practices to promote a culture of green awareness within the organisation.

**Your Business Advisor and Programme Delivery Team can support you with the application process. If you need help and are not sure quite what is required, please do ask. It may make the difference between a successful application or a lost opportunity.**

**We are happy to help every step of the way from your initial Expression of Interest through to a grant being awarded.**



**If you have a question that we have not answered about the funding scheme please do get in touch with the Programme Delivery Team!**

**TEL: 07702 922864**

**or**

**E-mail: [funding@heybusinessgrowthskillshub.com](mailto:funding@heybusinessgrowthskillshub.com)**