**BUSINESS GROWTH FUND 2024-2025**

**GRANT APPLICATION FORM**

**AIMS OF THE FUND**

Rugby Borough Council’s Business Growth Fund aims to support the development of start-ups and established SMEs. We are keen that successful projects support our wider themes of creating a better, fairer and greener economy. It offers grants to SMEs for projects that deliver business growth through the purchase of capital items, the development of a digital presence, or access to professional services. It is funded by government.

**The fund can be used to:**

* Support in the purchase of machinery, tools and software related to your activity
* Support in establishing a digital presence through website development, digital marketing campaigns, branding or social media management by increasing visibility and credibility
* Provide access to professional service (e.g. accounting, legal advice, business consulting)

**For start-ups, high scoring projects will be those:**

* With a clear understanding of their target market and business strategy
* Demonstrating a clear purpose of the project to help deliver your business strategy
* That demonstrate potential for long-term sustainability and scalability
* That can articulate a clear competitive advantage

**For Established SMEs, high scoring projects will be those:**

* That demonstrate potential for long-term sustainability and scalability
* That can articulate a clear competitive advantage and demonstrate an understanding of their competitive landscape (e.g. IP protection, strategic partnership, unique feature or niche service)
* Where the applicant pledges match funding

**We are looking for projects that can be delivered by December 2025.**

**AVAILABLE FUNDING**

Total Fund Value: £136,000

Grants will range from:

1. up to £2,000 for start-up micro and small businesses
2. up to £5,000 for established micro and small businesses

Up to £7,500 for projects that would give wider benefit for residents and other businesses in the borough.

**APPLICATION PROCESS**

**The closing date for applications is 30/09/2024.** Applications will **not** be accepted after the closing date.

**To apply for a grant:**

1. Download the application form available at [**Business growth fund**](https://www.rugby.gov.uk/w/our-grants-funds#business-growth-fund)
2. Fill in the application form.
3. Gather your supporting documents.
4. Submit your application form together with supporting documents by
   1. Email to [ProjectsTeam@rugby.gov.uk](mailto:ProjectsTeam@rugby.gov.uk) or
   2. Post to **Rugby Borough Council, Town Hall, Evreux Way, Rugby CV21 2RR** for the attention of **Economic Development** or
   3. Hand in at the reception desk in theTown Hall at **Rugby Borough Council, Evreux Way, Rugby CV21 2RR** for the attention of **Economic Development**.

**Typed applications are preferred.** **Please read the Guidance for Applicants document before completing this form.**

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| **Section A - Headline Information** | | |
| **1.** | **Project title:** |  |
| **2.** | **Total project value,**  of which:  **Grant amount requested:**  **If applicable, match amount pledged:** | £  £  £ |
| **3.** | **Main contact person**  *(These details will be used for correspondence purposes)*  Name:  Position within business:  Email:  Telephone/ Mobile phone number: |  |

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| **Section B - Your Business** | | |
| **1.** | Name of business applying:  Type of business:  Organisation address:  Organisation email address:  Organisation phone number:  Is your business a start-up or an established SMEs**?**  Is your business registered and/or trading in the Borough of Rugby?  If yes, please provide your Rugby address if different from above  Company Registration Number **or** UTR number: | Sole trader / Limited Company / Other (please specify)  ☐ Start-up ☐ Established SMEs  ☐ Yes  No |
| **2.** | When was your business registered?  How many employees (FTE) does your business have?  What is your turnover for the previous financial year?  What is the total value of your assets for the previous financial year?  Are you owned or do you own shares in other companies? If yes, please describe the set-up and include percentages.  **Is your business required to register with the Information Commission Office?**  If yes, please provide your ICO reference number: | Yes  No |

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| **Section C - Project Information** |
| 1. **Project Description**   *How will the project support your business?* |
| 1. **Project Timeline**   *What is the planned timetable for the project, including, the expected start date, dates of key activities (such as purchase of key items, holding an event, reporting), and when the grant will be spent by? Add as many rows as you need. Include any other details below the table.*   |  |  | | --- | --- | | **ACTIVITY** | **DATE** | | Project Start |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | Project End |  | |
| 1. **Business Description and Project Impact**   *Provide a brief description of your activity*  *How will this project contribute to the outcomes*  *sought:* Jobs created | Jobs safeguarded | New business created | Increased customers | Increased visitor numbers | Reduced vacancy rates | Increased business sustainability  *For those applicants seeking a grant of up to £7,500, projects will need to demonstrate how the use of this funding would give a wider benefit for residents or other businesses in the borough.*  *Specifically, the project should demonstrate how would it improve one or more of the following:*  *1. profile or range of services of the town or borough (****Better****);*  *2. accessibility and inclusivity of your services or employment (****Fairer****);*  *3. the natural environment or sustainability (****Greener****).* |
| 1. **Project Finances**   **4a. Budget**  *Please provide a breakdown of how the grant will be spent.*  *For all the purchases you intend to make, provide quotes to show you have done market research and achieved value for money with your selected product/service.*  *Add as many rows as you need. Add any further details below the table. (Please note the list of eligible costs in the Guidelines for Applicants document.)*   |  |  |  | | --- | --- | --- | | **BUDGET LINE/PURCHASE** | **COST (excl. VAT)** | **COST (incl. VAT)** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | | **TOTAL:** |  |  | |
| **4b. Total cost of project**  *What is the total cost of the project? If it is more than you are applying to this fund for, please give details of how you will find the balance stating details of any other grants you have applied for or use of your own resources.* Total cost of project: £ Match funding provided: £  Other funds applied for/secured (including amount):   |  |  |  | | --- | --- | --- | | **Funding Source**  (e.g. grant, own reserves) | **Amount**  (e.g. £5,000) | **Status**  (e.g. awaiting decision, confirmed) | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  |   *Please state what any additional funding will be used to for:* |
| 1. **Risks to the success of the project**   *What factors might delay the project or otherwise prevent you delivering your aims and objectives?*  *(for example: lack of staff to deliver activities, failure to attract sufficient visitors through website, etc.) How will you minimise or deal with these risks?* |
| 1. **Success metrics**   *What* *metrics will you use to measure the success of your project? Please provide a summary of how you will measure success.*   |  |  | | --- | --- | | **Outcomes** |  | | Jobs created |  | | Jobs safeguarded |  | | Number of new businesses created |  | | Increased footfall |  | | Increased visitor numbers |  | | Reduced vacancy rates |  | | Improved perception of markets |  | | Increased business sustainability |  | | Increased number of businesses supported |  |   *For those applicants seeking a grant of up to £7,500, how will you measure the success of this funding to give a wider benefit for residents or other businesses in the borough.*  *Specifically, the project should demonstrate how would it improve one or more of the following:*  *1. profile or range of services of the town or borough (****Better****);*  *2. accessibility and inclusivity of your services or employment (****Fairer****);*  *3. the natural environment or sustainability (****Greener****).* |
| 1. **Sustainability**   *What do you expect to happen once you have spent your grant? How will your project provide lasting benefit to your business?* |

These questions will help us gather the necessary information to evaluate the project and ensure the grants are used effectively.

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| **Section D - Financial details** | | |
| **1.** | **Your business bank details**  Name on bank account:  Account number:  Sort code:  Branch address**:** |  |
| **2.** | **Financial Reserves**  Please confirm your business’s financial reserves  Restricted reserves:  Unrestricted reserves:  Please provide a statement as to why you hold this level of reserves: | £  £ |
| **3.** | **VAT**  Is your business able to recover VAT?  If yes, please provide your VAT reference number | Yes  No |
| **4.** | **Total bank balance**  Please confirm the total balance of all bank and building society accounts at the date of application**:** | £ |
| **5. Minimal Financial Assistance / De Minimis**  Please declare all the De Minimis / Minimal Financial Assistance subsidies you have received as a business in the three consecutive fiscal (financial) years (the current year and the two previous ones) prior to application:   |  |  |  | | --- | --- | --- | | **PROVIDER NAME** | **AMOUNT**  **(GBP)** | **DATE OF RECEIPT**  **(mm/yyyy)** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | | | |

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| **Section E - Additional Comments** |
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| **Section F – Supporting Documents** |
| Please tick to confirm you have attached copies of the following documents to this application form:  VAT Certificate (if registered for VAT)  Company Registration / Certificate of Incorporation or HMRC registration letter  Proof of Rugby trading address (if not registered in the Borough of Rugby).  Annual accounts/financial records or a statement that shows your business’s balance of funds, income and expenditure, as per the requirements in the Guidance for Applicants document, *Section 6. How to apply for a grant?*  A bank statement / loan letter / grant letter (if you are required or wish to pledge match funding for the project)  A bank statement from the current or previous month in your business’s registered name. |

**Declaration**

Please tick the boxes below to confirm the following:

Iaccept and confirm that all information provided in this application is a true representation of the position of the individual, group or organisation and its intention for the grant if successful.

I understand that if we want to introduce any changes after the grant has been awarded then prior approval must be sought from Rugby Borough Council, in writing.

I understand and accept that the name of my business, the title of this project, the amount of grant requested and/or awarded, and the result of the appraisal of my project will be made public on Rugby Borough Council’s website.

☐ I agree to comply with the Procurement, Publicity and Reporting requirements as laid out in Sections 10, 11 and 12 of the *Guidelines for Applicants* document.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Data Protection Act Notice**

The information contained on this form will be held by the council and will be subject to the provisions of the Data Protection Act. The Act requires the council to safeguard this information and the use made of it.

The information given on this form may also be used for data matching exercises to assist in the prevention and detection of fraud and corruption.