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**GUIDANCE NOTES**

**BUSINESS DIGITAL GRANT**

This discretionary fund can provide a grant to businesses that are trading in the area. The grant can be used to cover up to 100% of eligible costs (excluding VAT) to enhance their digital activities, up to a maximum contribution of £2,500**.**

*Please note that the total amount of grant support awarded to an eligible business in any financial year by the Business Development Team, Inverclyde Council will be no more than 10% of most the recent turnover value of the company.*

If successful, the applicant will receive two copies of an offer letter, one of which should be accepted and returned to Business Development prior to the start of any work. The grant is paid retrospectively into a business bank account following receipt of evidence to show total project expenditure. Please note, applications cannot be considered for projects that have already commenced.

**What can the grant be used for?**

The grant can be used to enable the business to enhance its digital presence, including

* build an online website
* develop an E-commerce offering
* develop and implement new digital systems
* train staff on the use of the website and / or social media (up to a maximum contribution of £750)
* **o**nline advertisements (up to a maximum contribution of £100)
* E-mail campaigns

*Please note a maximum spend limit on these activities may be a condition of the offer made by Inverclyde Council.*

**Eligibility criteria**

Applicants are eligible if:

* they can demonstrate that their business is trading from an address in Inverclyde
* the business has been trading for at least 12 months
* the business is operating in a sector where there is unlikely to be a high displacement of other local business
* they have attended a 1-2-1 meeting with a Business Adviser from Business Gateway Inverclyde or a member of the Business Development Team, Inverclyde Council

**Application process**

Applicants must submit:

* business plan
* one year cashflow projections
* evidence of trading status
* the last full year’s accredited accounts and up to date management accounts
* if the business is operating from commercial premises, evidence of ownership of a lease
* three quotes of project costs
* business insurance document
* an unredacted copy of the business bank statement, dated within the past 3 months. The statement must also clearly show the name of the account holder, the account number and sort code

There is also an application form which will be issued following a meeting with a Business Adviser from Business Gateway Inverclyde.

**How long does this take?**

Following a meeting with a Business Adviser, once the application has been approved and requisite information submitted, payment is usually made within 20 working days.

**Next steps**

For further information E-mail: [businessdevelopment@inverclyde.gov.uk](mailto:businessdevelopment@inverclyde.gov.uk)