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Cannock Chase Council Grants 4 Growth Programme Criteria

Online Application Guidance Notes and Processes

Background;

As part of Cannock Chase Council's 2025-26 UK Shared Prosperity Fund programme, it has chosen to invest in delivering a grant programme for Cannock Chase Small and Medium sized enterprises (SMEs).

The Cannock Chase Council Grants 4 Growth programme is open to small to medium sized businesses fulfilling the criteria below.

The grant is funded by the UK Shared Prosperity Fund (UKSPF)

Note: Funding is subject to availability and applications will close on December 18th 2025

Criteria;

To apply for funding from the Grants 4 Growth programme your business must meet the SME criteria as follows;

The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and an annual turnover of less than or equal to £44m or a balance sheet total of less than or equal to £38m from all sectors.

If the business is owned by another company or combination of other companies, please refer to the guidance on the government website. [Supplementary Information Small and Medium Sized Enterprises Definition. GOV.UK](#)

In addition, we will fund businesses where there is demonstrable need for the proposed project and clear evidence of future growth of the business as a direct result of the project.

Businesses from all sectors are eligible for consideration, except for charities, those of a political or religious persuasion, activities involving pornography or clairvoyance and any business activity such as licensed premises who are of a betting or gambling nature, that is illegal or deemed as unsuitable for public support by Cannock Chase Council.

You must have been trading for 12 months or more and be profit-seeking. Both capital and revenue expenditure are eligible for consideration.

If your business is a start up, we have other programmes which can support you. Please contact our team

Subsidy Control

The programme operates in accordance with subsidy allowance you're allowed up to £315,000 (subject to exchange rates) in Small Amounts of Financial Assistance over any rolling period of 3 financial years.

Please see this link for further information [Subsidy Control a guide for beneficiaries - GOV.UK](#)

Any subsidy which is awarded to you under the Grants 4 Growth programme will need to be declared if you have applied for any other public funding. Therefore, if successful, the offer letter must be retained and shown to any other public body to which you apply for funding for the three years following the offer. False declarations will lead to the recovery of the value of the assistance provided plus interest.

Please note that where a business is part of a group, the £315,000 limit applies to the group as a whole for public sector support within the United Kingdom.

GDPR – Data Protection;

The General Data Protection Regulation. GDPR (Regulation (EU) 2016/679)

At Cannock Chase Council we take your privacy seriously and the Council is the data controller. We will only use your personal information to process and govern your application for the Grants 4 Growth Grant which is administered by the Council and will share your application form and data with other departments in the



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Council as part of our due diligence processes and externally with the nominated representative on the independent appraisal panel.

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your application

Cannock Chase Council Privacy Notice GDPR

Under the General Data Protection Regulation (GDPR), we are committed to protecting your personal data and processing it in a transparent and secure manner. When you provide your data as part of a grant application, we ensure that it is used only for the specific purposes outlined in the application, such as evaluating your eligibility and the potential impact of your project. We collect and process data lawfully, ensuring it is accurate, up-to-date, and necessary for the evaluation process. Your data will not be shared with third parties unless required for the fulfilment of the grant or as legally required.

We will keep you informed by the means of our monthly newsletter of any future upcoming grant or business support schemes, which we believe will be of interest to you.

You have the right to opt out at any time and the right to access, correct, or delete your personal data at any time.

We implement appropriate security measures to protect your data and ensure its confidentiality. If you have any concerns regarding how your data is processed, you can contact us directly for clarification or to exercise your rights under GDPR.

[Cannock Chase Council Privacy Notice GDPR](#)

Completing the online application form;

The use of consultants or third parties to complete the application form for you is an ineligible cost. Applicants are encouraged to use partner organisations for any additional support which is at no cost eg; Business Advisor. Alternatively, please contact the Economic Development team at Cannock Chase Council and we can support you through the process.

If you are unable to use the online application form, we can arrange to have a paper version sent to you electronically or by post.

The application form must be digitally signed by a person legally responsible for the business identified as the 'Applicant' in the application form

All of your supporting documentation should be uploaded via the online process, if you are having difficulty with achieving this for any reason, please send them directly to this e-mail address, stating your business name and Grants 4 Growth in the subject header to; econdev@cannockchasedc.gov.uk

- ❖ You are strongly advised to read the Cannock Chase Grants 4 Growth Policy before completing your application form.
- ❖ The questions in this form have been thoughtfully designed to help the council gain a clearer understanding of how your business is operating, ensuring that public funds are used effectively and in a way that best supports local businesses.
- ❖ We do not require huge quantities of information in the free flow boxes, just an overview of what the question requires with robust information, they cannot be left empty.
The maximum word count is 500 words
- ❖ We strongly advise you to read through the questions first and make notes and have your supporting document ready to upload at the end of the online form.



Grant Application Form Guidance Notes;

Please note the following guidance notes have been written to support you whilst completing your online application.

Section 1; Applicant Details	
Questions;	Guidance;
The date your business began trading	Please state the date and year your business started trading.
What is the registered name of your business	Enter the full registered name of your business
How is your business registered?	Please select the type of registered business from the drop-down tab
Is your business part of a group?	Please select either yes or no. If yes, please give more detail in the next box
Additional Information	Please explain how the group is structured.
What is your main business activity and registered SIC code	Please state what is the main activity of your business and what is your dedicated SIC code if you are registered with Companies House or if other please state your business activity. Nature of business: Standard Industrial Classification (SIC) codes
Provide a brief history of your business since it started.	Please give an overview of how the business started
Business trading address including post code	Business trading address including post code
Registered address including post code if different to trading address	This will be your registered address if it is different than the actual trading address
Companies House Registration Number	This is your company number if you are a limited company.
Unique Tax Reference Number	If you're an individual or sole trader you can find your individual UTR number: in your personal tax account in the HMRC app or on previous tax returns and other documents from HMRC or your accountant. If you cannot find your UTR on any documents or online, contact the HMRC.
VAT registration number	Please enter your VAT number or mark N/A if you are not VAT registered
Business Website	Please let us know your website if you have one, if not please state N/A

[illegible]



What will the grant assistance be used for?	What will the grant assistance be used for and why do you need to apply? For Example; To support the company in the purchase of capital expenditure (plant, machinery, ICT equipment / infrastructure), expansion / relocation (partitions, desks, electrical installation), new product development and market development (pull ups, brochures, etc) The matched funding support will enable the business to move forward with its growth project.
What new market, business opportunities, improved services or products will your project generate?	For Example: diversification of markets, new clients, offer new services, new products, break into new sectors To be able to apply for contracts and tenders.
Is the project likely to generate jobs or safeguard employees? Please explain in more detail if your answer is yes.	For the purposes of job targets, the definition of a full-time job is 1 person working 35 hours or more a week and any jobs created will be expected to be sustained for a minimum of 1 year. If jobs are being safeguarded, how can you evidence they were at risk and will be safe as a result of the support? Please note there is not any set criteria within this grant for a job to be created.
Will your project have any environmental impact on the business such as; Energy efficiency, reduction in waste. Please explain in more detail.	Please explain in this question if your project outcome will implement any environmental processes / savings or energy benefits.
Section 4; Business Strategy	
Questions;	Guidance;
What are the main business objectives and any future projects you anticipate to deliver which will support the scaling up of your business.	We would like to know what are your future growth plans if you are successful in receiving the grant funding and how will this impact on your business? Could state the percentages of Growth/ Sales/ Income/ New Clients.
Outline any previous experience, employment or other work that you have done that is relevant to your business activity or project.	Please explain what experience, knowledge and skills the person has, who will be managing the project. Do you foresee any risks associated with the person or from the company perspective. For Example; Employees leaving, growing at a rapid rate and not being able to manage the growth.
Briefly describe your target audience and how you propose to reach them, through your marketing channels. How do you secure new customers and promote your business?	For this question, we would like to know who are your target audience and how do you propose to reach them to increase sales and secure new clients as a result of the implementation of your project?



What research have you conducted to understand your target market, including your industry, regions, customers, competitors?	For Example; Research can be defined as customers needing a new product or service, keeping up with competitors so work is not lost. Or changes in legislation.
Unique Selling Point; What sets your business apart from your competitors?	What makes you stand out from the rest and are different from your competitors?
What do you see as the main business strengths?	For Example; Skilled Workforce, Leadership, financial stability, Continued Growth
Can you identify any weakness in the business?	For Example; Unskilled workforce, high staff turnover, customers not paying invoices on time, affecting cash flow. How do you plan to rectify these issues you have identified?
What current or future opportunities are available to you?	What current or future opportunities are available to you? For Example; Applying for contracts, Tenders, Government services How will these opportunities affect your growth?
Do you foresee any threats to your business?	Do you foresee any threats to your business? For Example; Legislation Changes, Tax Rises,
Section 5; Project Funding	
Questions;	Guidance;
Without support from the Cannock Chase Grants 4 Growth, what would happen to your proposed project and why?	Would you be able to cashflow the project without the support of the grant? Or will your project still go ahead anyway? Or would the project not go ahead?
If the grant amount you requested was reduced, what would be the impact on the project and why?	For example; If it was reduced, this would have a financial impact on our cashflow and leave the company at risk.
Have you applied for funding from other sources for this project? Yes/No If yes, explain from whom and how much, and whether this has been confirmed or awarded yet?	Please answer yes or no to this question. If you answer yes, we require some more details.
Section 6; Funding Summary	
Questions;	Guidance;
How much is your request from the Cannock Chase Grants 4 Growth Grant (60% of project costs from CCDC / 40 % from the SME) Minimum Project Cost: £1000.00 Maximum £10,000.00	Please state the amount in £'s of what you are requesting.



Applicant's contribution - £0.00	Please state the amount which will be your contribution (40 %) Percentage Calculator
Other contributors - £0.00	Are there any other contributions being made towards the amount. (Other than CCDC) For example ; Investors / Shareholders
Total Project Cost - £0.00	Please state what is the total cost of your project?
Please confirm that you have not and will not purchase the project goods/services until after the funding agreement has been signed, subject to a successful grant application assessment - yes or no.	Please select a yes or no
Subject to grant approval, are you able to pay for 100% of the project costs before drawing down the actual grant monies awarded - yes or no.	Please select a yes or no
Subject to grant approval, please specify when you plan to spend the grant monies and will have drawn down the grant funding by? The project needs to be completed and funds drawn down within a 3-month timeframe or by February 28th 2026 whichever is sooner.	Please state what date you anticipate your project to be completed and the grant money drawn down from CCDC.
Section 7; Project Risks	
Question;	Guidance;
Please describe what you perceive to be the main risks to your project and what mitigation plans you have in place. Try and consider as many areas as possible to show your consideration to risk.	For Example, risks could be; Staff leaving Cashflow issues Change in Legislation – Supply Chain A future viral pandemic Machinery not delivered on time.
Section 8; Public Sector Funds	
Question;	Guidance;
Have you received any public sector funding before (e.g. EU, Local Authority, Government Departments etc.) within the last three financial years - yes or no	Please select a yes or no and you will need to download the grant declaration form to sign, to confirm this information.



Section 9; Consents;	
Questions	Guidance
Please confirm if any of the following have been addressed: planning permission; building regulations other statutory permissions (please specify).	Only if this applicable to your business
Please provide further details or list any other permissions or consents required and their status.	Only if this applicable to your business
Are you related to, or do you have a relationship with, any officers working for Cannock Chase Council or the programme's delivery partners?	Please answer Yes or No
Have you ever had any County Court Judgements served against you?	Please answer Yes or No
Have any other Partners or Directors of your business ever had any County Court Judgements served against them?	Please answer Yes or No
Have you or any other Partners or Directors of your business ever been adjudged bankrupt or been a Partner, Proprietor or Director of a company which has gone into liquidation or receivership?	Please answer Yes or No

If the answer is "Yes" to any of the 4 questions above, please provide full details in the following box

Financial Information ; If you have any outstanding debts, such as bank loans or overdrafts please advise us of what these are, how much is outstanding and the date they need to be paid by.

Checklist of documents required.

These are to be uploaded within your online application form if applicable	Tick Box
A current bank statement clearly showing the name of the bank, account name, account number and sort code for the grant to be paid into and address pertaining to the business.	
Latest management accounts of 2 years or if the business has been trading for less than 2 years, a monthly breakdown of accounts will be accepted.	
Forecast of a Profit & Loss statement for the next 12 months	
Basic Cashflow Forecast of 12 Months	
A company letterhead is required which includes your business name , trading address, bank sort code and bank account number.	
Evidence of any company insurance document	



Evidence of project funding balance, if the owner's funds are part of bank loan or other grant funding or please state N/A	
Signed grant declaration form (Please sign and date this form before it's uploaded) This form is available to be downloaded on the Grants 4 Growth webpage.	
<p>Quotes like for like for the goods or services to be purchased using the grant. This value could be for one item or the sum of many items from one supplier, quotes required as follows;</p> <p>Please name your preferred quote;</p> <p>(Quote 1,2,3 etc) and upload them in one scanned file) £1,000 - £10,000 - 2 written quotes from different suppliers £10,000 - £30,000 - 3 written quotes from different suppliers</p> <p>Please Note; If your business is VAT registered, please provide your quotes as NET VAT.</p> <p>If your business is not VAT registered, please provide your quotes including the VAT if its applicable.</p>	