



Guide To Eligible and Ineligible Project Costs for The Cannock Chase Council Grants 4 Growth Programme

Eligible Project Costs

The Cannock Chase Council Grants 4 Growth will be awarded to projects where applications are able to demonstrate capability, necessity, sustainability and new investment.

The eligible expenditure must be linked and needs to demonstrate how it can grow the business.

Examples of Eligible Projects;

- ❖ Creation of a new website or upgrading of the existing one.
- ❖ Digital Marketing or social media campaigns to increase sales
- ❖ Re - Branding of the company
- ❖ Professional services support for implementation of new processes & systems within the business, which will allow them to gain certain accreditations, to be able to apply for tenders and win contracts;
For Example; Investors in People, ISO 9001 & 14001 - Environmental Standards, CHAS (The Contractors Health and Safety Assessment Scheme)
- ❖ Purchasing of business software eg; CRM, accountancy platforms, sage, Artificial intelligence.
- ❖ Support of a professional in the development of a business or marketing plan.
- ❖ Upskilling of employees - short courses only. Cannot be taken after the grant programme closes (courses must complete before 31st March 2026)
- ❖ Vehicle Wrapping
- ❖ Printing Costs of Banners, Exhibition Flags, Leaflets, Feather Flags.
- ❖ Fitting out of new premises eg; Heating, Lighting, Cabling, Telephone Systems, desks, furniture, printers / IT Equipment for an apprentice.
- ❖ Intellectual Property; Copyright, Trademarks, Patent applications.
- ❖ Purchase of new machinery to increase capacity or venture into new markets.
- ❖ Installation of a mezzanine floor to increase floorspace.
- ❖ New and improvement of digital internal processes.



Examples of Ineligible Project Costs;

General Business Expenses;

- ❖ Travel Expenses/Subsistence
- ❖ Accommodation
- ❖ Car parking
- ❖ Company vehicles
- ❖ Courier services
- ❖ Flights
- ❖ Food and drink
- ❖ Mileage
- ❖ Petrol, diesel or other fuel
- ❖ Refreshments
- ❖ Travel abroad
- ❖ Non related professional fees
- ❖ Staff salaries including bonuses
- ❖ Costs associated with legal/statutory business compliance
- ❖ Forwarding of post for a change of address as part of relocation
- ❖ Ink/toner cartridges or printer ink
- ❖ Internal employee wages/time
- ❖ Monthly bills/annual charges (i.e., telephone, internet, utilities, servicing of equipment, etc)
- ❖ Newspapers/journals
- ❖ Postage of current promotional material
- ❖ Service/maintenance charges on office equipment
- ❖ Purchasing of property or stock items
- ❖ Subscriptions to magazines, etc.,

Property Expenses;

- ❖ Conversion of a building into residential accommodation for rental purposes (including short term lets)
- ❖ Planning permission/building regulation fees
- ❖ Rent & rates for current or new premises
- ❖ Rent deposit on new premises
- ❖ Service charges

Professional Fees;

- ❖ Accountancy fees
- ❖ Coaching and mentoring
- ❖ Consultancy fees relating to completing the application
- ❖ Recruitment

Please note: This list is not exhaustive and may be subject to amendments