

Create Growth Programme:

Application Form

**Access support:**

We are committed to being open and accessible to everyone.

Some people may find there are barriers to accessing this grant, if you experience or expect any barrier with making your application and would like more information or a copy of our guidance, please contact us at [creative@westofengland-ca.gov.uk](mailto:creative@westofengland-ca.gov.uk).

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1. Instructions

Please email your application to [Creative@westofengland-ca.gov.uk](mailto:Creative@westofengland-ca.gov.uk) by **Monday 27th March, midday** quoting Create Growth Programme in the subject of the email along with a completed copy of the Equality, Diversity & Monitoring form.

In addition to the questions below, we are offering the opportunity to submit a supporting video to talk through the narrative questions. This element of the application is optional and will not be scored. Please see section 7 for further details.

1. Contact Details

Lead contact details for this application, who we will contact with any further questions and notify on outcome.

|  |  |
| --- | --- |
| First name: | Click or tap here to enter text. |
| Surname: | Click or tap here to enter text. |
| Position in company: | Click or tap here to enter text. |
| Email address: | Click or tap here to enter text. |
| Phone number: | Click or tap here to enter text. |

1. Company Details

|  |  |
| --- | --- |
| Company name: | Click or tap here to enter text. |
| Website | Click or tap here to enter text. |
| Company registered or trading address: | Click or tap here to enter text. |
| Postcode: | Click or tap here to enter text. |
| Date your company started trading? | MM/YY |
| Company type  (Please check box) | |  |  | | --- | --- | | Limited Company |  | | Partnership |  | | CIC |  | | Sole Trader |  |   If other please specify below:  Click or tap here to enter text. |
| Companies House Registration number: | Click or tap here to enter text. |
| Number of employees in company (please indicate if full-time, part-time or freelance) | Click or tap here to enter text. |
| Which Sub Sector Creative Industry do you work in?  (Please check box) | |  |  | | --- | --- | | Advertising & Marketing |  | | Architecture |  | | Arts & Culture |  | | Craft |  | | Createch |  | | Design |  | | Fashion |  | | Gaming |  | | Music |  | | Publishing |  | | TV & Film |  | |
| SIC Code  (Please visit <https://rb.gy/lomlc4> to look up your SIC Code) | Click or tap here to enter text. |
| Please provide a short statement describing what your business does |  |

1. Eligibility Criteria

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Please check the eligibility criteria from the list below which relate to your business. We may request further evidence to demonstrate that you have met this criteria at a later date(in addition to the questions below). | |  |  | | --- | --- | | Turnover growth of 10% year-on-year over approximately 3 years (including either prior to or during the pandemic) |  | | Employing a minimum of 2 people over the last two years (full-time, part-time or freelance) |  | | Created a revenue generating product, launched a new platform or service or reached a market of scale |  | | Generated a sales revenue in the last 2 years |  | |

1. Data Monitoring

If successful, this data will be used for evaluation and monitoring and shared with our programme evaluator.

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| --- | --- | --- | --- | --- | --- | --- |
| Have you applied for the Innovate UK Create Growth: Competition 1 Fund? | |  |  | | --- | --- | | Yes |  | | No |  | | |
| Please state your Turnover (full financial year) in:  Optional: To demonstrate pre-pandemic growth in turnover, please submit accounts as a separate attachment. | Last Annual Accounting period (2021/2022) | Click or tap here to enter text. |
| Annual Accounting period before last (2020/2021) | Click or tap here to enter text. |
| Estimation in current annual accounting period (2022/23) | Click or tap here to enter text. |
| Please state the Number of FTEs on payroll: | 12 months ago | Click or tap here to enter text. |
| Currently (as of today or as an average in the current annual accounting period to date) | Click or tap here to enter text. |
| Estimated in 12 months time | Click or tap here to enter text. |
| Please state the No. of freelancers, contractors, agency staff or self-employed workers that are not on the payroll: | 12 months ago | Click or tap here to enter text. |
| Currently (as of today or as an average in the current annual accounting period to date) | Click or tap here to enter text. |
| Estimated in 12 months time | Click or tap here to enter text. |
| Number of working owners/partners | 12 months ago | Click or tap here to enter text. |
| Currently (as of today or as an average in the current annual accounting period to date) | Click or tap here to enter text. |
| Estimated in 12 months time | Click or tap here to enter text. |

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| What percentage (%) of your turnover is generated by exporting goods or services outside of the UK?  (please check box) | |  |  | | --- | --- | | 0 |  | | 0-5 |  | | 5-10 |  | | 10-25 |  | | 25-50 |  | | 50+ |  | | Don’t Know |  | |
| Over the last three years, has your organisation introduced any of the following?  (please check all that apply) | |  |  | | --- | --- | | New or significantly improved products or services |  | | New or significantly improved production process or distribution activities |  | | New or significantly improved organisational or management practices |  | | New or significantly improved marketing practices |  | |
| What forms of finance has your business sought over the past 12 months?  (Please check all that apply): | If other please specify below:  Click or tap here to enter text.   |  |  | | --- | --- | | Bank overdraft facility |  | | Commercial mortgage |  | | Credit cards |  | | Equity Finance |  | | Factoring/invoice discounting |  | | Leasing or hire purchase |  | | Loan from a bank, building society or other financial institution |  | | Loan from family/friend |  | | Loan from business partner/director/owner |  | | Loan from peer-to-peer platform |  | | None |  | |
| In total how much external finance did you obtain in the last 12 months?  (this includes the size of your overdraft facility, even if you did not use it all) | Click or tap here to enter text. |
| Have you had a need for finance in the last 12 months that you did not apply for? | Click or tap here to enter text. |
| Why did you not apply for this additional finance? | |  |  | | --- | --- | | Thought it would be rejected |  | | Thought it would be too expensive |  | | Did not want to take on additional risk |  | | Did not feel it was the right time due to economic conditions |  | | did not know where to find appropriate finance |  | | poor credit history, |  | | thought the decision would have taken too long, |  | | Loan from peer-to-peer platform |  | | didn't want to relinquish control or any stake in the business |  |   If other please specify below:  Click or tap here to enter text. |
| Are you likely to seek equity investment in the next 3 years? | |  |  | | --- | --- | | Very likely |  | | Fairly likely |  | | Not very likely |  | | Not at all likely |  | | Don’t know |  | |
| Are you likely to approach external finance providers in the next 3 years? | |  |  | | --- | --- | | Very likely |  | | Fairly likely |  | | Not very likely |  | | Not at all likely |  | | Don’t know |  | |
| How do you rate your business' knowledge of available finance options? | |  |  | | --- | --- | | Very good |  | | Good |  | | Fair |  | | Poor |  | |
| In the last 12 months have you attended meetings or events that hosted investors and businesses? | |  |  | | --- | --- | | Yes |  | | No |  | |
| How would you rate the talent and skills capacity of the senior leadership team to meet the needs of the business over the next 2-3 years? | |  |  | | --- | --- | | Complete skills mismatch |  | | some significant skills gaps |  | | generally a good fit |  | | all the skills and talent needed |  | |
| How well do you feel your senior leadership team understand the benefits and costs of different finance options? | |  |  | | --- | --- | | Very well |  | | Well |  | | Fair |  | | Poor |  | |
| Have you accessed formal advice or mentoring in the past 12 months? | |  |  | | --- | --- | | Yes |  | | No |  | |
| If yes… how many hours in total? | Click or tap here to enter text. |
| Have you accessed finance advice or guidance in the past 12 months? | |  |  | | --- | --- | | Yes |  | | No |  | |
| If yes, how many hours in total? | Click or tap here to enter text. |
| Do you have a formal business plan which is kept up to date and regularly reviewed? | |  |  | | --- | --- | | Yes |  | | No |  | | In development |  | |
| Does your business currently have a mentor? | |  |  | | --- | --- | | Yes |  | | No |  | |
| Does your business have regular peer-to-peer business partnerships or relationships? | |  |  | | --- | --- | | Yes |  | | No |  | |
| Does your business have an IP strategy | |  |  | | --- | --- | | Yes |  | | No |  | | In development |  | |
| In the last 12 months have you valued any of the following…  [patents, copyright, trademarks, design rights] | |  |  | | --- | --- | | Patents |  | | Copyright |  | | Design Rights |  | |
| Do you have a board? | |  |  | | --- | --- | | Yes |  | | No |  | | In development |  | |

6. Narrative Questions

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| --- |
| Q1) Please tell us about your business, what you do and your journey of growth to date.  *Please include a brief description of how your company fits the eligibility criteria in Question 4.* |
| Click or tap here to enter text.(500 words max) |
| Q2) Please tell us about your ambitions for growth over the next 12 months.  *We are looking for companies that have:*   * *a clear idea, commitment, and a degree of direction to growing what you are doing now* * *a commitment to gathering the resources you need to grow, this may include identifying relevant strategies for finance, or seeking investors and preparing for investment* * *an indication of what you think it will take for you reach your goals*   *Your ambitions for growth could include, but are not exclusive to:*   * *reaching new customers* * *developing or taking to market a new product or service* * *expanding your business to new markets, including internationally* |
| Click or tap here to enter text (750 words max) |
| Q3) What would you like from the Create Growth Programme to help your business achieve it’s growth ambitions over the next 12 months?  *Think about the challenges you currently face and what you might need to navigate them.* |
| Click or tap here to enter text.(500 words max) |

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| --- | --- | --- | --- | --- | --- |
| Have you taken part in the Creative Scale Up or Creative Sector Growth Programme? | |  |  | | --- | --- | | Yes | ☐ | | No | ☐ | |
| If yes, please explain how your growth activity explained above is different to when you previously participated in the programme. | Click or tap here to enter text. |

7. Video (Optional):

In addition to narrative questions, you have the option of uploading a video to talk through your answers. Please note that this is optional and will **not be marked.**

Upload your video to a password protected page on YouTube before the competition closes. Your video must be:

* no longer than 2 minutes
* ‘unlisted’ in your YouTube privacy settings
* available for us to view until 1 September 2023 If your video response for a question is over 2 minutes long, only the first 2 minutes will be assessed.

If you’ve applied for the Innovate UK Create Growth Fund: Competition 1 you can re-use your video.

If you have any questions about uploading your video to youtube, please email creative@westofengland-ca.gov.uk

9. Declaration

|  |  |
| --- | --- |
| I understand that if I give information that is incorrect, incomplete or misleading, this application may be rejected, grant may be withheld or reclaimed, and action taken against me. I declare that the information I have given on this form is correct and complete. | Yes/No |
| If you are chosen for this programme, do you agree to participate in the activities and workshops of the programme? | Yes/No |
| I understand that this application does not entitle my organisation to funding and is in no way a binding agreement between my company and West of England Combined Authority. | Yes/No |
| I am content for information supplied here to be stored and shared in confidence with other organisations where they are involved in the management and monitoring of the Create Growth Programme. | Yes/No |

Applications must be submitted by, and from the email account of the proprietor or director, or a partner of the applicant company.

|  |  |
| --- | --- |
| Name | Click or tap here to enter text. |
| Position | Click or tap here to enter text. |
| Signature |  |
| Date | Click or tap here to enter text. |

Please include a digital image of your signature or print and scan this signed declaration page and return to [creative@westofengland-ca.gov.uk](mailto:creative@westofengland-ca.gov.uk)

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| --- | --- | --- | --- | --- | --- |
| Opt-in to receive our marketing e-communications and you’ll be the first to hear about new business support services in the West of England including:   * grants and financial support * workforce development, skills and training * digitisation and adopting best practice * peer support and mentoring * driving innovation and connecting to new customers   You can unsubscribe at any time by clicking the 'unsubscribe' option at the bottom of all our e-communications. | |  |  | | --- | --- | | Yes Please, opt me in |  | | No thanks |  | |