



## Moray Business Start-Up Grant (Guidelines & Process)

### Introduction

The Moray Council's Business Gateway service in partnership with Highlands & Islands Enterprise (HIE) aim to stimulate local economic activity by supporting individuals to turn ideas into commercial reality. As we start to emerge from the impact of COVID19 we are offering targeted support to encourage new Small Medium Enterprises (SMEs employing between 10 and 100 people) and new Micro Businesses to start in Moray.

A fund of £75,000 has been made available to provide grants of £1,500 to businesses starting up and based in Moray. This grant fund will remain open until end of March 2022 or until funds are exhausted.

**All applications must come through Business Gateway Moray and applicants should have taken part in either a Start-Up workshop or webinar or accessed 1-2-1 support from the Business Gateway service prior to submission.**

### Who can apply?

- Individuals (Pre-Start); Sole Trader; Partnerships or Limited Companies.
- All business sectors
- Applicants must be located within the Moray Council area. UK residents and those 'granted leave to remain' in the UK are eligible to apply for support. Evidence may be required, e.g. a passport or a letter from the Home Office granting leave to remain.

Successful applicants must be able to demonstrate that the new business is commercially viable therefore applications for assistance must be accompanied by a **robust business plan and cashflow forecast** which should include the following:

- Background of the individual and proposed business
- Overview of the relevant sector or area of activity
- Proposed trading structure
- Description of the proposed business
- Benefits of the business to the local economy
- Employee details
- Analysis of your market or area of activity
- Details of your competition
- Start-up costs – include both capital and revenue expenditure
- Other funding sources identified
- Financial projections in year one. The cash flow should be prepared monthly.
- Proposed start-up date
- Specific details of what the grant will be used for

**Business Gateway Moray can provide business plan & cashflow templates and guidance if required.**

## Eligibility

The purpose of the Moray Business Start-Up Grant is to encourage entrepreneurs to start their own business, leading to stability and diversity in the local economy.

Individuals applying for the Moray Business Start-Up Grant will be expected to demonstrate that at least two of the following primary outcomes can realistically be achieved:

- Creation of a new business
- Creation of new jobs (including owner)
- Development of a new, innovative or improved product or service
- New market development
- Export or import development

The following costs are also *ineligible* for grant assistance:

- Costs which have already been incurred or committed to
- Intellectual property rights, i.e. patents and copyright
- Legal fees / Statutory elements / Standard Industry requirements
- Wage subsidies
- Debt repayment
- Vehicles
- Direct replacement of existing assets
- Acquisition of an existing business, or a management buyout
- Property purchase

## Application process

In the first instance, applicants will contact Business Gateway Moray to check the eligibility of their proposed new venture. They should have accessed BG support such as:

- Business skills training webinars
- 1-2-1 Business Advice
- Advice on funding opportunities
- Access to national information and market research services

## Applicants will be asked to submit:

- Completed application form
- Business Plan
- Financial projections
- All other supporting evidence requested

All applications will be assessed and verified against the grant criteria by Business Gateway Moray and successful applicants will be informed by letter of offer. All decisions will be made at the discretion of the Business Gateway Manager and are subject to the availability of funds.

Details of payments made will be recorded and shared with HIE on a regular basis.

## **Terms & Conditions**

This section details the conditions that will apply to all funding prior to applicants receiving and accepting an offer of grant assistance. A breach of any of these conditions may lead to Moray Council seeking repayment of the grant in full.

- *Applicants must not commit to any expenditure which is the subject of an application for financial assistance before receiving a formal offer of grant from Moray Council. This includes the payment of invoices.*
- *Any expenditure so committed will be deemed **ineligible** for grant assistance.*
- *The grant payment must be claimed by the date specified in the letter of offer otherwise it will be deemed lapsed and no payments will be made.*
- *All applicants will maintain and operate their premises, machinery and equipment in such a way as to conform to the satisfaction of Moray Council, with relevant Food, Health and Safety at Work and other trading legislation.*
- *All applicants must have appropriate insurance in place to cover premises, equipment, stock and public and employment liability. Applicants must be able to produce evidence of insurance if and when requested by Moray Council.*
- *Moray Council are obliged to make details of all grant approvals under this scheme available to the public and Moray Council funding for the start-up must be acknowledged in relevant reports and PR and logos provided. Publicity any subsequent publicity will include the notation that the successful business has been supported by Moray Business Start-up grant.*
- *Applicants must register their business with HMRC once trading has commenced.*
- *All grants will be paid via business or applicant bank account*
- *The grant must be repaid in full if the business ceases to operate within one year of payment being received by the applicant*