

CONWY BUSINESS SUPPORT GRANT

2025/26

Criteria and Guidance



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SECTION A – KEY FACTORS

Introduction

The Conwy Business Support Grant (CBSG) is a discretionary grant to support the growth of Conwy Businesses, Social Enterprises (who undertake commercial activity) and farm diversification projects

The funding will enable the provision of grants to support economic growth and sustainability through the delivery of a range of business development projects.

- ❖ The scheme offers funding of UP TO 50% on eligible capital expenditure for projects with awards offered from £500 up to £1500

Grants outside of the defined amounts may be considered in exceptional circumstances.

- ❖ This grant scheme is discretionary and will be operated on a first come first serve basis dependent upon availability of funds and completion of the project within the detailed period
- ❖ Businesses previously awarded funding through the CBSG may NOT reapply within 3 years of the date on which funding was drawn down.

In exceptional circumstances applications from previously funded Businesses may be considered for exemplar projects

- ❖ If unsuccessful applicants will not be eligible to reapply within 12 months of the decision date.
- ❖ The Business must be your main source of employment (in excess of 25hr per week) / income. –

Applications may be considered if the project will directly lead to businesses become main employment within the funding period.

- ❖ All offers of funding will be subject to approval of applications by a Grants Review Panel. This is a discretionary fund and as such there is no appeals process.
- ❖ The grant will close to applications at such time as the funds have been fully committed
- ❖ Following confirmation of award all offers will need to have been accepted and have drawn down funds within 3months from date of offer
- ❖ As a limited time fund all grants offers (in whole or in part) not drawn down in line with the above will automatically expire.

Eligibility Factors

The scheme is targeted at small and medium sized enterprises (employing up to 250 people) with *either* a turnover at less than €50 million *or* a balance sheet at less than €43 million.

To be eligible to receive investment support, businesses must be located and operating in the County of Conwy, have been actively trading over 6 months and registered with HMRC.

To be considered, your project must be able to demonstrate what outcomes have been achieved as result of business development such as

- increased turnover
- job creation
- low carbon initiatives
- New products or services
- Development of new customer base
- Increased profitability
- Business sustainability

Ineligible Sectors

- Coal/Steel
- Shipbuilding
- Synthetic fibres production
- Banks
- Insurance companies
- Housing
- Statutory education
- Statutory Health services
- Commercial & Residential Property Development
- Fisheries/aquaculture/agriculture and Annex 1 food production/milk substitutes/export related activities
- Gambling, Tobacco, Production of Weapons and Ammunition or any sectors that give rise to significant environmental impact or are ethically or morally controversial.

Eligible Projects / items

Capital projects including (but not limited to)

- Capital equipment
- New web / ecommerce sites
- Specialist training of business owner or staff (Standard training i.e. H&S, First Aid, Driving Lessons etc. will **not** be considered). Only short-term courses can be considered i.e. Courses completed within less than 6 months
- Specialist professional fees to achieve a tangible outcome (e.g. ISO, IIP)
- Installation/Labour costs for equipment/development works
- Carbon reduction projects
- Digitalisation upgrade i.e. improving/initialising digital approaches

Ineligible Projects/Items

Including (but not limited to)

- Activities which have already started (items cannot be purchased or ordered until grant approval has been given)
- Projects to satisfy statutory requirements
- Renewals i.e. replacement of old for new, upgrades of IT equipment & software, Maintenance and/or Running Costs
- Renewals of licensees, tickets etc. which have requirement of trade.
- Projects detrimental to the environment
- Upgrade of equipment required for current operation of the business e.g. IT Hardware, standard tools and equipment
- On road vehicles
- Items which are not essential or that do not directly contribute to the success of the project
- Items (excluding machinery) which would not be considered fixtures e.g. removable furniture, decorative items, curtains and or blinds and certain types of flooring
- Operating / Normal business costs – e.g. Staff Costs, stock purchases, standard equipment
- Recoverable VAT
- Acquisition of assets under Hire Purchase (HP), Extended Credit Agreements or Lease

It should also be noted that the minimum individual item cost is set at £100.

Critical Factors to Note

Quotations

- 2 Original estimates/quotes for project items/works are required
- The quotes should follow the same template and where applicable be broken down into parts to show the costs of individual elements of work e.g. equipment cost /labour/installation costs.
- Quotes based on the applicant completing the works themselves will not be considered
- We will seek to ensure that all suppliers used by grant recipients work sustainably and where possible (balanced with Value for Money) would encourage the use of local supply and the positive impacts that supports.

Cash Purchases

No funding will be paid where cash transactions have been undertaken.

Retrospection

No funding will be paid on any retrospective expenditure.

SECTION B – GRANT PROCESS

Making an Application

Full Application

1. Prior to submitting an application, it is requested that you speak to a member of the Conwy Business Support team.
2. Applications must be submitted via the online application form.
3. Where asked to provide commentary please include as much information as possible, including the sections to explain the project, its benefits, impact and how it will deliver the business development outcomes. Commentary should clarify why grant funding is required for the project to proceed.
4. It is important to ensure that your application form is fully completed and that all supporting documentation is included at the time of submitting. This includes:
 - Most recent annual accounts
In some circumstances more than one year's financial information may be requested.
 - If the business has not been trading long enough for accounts to be available a minimum of 3 months bank statements will be required to evidence trading
 - Projected Cash Flow & Profit & Loss Statement
 - Original estimates / quotes for project
 - Confirmation of registration with HMRC

Please note

- Decisions on applications will be made based on the information provided in the application form, associated evidence and information checks that are conducted from other sources.
- Consideration will be given to the financial information such as turnover, in relation the amount of funding being requested.
- Additional evidence may be requested to support applications.
- If any data is incomplete or incorrect or the evidence provided is insufficient, we will contact, you.
- Failure to comply could delay a decision. Please note that the approval timescale does not commence until such time as all the documentation and information required is received by the Local Authority.

You are reminded at this stage not to undertake any expenditure on the grant funded project until a formal decision has been reached on the bid and written confirmation of this has been received.

- **No funding will be paid on retrospective expenditure**
- **No funding will be paid where cash transactions have been undertaken**

STATE AID / SUBSIDY CONTROL

The grants will be awarded under Minimal Financial Assistance (MFA)

Minimal financial assistance (MFA) allows public authorities to award low-value subsidies (up to £315,000)

Additional MFA cannot be given to a beneficiary that has already reached their MFA threshold.

As part of the application process, you will be required to:

- Declare your understanding the funding is offered as a subsidy under MFA
- Declare the MFA threshold specified in section 36(1) of the Act will not be exceeded by the enterprise receiving the proposed assistance

When making your declaration you should take into consideration all subsidy support (including grants) received through but not limited to the following schemes during the previous 3 fiscal years

De Minimis, 'Special Drawing Rights' (SDR), UK de minimis, 'Small Amounts of Financial Assistance' (SAFA, the current name), 'Small Amounts of Funding Exemption' (SAFE) and 'Minimal Financial Assistance' (MFA).

Examples could include Non-Domestic Rates (NDR) linked grants Economic Resilience Fund, Start-up Grant, Freelancer Fund, and Local Authority Discretionary Fund, Conwy Business Support Grant, UKSPF Supporting Local Business Key Fund.

Further guidance on subsidy control can be found here [Subsidy control | GOV.WALES](#)

Processing Your Application

On receipt of your full application form the Council will: -

- Check that all the details provided are in order and if not inform you of what further information is required.
- Undertake consultation which may include:
 - A bank reference
 - A search with a credit reference agency in relation to your business. *The agency will keep a record of that search and may share that information with other agencies.*
 - Make enquiries with respect to company director(s) with a credit reference agency.
 - Local searches e.g. Council tax and/or non-domestic rates
- Refer the application to the Grants Panel for a decision. *Each application shall be considered on merit and in accordance with the scheme's aims and objectives*

Please note that processing of a complete application can take up to 40 working days

Advising of the decision

You will be informed of the decision by email. If successful you will be advised of the amount of funding offered and any specific conditions relating to the award.

Attached to the email / letter will be the '*Terms & Conditions*' contract that you must adhere to. This must be *signed and returned within 14 days* as acceptance of the funding offer.

Failure to return the signed Terms and Conditions could result in the offer of funding being withdrawn

Making a Claim

All our funding is on a defrayed basis

- i.e. the claimant must spend the money first and they then claim the agreed amount back as stated in the grant offer letter.
- Project works must be complete i.e. items delivered & installed, building works completed

Following confirmation of award as standard all offers will need to have been accepted and have drawn down funds no later than 3 months from the date of the offer.

An extension to this deadline may be considered if agreed in advance, providing reasonable justification and new completion date is provided.

As a limited time fund all grants offers (in whole or in part) not drawn down in line with the above will automatically expire.

When submitting a claim, this must include

- A completed claim form including the required information for the outcomes achieved
- All relevant receipted accounts/invoices (*invoices must not pre-date the signed and returned offer letter/contract*).
- Copies of corresponding bank statements showing payments going out of the company's accounts will also be required.
- Photographs where applicable

The Council will satisfy itself that the activity for which the funding was awarded (works undertaken or purchases made) has been carried out fully in accordance with the proposal made within the application and any conditions attached to the approval. This may be by inspection or such other means as the Council determines. When all the above is completed, the Council will release the funding to your Business Bank Account by means of BACS payment.

Please note that it could take up to 20 working days for payments to be processed and reached your account.

Post Award Monitoring

Monitoring of agreed outcomes will be undertaken post completion of the project. Businesses are required to participate and complete any / all monitoring and evaluation undertaken by the council or companies acting on behalf of the council.

During the 3-year funding compliance period the Council, or its agents, may undertake further monitoring and review this may include visiting your premises to carry out a monitoring inspection of the business and Conwy Business Support Grant funded aided assets.

For all projects evidence of how the Conwy Business Support Grant award has impacted the business must be demonstrated by the applicant.

PUBLICITY

Conwy Council and UK Government shall be entitled to make public in such a manner as they may require details of the grant offered/paid to the Grant Recipient for the purposes of publicity should it so require.

It is also expected that any Grant Recipient if requested, will take part in any marketing campaigns relating to Conwy Business Support and/or the Conwy Business Support Grant fund.

CONTACT DETAILS



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