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# **Mid Ulster Business Marketing Grants Scheme**

## **Guidance Notes for Applicants**

Welcome to Mid Ulster Business Marketing Grants Scheme Guidance Notes for applicants. Before you complete your online application form, you must take time to read this document carefully.

These guidance notes are provided to help you understand the aims of the Mid Ulster Business Marketing Grants Scheme and how you can make an **online grant application.** Applications to Mid Ulster Business Marketing Grants Scheme will only be accepted through an **online application process** - No hard copy or email applications will be accepted.

## **Background**

Mid Ulster District Council wishes to support the immediate needs of Mid Ulster businesses to help promote their business during the recovery phase of Covid 19 pandemic. The Mid Ulster Business Marketing Grants Scheme is available to eligible commercial businesses located within Mid Ulster District Council area.

The Mid Ulster Business Marketing Grants Scheme is a discretionary grant of up to 100% eligible costs, up to a maximum of **£300 per business** to assist during the recovery phase of Covid 19 pandemic.

The total budget for this grants programme is a minimum of £250,000. On receipt of completed online applications, an eligibility check will be completed and successful applications will be allocated funding on a first come first served basis.

**Please note we expect a high number of applications to the scheme and therefore dependent on the availability of funding, we reserve the right to close the scheme at very short notice. This means an applicant could submit an application, but that the application may not proceed to have an eligibility check completed or receive funding if the full budget for the scheme has been allocated.**

## **Aims**

The aim of Mid Ulster Business Marketing Grants Scheme is to assist businesses to recover from the pandemic through effective marketing activities.

## **Who can apply?**

* Must be an eligible commercial business actively trading and currently located within Mid Ulster District Council area.
* Must be able to provide HMRC self-assessment number or company number.

Please note that the inclusion of an eligible business within Mid Ulster District Council area does not give any automatic entitlement to a grant. There are limited funds available.

Only completed **online application forms** will be accepted from the property owner/s ortenants.

**Properties that are ineligible to apply for grant aid include government organisations, political organisations, churches, community and voluntary groups, banks, building societies, sports groups/clubs, social clubs and mainstream agricultural activity.**

**Please note any business who is successful in securing funding from Council will have their details published by Council i.e. a list of all successful businesses, awarded funding through the scheme, will be presented to Council and therefore, be in the public domain.**

## **Eligible Expenditure – what we can fund:**

Eligible businesses within Mid Ulster District Council area, may apply for grant-aid to carry out the following revenue activities (please note the following list is not exhaustive):

* Developing / Improving online presence e.g. web development, consultancy support, design fees, social channels – e.g. Instagram, Facebook, Twitter, etc.
* Use of influencers/vloggers/bloggers
* Developing / Improving Click & Collect services
* Marketing Strategy Development
* Brand Development/ Re-branding
* Promotional Activity e.g. radio, TV, newspaper adverts, website advertising, Billboards
* Online advertising e.g. search engine optimisation, social media i.e. promoted posts e.g. Facebook, Instagram, Twitter etc., display and video on demand
* Visual Merchandising including store design and layout, window displays etc.
* Promotional Videos
* Photographer costs

**The grant aid will not include**:

* Retrospective items i.e. works or items which already are completed or underway
* Purchase of Capital equipment i.e. hardware, IT equipment etc.
* Grant aid toward sponsored posts can only be allocated one per businesses social media platform regardless of the number of business properties
* Statutory or Licensing fees
* Insurances
* Interest
* VAT (unless the applicant is not VAT registered)
* Salaries or Wages
* Rent, rates, utility bills

## **Procurement Guidelines**

No written quotations are required for items costing up to £999.99 however, the applicant is responsible for ensuring that the marketing activities sourced are value for money.

Please note that if you are purchasing items over £1,000 applications must be accompanied with the required competitive quotations/tenders from bona-fide reputable contractors/companies:

* 2 Written Quotations for elements costing between £1,000 up to £4,999.99 (please note if one quotation is over £5,000, four quotations will be required.)
* 4 Written Quotations for elements costing from £5,000 up to £9,999.99 capped at overall costs.

If a contractor is not employed to complete all works, the appropriate number of quotations/tenders must be submitted for **each element** of the scheme which costs between £1,000-£4,999.99. **Please cost each element of work separately in Section 3 of the Application Form and ATTACH the appropriate number of quotes for each element of work with your application. Quotes must be for comparable elements. (Failure to do so will result in your application being deemed incomplete).**

**Please ensure:**

* **If elements cost £1,000 or over, the appropriate number of comparable quotes are attached in line with the procurement guidelines for each element of work. In order for quotations to be comparable details of each item must be like for like, on each quotation.**

Online quotations are acceptable providing the supplier / seller name is clearly visible on each quotation. All quotations/tenders will be assessed to check the validity and the costings of each quotation/tender. Failure to provide adequate numbers of quotations/tenders will result in the application being deemed incomplete and subsequently rejected.

**PLEASE NOTE THAT A QUOTATION/TENDER WILL BE DEEMED INVALID IF THE APPLICANT IS DEEMED TO HAVE A CONFLICT OF INTEREST (A PERSONAL, PRIVATE OR FAMILY INTEREST) IN RESPECT OF THE COMPANY(S) QUOTING FOR WORK AND/OR DEEMED TO BE A ‘LINKED COMPANY’. COMPANIES ARE LINKED IF ONE OF THEM DIRECTLY OR INDIRECTLY CONTROLS OR HAS THE CAPACITY TO CONTROL THE AFFAIRS OF THE OTHER.**

## **Successful Applications – your ‘Letter of offer’**

If your application is successful, you will be issued with a ‘Letter of Offer’. This is a form of contract that states:

* The amount of grant awarded
* The terms and conditions associated with the grant

**IMPORTANT – THE SCHEME CANNOT COMMENCE UNTIL A SIGNED ‘LETTER OF OFFER’ IS RETURNED TO MID ULSTER DISTRICT COUNCIL**

**Please note all successful applicants issued Letters of Offer must have project completed and claimed by 28th January 2022.**

## **Payment of grant and financial considerations**

Payment of grant will only be made once Mid Ulster District Council is satisfied that all of the terms and conditions in the ‘Letter of Offer’ have been fulfilled.

Payment of grant will be made on receipt of a single claim. This claim will include the submission of a completed claim form, invoices and proof of payment. Proof of payment should be in the form of bank statements or online bank statements from a reputable financial institution (clearly showing the name of account and account number).

## **Insurance, Liability and Indemnity**

The applicant, agent and/or contractor is responsible for all risks in connection with public or employer liability associated any works under the scheme and will fully indemnify the Council. The applicant, agent and/or contractor shall maintain such insurance policies as are necessary to cover all possible liabilities to the Council arising under the Scheme.

## **Publication of Data**

If your application is successful and you are awarded funding, please note that Council may publicise details of all financial support awarded/paid out to beneficiaries. This will include the name of the beneficiary, their postal town, their post code and the total amount of financial support received by the beneficiary from Council. Details of all applications (successful and unsuccessful) will be published as part of Council reports, which are accessible to the public.

## **How do I apply?**

The link to the Mid Ulster Business Marketing Grants Scheme online application form is **HERE**. All applications forms need to be completed and submitted online, along with the required documents i.e. appropriate number of quotations if necessary. **Please ensure all relevant documentation is uploaded successfully prior to submitting your application.**

Demand is expected to be high for this grant scheme and funding will be allocated on a first come first served basis until all funding is committed, at which time the scheme will close to applications and a notification will be placed on Mid Ulster District Council website.

You will receive an email confirmation to state that your application has been submitted successfully.

**If you do not receive the email confirmation, your application has not been received by Mid Ulster District Council.**

Following completion of eligibility check on your application a Council Officer will be in touch to advise of the outcome and next steps.

## **Further Queries**

All queries regarding the scheme should be emailed to marketinggrant@midulstercouncil.org.

If you need any assistance on any aspect of the Mid Ulster Covid 19 Business Marketing Grants Scheme please contact Council’s Economic Development Department on **03000 132 132**.