

POINT Marketing Grant for New Businesses

Purpose

The grant is to help new business start ups generate custom to help give their new venture a kick start and help them survive and grow in the first 12 months.

Eligibility

The grant is open to people who are starting a new business/going into self employment or have been helped to start since 1 January 2007 by CREA.

Applicants should have met with a CREA business counsellor to discuss the options and agree the best financial package for starting the business; identified any gaps in skills and knowledge and undertaken any relevant training as agreed.

Grants are not normally available where the applicant was already self employed/in business.

Key Criteria

- Applicants must work full time in their new business venture (30 hours + per week)
- The income projection from the business should be equivalent to at least a full time salary (£12,000 + per annum)
- Applicants should have exhausted other forms of funds for marketing the new business (advice and assistance will be give to help clients take advantage of the full range of start up finance which may be available)

Grant levels

- 50% grants towards eligible marketing costs
- Normally £500 up to a maximum of £1,000 for businesses which are generating a higher level of income or employment

Making an application

To apply you should submit a hard copy of your business plan with a costed marketing plan showing the need for the grant to:

Cumbria Rural Enterprise Agency
Lake District Business Park
Mint Bridge Road
Kendal
LA9 6NH

Your business plan will be reviewed and if eligible for a grant you will be asked to complete a simple one page application form.

No expenditure on the marketing costs should be made prior to receiving an offer of grant.

Grant Payment

Payment will be made against evidence of payment of eligible costs (eg receipted invoices). All grants must be claimed by 31 May 2008.

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In association with



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