

## Vouchers for Business Strategy, Growth and Innovation

### What is a Business Strategy, Growth and Innovation Voucher?

This is a simple scheme designed to help creative and digital businesses get the support you need to move your business forward.

The 'voucher' means we'll pay up to £5,000 to subsidise the cost of employing an expert to provide advice or support to your company.

It starts with the question '*what do you need?*'

Perhaps you've a good idea of what your business needs already - and even who you need to help you. Or maybe you're not sure what you should do next and just need someone to help you build a clear picture.

Either way, we'd just like to help you get on with it.

The vouchers will subsidise up to 70% of the cost of hiring third party consultancy, which can deliver the specialist insights you need to progress or develop your business plan. The vouchers, funded by Creative England's iNets Programme, have a strong focus on innovation and growth, so we expect to support consultancy that leads to:

The development of:

- New business models
- The employment of new staff
- New products, applications and services
- Identification of new markets
- Better marketing and growth strategies

The exploration of new opportunities to:

- Re-purpose existing assets
- Exploit existing products and intellectual property across new digital channels

Creative England aims to secure a sustainable infrastructure of support for creative digital companies and to continue to drive innovation and generate jobs. Applications that have the potential to safeguard or create jobs will be assessed favourably. If successful we will require you to evidence that jobs that have been created or safeguarded. This will need to be in the form of a written employment contract for new jobs created or a written statement from you with respect to existing jobs that have been safeguarded.

### The Small Print

- The scheme will support creative companies based in Bristol, Bath, Dorset, Devon, Wiltshire, Somerset or Gloucestershire.
- You need to be a private company registered in England and operating in a creative digital sector e.g. web, video and interactive, digital marketing, media.
- You must apply by filling in an online application form outlining what you want to achieve with your voucher (details below).

- A voucher is worth from £1,000 to £5,000.
- Only one voucher/invoice per company.
- Vouchers must be used for the purpose stated in your application.
- You need to be able to match fund at least 30% of the consultancy costs. For example, where the consultant cost totals £5,000 your contribution will need to amount to at least £1,500 and the voucher programme will contribute a maximum of £3,500. You are welcome to top up the voucher and purchase as much additional help as you require.
- If your application is shortlisted for assessment by our Investment Committee, we will require you to complete and return a further due diligence assessment form.
- 50% of your voucher will be paid up front.
- The remaining 50% will be paid in one of two ways:

**Method 1:** As a reimbursement to each company on receipt by Creative England of evidence that the consultant has been paid the remainder of the consultancy costs and that they have provided you with a report (copied in to Creative England) detailing the completed work.

**Method 2:** Direct to the consultant on receipt by Creative England of evidence that the consultant has received your minimum 30% contribution, and on receipt of an invoice for the remaining 50% balance. The consultant must also provide you with a report (copied in to Creative England) detailing the completed work.

- Every consultant must write a brief report at the end of their work setting out the work they have delivered, and any further actions they have identified for the company to follow.
- To ensure value for money we require applicants to procure 3 quotations for delivering the work. If successful we will ask you to provide evidence of the 3 quotations along with a short procurement rationale.
- All vouchers must be redeemed by **June 15<sup>th</sup> 2015**.
- Applications open 20 January 2015, and will close once the limited pot of £65,000 has been exhausted.

**Interested? Click [here](#) to apply**

**Note:** As a condition of funding Creative England may need to request an update regarding the employment impact of the scheme in the future (i.e. by means of a questionnaire or telephone interview). You will be asked to confirm your consent to this within your application form.

**Note:** The programme is not open to businesses wishing to develop a game based product. Support for this sector can be found on the GamesLab website.

<http://www.creativeengland.co.uk/index.php/portfolio/games/>

Voucher Awards will be made solely at the discretion of Creative England, whose decision is final.

Creative England reserves the right to withdraw the Voucher for Business Strategy, Growth and Innovation Scheme without notice at any time.

If you have any questions please contact [tim.evans@creativeengland.co.uk](mailto:tim.evans@creativeengland.co.uk)