

## **Coast to Capital Backing Business Grants - guidance for unsuccessful applicants**

Our Backing Business Grants scheme has been overwhelmed by the positive response from businesses in our area and we are pleased to have helped many of our businesses adapt, evolve and innovate during the COVID-19 economic crisis.

The huge volume of applications has not allowed us to provide individual feedback to applications that were not successful. However, we would like to take the opportunity to share observations which have contributed to our decisions.

Applications were unsuccessful due to a number of factors including:

- not meeting our published criteria
- not being clear on how the grant would provide support for the survival of the successful small businesses and thrive post Covid-19 economic crisis, with their adaptation to the challenges of any prolonged economic lockdown
- not providing clear proposals to diversify in response to new trading conditions
- proposals were not strong in regards to innovation
- business plans were not sustainable, robust or proactive and were poor in regards to value for money

We strongly recommend that you contact our Growth Hub team who can provide advice (including one to one clinics on funding), signposting and specialist advice where relevant. The team can also signpost you to other initiatives that can support your business.

Please contact the Growth Hub team using the [COVID 19 Business Support Request Form](#) and a Growth Hub team member will be in contact with you.