

Kickstart Tourism and Restart and Recovery SME Grants Eligibility Criteria

To be eligible for this grant:

- You must be an SME (including third sector organisations, social enterprises and trading charities) based in the Coast to Capital area.
- Your business needs to have been negatively impacted by COVID-19
- Your business must have the ability to survive following the impact of COVID-19
- Your business staff headcount must be below 250 FTE. **Businesses with more than 250 employees will not be eligible.**
- Your business **must** have a balance sheet of below €43million.
- Your business **must** have a turnover of below €50million.
- If your business has received state aid in the last 3 years the total should not be in excess of €200,000. **Businesses exceeding this level of state aid funding will not be eligible.** [Click here for more information on state aid.](#)

Businesses operating in an excluded sector i.e. nuclear, tobacco, airport infrastructure (see ERDF regulation 1301/2013 Art 3(3), fishery and aquaculture sector, undertakings involved in the primary production of agricultural products, undertakings active in the sector of processing and marketing of agricultural products will not be eligible.

Expenditure eligibility:

The grant is available to help SMEs access one-to-one specialist advice to address their immediate needs. The grant must cover 100% of the cost of the service or product and cannot be used to part-fund expenditure.

Examples of eligible expenditure on professional services include:

- Review of the business strategy
- Strategic review of business models
- HR, financial and legal advice

- Coaching and mentoring in leadership and management development / Change management
- Innovation strategy to adapt and diversify products/services
- The introduction of new technology
- Developing or revising marketing/digital strategies to reach new markets
- Mitigating the impact of social distancing measures
- Rebuilding a viable business model
- Developing product offerings
- Legal and environmental health compliance
- Skills analysis and development plans
- Workforce management
- Employee engagement, welfare and wellbeing
- Please note these are examples only and not an exhaustive list.
- Grants may also be used to purchase minor equipment to adapt or adopt new technology in order to continue to deliver business activity or diversify. For example, a tourism business may need to purchase a second cash register to enable adequate social distancing in its gift shop.
- Other examples of potentially eligible expenditure on equipment (where a Covid-19 related impact can be demonstrated) could include:
 - IT hardware to support home working
 - Software to enable secure remote working
 - Online sales/purchasing platforms
 - Equipment for remote working including desks, chairs etc.
 - Cloud based storage

Please note: if successful following a formal grant application, grant funding will be paid upon production of an invoice for the service or item you have procured.

What you'll need to complete the gateway diagnostic tool:

You will need to have the following information to hand when completing the eligibility diagnostic:

- Business name
- Contact name
- Email address or contact information
- Trading address (incl. postcode)
- Number of employees based on Full Time Equivalents
- SIC Code/Nature of business

- Balance sheet total for last financial year in euros
- Turnover total for last financial year in euros
- Net profit for last financial year in euros
- The value of any state aid funding received within the previous 3 years (based on your business' financial year)

[You can use this tool to accurately convert your figures from pounds sterling to euros](#)

You will also be asked:

- To provide a brief overview of the activities of the business, your products and services.
- If your business is part of the Visitor Economy (for the Kickstart Tourism grant).
- The current issues/challenges that you face and what support you are seeking.
- Does your current business plan adapt and diversify in order to respond to the Covid-19 pandemic?
- If you have reviewed information on other business support provision available and that this is the only provision that meets your business needs? You can find useful information on support available by visiting the [Coast to Capital Growth Hub](#).
- Are you currently accessing or in the process of accessing other business or grant support? If yes, which organisation are you working with?