



Guide to Eligible and Ineligible Project Costs For the Stafford Borough Business Growth Grant

Eligible Project Costs

The Stafford Borough Business Growth Grant will be awarded to projects where applications are able to demonstrate eligibility, future growth/impact on the business such as increase in turnover/profitability, entering new markets, capability, sustainability and new investment.

Eligible expenditure must be linked and needs to demonstrate how it can grow the business.

Examples of Eligible Projects:

- Website design and digital projects
- Marketing materials, advertising and publicity, social media campaigns
- Specialist advice to help grow the business.
- Professional services support for implementation of new processes and systems within the business, which will allow them to gain certain accreditations, to be able to apply for tenders and win contracts such as Investors in People, ISO9001 and 14001 - Environmental Standards, CHAS (The Contractors Health and Safety Assessment Scheme)
- Capital equipment such as machinery
- Fitting out of new or existing premises such as heating, lighting, cabling, telephone systems, furnishings, IT equipment.
- Upskilling of employees for short courses only. Courses should be completed within 13 weeks of being awarded the grant.
- Funding towards decarbonisation including feasibility studies and consultancy.

Examples of Ineligible Project Costs

General Business Expenses:

- Travel Expenses/Subsistence
- Accommodation
- Car Parking
- Company vehicles
- Courier services
- Flights
- Food and drink
- Mileage
- Petrol, diesel or other fuel

- Refreshments
- Travel abroad
- Non-related professional fees
- Staff salaries including bonuses
- Costs associated with legal/statutory business compliance
- Forwarding of post for a change of address as part of relocation
- Ink/toner cartridges or printer ink
- Internal employee wages/time
- Monthly bills/annual charges (meaning telephone, internet, utilities, servicing of equipment)
- Newspapers/journals
- Postage of current promotion material
- Service/maintenance charges on office equipment
- Purchasing of property or stock items
- Subscriptions to magazines etc.

Property Expenses:

- Conversion of a building into residential accommodation for rental purposes (including short term lets)
- Planning permission/building regulation fees
- Rent and rates for current or new premises
- Rent deposit on new premises
- Service charges

Professional Fees:

- Accountancy fees
- Coaching and mentoring
- Consultant fees relating to completing the application
- Recruitment

Please note: This list is not exhaustive and may be subject to amendments