

*Develop and create new job*



## Guidelines

# Enterprise Growth in Glasgow (EGG) - Ecommerce Solutions Grant

*This information is also available at [www.glasgow.gov.uk/business](http://www.glasgow.gov.uk/business)*

### Operational Guidelines

These guidelines are drawn up to help you establish eligibility of your company for the grant. If you are not sure whether your company qualifies please phone or email the contact noted below.

#### 1.0 What is the EGG Ecommerce Grant?

- 1.1 The grant designed to help companies in Glasgow install ecommerce to encourage the development of businesses in Glasgow. It is targeted at those companies with growth potential and who want to retain, develop and create new jobs by developing an e-commerce service provision. The grant is targeted at small and medium sized enterprises (SME's). The grant can be used to enhance, update an existing Ecommerce activity or to install new approaches to trading
- 1.2 Applications are encouraged from existing and new companies who want to make the best use of internet technology to improve competitiveness

#### 2.0 Eligibility

- 2.1 Companies referred from Business Gateway, Glasgow City Council or its partner organisations
- 2.2 Operate from business premises within Glasgow City Council's boundary.
- 2.3 Can demonstrate that they are trading, or have the ability to trade, nationally and or internationally
- 2.4 Employ less than 250 people worldwide.
- 2.5 We are particularly interested in assessing applications from companies with employees who are paying the Glasgow Living Wage
- 2.6 In all cases a company's ability to pay for the Ecommerce activity themselves will be taken into consideration before approval is given.

#### 3.0 Not Eligible

- 3.1 Retail companies and companies trading locally i.e. within the City, are not eligible for support
- 3.2 Businesses trading from home
- 3.3 Applications will not be considered where costs have already been incurred, as grant cannot be awarded retrospectively.

#### **4.0 What types of activity are eligible?**

The Enterprise Growth in Glasgow Grant can be used for any of the following:

- Logo Design, domain names, business hosting or bespoke website design
- Ecommerce, Content management Systems (CMS), Search Engine Optimisation (SEO)
- Website support and search engine promotional services
- Specialist e-commerce consultancy support
- Appropriate forms of digital marketing for business
- Digital marketing for e-commerce campaigns (including mix of approaches; paid Search marketing, Conversion Optimisation, Product Feeds, email Broadcast Management, Social Media and Online PR)

All applications will be considered on condition that it will make a demonstrable difference to the competitiveness of a company

#### **5.0 What is the level of Grant?**

- 5.1 A grant of up to 80%, up to the value of £1,000 may be awarded towards the costs of establishing an Ecommerce presence in a business. To enhance, update an existing provision or install new approaches to trading using ecommerce strategies
- 5.2 Rates for hiring external expertise must be broadly comparable to other similar applications received by the Council. Restrictions will be imposed where consultants' fees are considered excessive and competitive quotes may be requested.
- 5.3 Details and full costs of the project, including any other financial assistance, must be provided on application.

#### **6.0 How do I apply?**

Contact Business Gateway (see below for details) and complete the Enterprise Growth in Glasgow Grant – Ecommerce Solutions application form and submit it with the following enclosures:-

- 6.1 Copy of your Business Plan
- 6.2 An up to date copy of your most recent audited accounts.
- 6.3 Proof of turnover (see Company Eligibility see 2.2) where applicable.
- 6.4 An ecommerce plan, detailing the content of all activities to be undertaken, explaining what will be done and providing specific measurable outcomes.
- 6.5 If approval is given the company will be informed by letter containing the conditions of the award.

#### **7.0 Approval**

- 7.1 All applications will be considered by a panel of Business Advisers, which will meet every two weeks
- 7.2 If an application is unsuccessful the company will be notified in writing
- 7.3 Once the grant is approved the applicant company must confirm acceptance of the terms and conditions of the grant.
- 7.4 Changes to the agreed Ecommerce activity must be approved in writing by the Business Gateway Business Adviser prior to the changes taking place.

## **8.0 Claiming the Grant**

Details on claiming the grant will be issued to the successful applicant companies, however the following must be noted:-

- 8.1 All fees due to the Ecommerce consultant must be paid in full by the company and agreed activities completed satisfactorily before the grant can be claimed.
- 8.2 Proof of payment to the Ecommerce consultant i.e. the original invoice and copy bank statement showing the appropriate transaction must be submitted.
- 8.3 All companies will be monitored by a Business Adviser to measure agreed outcomes
- 8.4 Grant will only be paid if previously agreed outcomes are achieved.

### **Please Note**

These guidelines are published so that all interested parties will fully understand the requirements of the programme. Payment of grant will be withheld if any guideline is not complied with, (unless written approval is obtained) or if any information is provided which is misleading or incorrect.

### **Enquiries or completed application forms and enclosures to**

**Patrick Cairney  
Business Adviser  
Business Gateway  
2<sup>nd</sup> Floor, Mercantile Chambers  
53 Bothwell Street  
Glasgow G2 6TS  
T: 0141 222 9536  
E: [patrick.cairney@go.uk.com](mailto:patrick.cairney@go.uk.com)**

**Application forms are available at  
[www.glasgow.gov.uk/business](http://www.glasgow.gov.uk/business)**