**Application Form: Marketing & Digital Communications**



Please ensure that all fields are completed to enable the **Here2Help Business Programme Team** to process your application form as quickly as possible.

**Please note**: All businesses applying for the bespoke consultancy support are required to have a one hour overview session with our Marketing consultants Edale UK Management Ltd prior to being accepted on the programme. **Booking**: A business may book a session at a time and date convenient to themselves by visiting the shared calendar available at **[Edale website (opens in a new window)](https://edale.co/here2help-bookings/" \t "_blank)**

The completed application form will need to be returned to [sustain&grow@worcestershire.gov.uk](mailto:sustain&grow@worcestershire.gov.uk) prior to the booked 1-hour advice session – please confirm the date of the booked session below.

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| Advice Session time & Date |  |

If you require further guidance, clarification, or assistance completing this form please contact the team on

[**Sustain&Grow@worcestershire.gov.uk**](mailto:Sustain&Grow@worcestershire.gov.uk)

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| **Section 1: Business Basics** | | | | | | **Section 2: Contact Details** | | | | | |
| **Business Name** | | | |  | | **Named Contact at Business** *(Full Name)* | |  | | | |
| **Business Address** | | | |  | | **Position in Business** | |  | | | |
| **Telephone** | |  | | | |
| **Postcode** | | | |  | | **Mobile** | |  | | | |
| **Website** | | | |  | | **Email** | |  | | | |
| **Section 3: Business Details** | | | | | | | | | | | |
| **Company Registration Number** | | | | |  | **VAT Number** | |  | | | |
| **Business Sector** | | | | |  | **Date Business Started** | |  | | | |
|  | **Briefly Describe What Your Business Does** | | | |  | | | | | | |
| **Does your business trade ≥70% B2B (business to business)?** | | | | | | | YES | NO | | % | |
| **How many FTE (Full Time Equivalent) employees are there in the business (FT = 36 hours per week)** | | | | | |  | | | | | |
| **Legal Structure** *(select one)*Sole Trader  Private Limited (LTD)  Public Limited (PLC)  Social Enterprise | | | | | | | | | | | |
| **Section 4: SME Status**  *In order to receive support from the European Union you must meet certain requirements* | | | | | | | | | | | |
| 4.1 | | **Has the business got more than 250 employees? (full-time equivalent)** | | | | | | | YES | | NO |
| 4.2 | | **Is the business’ annual turnover more than €50million** | | | | | | | YES | | NO |
| 4.3 | | **Please provide your most recent annual turnover figure (£)** | | | | | | | £ | | |
| 4.4 | | **Does the business' current balance sheet exceed €43million** | | | | | | | YES | | NO |
| 4.5 | | **Does a separate enterprise own ≥25% of the capital or voting rights?** | | | | | | | YES | | NO |
| If YES | | 4.5a | **If yes, is this enterprise an SME?** | | | | | | YES | | NO |
| If YES | | 4.5b | **If yes, please provide the name of this enterprise** | | | | | | Click here to enter text. | | |
| 4.6 **If your business is a branch of, or affiliated to, any other company please provide details** *(including business name and headquarters address)*: | | | | | | | | | | | |

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| **Section 5: Application Details** |
| **To help us understand your business, please provide us with a short overview of your business and you’re journey to date** (for impact of Covid-19 see below) |

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| **How has the Covid-19 situation impacted your business?** | |
| **What would you like to achieve from the bespoke consultancy support on offer?** | |
| **Application Checklist**  *Please complete this checklist to ensure you have included all additional documents to support your application* | |
|  | Completed the De Minimis table and the State Aid declaration (Section 7) and signed with electronic signature |
|  | Read and understood the Privacy Notice (Section 8) ticked the appropriate marketing consent. |
|  | Signed, with electronic signature, the completed application |

Once you have completed the checklist, please **email** your application to sustain&grow@worcestershire.gov.uk

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| **Section 6: De Minimis State Aid Declaration**  *European Funding is subject to State Aid rules, you must complete the following section to comply* | | | | |
| You are being offered assistance under De Minimis State aid regulation. Under World Trade Organisation agreements and European regulations, any assistance from the public sector towards trading operations must be strictly controlled and fall within agreed limits. **De Minimis** aid is assistance from a public source for a trading activity which is below the threshold of aid requiring prior notification and approval from the Commission.  These levels have been revised since 1st of January 2007. This now allows a company to receive up to €200,000 of **De Minimis** aid over a three-year period for most sectors. However the following levels apply to specific sectors: transport €100,000, fisheries €30,000, and agriculture (other than marketing of processed products) €7,000.  Fisheries and agriculture are subject to special procedures and require the permission of Defra. Please note that limits are given in Euros; therefore when measuring the level of aid given, the official Commission € EUR/£ GBP exchange rate at the time that the assistance is granted must be used to determine the amount of aid received.  To confirm that you are able to receive this assistance you must declare the full amount of aid, from any public source and in any format that you have already received during the last three financial years. You must declare whether or not it was **De Minimis** aid. All aid received whether **De Minimis** aid or exempted aid, must now be declared. Please note that this is a change from the requirements of previous regulations. Please be explicit in your explanation of what the aid you received has been used for.  The following is not a comprehensive list of the possible forms of aid. However, it should give an indication of the most common forms of aid that you may have received over the past three years. Potentially any assistance from a public body might be an aid. Should you have any doubts on this matter, please contact the body from which the assistance was received:   * Grants from public bodies * Loans from public bodies at favourable rates * Loan guarantees from public bodies * Differential tax benefits * Grants from an investment trust (including charities) which may themselves have received the funds from a public body * Investment from a part publicly funded venture capital fund * Publicly administered funds, even if the funds were originally not public- such as the national lottery * Landfill tax * Waiving or deferral of fees or interest normally due to a public body; such as the waiving or deferral of rent, or waiver of interest normally due on late payment of taxation or other costs to a public body * Monopoly licences or guarantees of market share * Advertising via a public channel such as a tourist board or state-owned television * Consultancy advice provided either free or at a reduced rate * Training provided either free or at a reduced rate * Aid for investment in environmental projects * Provision of a free or reduced rate feasibility study for research and development or other assistance with research and development * Purchase of public land or property at a less than market rate * Benefiting from the provision of infrastructure where your organisation was pre-identified as a beneficiary   Any De Minimis aid awarded to you under this project must be declared if you apply, or have applied, for any other public funding. Therefore, if successful, the offer letter must be retained and shown to any other public body to whom you apply for funding for the three years following the offer.  **The use of public funding is subject to checks and audits. False declarations will lead to the recovering of the value of the assistance offered plus interest.** | | | | |
| **I declare that the amount of State aid received by the applicant company/organisation over the last three years is:**  **NB: please include details of any pending applications** | | | | |
| **Value of Aid (€ EUR)** | | **Date Aid**  **was awarded** | **Name of organisation and scheme administering Aid** | **What activity/item was the Aid awarded for?** |
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| **Signed:** | *This must be an officer of the company with the authority to bind the organisation in legal agreements.* | | | |
| **Name:** |  | | | |
| **Position:** |  | | | |
| **Company or Organisation** | *Full legal name.* | | | |
| **Date:** |  | | | |

Please continue to Section 7: Privacy Notice

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| **Section 7: Privacy Notice**  *GDPR you must complete the following section to comply* |
| For information on how your information is used, how Worcestershire County Council maintain the security of your information, and your rights to access information held on you, please view the Privacy Notice for the Growth & Investment and Sustainability Team on WCC's Privacy webpage: <http://www.worcestershire.gov.uk/privacy> or contact [dataprotection@worcestershire.gov.uk](mailto:dataprotection@worcestershire.gov.uk)  **Marketing: We will automatically keep you up to date with information about your grant or business assist, but in order to process your application, we require a response to confirm whether you wish to opt-in or opt-out to receive marketing updates and how you wish to be contacted:**  □ Yes, I consent to receive occasional newsletters and updates regarding services and products that I might be interested in, such as grants, funding, business support and events, from the Growth & Investment and Sustainability Teams and the contractors working on their behalf.  **I consent to being contacted via the following methods:**  □ Post □ Email □ Telephone  □ No, I do not consent to receive occasional newsletters and updates regarding services and products that I might be interested in, such as grants, funding, business support and events, from the Growth & Investment and Sustainability Teams and the contractors working on their behalf.  If you have consented to receive marketing, you may opt out at a later date. If you no longer wish to be contacted for marketing purposes, please contact: [businesssupportmarket@worcestershire.gov.uk](mailto:businesssupportmarket@worcestershire.gov.uk) |

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| **Signed:** |  |
| **Name:** |  |
| **Position:** |  |
| **Date:** |  |