

Perth & Kinross Council
Beyond Scotland Market Development Grant
Eligibility Criteria and Terms & Conditions 2024/25

Perth & Kinross Council's **Beyond Scotland Market Development Grant** provides specific support to businesses which will enable them to expand their market overseas and / or into other parts of the UK (excluding Scotland).

Business eligibility:

Businesses must be located in the Perth & Kinross Council area, and are required to have:

- Business premises in Perth & Kinross.
- A maximum of 250 employees (this includes sole traders, constituted community groups, social/community enterprises, and co-operatives).
- An annual turnover of less than €50million, or a balance sheet of less than €43million.
- A business bank account.

Applications must include:

- A completed Application Form.
- A copy of the company's Business Plan or Marketing Plan that incorporates the growth project / activity covered by the application.

Level of Grant:

Grants of up to £3,000 covering up to 50% of eligible costs are available. This is an extremely competitive fund and a finite resource; therefore, applications are assessed on the potential impacts of the proposed activities.

Payment:

The grant is paid retrospectively upon receipt of:

- Copies of paid invoices or receipts.
- Copies of bank statements showing the payment transactions.
- A claim invoice to Perth & Kinross Council for the agreed grant amount.

VAT should not be added to the covering invoice submitted by your company to claim the grant from Perth & Kinross Council, nor should the VAT charged to you by other providers form part of the costs you claim.

Eligible costs:

This is a flexible grant and eligible costs can include (but are not limited to) the following activities, which MUST be aimed at markets overseas or in the wider UK (excluding Scotland):

- Transport and accommodation (where these are directly related to a specific business event or initiative).
- Exhibition and trade show attendance and stand costs (where these are overseas or in the wider UK, excluding Scotland).
- Marketing activities and brand development.
- New product development.
- Consultancy services.

Ineligible costs:

- Costs incurred prior to the Grant Offer Letter being issued.
- The purchase of capital equipment (unless clearly linked to export capacity needs).
- Property acquisition (unless the costs are directly related to a presence in a new overseas market e.g., an overseas representative/sales office).
- Software licences.
- Internal payments or salaries (unless directly project-related).
- Web design and development costs (unless an investment is related to a dedicated international e-commerce platform, presence or capacity. In this case a reduced level of grant may be available).

Ineligible sectors and services:

The following are not eligible for this grant:

- Betting shops.
- Off-licence shops.
- Online services - including teaching and training services e.g. fitness or wellbeing classes, or similar digital platforms.

Other Conditions:

1. Reimbursable project costs cannot be incurred prior to grant approval being given. Costs incurred prior to grant approval are ineligible for reimbursement.
2. Perth & Kinross Council reserves the right to request a meeting with the applicant prior to reaching a decision. Dialogue with a member of the Business Growth Team is encouraged prior to application.
3. The project must be completed, and grant claim invoices received by Perth & Kinross Council within 6 months of the date of the Grant Offer Letter.
4. The grant may be fully repayable if a business ceases trading or moves outside the Perth & Kinross Council area within 3 years of receiving the grant.
5. Perth & Kinross Council will only pay the grant based on the submitted claim invoice which is supported by appropriate and accurate evidence in the form of paid invoices or receipts and bank statements.
6. Only one grant is available per business per financial year, and subsequent applications must be for different projects. Perth & Kinross Council will not award the fund to the same project twice.
7. Following payment of the grant, the recipient will be required to complete a brief survey to enable Perth & Kinross Council to measure the impact of the grant and outcomes achieved. Perth & Kinross Council reserves the right to request information from a further follow-up survey 6 months after the payment is made.
8. Following payment of the grant the recipient should be prepared, when requested, to provide Perth & Kinross Council with a report on the outcomes achieved by the project.
9. The recipient should be prepared, if required, to participate in publicity initiatives arranged by Perth & Kinross Council to promote this grant.
10. Perth & Kinross Council reserves the right to reject the claim or withdraw grant funding if it becomes apparent that any of the grant award criteria are not being met, or where the Grantee has outstanding debt due to Perth & Kinross Council.
11. The decision whether to award a grant rests with the Business Growth team whose decision is final. There is no appeal process for this grant.
12. Perth & Kinross Council reserves the right to amend this information at any time.