



How to write a successful Growth Fund application

We really want to help businesses grow in our area. We want South Cambridgeshire to be a successful place for businesses to develop, for people to find exciting jobs, for the future.

That's why we have introduced the South Cambridgeshire Growth Fund, to help businesses like yours get bigger and better. We want to make sure we're helping the right businesses, but we need your help. We need applications to be clear, concise and comprehensive. Here are some pointers to follow to improve your chances of being successful:

- Answer all the questions. Make sure you cover all the bullet points in our application criteria. We have asked for this information so we can help businesses grow and thrive
- Be clear why you want the grant and what you will use the money for. Make sure this fits the criteria for growing your business and contributing to the South Cambridgeshire economy – for example additional jobs, training opportunities, premises
- Sell your business to us. You should be proud of what you have achieved and ambitious for its success. What does your future look like?
- Use figures if you can. What was your turnover, what do you realistically expect it to be? What will your workforce look like tomorrow in comparison to today? How many more items will you produce?
- Be honest. We have limited funding that we want to use to help businesses grow. This is not intended to supplement income or cover existing debt
- Don't waffle. Use clear, everyday language and only use acronyms and jargon where there is no alternative
- Make sure you submit everything we have asked for. If you can't, explain why
- Double check before you hit submit. Have you done all the above?

Good luck from the Business Support Team