



Create Growth Programme

Expression of Interest Support



Department
for Culture,
Media & Sport



Innovate
UK



Creative UK

**Cornwall
& Devon**



Create Growth Programme



This document is designed to support you with your Expression of Interest application for the Devon or Cornwall Create Growth Programme.

Completing an Expression of Interest:

If you have a question or technical issue about submitting the online form, please contact:
lucy.ward@wearecreative.uk

If you need more guidance on your application please contact:

Cornwall – charlie.gray@wearecreative.uk

Devon – sam.spake@wearecreative.uk

Our friendly team are here to help, so please reach out if you need support.

We are also hosting in-person and online drop in sessions to give guidance and advice.

Find out more [here](#).

Below you will find guidance notes on each point of the Expression of Interest application form.



Create Growth Programme



Section 1: Lead Applicant

Anyone from your business can be the lead applicant. We would prefer it if the founder, CEO or strategic member of staff completes this.

Section 2: Company Information

Company registration information:

This is the address that you have used when registering the business. It will be the address that appears on Companies House. It may be the address of your accountant. This CAN be outside of Devon or Cornwall IF your trading address is in Devon or Cornwall.

Trading Address:

This is the local address you have for an office, shop, studio etc that enables you to run your business in Devon or Cornwall. If this is the same as your company registration, you do not need to fill in a trading address. This cannot be your accountant's address.

NOTE! If your company registration address and trading address are both outside of Devon and Cornwall you are not eligible for the programme.



SIC Code:

SIC stands for **standard industrial classification**. The government uses these 5 digit codes to identify what your business does and how to group you.

You will have selected a SIC code or a number of SIC codes when you registered your business.

A list of SIC codes can be found online here:
[Standard industrial classification of economic activities \(SIC\) – GOV.UK](#)

Please pick the most relevant SIC code you have registered with – you can only input 5 digits.

Sector:

You can pick more than one sector that your business works in.

Section 3 Turnover & Gross Profit

Turnover:

- This means the amount of money that has passed through your business account. This includes all grants, sales and investment.
- You can put 0 if you had no turnover last year.



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- **There is no minimum or maximum amount that will affect your eligibility.**
- **We would prefer you to use April – March financial year.**
- **When estimating your turnover for this year, base this on a realistic figure, based on current sales, projected scale up or down, and any applications or pitching you will be doing this year. Try to round up to the nearest £100**
- **Similarly, when estimating your turnover for the following year, base this on a realistic figure. Round up to the nearest £1000.**

Gross Profit:

This is the amount of money you have left over each year AFTER expenses, staff spends, central costs etc. When estimating profit for this year consider the size of your team and the amount of money that you may spend to grow the business e.g. more stock, more staff, space hire, training. We don't need you to estimate gross profit for next year.



Section 4: About Your Business

Tell us about your business and customers: 50 words

- How big is your company?
- How long has the business been running?
- What is your service or product?
- Who uses it or buys it?
- Describe your customers by who they are.
- Where are they – local, national, global?

Tell us about your growth ambition: 50 words

- What does success look like for your business?
- How do you want to grow?

Perhaps you are focusing on one or many of the following:

- Staff size
- Services or products
- new markets
- Franchise
- Turnover and profit
- Business restructure & Governance with a board or new non exec
- Exit plan
- Innovative research
- Prestige and organic growth
- National or global visibility
- Selling the business or IP



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Tell us about how you will use investment to grow your business? 50 words

- You can talk about any type of money (investment) and how it will help you to grow your team, resources, products etc.
- Grants (money you don't pay back)
- Loans (borrowed money)
- Equity (selling a share of your business for money).

Good luck! We are looking forward to receiving your application soon.

Deadlines for full applications:

- Devon: Monday 26th May. 5pm
- Cornwall Wednesday 28th May. 5pm