



Create Growth Programme

Expression of Interest Support



Department
for Culture,
Media & Sport

 **WEST OF
ENGLAND**
Combined Authority



Creative UK
**Cornwall
& Devon**



Create Growth Programme

This resource has been put together by the local programme team, providing you with guidance on how to answer the questions. If you need more information or support please contact:

Devon: sam.spake@wearecreative.uk

Cornwall: Charlie.gray@wearecreative.uk

Completing your application form:

Section 1 Company Details:

1. Company Registration date – The date you registered your business on companies house

2. Legal Status – Are you Ltd Company, Charity or CIC?

3. Staff– Please provide us with the number of employees you have working at your business CURRENTLY.

- **Full time** means contracted PAYE staff.
- **Part time** can be anything under 5 days a week.
- **Freelancers** include staff on zero hours contracts and brought in temporarily for a project. For freelancers consider the number working on your current or most recent project.

4. VAT registration. You may have registered for VAT by HMRC. This is only required if your business reaches the turnover (all income) threshold for that year. For example 2025 is £90k. 2019– 2024 is £85k.



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Section 2 About your Company:

1. **Describe your company:** Why and how did you start your company? What size and customer base did it have at the beginning? Can you identify some key milestones in your growth to date? Perhaps think about new products/ services, increase in team, increase in sales. Did you hit any obstacles or did you change your direction at any point?
2. **Customers:** Identify the groups of customers or the clients you regularly serve. What are their demographics? Are they local, national or global?
3. **Competition:** Are there other businesses you are aware of that provide a similar product/ service to a similar customer? You can identify local or global competitors. How has your business plan responded to your knowledge of competitors. Do you have a unique selling point?
4. **Revenue and sales cycle:** Are there a number of weeks/ months or seasonality to your sales cycles? How do your clients dictate this? Does your revenue alter throughout the year due to sales cycles or different products being released? If it stays as an even flow, how do you achieve this? Do you have permanent clients or long contracts?



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5. **Team:** Management team means people that make decisions on the business. Do you have a co – founder? An advisor? A chair of the board? A company manager or executive? What are your management teams skills and specialisms? Who are your trustees? What diversity of experience, skills and perspectives do they bring?

Section 3 Growth and Investment

Investment could mean:

- **Equity** (money for a share in your company)
- Loan or debt finance (money you borrow and pay back)
- **Sponsorship** (money from a company that gains visibility by being connected to your business)
- **Large Grants** (money you don't need to pay back, that gives you a long business development run way like National Portfolio status, or similar)
- **R&D Grants** (money you don't have to pay back, that helps you to develop a new innovation that will grow your business– without risking your company profits)
- **Philanthropy** (finding a long term champion that are aligned with your business and want to give to your cause. This could be friends and family, crowdfunded funds, an individual, family office or trust)



Why investment? How would any of the investment options below help your business grow? You can talk about short term plans or longer term growth planning into 2–5yrs.

How? What would you spend the money on? How will you go about acquiring it? Pitching? Networking? Targeted relationship building? Crowd sourcing platforms? Arts Council England? Bank loan or investment group applications?

Forecasting/ Why Now? Do you have any current market research, business strategy plans or knowledge about your sector that tells you investment is going to be helpful to your business?

Challenges? What challenges are you facing as a founder, team, or company when trying to raise investment. Time? Confidence? Knowledge? Low profits? No sales evidence?



Section 4: Diversity Monitoring

You will need to talk to your senior management team in order to complete this section. Please don't guess. Only use data you have already or your staff's current answer to the questions on how they identify and their life experiences. This data helps us to understand the diversity of your management team's experiences and perspectives.

These questions and your answers are not a judgement on you or your team. It is a way we can check that we are reaching a diverse set of founders across the region or if we need to search harder in our recruitment process. On completion of the application form, you will receive a notification. We will be sending out invitations to some people for an interview if we feel we need to understand more.

You will find out if you have been successful w/c 2nd June 2025.

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