

NCC - GROWTH THROUGH INNOVATION GRANT (GTI)

- Do you want help towards the costs of designing, building, and testing prototypes of new or better products?
- Do you need to invest in external specialist knowledge to improve your business' products, services or processes?
- Do you need to invest in R&D testing equipment?
- Do you need to adopt novel or innovative digital technologies to become more efficient and productive?
- Do you need to patent your ideas or inventions?

FREQUENTLY ASKED QUESTIONS

The NCC GTI Scheme is to part-fund projects to help businesses invest in innovative projects to develop better products, processes and services that will help them become more productive and grow.

The grant can fund up to 45% of supported project costs.

The minimum grant is £2,500 and the maximum is £25,000. The minimum project size is therefore £5,555.

Following investment, we would expect to see at least one of the following outcomes:

- improved productivity
- enhancement of existing products or services
- the introduction of new products and services, both to firm and the market
- the adoption of technologies which are new to the firm
- accessing new markets
- increasing export capability
- creation of new jobs

Examples of suitable projects

- Paying an external specialist to undertake a feasibility study to analyse the potential of a proposed research and development project.
- Does the business want to become more competitive by improving existing, or creating new products or services? This may include designing and testing prototype products. The grant can part-fund external specialist consultancy and other innovation resources to help you take your ideas to market.
- The components and materials required to design, build and test a prototype
- Does the business want to invest in the latest software and technology to help make their internal processes significantly more productive and efficient.



- The business may want to invest in equipment that will significantly improve their production or delivery methods through the use of novel or innovative digital technologies and solutions
- The business may need support in protecting their ideas and unique products and the grant can part-fund intellectual property costs such as patents.

Location of support

You must be classed as a small or medium enterprise (SME) and located within the boundaries of Norfolk County Council.

The following costs are not supported through this scheme:

- Vehicles of any description
- Premises costs, and that includes purchase as well as modifications
- Websites and digital support
- To meet statutory obligations
- Solar panels, insulation of premises, EV chargers, LED lighting or other energy efficiency initiatives
- Those that benefit an individual such as enhancement of personal premises.
- Routine costs such as marketing, advertising, wages, stock purchases, insurances etc
- VAT, unless it is not recoverable.
- Any costs incurred before a grant offer is made;
- Items that are not directly needed to deliver the proposed work;
- The routine replacement of items and consumables. This would include upgrade of IT hardware.
- Project costs funded through other grant schemes.
- Travel, accommodation, and subsistence costs
- Where the beneficiary will not retain the supported assets or premises for more than three years from date of payment of the grant.

The GTI can support most sectors, but the following are ineligible for support:

- Banking and insurance
- Agriculture, aquaculture, horticulture, forestry, fisheries and the primary production, processing, and marketing of their products
- Schools, nurseries, and childcare facilities.
- Publicly funded bodies and statutory services, healthcare, and care homes.
- Religious or political organisations
- Energy generation and distribution
- Coal, steel, and shipbuilding

Accommodation sector

Please note that any support for the accommodation sector would require the business to secure a new product or service that will attract new customers to the area and is not available locally. The support should also realise an increase in its star rating.

Holiday homes are not eligible for support.



The following types of accommodation projects are not eligible for support.

- Decoration, repairs, and routine refurbishment
- Extension of services, such as additional rooms or modification of existing rooms
- Adaptations to meet statutory requirements.
- Any projects that do not introduce a new service and will not increase the star rating are not suitable for panel consideration.

How do I apply for funding?

Businesses wishing to apply for support should first contact the NCC Growth Hub on

[Contact Us - New Anglia Growth Hub](#)

Our expert Business Growth Advisers will work with you to develop your application.

Please note, the services of the Growth Hub are free and impartial.

Things you should know

- There are limited funds available, and they are awarded on a first come first served basis
- You are expected to be an established SME and be able to provide accounts covering at least two years. We may be able to support some pre revenue businesses if grant support will realise the commercialisation of new products and services.
- We are unable to support ailing or insolvent businesses with a negative balance sheet and financial checks are undertaken.
- This discretionary grant is awarded by an independent panel and it may take up to 28 days for you to be notified of a decision
- All planning permissions or other dependencies must be evidenced as in place at time of application
- If you are successful, you must not spend any money, order any items or commence any project activity until you have formally accepted the grant offer.
- To support your application, you will be required to provide routine business documents such as quotes, business accounts and bank statements.
- All projects will need to demonstrate value for money and there will be a requirement to provide at least three quotes for each category of expenditure over £2,500, and one quote per item for projects below £2,500.
- You will receive advice and support as required during the application process.





GROWTH THROUGH
INNOVATION FUND



Norfolk County Council