

Export Support Grants – Application Guidance

This 'Get Exporting' grant application guidance provides an overview of the fund and its purpose, as well as providing specific guidance on questions in the application form.

Applicants should provide all information within the form or within one of the requested attachments. Additional information, including web links, will not be read. Please ensure you answer all questions and complete all declarations.

We will not accept incomplete applications or applications that do not reach us before the application deadline.

Please note that you can save the application form if needed and come back to it later. You do not need to set up an account with JotForm. Simply click the Save button at the bottom of the page. When the dialogue box pop up, select 'Skip create an account'. You will then be given the option to have the link of your draft form sent to your email address.

Applicants are strongly encouraged to engage with their local Department for Business and Trade (DBT) international trade advisor or their local North Yorkshire Council/City of York Council business advisors before making an application.

Contents

Export Support Grants – Application Guidance.....	1
Overview.....	1
Applicant Eligibility	2
Project Eligibility	2
Assessment Process	3
Timescales	3
Form Guidance	3
Section 1: Applicant Information	3
Section 2: Project Information	4

Overview

The Get Exporting grant programme is a £635K grant scheme that forms part of the Mayoral Business Innovation Fund. The programme's primary objectives are:

- Increasing the number of YNY-based businesses involved in export activities
- Increasing the amount/range of exporting carried out by existing YNY-based exporters.

Revenue grants of between £3,000-£10,000 are available. Businesses are required to fund 25% of the total project cost themselves (this is called match funding).

It is anticipated that there will be multiple funding rounds between now and March 2027. However, we reserve the right to close the programme early should the initial phases absorb all the funds.

Applicant Eligibility

The scheme will only be available to businesses with a trading address in York or North Yorkshire. Businesses will need to have been customer trading for a minimum of 12 months.

Businesses must have a demonstrable existing interest in exporting. For those businesses not already exporting, examples of how this interest might be evidenced include participation in the DBT Export Academy course, meaningful previous engagement with DBT representatives, or completion of initial export research (relevant to the business/sector). These examples are not exhaustive.

Applicants who have benefitted from an export grant within the last 18 months are eligible to apply. However their applications must evidence the impact of previous funding and explain how the new project will build on previous activity.

Project Eligibility

Project timelines

There is no set duration for projects; both short-term and medium-term projects are eligible. However all projects must be complete by March 2027.

Eligible activity

Revenue projects designed to help a business start exporting or diversify/increase its current export activity. Examples of eligible projects include:

- Attending trade events and/or purchase of trade stand equipment
- Adapting websites and/or marketing materials for audiences abroad
- Fees for export-related consultancy or legal advice
- Buying or carrying out market research

The above list is not exhaustive.

Ineligible activity

- Capital expenditure
- Routine revenue costs

- Food/subsistence costs (on trips)
- Salary/employment costs
- Production/operational costs including product development
- Costs relating to the transport or logistics of exporting goods, eg insurance, warehousing
- Activities that support general business processes rather than development of international markets
- Recoverable VAT
- Projects/purchases that have already taken place
- Projects that won't be completed before the end of March 2027

Assessment Process

We will carry out an initial screening of all applications to ensure they meet the applicant and project eligibility criteria given in this guidance. Applications passing this check will then be passed to an appraisal team who will use Green Book methodology to review the application. This will include an assessment of:

- Project deliverability – the ability of applicants to deliver in full within the timeframe specified
- Impact – the degree to which all outputs and outcomes are likely to be achieved
- Value for money – the delivery of outputs and outcomes at reasonable cost
- Experience – demonstrable experience of delivering similar programmes/projects, where appropriate to the programme.

Applications and appraisers' assessments will be presented to an independent decision panel of internal and external experts.

Timescales

Milestone	Date
Application window opens	6 May 2025
Application window closes	5pm on 30 June 2025
Applicants notified of decision	End of July/Early August

Form Guidance

This section provides specific guidance on questions in the application form. Guidance has not been included for questions that have been deemed to be self-explanatory.

Section 1: Applicant Information

Trading Start Date
The date the business started trading with its customers.

Section 2: Project Information

What countries do you currently export to?

If you have not yet started exporting, it's fine to put 'none' here.

What identified export opportunity/issue does this project relate to?

What is the exporting issue or opportunity that your project is trying to address/respond to.

How/why has this opportunity or issue been identified?

Here we are looking for evidence (data/reports/research) that supports or gives background to your previous answer

Please give a specific goal/target for your project

Projects should have a clear **measurable** aim, eg 'increase export sales to France by 5%'

Please give information about the existing levels of activity you will be measuring your achievement against.

Here we are looking for information/data to evidence the baseline data you will be measuring your project progress against. If you are not currently exporting, it's fine to put that the existing level of activity is zero.

Total amount of grant / Total estimated cost (%)

This field auto-populates from your previous answers. An error message will pop up if the grant you are asking for exceeds 75% of the project cost you have entered.

Outline what steps you will take to ensure best value

Answers should explain what efforts will be taken to keep project costs reasonable and ensure that any services are provided at a competitive price.

What would happen if you did not receive grant funding? Explain your answer.

Answers should explain what other funding means have been explored and why a grant is considered the best means of financing the project.

Tell us about any key risks to the project and how they will be mitigated.

We are looking for reassurance that you understand any risks and challenges facing your project and have considered mitigations.

Tell us how the project will be managed on a day to day basis and by whom; include reference to the project monitoring and evaluation requirements.

We are looking for reassurance that the necessary processes/staffing resource is in place to keep the Combined Authority up to date on project progress and spend.

Please give examples of similar project activity your organisation has carried out previously.

We are looking for confirmation that your group can be relied upon to deliver the project/study effectively and on time. Previous experience cited does not need to relate to sector mobilisation/feasibility study projects.