



Thank you for enquiring about the [IT@WORK Online](#) project.

[IT@WORK Online](#) is an imaginative new project that works with companies who want to make the most of Broadband and IT.

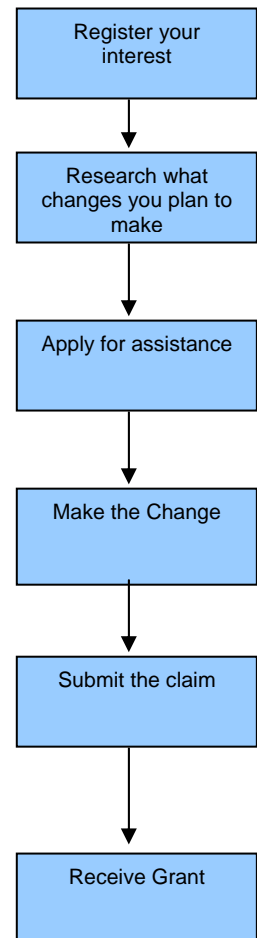
You may have yet to put your business on the web or you may have already started and would like help developing things further. Wherever you are, you will be excited by the potential benefits to your business of high-speed Internet access, online marketing, online trading and e-business.

[IT@WORK Online](#) provides you with a range of subsidies, advice and support.

The panel on the right shows how [IT@WORK Online](#) works with you – from registering your interest through making an application for assistance to claiming the grant.

Take a little time to look at the process, and some of the [IT@WORK Online](#) material to get things rolling:

- Questions and Answers (attached to this document)
- Application for Assistance and Financial Details (GVA Form)



Phone: 01275 373 373
Email: itatwork@businesswest.co.uk
Website: www.businesswest.co.uk
Address: [IT@WORK Online](#), Business West, Leigh Court Business Centre, Abbots Leigh, BRISTOL, BS8 3RA

QUESTIONS and ANSWERS

| Question. | | Quick Answer | More Detailed Answer |
|----------------------------------|--|---|---|
| 1 Which businesses are eligible? | | | |
| 1.1 | Is my type of business eligible for help from IT@WORK Online | Any type of business is eligible, as long as it contributes to the West of England's gross domestic product. | Any ownership type (sole trader, plc, etc). Not businesses that are mainly funded by public funds. Not organisations in the voluntary sector. |
| 1.2 | What about Business size? | Any size business is eligible. | |
| 1.3 | What about the sector I trade in? | All sectors are eligible. | |
| 1.4 | What about where I trade? | As long as your business is in the West of England. | By the West of England we mean the area covered by Bristol, Bath & North East Somerset, North Somerset, South Glos. |
| 1.5 | And the size of my turnover? | Any turnover size. | |
| 1.6 | I already receive state aid... | You must not receive more than 100,000 euros of state aid in any three-year period. (approx £70,000) | We'll be asking you to sign a State Aid declaration that you are under this limit. |
| 2.0 | What help can IT@Work Online provide? | IT@Work Online can help your company from getting connected; with the creation of it's first dynamic website; upgrade to an e-commerce website or help with more advanced e-business applications. | IT@Work Online can provide grants of up to £500 depending on the value and type of work you are planning. The grant will be paid retrospectively once all the approved work has been completed and all the relevant paperwork has been received. The grant is match funding which means if your application is approved and you invest £1,000, IT@Work Online will provide a grant of £500. In other words IT@Work Online can provide a 50% discount on all approved work up to the value of £1000. |
| 2.1 | Which box should I tick? | Please tick the box that best represents your company's current use of IT/computers, the boxes represents progressive steps in the business usage of IT, box 2.3 representing the lowest level, box 2.7 the highest. Even if your company is in the early stages of adopting IT but has yet to use Broadband please tick box 2.3. | |
| 2.2 | Which box should I tick? | Please tick the box that indicates where your company will be once the proposed work has been completed. IT@Work Online cannot help companies just adopt broadband or with the creation of a static website which is why the first two boxes are shaded. | |
| 2.3 | What is covered by step1? | Please tick this box if your company is currently using IT in the following ways: Does not use or has limited use of computers or you have access to email and the Internet but no website. | IT@Work Online is using this box to identify any company that does not currently have a website. You may be connected to the Internet via a Broadband connection or the older style 56K dial up modem. |
| 2.4 | What do you mean by a basic website? | Please tick this box if you have a basic website, by basic we mean one that has static information, rather like a brochure. | With this type of website you normally need to contact your web developer to make simple changes to information on |

| | | | |
|-----|---|---|--|
| | | | the website. |
| 2.5 | What do you mean by a dynamic website? & What will the grant cover? | Please tick this box if you have a dynamic website, by dynamic we mean one where you can change information without having to go back to the developer. For example, adding news items, descriptions of new products or services. This is often called a content managed website. | IT@Work Online can help your company with the creation of it's first dynamic website. We can help with: Paying someone else to build you a dynamic website from scratch or to adapt your existing basic website. The grant can also cover the costs of a broadband connection if you do not already have one, new equipment needed such as a PC, router, anti-virus/firewall software, remote data back ups and training either LearnDirect "Putting Your Business On The Web" or a course of your choice as long as it is relevant to the developments you plan to do. In total the maximum grant per company is £500. If the supplier offers to host the website it builds for you as part of the package, we will cover it. But not otherwise and not the internal costs of hosting your own website or the costs of maintaining the website content. |
| 2.6 | What do you mean by an e-commerce website? & What will the grant cover? | Please tick this box if your company has a website that allows customers to purchase goods and services online. | IT@Work Online can help your company with the creation of it's first e-commerce website. We can help with: Paying someone else to build you an e-commerce website from scratch or adapt your existing website to one that does on-line selling. The grant can also cover the costs of a broadband connection if you do not already have one, new equipment needed such as a PC, router, anti-virus/firewall software, remote data back ups and training either LearnDirect "Putting Your Business On The Web" or a course of your choice as long as it is relevant to the developments you plan to do. In total the maximum grant per company is £500. |
| 2.7 | What do you mean by e-business? & What will the grant cover? | IT@Work Online can help your company make the final step towards e-business. We can help with any of these: Integrating on-line selling with your other sales channels. Integrating on-line selling with your stock system and/or your accounts system. Integrating on-line selling with your customer (CRM) system. Giving your mobile sales staff the means to take orders on their equipment when visiting customers. Implementing systems that allow staff to work normally at home. Training in the integration of back office applications (accounts, etc) with your website. In total the maximum grant per company is £500. | We define e-business as the greater integration of the Internet into the business infrastructure producing a more cohesive, dynamic and efficient use of resources. We have provided some examples (see left) but will also consider other initiatives that make a step change. You will need specialist advice for these steps |
| 2.8 | Why do I need training? | If your company is currently on steps 1, 2 or 3 the Learndirect course "Putting your Business On the Web" will help you make the most out of your new investment. The course can be completed at any one of the 25 Learndirect centres in the West of England area or online either at home or in the office. If you feel the LearnDirect course is not appropriate you can always find an alternative course. Alternative courses should cover one of the following topics: <ul style="list-style-type: none"> • Computers and Internet Security • Internet Marketing • Website updating | "Putting Your Business On The Web" enables owner/managers of small businesses to develop their own tailored e-commerce strategy. The course covers the concepts and technology associated with the internet and e-commerce, how to assess the benefits and drawbacks of the technology and how to maximise the investment in the technology. Learndirect's virtual learning centre can be contacted on 0800 073 0598 or visit www.virtualcentre.org.uk "Putting Your Business On The Web" can be found under the Business & Management section. |

| | | | |
|-----|---|---|--|
| | | <ul style="list-style-type: none"> E-business Applications | |
| 3.0 | How do I apply? | <p>Simply fill out the Application for Assistance form. Tell us which steps you are taking and how they will make a significant change to your business. Attach the quotes. We will approve or reject the application within 7 working days. We can't fund any work done before your application is approved.</p> | |
| 3.1 | What happens next? | <p>Once your application has been approved you will receive a letter confirming approval with your grant request number. When the work/training is complete please submit an invoice quoting your grant request number. Attach copies of invoices/receipts as evidence of spend, a completed GVA form and your signed claim form. The value of your claim should match the original value of the grant request number. On the satisfactory submission of all the relevant information Business West will issue you a cheque.</p> | <p>IT@Work Online will only pay to the value of the original approved application. If you have managed to complete the work for less than the value in the original application please submit a claim for the new lower amount as payment can be made using the existing grant request number. If however the claim exceeds the original value of the application it will also exceed the value associated with the grant request number and the payment process will stop. If between your initial application and getting the work done the amount of the claim goes up and you wish to claim more you should contact IT@WORK Online as you will need to make a fresh application. Until that new application is approved IT@WORK Online is under no obligation to pay for this additional work.</p> |
| 3.2 | Any Small Print? | <p>You need to declare your position on State Aid – no more than 100,000 euros in the last 3 years. About 1 in 10 participating businesses will be researched to record the business growth achieved from your investment. You need to be prepared for us to ask you about your GVA (Gross Value Added) now and in 12 months time, in case you are selected. If your business moves out of the West of England area within one year of the grant, we have the right to recover a full refund. Approved applications lapse after 6 months if no claim is made.</p> | <p>GVA (Gross Value Added) is a measure of your business growth. – See accompanying form.</p> <p>West of England is the geographical area covered by the following four Unitary Authorities: Bath & North East Somerset, Bristol City Council, North Somerset and South Gloucestershire.</p> |
| 3.3 | How involved is IT@WORK Online as the work is done? | <p>We step right back and let you get on with it – it's your project and they are your suppliers.</p> | |
| 3.4 | How do I get the grant? | <p>When the work is done, fill out a claim form. The claim amounts should be in line with the application. Attach copy invoices as evidence of the spending. We'll approve the claim or ask for more details within 5 working days. Business West will issue a cheque to you. All Claims need to be approved by 21st December 2007.</p> | <p>We'll take a look at your website to see the difference. We ask each person trained to sign a form. All invoices should be dated after the date that the application was approved. We will be giving some businesses a marketing opportunity – a chance to feature in our high profile portfolio of case studies.</p> |