



**Business  
Transformation Grant...**  
to build a better business

# Build a better business

East Midlands Development Agency (emda) is providing a grant programme to help businesses introduce change that will transform their business performance.

The Business Transformation Grant (BTG) is designed to support the development and future sustainable success of the business and is available to companies across the region. The grant will be used to pay for projects which are identified as the result of an in depth review with a Business Link adviser.

## What is the BTG?

The BTG can support both revenue and capital projects.

**Revenue** – the revenue portion is to fund the cost of consultancy. Following a business review with Business Link, businesses will be offered a choice of approved solution providers from the East Midlands Service Provider Register. Revenue grants can be provided for the following purposes:

- **Improving efficiency**– implementing solutions to substantially improve business efficiency
- **Developing new markets** – researching or assisting with the implementation of a move into a new market.
- **New product development** – developing a product to sell to an existing market.
- **New technology development** – developing or implementing a new technology;

- **Supply chain** – improving the competitive nature of internal and external supply chains to maximise potential and minimise time / costs.
- **Training** (non qualification based) - including management and leadership training to ensure the action plan for change is embedded.

**Capital** – The capital grant will usually be alongside some other form of assistance such as mentoring, training or consultancy. Capital grants can be used to purchase a technology that is new to the business.

### Who can apply?

Any business trading within the East Midlands with less than 250 employees.

### What do I have to do?

The process begins with a Business Link Business Support Adviser talking through your business needs. If, after an initial review, your company looks likely to qualify for a BTG, the Business Support Adviser will carry out an in-depth diagnostic which will result in the development of an agreed action plan with the business.

Appropriate elements of the action plan can generally be funded by the BTG portions on a 50/50 basis with the company paying at least half of the total with the grant providing the remainder (up to a maximum value of £10,000) of combined revenue and capital costs.

### How do I apply?

Employers can make an appointment to talk through their requirements with a Business Adviser by calling the Business Link Regional Client Contact Centre on **0845 058 6644** or emailing **info@businesslinkem.co.uk**  
**www.businesslink.gov.uk/eastmidlands**

East Midlands Business Ltd (EMB) delivers the Business Link, Train to Gain and UK Trade and Investment services across the East Midlands region, as part of its commitment to support those businesses who want to start, grow and prosper.



**Providing access to all the information, advice and support needed to start, maintain and grow a business.**

Business Link Regional Client Contact Centre  
Innovation House • Riverside Park • Raynesway  
Derby • DE21 7BF  
Telephone: 0845 058 6644 • Fax: 01332 280 792  
e-mail: [info@businesslinkem.co.uk](mailto:info@businesslinkem.co.uk)  
[www.businesslink.gov.uk/eastmidlands](http://www.businesslink.gov.uk/eastmidlands)



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