

HELP TO GROW

DIGITAL

What is Help to Grow?

Small and medium sized businesses have a vital role to play in the growth and prosperity of the UK economy. Through Help to Grow the government is helping businesses to boost their productivity, with training and software that is proven to get results. This will help UK businesses to reach their full potential as we build back better from the coronavirus pandemic.

- Help to Grow is a range of new UK-wide government-backed support, designed to help small businesses grow and reach their full potential as the UK builds back better post pandemic. Help to Grow gives small and medium sized businesses the edge in leadership and digital expertise to improve productivity, as well as recruit and retain talented staff, find new customers and increase profits.
- Help to Grow Management offers 90% government funded leadership and management courses at the UK's leading business schools, supporting businesses to develop a bespoke action plan.
- Help to Grow: Digital provides free expert advice and support on digital technology solutions proven to boost productivity, with discounts of up to 50% and worth up to £5,000 of purchasing costs.
- **Both Help to Grow: Management and Help to Grow: Digital are now live**
<https://www.gov.uk/helptogrow>.

What is Help to Grow: Digital?

- Help to Grow: Digital, a flagship government support scheme for small businesses, aims to tackle the information and financial barriers small businesses face in successfully adopting productivity-enhancing digital technologies.
- The scheme is delivered through a new online platform, where businesses can compare and choose from a range of approved software products from leading technology suppliers.
- Eligible businesses are also able to claim a financial discount covering up to 50% the costs of approved, technology solutions up to a maximum of £5,000.

Who can benefit from Help to Grow: Digital?

- Help to Grow: Digital's online platform is available to all businesses, offering them free, impartial online support and guidance to help level-up business digital technology and skills.
- The financial discount is available to businesses from any sector that meet all of the following criteria: have between 1 and 249 employees;
 - are registered in the UK at the relevant Companies House or are a registered society listed on the Financial Conduct Authority's Mutuals Register;
 - have been actively trading for more than 12 months, and have an incorporation date of, at least, 365 days prior to the date application;
 - are purchasing the approved software product for the first time.

What financial discounts are available?

- The financial discount is available for approved software that helps businesses:
 - build customer relationships and increase sales;
 - manage their accounts and finances digitally;
 - sell their products and services online.
- The financial discount covers 12 months' worth of approved software product core costs, exclusive of VAT.
- This is just the start of the new scheme, and we will look to bring on new products that will help small and medium sized businesses to grow, including new software to help businesses maximise their sales online. We are also exploring options around the scope of the voucher and its use, including multiple purchases.
- Businesses are not permitted to purchase an approved software product that they already own or have an active subscription to.