

## **Frequently Asked Questions**

### **VOUCHER APPROVAL MUST BE GAINED PRIOR TO INCURRING ANY EXPENSE**

- If you think you are eligible to apply for the Trading Online Voucher (see section on NACE Codes [Check here to see if your business is eligible.](#)) and are successful:

#### **Q. Does the successful applicant receive a voucher?**

No. You will receive an official Letter of Offer which outlines the terms and conditions of the scheme, the level of funding available to you, (broken down to the values for each element of your project, web development, photography, and online advertising etc.) and your project completion date (6 months from the date of your Letter of Offer).

The successful applicant must sign, date, and return the acceptance form by email only within 2 weeks of receiving same, which confirms their agreement to the terms and conditions of the scheme etc.

#### **Q. Can I use the voucher for photography?**

Yes, but not solely for photography, only where it forms part of the funding of the rest of the overall costs of the voucher. While it is understood that professional photography can be an important element of any website development and photography costs can be expensive, the Trading Online Voucher scheme is not a photography grant. The limit is to ensure that the proposed TOVs project is as ambitious as possible and consists of more than simply photography. Photography is funded at 80% of the other overall costs of the voucher.

#### **Q. Can I use the voucher for Online Advertising?**

Yes, but not solely for online advertising, only where it forms part of the funding of the rest of the overall costs of the voucher. Simply supporting a small business to purchase online advertising will have a limited impact on supporting the business to improve their e-commerce. Online advertising as part of the overall project to deliver an e-commerce website can be beneficial when supported by a Digital Marketing Strategy or another investment in developing a digital platform. Online advertising is funded at 30% of the other overall costs of the voucher.

#### **Q. Why is there a limit on photography and online advertising combined?**

For the same reason a trading online voucher should not be used solely for photography or solely for advertising, it should not be solely used on both photography and advertising.

These 2 parts can form part of the overall digital marketing strategy but their benefit to the business is limited when used on their own. Advertising may direct clients to your website and photography might make it more visually appealing, but this alone will not necessarily lead to an increase in sales.

#### **Q. Does LEO Mayo pay my Supplier?**

No. The successful applicant must pay their preferred supplier in the first instance when all works are complete, and the website is live. The applicant must submit copies of the supplier invoice/receipts for

each component of the work carried out, as well as bank statements to provide proof of payment, a tax clearance certificate and proof the applicant has been trading for longer than six months. At the time of draw down the applicant will also be requested to complete a Mayo County Council Supplier form with their bank details, so payment can be made to via EFT.

**Q. I am near my completion date and works are complete; what do I need to submit?**

**Payments will only be made in respect to approved expenses which formed part of your application form.**

Written correspondence from the applicant with their associated web address and confirmation that it is operational to trade online.

Original Paid Invoices from your preferred supplier for work undertaken with evidence of supplier details eg. Company Registration Office details (CRO), or VAT details or evidence of tax compliance, or proof that the supplier is a registered business in their jurisdiction.

Bank Statement(s) showing proof of payment from you to the preferred supplier on a headed statement showing name/business name, address and IBAN/account number

Copy of your CRO registration and/or proof that you have been trading for at least 6 months

Tax Clearance Certificate (Up to date only)

Completed Mayo County Council Supplier Set Up Form (emailed to you prior to your completion date). This does not need to be completed if you have recently received payment from Mayo County Council and your bank details have not changed.

Signed letter of acceptance (this should be returned within two weeks of receipt of your Letter of Offer).

**Q. I am near my completion date, but my project is not finished; what do I need to do?**

Contact us immediately. Should an extension to your completion date be required, it is at the discretion of the LEO to allow additional time for completion. However, it should be duly noted this is done on a case-by-case basis only.

If works are not completed on schedule, your voucher will be de-committed and offered to other applicants.

**Q. How long does it take for my payment to process?**

The length of time it takes for payment to process varies, but it can be delayed by the following factors:

- Incomplete or missing drawdown documents submitted by applicant
- Drawdown documents submitted by post as opposed to email
- High number of payments due for processing received at the same time
- Reduced number of staff in the office due to Covid-19 restrictions

**Q. Can I apply for a second TOV voucher?**

Yes. You can apply for a second voucher once you have successfully drawn down your initial voucher in full.

If you were unable to draw down your first voucher, this will be de-committed, and you may apply for a second voucher.

**Q. I have two separate businesses, can I apply for a voucher in respect of my second business?**

An application can be accepted in relation to the second business, but you will need to provide sufficient verification that the 2 are separate entities, such as providing separate CRO numbers, Letter from your accountant and / or separate Tax Clearance Certificates.