American Express Shop Small Grants UK - Application Form
Form Preview

Initial Questions

* indicates a required field

Eligibility Questions

Before you start your full application, please answer these questions to make sure your business qualifies for a grant. If you need a hand with any of these questions, contact our support team on grants@bethebusiness.com, Monday to Friday, 9am-5pm.

Do you hold a Company Registration Number (CRN)? *
○ Yes ○ No

You can find your Company Registration Number (CRN), equivalent to Companies House Number, here.

Are you 18 years of age or older? *
○ Yes ○ No

Is your business a for-profit business operating in the United Kingdom? *
○ Yes ○ No

Does another company have the authority to direct or approve major decisions about how your business is run? *
○ Yes ○ No

Does your business operate from a permanent physical premise available to customers, located in the United Kingdom? *
○ Yes ○ No

Did your business incorporate on or before 1 December 2025? *
○ Yes ○ No

Does your business employ at least 1 employee (in addition to the business owners or directors) and no more than 49 Full-Time Equivalent (FTE) employees? *
○ Yes ○ No

Please refer to the FAQ for guidance on calculating your total number of FTE employees.

Is your business a franchise? *
○ Yes ○ No

Is your business currently in liquidation, administration, receivership, bankruptcy or insolvency proceedings? *
○ Yes ○ No

Does your business hold all licences, permits and approvals required to legally operate? *

○ Yes ○ No

Are you willing to enter into a Grant Agreement (a legally binding contract signed between a funding body - such as a government agency, foundation, or charity and a recipient) if successful? *
○ Yes ○ No

Does your business hold a UK business bank account? *
○ Yes ○ No

Are you willing to participate in programme reporting and evaluation activities if successful? *
○ Yes ○ No

Have you read and understood the Programme Guidelines and Terms & Conditions? *
○ Yes ○ No

Has your business, or any business under common ownership or control with your business, submitted another application in this round of the Amex Shop Small Grants UK Programme? *
○ Yes ○ No

Have you reviewed the Be the Business Privacy Notice and the applicable American Express Privacy Disclosures? *
○ Yes ○ No

Are you, or any of your immediate family members (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) or persons living in the same household (whether or not related), an employee, officer and director of Be the Business or American Express Company, or any of their subsidiaries or affiliated entities? *
○ Yes ○ No

Based on your responses, your business does not currently meet the eligibility requirements for the Amex Shop Small Grants UK Programme.

*

Applicant Details

* indicates a required field

Business Details

Business Name *
Organisation Name

What is your Company Registration Number? *

You can find your Company Registration Number (CRN), equivalent to Companies House Number, here.

What is your main business operating address & postcode (ie. Where is your main operating premises) *
Address

Is your registered business address different to your main operating address? *
○ Yes ○ No

Registered Business Address

What is your registered business address?
Address

Business Details Continued

Business Region *

Business Phone Number *

Business Website *
Must be a URL.

Contact Person Details

Applicant Contact *
Title First Name Last Name

Applicant Contact Position *

Applicant Contact Primary Phone Number *

Applicant Contact Primary Email *

Must be an email address.

Business Details

* indicates a required field

Business Details

Business Owner's Legal Name (as displayed in tax forms) *

Title First Name Last Name

Business Legal Entity Name *

Organisation Name

Date of Establishment/ Incorporation *

Must be a date.

Company Structure *

Please select the industry sector that best describes your business type: *

Other:

Please select one

Number of Full-Time Equivalent (FTE) Employees: *

Must be a number.

Please refer to the FAQ for guidance on calculating FTE.

Please note: this funding is only available to small businesses that employ at least one employee in addition to the business owners or directors and no more than 49 Full-Time Equivalent employees.

Provide a brief summary of your business activities including core products and services offered. *

Word count:
Must be no more than 150 words.

Please share a bit about yourself as an owner. How did you become a business owner and why? *

Word count:
Must be no more than 150 words.

How does your business currently contribute to, or how will the project help your business contribute to a locally distinctive, socially connected, vibrant community? *

Word count:
Must be no more than 600 words.
Please see the FAQs for more details on how to respond to this question.

Project Overview

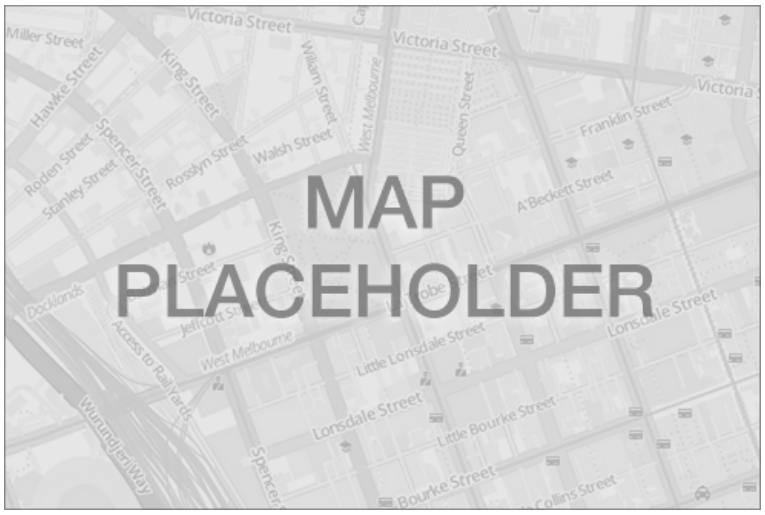
* indicates a required field

Project Proposal

Project Title *

Must be no more than 250 characters.

Physical Address of Project Site *
Address



Country must be United Kingdom
Note: If your project spans an area larger than a single address, please include a brief description in the following prompt

Brief Project Summary *

Word count:
Must be no more than 150 words.
Please describe your project in one to two sentences including what your project will entail and the intended impact of the project for your small business and continued or new support for the local community.

Detailed Project Proposal

The purpose of this grant is to help small businesses grow and/or innovate while supporting local communities.

Applicants should outline in their application how they currently support or will support a community benefit initiative.

How will your project drive business growth and/or innovation? *

Word count:
Must be no more than 800 words.
(e.g. investment in new ideas, products, services, technology, equipment business improvements, shopfront improvements, etc)

How does your business already contribute to, or how will the project contribute to the local community and enhance the vitality of the surrounding area? *

Word count:
Must be no more than 800 words.
(e.g. supporting local events or activities and enhancing the attractiveness and vitality of local centres)

Which partners, if any, you will be working with in the design and implementation process? *

Word count:
Must be no more than 600 words.

What are the key milestones and activities required to deliver your proposed project, and what is the expected timeline for completing them? *

Word count:
Must be no more than 800 words.

How will you measure the success and impacts of your project? *

Word count:
Must be no more than 800 words.

Additional Supporting Documents
Attach a file:

A maximum of 5 files may be attached.
A maximum of 5 files may be attached. Additional supporting information is optional. Applications will be assessed on the information provided within the application form, however supporting documentation may assist assessors in understanding the project, its feasibility and its proposed impact. You may attach project plans, timelines, supplier quotations, letters of support/ testimonials, evidence of previous community involvement here to support your application, or photos of your business. Max of 5 attachments (25MB total) Acceptable file types: .doc, .docx, .pdf, JPG, PNG

Budget

* indicates a required field

Project Budget

Please provide an estimated itemised budget on how you will spend the £10,000 using this budget template, below.

Your budget MUST balance so total income must equal total price/expenditure.

IMPORTANT: Refer to the listed eligible and ineligible grant uses in the programme guidelines to ensure that ALL the expenses that the grant would cover are eligible grant uses.

Description	Category	Cost	Planned Spend
Provide a clear description for each budget item.		Must be a sterling amount.	This number/amount is calculated.

Total

Total Planned Spend *

This number/amount is calculated.

Additional Information (Not Scored)

* indicates a required field

Your responses to the following questions will not affect your eligibility or application score. Your responses to the following questions will not be shared with reviewers during your applications assessment.

Please confirm that you agree to be contacted for, and to participate in, publicity, media coverage and/or public communications (including being available for interviews, quotes, and other press related matters) coordinated by Be the Business and/or American Express and its PR agency relating to the Amex Shop Small Grants UK Programme. If you do not agree, you acknowledge that your business may still be included in promotional, marketing and other publicity materials related to the Programme; however, by checking "I do not agree" Be the Business and/or American Express will not conduct any media outreach without your consent.* *

- ○ I agree
- ○ I do not agree

Privacy & Declarations

* indicates a required field

Privacy Statement

Be the Business is committed to protecting your privacy. The information requested on this form is being collected by Be the Business for the purpose of assisting with the management of applications for the Amex Shop Small Grants UK Programme. All information collected will be securely stored in Be the Business's application platform and computer systems.

For information about how Be the Business processes your personal data please review our Privacy notice here or to contact Be the Business about its processing of your data please contact DPO@bethebusiness.com.

The personal information may be disclosed to:

- Assessment panel members for the purpose of assessing your application; and
- American Express, as a programme partner, for purposes related to the administration, evaluation and promotion of the Amex Shop Small Grants programme.

The Amex Shop Small Grants UK Programme is administered by Be the Business with the support of American Express. Be the Business may share personal information with American Express to administer, evaluate and promote the Programme. This may include contacting you about your application or grant and supporting media and communications relating to the Programme. Your application and supporting materials ("Grant Materials") may contain personal data about you. Where American Express receives and processes your personal data for its own purposes, it does so as an independent controller in accordance with the American Express Privacy Disclosures and applicable data protection laws.

You have rights in relation to the personal data American Express holds about you, including the right to request access to, correction of, or deletion of your personal data, subject to applicable law. You may also ask American Express to stop using your Grant Materials for future publications. This will not affect materials already published or in circulation. For information about your rights, please see the 'Your Rights' section available in the American Express Privacy Disclosures. More information on how American Express processes your data can be found here.

By submitting an application, you agree to American Express and Be the Business publishing the successful applicant's business name, business location, project name and description and amount funded on our website. This information may also be used for case study purposes and promoting the grant programme more generally.

By submitting this application, you agree to the Programme Terms outlined in the programme guidelines.

I hereby apply for funding for the Amex Shop Small Grants UK Programme and acknowledge that I agree to comply with the Programme Guidelines. If successful in this application, I agree to submit necessary financial report documentation when the project has been completed.

I confirm that I am authorised to submit this application on behalf of the applicant organisation and that, to the best of my knowledge, the information provided in this application and supporting documents is true, accurate and complete.

I agree to the above terms and conditions and the Programme Guidelines *

○ Yes

Name *

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Title First Name Last Name

Position *

Business Name *

Organisation Name

Date *

Must be a date.