

BRITISH FASHION COUNCIL

BFC FOUNDATION FASHION FUND APPLICATION FORM – ROUND ONE

Correct as at 6th April 2020

Please note this application form could be subject to change for future funding rounds
* required fields

COMPANY INFORMATION

Brand name*

Company name * (If different from BRAND name)

Ltd Company Sole Trader Other

Registration number

Address

Telephone *

Website *

Instagram *

Number of years in business *

Number of full-time employees currently on payroll, excluding yourself, please include furloughed staff *

Company Ownership *Please enter each owner's name, their relationship to you and the percentage of the business that they own

Which regions/countries do you have trademarks registered in? *

Product Category: *

Ready-to-Wear: womenswear

Ready-to-Wear: menswear

Accessories: handbags

Accessories: shoes

Accessories: millinery

Accessories: jewellery

Historically have you produced a catwalk or presentation? * Yes/No

Where does it take place?

Please upload images of your most recent collection to support your application *

* (Maximum file size is 10MB and in PDF format)

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Please upload up to five pieces of key press coverage (or provide the online links) to support your application *

* (Maximum file size is 10MB and in PDF format) Link Box

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CONTACT DETAILS

Please provide the details of who we should contact, in case we have any questions regarding your application:

First name *

Surname *

Position at the company *

Direct email *

PA email, if applicable

Mobile number *

BACKGROUND

Company overview. Max 100 words *

Creative Director's background. E.g. training, previous jobs of relevance. Max 50 words *

SALES

Does your website support E-Commerce? * Yes/No

Do you sell on any E-commerce platforms? Yes/No

Please provide your wholesale price range *

STOCKISTS UP UNTIL THE ONSET OF COVID-19

Total number of UK stockists *

List of top 5 UK stockists. Please include store name and city *

Total number of international stockists *

Total number of countries in which you are stocked *

List of top 10 international stockists. Please include store name and country *

FINANCIAL OVERVIEW - PRE COVID-19

We will review your business performance over the past 12 months, based on data before the on-set of COVID-19. Please outline any longer term issues/impacts which may mean this is not reasonable. Please outline any grants or funding you have received prior to COVID-19*, for example a BFC initiative, Fashion East, Arts Council, Centre for Fashion Enterprise.

Please provide confirmation that taxes and payments to HMRC were up to date prior to COVID-19

Please confirm your company's financial year end *

Please provide a narrative on your business strategy and financial position prior to the impact of COVID 19. Were you planning to breakeven, make a profit or loss, raise investment, grow your business. If you were lossmaking what have you put in place to continue trading and ensure cashflow. Please upload last year's account filed with company's house and current year forecast/management accounts pre the impact of COVID 19.

CURRENT SITUATION & IMPACTS OF COVID-19

How has your business been impacted by the crisis and what are the challenges you now face. Please detail:

1. Your revised financial forecasts
2. The impact on current deliveries:
 - When did/does your current order book close
 - How many current deliveries have been cancelled, please give the value of unsold stock remaining (cost value and wholesale value).
 - Please give details of any delayed or defaulted payments made by retailers/value of unsold stock
 - Value of original orders from the season you just closed and what you are estimating in terms of orders for the rest of the year.

Crisis planning: Please provide a summary of the actions you've already taken, or are considering, to mitigate the impact. Please provide details of your current financial and cash position: including invoices outstanding and details of bad debt provision you have made. Please upload any financial documents that demonstrate your current financial position and revised financial forecasts. Please outline any long term issues you foresee.

Is your business eligible for any of the following COVID-19 Government support schemes?
YES/NO if no please explain why not.

[Coronavirus Job Retention Scheme](#)

[Commercial Financing Facility](#)

[Coronavirus Business Interruption Loan Scheme](#)

[Grants for retail hospitality and leisure businesses](#)

[Rates Relief](#)

[Support for businesses that pay little or no business rates \("small companies"\)](#)

[Time to Pay arrangements – TTP](#)

[Statutory Sick Pay – SSP – For small or medium sized businesses](#)

[Deferral of VAT](#)

[Income Tax payment deferral](#)

[Universal Credit](#)

[Contributory Employment and Support Allowance](#)

Please provide details of any other funding/loan applications you have made or sources you have approached.

FUNDING REQUEST

To help us allocate the grants, please give details how you would use the funds to support your business. Please note that the funding cannot be used for project work. As part of your answer please indicate:

- What you would do with £10k, £20k, £30k, £50k to get you through this challenging period
- How the funds could help bridge losses to get through this period of loss/debt.

Please outline your plans for the future, e.g. re-training /re-building business, adopting new business methods

DIVERSITY MONITORING

Ethnicity *

Under the definition in the 1995 Disability Discrimination Act*, do you consider yourself disabled?*

Yes/No

CONFIRMATION

Name of the person completing the application *

Email address of the person completing the application *

By ticking the box, I agree to have read and understood the terms of entry and applicant acknowledgement and the information I have entered is correct. *

APPLICANT ACKNOWLEDGEMENT

By completing the online form and ticking the box, I agree to have read and understood the terms of entry and guidance notes and will accept that the decisions made by the judging panel are final.

Specific financial information supplied will remain confidential unless granted by me at a future date.

I hereby release the BFC, BFC Foundation, parent companies, subsidiaries and affiliates, advertising or promotion agencies, from any claim of injury or other loss that may result from my participation in the BFC Foundation Covid Crisis Fund.

Thank you.