
Elmbridge Digital High Street Fund

Guidance notes

This document is intended to give information to those completing an EDHSF application form.

More information can be found at elmbridge.gov.uk/business/. Alternatively, if you need any further guidance you can contact Organisational Development on 01372 474 216 or business@elmbridge.gov.uk.

The fund is a discretionary scheme that provides funding to independent high street retailers to enhance their e-commerce offer and make the most of online business opportunities.

Please note the following

- Use black ink or completed the form electronically.
- Please only return your form once it has been signed.
- Please be as concise as possible, we will accept any additional information on separate A4 sheets.
- Your application will be checked and then determined by the decision-making body which is made up of Chief Officers.
- There is no right of appeal against the decision.
- Retrospective grants will not be paid.

Who can apply?

The scheme is open to **independent retail businesses** based in the defined primary or secondary frontage of Elmbridge's town centres and high streets. Businesses providing professional services, such as accountancy, are ineligible. Applicants must also have been trading for at least one year. Special consideration may be given to 'in town' applications from independent retailers with shop frontage not in Primary or Secondary locations. This will be at the discretion of the board. You can find town centre frontages via an online map:

http://emaps.elmbridge.gov.uk/ebc_simple.aspx?requesttype=parseTemplate&template=PlanningPolicy.tmplt

What is eligible for financial assistance?

Funding may be provided to eligible businesses for the establishment or upgrading of websites with an e-commerce function.

What is not eligible?

Please be aware of the following restrictions:

- It will not be possible to fund projects that require an ongoing revenue cost – should there be an ongoing cost, the applicant must commit to providing that revenue or demonstrate robust arrangements.
- Works that have commenced or have been completed before an offer of grant has been made.
- It may be determined that some projects or initiatives could be funded by other national grant schemes.
- Professional fees are excluded from the scope of the scheme e.g. consultancy.
- Initiatives promoting a political party.
- Initiatives that conflict with existing Council policies.
- We cannot accept applications from a business that has previously been awarded a grant from the EDHSF.

- The following projects are ineligible:
 - Websites which will not have e-commerce functionality.
 - Hardware e.g. computers.
 - Services e.g. digital coaching/consultancy.
 - Maintenance of existing digital technology.
 - Domain name.
 - Website hosting as a stand-alone cost.
 - Paid advertising e.g. Google AdWords, Facebook etc.

How much money is available?

You can apply for a grant of up to 90% of the eligible costs, up to a maximum of £2,000. Applicants are expected to fund at least 10% of the total project costs. All applications are assessed on an individual basis.

Completing the application form

Questions 1 to 5

Ensure you put the full name and address details. Your main contact does not have to be the person signing the application but it should be someone with authority concerning this application.

Question 6

The goods or services your business provides.

Question 7

We need to know if you currently have a website and what level of functionality it has. Please include information such as web traffic and online sales generated from the website. It is also useful to give a full picture of your online presence, such as your use of social media and online advertising to generate leads and sales.

Question 8

Specify the work that would be undertaken during the project.

Question 9

Provide an outline of the benefits this project will bring to your business, such as how it will make the business more competitive. Key aspects include expected revenue growth, cost savings and ease of use for the customer. Please detail how you will monitor the outcomes of this project and the targets you have set.

If the Business is an independent retailer with a shop not within primary/secondary frontage in Elmbridge town centres and high streets, please provide evidence to support why your application should be given special consideration.

Question 10

Outline the environmental impact of your business and how you minimise this impact. Include details of the impact of the project applied for and any mitigation strategies or action plans.

Question 11

You can apply for up to 90% of eligible costs, up to a maximum of £2,000. The project can cost more than £2,000 but grants cannot exceed that amount.

Question 12

Provide details of any relationship to any Councillors or Officers of Elmbridge Borough Council. Please include their full name.

Question 13

We need to check your business rates account to ensure that there is no outstanding amount owed to the Council.

Question 14

If you are VAT registered and the funding would be put towards VAT eligible goods or services, then any grant would exclude VAT.

Question 15

Please make sure you read the declaration carefully, sign the form and return it.

What happens next?

You will receive an acknowledgement that we have received your application form. Your application will be assessed against our existing criteria and we will carry out checks on business rates and other payment history.

We may ask you to provide further information. The application and any additional information will be presented to the decision-making body and you will be informed of the decision. There is no right of appeal.

How will the application be assessed?

In addition to meeting the eligibility criteria, applications will be prioritised on:

- The impact of the project on the business – businesses without an e-commerce website or with an outdated e-commerce website will be prioritised.
- The extent to which the project will enhance the e-commerce capabilities of the business.
- Value for money.



When will the grant be paid?

Grants will only be paid following:

- Completion of the project. This includes verification that the project is complete.
- The submission of verifiable invoices.

Where can I find guidance to help me get online?

The Government's business support hub has information and resources to help you get your business online. Find out how to build a website and start selling online:

<http://www.greatbusiness.gov.uk/domoreonline/>