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# Elmbridge Business Boost

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The Business Boost grant supports projects that improve the appearance, vitality and sustainability of Elmbridge's town and village centres. Funding is aimed at visible, long-lasting improvements that support footfall and our high street independent businesses.

## Who can apply?

- Funding is only open to projects that take place within Elmbridge.
- Applications can be made by
  - Independent retail businesses
  - business groups, BIDs, trade associations, chambers of commerce and community organisations
- Projects should commence within 6 months and be completed within 12 months of the date of any grant offer letter
- Priority will be given to projects that:
  - Deliver visible improvements to our independent business properties, high streets or town and village centres
  - Support footfall, spend or dwell time
  - Demonstrate longevity (normally at least 5 years)
  - Align with environmental sustainability objectives
- The scheme is not intended for home-based businesses or premises without a public-facing frontage

## What projects may be eligible?

- Restoring or replacing shop fronts or signage in the style appropriate to the building
- Initiatives to bring an empty shop back into commercial use that has been empty for over 3 months.
- Projects to enhance a public/high street facing forecourt. This could include tables/chairs or funding toward the cost of the initial pavement license if required.
- Initiatives that promote community improvement projects where there would be a significant benefit to the local economy, or to the environmental sustainability of the town centre.

## What is **not** eligible? The following are **not** eligible for funding consideration:

- Projects that require an ongoing revenue cost, including rental or advertising costs.
- Works that have commenced, have been completed, items purchased, or deposits paid before an offer of grant has been made to the applicant
- Items of routine maintenance and repair
- Funding the re-branding of premises
- Applications from national or international franchises
- Projects or initiatives that could be funded by other national grant schemes
- Professional fees such as planning fees or consultants
- Initiatives promoting a political party
- Initiatives that conflict with existing council policies
- Applications for retrospective grants
- Applications from a business that has previously been awarded an Elmbridge Civic Improvement Fund grant or Business Boost grant for the current business. The shop front and signage grant is limited to one per business (irrespective of changes of ownership, size of shop front, or number of shops) per every 10 years)

## How much money is available?

For shop front/signage/private forecourt projects and support to bring an empty shops back into use you can apply for a grant of up to £5,000 with funding available on the following basis:

- The first £1,000 of any project has no match funding required
- Anything above £1,000 up to £5,000 requires a 50% match from the applicant

For the high street initiatives that support footfall within a town or village centre you can apply for a grant of up to £2,000 with funding available on the following basis:

- First £1,000 of grant support is 100% fully funded
- Any further support up to a grant of £2,000 requires a 50% match

**For a full outline of the grants, match funding and requirements please see Appendix A - Table 1. Assessment Requirements on page 5.**

### Example funding

Business A would like to paint their shop front with a cost of £999. With the first £1,000 not requiring match funding Business A could apply for the whole £999.

Total project cost: £999

Potential business boost grant contribution (if approved): £999

Match funding required from applicant: £0

Business B would like to undertake a complete refit of their shop front with a cost of £9,000. The first £1,000 of the project would not require match funding with the balance of the grant up to £5,000 requiring a 50% match.

Total project cost: £9,000

Potential business boost grant contribution (if approved): £5,000

Match funding required from applicant: £4,000

- VAT is not included in grant funding, if you pay VAT.
- You can only apply for one of the grant eligible projects.
- All applications are assessed on an individual basis.
- Any business seeking to place tables and chairs on the public highway outside the business to provide food and drink to customers requires a [pavement license](#). Business can apply for the initial pavement license costs but please note that any grant if approved is payable upon completion of the project.

## Completing the application form

Please see the [Business Boost Web page](#) for the application. Please complete as a word document or PDF and email to [business@elmbridge.gov.uk](mailto:business@elmbridge.gov.uk)

### Please note the following:

- Please complete as a word document or PDF and email to [business@elmbridge.gov.uk](mailto:business@elmbridge.gov.uk)
- Please only return your form once it has been signed and all documentation is attached
- Please be as concise as possible. Any additional information can be provided on separate A4 sheets
- Your application will be checked and then determined by the Policy and Performance Head of Service
- There is no right of appeal against the decision
- Your application will be delayed without the key information and documentation

### Questions 1 to 5

Ensure you put the full name, address and business 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

Indicate which type of application you are submitting.

### Questions 7

Complete this question if you are making improvements to a property.

**Question 8**

Please describe your project, the works and how it will benefit your town or village centre.

**Question 9**

Describe the impact your business has on the environment. Detail any strategies you have implemented to mitigate this impact. Please also outline the impact of the proposed project and how you will minimise its impact.

**Question 10**

Please provide details of previous ECIF, Business Boost, Digital or Start-up grants for yourself, this business, any other shops connected to this business, or community group.

**Question 11**

Please provide some more detailed information on the project costs.

It is the applicant's responsibility to confirm whether planning permission, building regulations approval or licences are required. Grant approval does not override these requirements. If you are applying for funding toward tables/chairs on the public highway you will need to have a pavement licence. The cost of the pavement licence can also be funded.

Please see Appendix A for more details on grant criteria and requirements.

**Question 12**

Indicate the amount of money you are applying for from the fund. Let us know if there are any contributions from third parties that is other organisations or grant schemes or individuals and then show what contribution you or your organisation/business are putting into the project / improvement.

**Question 13**

If you are making improvements to a property then we will need to ensure you have the correct planning permission, have met building regulations and have provided a lease/freehold document and permission to carry out works from the landlord where necessary.

Please be sure to include the documentation and supporting information that is applicable to your application.

**Question 14**

Please make sure you read the declaration carefully, sign the form and return all documentation by email to:

[business@elmbridge.gov.uk](mailto:business@elmbridge.gov.uk)

## 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 and we may undertake a site visit to assess the scope of the eligible works/costs. The application and any additional information will be presented to the decision-making authority and you will be informed of the decision. There is no right of appeal.

## When will the grant be paid?

Applicants must be able to fund works in advance. Grant payments are made retrospectively following completion and verification.

Grants will only be made following:

- A site visit to confirm the completion of the works.
- A summary report of promotional event or evidence of marketing material.
- The submission of verifiable invoices as proof of contribution - applicants are required to provide evidence they have contributed at least 50% to the total project costs. Further evidence may be requested.
- All conditions of the grant offer have been met for example. Required planning consent.

## Appendix A - Table 1. Assessment Requirements

### Shop front/signage/private forecourt improvements

Category	Eligible works or project	Information required	Grant
Shop fronts, signage and public/high street facing forecourts	Cleaning brickwork, stonework etc.	Before photo; Scale drawings; Design in keeping with surrounding area; At least two detailed, comparable quotes (inc VAT); statutory permissions; and landlord's written consent. Planning consent where required. Please check planning requirements.	Up to £5,000
	Restoring traditional detailing Restore/replace joinery, iron & stonework.		First £1,000 of grant support is 100% funded
	New shop fronts, fascia, signage etc. (excludes internal fittings, window displays etc.)		Any further support up to a grant of £5,000 requires a 50% match
	Remove redundant features.		
	Structural improvements.		
	Enhancements to public/high street facing private forecourts. This could include the tables and chairs for outside seating, the cost of the initial 2-year pavement license (if required) or	Any business seeking to place tables and chairs on the public highway outside the business to provide food and drink to	

Category	Eligible works or project	Information required	Grant
	anything to enhance the private public/high street facing forecourts. The funding cannot be used for internal forecourt areas not connected to the high street.	customers requires a <a href="#">pavement license</a> .	

### Empty Shop improvements

Category	Eligible works or project	Information required	Grant
Support to bring an empty shop back into commercial use	The empty shop grant can be used for one off support to a new business that helps bring a shop that has been empty for over 3 months back into commercial use. This could include support for equipment, anything external or internal premises related. Signage or shop front improvements.	Before photo; Scale drawings; Design in keeping with surrounding area; two comparable, detailed quotes (including VAT amount); statutory permissions; and landlord's written consent. Planning consent where required. Please check planning requirements. Documentation or confirmation from our business rates team that property has been vacant for over three months.	Up to £5,000  First £1,000 of grant support is 100% funded  Any further support up to a grant of £5,000 requires a 50% match

## High Street Boost

Category	Eligible works or project	Information required	Grant
Town or village wide projects to drive new footfall, investment or sustainability	This can be: <ol style="list-style-type: none"> <li>1. Projects that are of benefit to the local economy or attract people to services or</li> <li>2. Projects by a group of retailers that improve environmental sustainability of the town centre or high street</li> </ol>	All projects require two comparable quotes, statement of aims with details of initiative, budget, sources of income, measurable outcomes	Up to £2,000  First £1,000 of grant support is 100% fully funded  Any further support up to a grant of £2,000 requires a 50% match

If you have any questions about anything within this guidance document, please contact us via email: [business@elmbridge.gov.uk](mailto:business@elmbridge.gov.uk)