
Elmbridge Digital High Street Fund

These guidance notes are intended to help applicants complete the Elmbridge Digital High Street Fund application form.

If you require additional guidance, please email: business@elmbridge.gov.uk

Please note the following:

- Please email the completed form with attachments to business@elmbridge.gov.uk
- Please only return your form once it has been signed and all documentation has been attached.
- Please be as concise as possible, we will accept any additional information on separate A4 sheets.
- Please include two comparable quotes (including VAT amount), one preferably from an Elmbridge supplier.
- Your application will be checked and then determined by the decision-making authority.
- There is no right of appeal against the decision.
- Retrospective grants will not be paid.
- Projects should commence within 6 months and be completed within 12 months of the date of any grant offer letter.

Who can apply?

The Digital High Street Fund is a discretionary scheme that supports independent high street retail businesses to enhance their digital and e-commerce offer and make the most of online business opportunities.

To be eligible, applicants must:

- Be an independent retail business selling goods
- Be located within Elmbridge and operate from a shop with a public-facing frontage

Businesses providing professional services (for example, accountancy or legal services) are not eligible.

Eligibility is normally limited to premises located within primary or secondary frontages of Elmbridge town centres and high streets. In exceptional circumstances, applications from independent retailers outside these areas may be considered at



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the discretion of the decision-making authority where a clear town-centre benefit can be demonstrated. You can find town centre frontages via an [online map](#).

How much can I apply for?

You can apply for a grant of up to £2,000 for eligible Digital High Street projects.

Funding is available on the following basis:

- The first £1,000 of grant funding is fully funded (no match funding required)
- Any grant funding above £1,000, up to a maximum of £2,000, requires a minimum 50% match from the applicant

Applicants must be able to fund project costs upfront, as grants are paid retrospectively following completion and verification. All applications are assessed on an individual basis.

What is eligible for funding?

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

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 for example, consultancy, on-going annual fees
- 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 digital high street grant

The following projects are **not** eligible:

- Websites which will not have e-commerce functionality.
- Hardware (For example computers or tablets)
- Services for example digital coaching/consultancy



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- Maintenance of existing of future digital technology
- Domain names
- Website hosting as a stand-alone cost
- Paid online advertising (for example Google AdWords, Facebook etc)
- Setting up online platforms and intermediaries such as Deliveroo, Just Eat.

Completing the application form

Questions 1 to 5

Please ensure all business and contact information is completed fully and accurately. The main contact should have authority to discuss the application.

Question 6

The goods or services your business provides and how long the business has been operating.

Question 7

Provide details of any existing website and online activity. Where possible, include:

- Website functionality
- Approximate web traffic
- Online sales or enquiries
- Use of social media or other digital channels

Question 8

Describe the digital improvement you are proposing and how it will enhance the e-commerce functionality of your business.

Question 9

List all project costs clearly and accurately. If you are VAT registered, costs should be shown excluding VAT.

You must include two comparable, itemised quotes for the proposed works.

Question 10

Clearly state:

- The amount requested from the Digital High Street Fund
- The amount you will contribute as match funding (if applicable)

Question 11

Please declare any previous grants received from Elmbridge Borough Council and provide dates where relevant.



Question 12

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, environmental health standards 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.

Projects should commence within 6 months and be completed within 12 months of the date of any grant offer letter.

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

If you require any further information about the digital high street fund please email: business@elmbridge.gov.uk



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