

Notice of Meeting

Deputy Leader and Cabinet Lead for Economic Prosperity Decisions

**Date & time**

Wednesday, 8 June
2016 at 10.00 am

Place

Room G44, County
Hall, Kingston upon
Thames, KT1 2DN

Contact

Andrew Baird or Joss
Butler, Room 122, County
Hall, Tel 0208 541 7609 or
0208 541 9702

Chief Executive

David McNulty

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This meeting will be held in public. If you would like to attend and you have any special requirements, please contact Andrew Baird or Joss Butler on 0208 541 7609 or 0208 541 9702.

Elected Members
Mr Peter Martin

AGENDA

1 DECLARATIONS OF INTEREST

To receive any declarations of disclosable pecuniary interests from Members in respect of any item to be considered at the meeting.

2 PROCEDURAL ITEMS

MEMBERS' QUESTIONS

The deadline for Members' questions is 12pm four working days before the meeting (2 June 2016).

PUBLIC QUESTIONS

The deadline for public questions is seven days before the meeting (1 June 2016).

PETITIONS

The deadline for petitions was 14 days before the meeting, and no petitions have been received.

3 TOWN CENTRE REVITALISATION FUND

(Pages 1
- 24)

In July 2015 the Leader of the Council announced an annual £1m fund, allocated in the Medium Term Financial Plan (MTFP). This fund is to support investment in Surrey's secondary shopping centres with the aim of promoting economic prosperity as well as improving the health and well being of our residents and communities by providing better facilities and an improved retail offer. This is split between two funds, the Town Centre Revitalisation Fund (TCRF) and the Local Centre Improvement Fund

This report seeks approval from the Deputy Leader and Cabinet Member for Economic Prosperity for two bids to the Town Centre Revitalisation Fund. These bids, detailed below, have been considered by and received support from the Investment Panel:

- a) Elmbridge Borough Council: Extension to Elmbridge Civic Improvement Fund (ECIF)
- b) Spelthorne Borough Council: Supporting Spelthorne Secondary Shopping Areas

David McNulty
Chief Executive

Published: Tuesday, 31 May 2016

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SURREY COUNTY COUNCIL**DEPUTY LEADER AND CABINET MEMBER FOR ECONOMIC PROSPERITY****DATE: 8 JUNE 2016****LEAD OFFICER: TREVOR PUGH, STRATEGIC DIRECTOR ENVIRONMENT AND INFRASTRUCTURE****SUBJECT: TOWN CENTRE REVITALISATION FUND – RECOMMENDATIONS FOR APPROVAL****SUMMARY OF ISSUE:**

In July 2015 the Leader of the Council announced an annual £1m fund, allocated in the Medium Term Financial Plan (MTFP). This fund is to support investment in Surrey's secondary shopping centres with the aim of promoting economic prosperity as well as improving the health and well being of our residents and communities by providing better facilities and an improved retail offer. This is split between two funds:

- The Town Centre Revitalisation Fund (TCRF) which provides for individual proposals of up to £0.35m (dependent upon availability of funding) from district and boroughs to support local centre revitalisation and regeneration initiatives. This fund requires 50% match funding and attracts 75% of the annual £1m.
- The Local Centre Improvement Fund for smaller shopping parades for bids between £5,000 and £30,000 which is being delivered as part of the Community Improvement Fund. This fund attracts 25% of the annual £1m.

This report seeks approval from the Deputy Leader and Cabinet Member for Economic Prosperity for two bids to the Town Centre Revitalisation Fund. These bids, detailed below, have been considered by and received support from the Investment Panel:

- a) Elmbridge Borough Council: Extension to Elmbridge Civic Improvement Fund (ECIF)
- b) Spelthorne Borough Council: Supporting Spelthorne Secondary Shopping Areas

RECOMMENDATIONS:

It is recommended that the Deputy Leader and Cabinet Member for Economic Prosperity:

- i. approves the proposed grant funding of £50,000 to Elmbridge Borough from the Town Centre Revitalisation Fund for 2016/17 as set out in Annex 1; and
- ii. approves the proposed grant funding of £101,102 to Spelthorne Borough Council from the Town Centre Revitalisation Fund for 2016/17 as set out in Annex 1.

REASON FOR RECOMMENDATIONS:

The Council seeks to work with the boroughs and districts to promote economic prosperity for residents. The primary aim of the Town Centre Revitalisation Fund (TCRF) is to provide investment to Surrey's secondary town centres (secondary centres in large towns or district and local centres), with the primary aim of supporting economic prosperity in these areas, including business retention and attracting new businesses, improved footfall and dwell time.

a) Elmbridge Borough Council: Extension to Elmbridge Civic Improvement Fund (ECIF)

Approval of this bid will enable an already established and proven local grant scheme to continue to support local businesses in Elmbridge, increasing benefit to the local economy, enhancing the attractiveness of shopping centres and attracting people to use local businesses. The ECIF extension project will be specifically targeted towards town centre shop front and streetscape improvements.

Elmbridge Borough Council have expressed a wish to continue this programme for a further two years (2016-17 and 2017-18) with a funding request of £50,000 in each year (match funded). Based upon the evaluation of value for money against successful bids in 2016-17, further consideration will be given to the allocation of further funding in following years.

The bid has received the support of the Investment Panel, the Local Committee Chairman and the officer screening panel.

The projects are considered to meet the criteria of the fund and provide sufficient match funding as set out in the Fund Prospectus in Annex 2

b) Spelthorne Borough Council: Supporting Spelthorne Secondary Shopping Areas

Approval of this bid will provide for much needed investment in local shopping areas where there has been a lack of investment in past years, some of which are in areas of deprivation and are failing to meet the needs of the local community. Maintaining the role of smaller centres and parades in serving their local neighbourhood is a priority within the Local Plan.

The bid has received the support of the Investment Panel, the Local Committee Chairman and divisional members and the officer screening panel

The projects are considered to meet the criteria of the fund and provide sufficient match funding as set out in the Fund Prospectus in Annex 2.

DETAILS:

1. The TCRF provides for individual proposals of up to £0.35m from district and boroughs addressing local centre revitalisation.
2. The fund was launched in February 2016 following consultation with district and borough economic development officers.

3. Bids are being developed by the districts and boroughs in consultation with the Council and will be presented to the Investment Panel as appropriate. In May 2016 the following bids were presented to the panel for which they received the Panel's support and it is for these applications that approval is sought in this report:

a) Elmbridge Borough Council: Extension to Elmbridge Civic Improvement Fund (ECIF)

The Elmbridge Civic Improvement Fund (ECIF) was set up in 2009 to support local businesses. The fund supports the Elmbridge Local Plan and Enterprise Elmbridge Action Plan by helping to unlock investment in town centre businesses, retailers and town centre environment. It is a match funding grant scheme (grants are available for up to 90% of eligible costs) intended to fund projects within Elmbridge that benefit the local economy by:

- Improving the vitality and viability of new businesses taking on vacant premises;
- supporting existing retailers looking to attract new trade; and
- improving the attractiveness and accessibility of local town centres.

Eligible bids will include, but not be limited to:

- Improvements to shop fronts and signage;
- street furniture and street scene improvements; and
- improvements to the use and appearance of empty shops.

As an established programme ECIF has a strong delivery record and project infrastructure led by Elmbridge Borough Council with an existing grants administrator in place, project management processes, marketing materials and networks into the local business community to continue to deliver positive outcomes across the programme. Over its six year existence the fund has provided in excess of £1.2m to local businesses and has supported 209 projects averaging 34 per year.

b) Spelthorne Borough Council: Supporting Spelthorne Secondary Shopping Areas

This bid is part of a wider project to tackle some of the key challenges facing the retail sector within the Borough, specifically those locations situated outside of the main town of Staines-upon-Thames, by structuring a series of interventions over a four year period. The overall aim is to maintain and enhance the role of Spelthorne's secondary shopping centres, Ashford, Shepperton and Sunbury Cross as well as supporting the role of the smaller parades in serving their local neighbourhoods.

This initial bid for funding in 2016-17 focuses on four smaller local shopping parades which are considered to be in areas of deprivation, have received little or no investment in recent years and are struggling to meet the needs of their local communities:

- Stanwell: Clare Road Parade
- Sunbury: Groveley Road Shopping Parade
- Ashford: Woodlands Parade

- Staines upon Thames: Edinburgh Drive

These parades will receive general upgrades to include signage, paving/pathways, street furniture, refresh/implement parking bays and associated road markings to create clearly defined parking areas. Note: The Borough is liaising with the Parking Team to ascertain status of any parking review that may impact on this element. These improvements will increase the environmental quality of these areas, attracting local visitors, increasing footfall and spending as well as providing the community focus needed for local residents.

CONSULTATION:

4. Internal consultation has taken place in relation to both of these projects including with the Deputy Leader, the Investment Panel, screening panel officers from Finance, Economy team, Local Highways as well as Place and Sustainability. Consultation has also included both the Chief Executive and Deputy Chief Executive at Spelthorne Borough Council.

- a) Elmbridge Borough Council: Extension to Elmbridge Civic Improvement Fund (ECIF)

The ECIF extension application has been signed off by the Leader of Elmbridge Borough Council and the Portfolio holder for Community Development. Councillors have been consulted with an update paper on the Enterprise Elmbridge Action Plan received by Cabinet on 13 January 2016.

A wide range of local stakeholders have been consulted on the Elmbridge Civic Improvement Fund including:

- Elmbridge Business Network
- Surrey Chambers of Commerce, Federation of Small Business
- Local Esher, Cobham, Walton, Weybridge, Molesey, Claygate & Thames Ditton business associations

Strong support was received from all the local business groups across the area.

- b) Spelthorne Borough Council: Supporting Spelthorne Secondary Shopping Areas

Consultation led by the Borough has taken place with the Cabinet Member for Economic Development as well as the Leader of the Council. External engagement has included retailers from the four shopping parades who have supported the proposals, along with Local Chambers and Business Forums.

RISK MANAGEMENT AND IMPLICATIONS:

5. The following risks have been identified and assessed:

- a) Elmbridge Borough Council: Extension to Elmbridge Civic Improvement Fund (ECIF)

Risk	Mitigation
Insufficient awards to complete expenditure in timeframe: In 2015/16 it has supported 44 projects.	This is an established and proven fund with brand presence. Over its six year existence the fund has supported 209 projects averaging 34 per year. Established business networks provide promotional avenues.
Fund insufficiently well managed leading to misallocation of funds:	EBC have an established and successful admin/management process in place as well as strong qualifying criteria (found in the Application Guidance Notes Annex 3). Any allocation of SCC funding will also be subject to the TCIF criteria as set out in the Fund Prospectus, Annex 2). EBC are able to provide regular updates as to the allocation of funding and will provide an end or year report as part of the evaluation process.
ECIF overspend	SCC Funding Agreement to be implemented which ensures that any additional costs incurred will be the responsibility of Elmbridge BC. (Any SCC funding of ECIF projects will be limited to the allocated annual total of £50,000)
Visibility/identity of SCC funding	SCC will work with EBC to ensure that projects supported by SCC funding will have appropriate communications/ media support – eg EBC have suggested that each successful project will have an accompanying press release.

b) Spelthorne Borough Council: Supporting Spelthorne Secondary Shopping Areas

Investment in year one is designed to improve the physical landscape and image of some of the most tired shopping parades and then enhance the vitality of the local area from both an economic and social perspective. The parades selected have been chosen to give the biggest return on the investment so that the money spent is used most effectively in achieving the desired aims in the first year.

Risk	Mitigation
Initial quoted costs may increase at tender stage.	Costs provided by a current contracted supplier and are indicative for bid purposes, a full tender process will be undertaken in line with public sector procurement rules
Possible overspend, unforeseen costs.	SCC Funding Agreement to be implemented to ensure that any additional costs incurred will be the responsibility of Spelthorne BC.

Financial and Value for Money Implications

6. Annex 1 sets out the financial implication of these two bids for 2016-17.
7. Both requests for SCC funding (£50,000 for Elmbridge and £101,102 for Spelthorne) are within the maximum fund allocation available for each authority of up to £350,000 and is well within the overall 2016-17 approved capital budget. Match funding has been secured from Elmbridge Borough Council and Spelthorne Borough Council for each of their projects. Final confirmation of this match funding will be required prior to the signing of any Funding Agreements.

Section 151 Officer Commentary

8. The Section 151 Officer supports the recommendations to allocate funding to both of these projects:

Elmbridge BC – Extension to the EICF

Spelthorne BC – Supporting Spelthorne’s Secondary Shopping Areas

These projects, together with the wider TCRF, have been reviewed by the Council’s Investment Panel.

9. The contribution of £151,102 will be met from the approved capital budget, and will be subject to Funding Agreements between parties to enable the funds to be correctly managed.

Legal Implications – Monitoring Officer

10. By virtue of the general power of competence in Section 1 of the Localism Act 2011, the Council has the ability to do anything for the benefit of the authority, its area or persons resident or present in its area. As the proposed grant is being made to another local authority there are no state aid implications.
11. The provision of grant funding under the Town Centre Revitalisation Fund is contingent upon the receiving organisation entering into a grant agreement with the Council. This agreement contains a variety of terms and conditions to protect the use of the grant monies. These terms and conditions include provisions enabling the repayment, claw-back or withholding of the grant monies should agreed milestones or objectives not be met.

Equalities and Diversity

12. An Equalities Impact Assessment (EIA) has not been carried out for the purposes of the TCR. The primary aim of the fund is to support economic prosperity in secondary towns. However, it is also envisaged that projects will improve the general health and wellbeing of Surrey’s residents and communities by encouraging physical activity, assisting vulnerable groups and supporting independent living.

Both of the bids presented in this report provide for improved facilities and access with no specific impact on any one group. However, each local authority will consider impacts of design/applications throughout the implementation of each of their projects.

Public Health implications

13. Whilst there is not likely to be a significant impact on the health and well being of the population, it is envisaged that projects will contribute to improved general health and wellbeing of Surrey's residents and communities by improving access to local shopping facilities and providing the local community focus cohesion recognised as having positive impact on people's lives.

Climate change/carbon emissions implications

14. Neither of these projects have a significant impact on carbon emissions. However, it is worth noting that by improving local shopping facilities and providing more a better mix of retail offer and accessibility for local residents then this provides greater opportunity for less car travel to other areas of the Borough and participation in more active travel such as walking and cycling.

WHAT HAPPENS NEXT:

15. Should the Deputy Leader on 8 June 2016 agree the recommendations, the process would proceed as follows:
 - a. decision communicated to both Elmbridge and Spelthorne Borough Councils and work to put in place funding agreement;
 - b. put in place reporting arrangements to track project delivery;
 - c. work with each council to communicate the project implementation and benefits.
20. Town Centre Revitalisation Fund:
 - a. Work is ongoing with the Surrey boroughs and districts to develop proposals for consideration by Investment Panel. Bids that fit with the fund criteria and achieve value for money will be brought to the Deputy Leader for decision.

Contact Officer:

Lesley Harding, Place & Sustainability Group Manager, 020 8541 8091

Consulted:

Investment Panel

Peter Martin, Deputy Leader and Cabinet Member for Economic Prosperity

Roberto Tambini, Chief Executive, Spelthorne Borough Council

Terry Collier, Deputy Chief Executive, Spelthorne Borough Council

Tony Orzieri, Finance Manager

Kevin Lloyd, Senior Policy Manager

Richard Bolton, Local Highways Group Manager

Annexes:

Annex 1 – TCRF Funding June 2016

Annex 2 – Fund Prospectus

Annex 3 - ECIF Application Guidance Notes

Sources/background papers:

- No background papers were used in the preparation of this report.

Town Centre Revitalisation Fund Recommendation for Decision June 2016

	Funding required £									
	2016-17		2017-18		2018-19		2019-20		2020-21	
	SCC	Match	SCC	Match	SCC	Match	SCC	Match	SCC	Match
a) Elmbridge BC: Extension to ECIF (year one only)	50,000	50,000	TBC (following evaluation of Year 1)		N/A					
b) Spelthorne BC: Supporting Spelthorne's Secondary Shopping Areas	101,102	101,102	Following years under development							
Total	151,102	151,102								

Match funding for both schemes will come from respective council reserves.

Town Centre Revitalisation Fund - SCC allocated funding to date

Project	£				
	2016-17	2017-18	2018-19	2019-20	2020-21
Mole Valley: Leatherhead Church Street	200,000				
Elmbridge: Extension to ECIF	50,000				
Spelthorne: Supporting Spelthorne's Secondary Shopping Areas	101,102				
Total	351,102				
SCC unallocated	398,898	750,000	750,000	750,000	750,000

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Investing in Surrey's Secondary Shopping Centres

Funding Prospectus

DRAFT



Secondary Shopping Centres Fund Prospectus

Introduction

In July 2015, the Leader announced an annual £1m fund for 4 years from 2016/17 – 2019/20 to support investment in Surrey's secondary shopping centres.

The council seeks to work with its partners in the boroughs and districts to promote economic prosperity for our residents. Many district and boroughs seek to support the development of secondary, local shopping areas. Through the use of match funding the County Council can increase the effectiveness of these investments. It is recommended that provision of up to £1m each year is made available to match funding provided by Surrey districts and boroughs to develop secondary, local shopping areas. The Deputy Leader will approve schemes after agreement with the Leader of the relevant borough or district council.

Approach

The funding will be distributed through two separate funding streams in order to enable investment at a range of levels of scales, ensure the fund meets local needs and supports borough and district plans for their centres.

Town Centre Revitalisation Fund - Up to £3m will be allocated to borough and district plans for secondary centre revitalisation, in individual proposals of up to £0.35m, requiring match funding of at least 50%. This will be planned through a 4 year investment programme in order that those boroughs with less well developed plans can have further scope to develop plans and those with developed plans can commence early implementation.

Local Centre Improvement Fund - Up to £1m will be allocated through an annual competitive process as part of the Leader's Community Improvement Fund. The fund will be open to bids from local community groups, parish councils, local business organisations etc for between £5k - £30k, with no minimum match funding requirement.

The Town Centre Revitalisation Fund

Aims and Objectives

The aim of the TCRF is to provide investment to Surrey's secondary town centres (secondary centres in large towns or district and local centres), with the primary aim of supporting economic prosperity.

The objectives of the fund are:

- To support SCC priorities:
 - Economic prosperity outcomes including business retention and attracting new businesses, improved footfall and dwell time
 - Health and well-being outcomes including encouraging cycling and walking to access, improved access for people with disabilities, supporting people to live independently
- To align with and help to deliver borough and district priorities for their centres
- To leverage at least 50% in match funding

Approach

The fund will be distributed to boroughs and districts through a 4 year programme aligned with borough plans and timescales. The total fund available for the 4 years is £3m, with any individual body entitled to bid for in the region of £250k - £350k.

Boroughs are currently drawing up outline plans with a view to agreement of a first draft 4 year investment plan by February, with Deputy Leader sign off by March 2016. The programme will be reviewed on an annual basis to confirm or amend the next tranche of schemes.

Timeline	Activity	Gateway
December 2015	Investment Panel review fund approach	Sign off funding approach and criteria and agree level of information required from Bs and Ds to approve funding
	Letter to Boroughs and Districts to confirm approach	
January/February 2016	Draft investment programme developed with boroughs and districts	Bs and Ds come forward with first tranche of funding proposals
February/March 2016	Officer review – strategic fit and deliverability	Officer review to assess compliance with SCC priorities, deliverability and funding criteria
March 2016 (bids can be taken on an ongoing basis based)	Investment panel to review to confirm value for money	Value for money assessment
April/May	Cabinet to sign off and delegation of responsibility for programme amendments to Deputy Leader	

Town Centre Revitalisation Fund Criteria

Tests	Notes and Guidance
Strategic Fit	
Is there a clear vision for the town centre	For example, set out in the Local Plan, corporate plan, economic strategy or emerging plans and proposals.
Is the proposal focused on secondary shopping centres and unlikely to attract investment from other sources	<p>For example, a secondary shopping centre in a large town centre or a district or local shopping centre</p> <p>The town centre or area targeted for funding is not part of investment currently in place and is unlikely to attract investment from other sources.</p>
Primary Criteria: How does the bid support economic development outcomes? <ul style="list-style-type: none"> - Attract and retain visitors - Diverse retail, culture and leisure offer - High quality public realm including pocket parks etc 	For example: Improving look and feel eg restoring architecturally significant buildings, public realm, public art Developing events and attractions Improved signage or installation of wayfinder scheme Improving diversity of local offer eg upgrade of pavement areas for cafes and events Improved use of digital technology to improve local offer Acquiring assets and/or better managing assets Improve use of vacant or underutilised space to expand offer eg community facilities, flexible workspace Create temporary uses for vacant sites awaiting redevelopment Supporting mixed use development Making better use of spaces above shops for employment or residential use
Secondary Criteria: Does the bid additionally support health and wellbeing outcomes? <ul style="list-style-type: none"> - Encouraging physical activity - Supporting vulnerable groups - Supporting independent living 	For example: Additional / upgraded cycle parking Measures to improve access for people with mobility issues eg dropped kerbs Improved lighting Signage and street furniture in line with dementia friendly guidance Better pavements and crossing facilities for pedestrians Measures to address road casualty issues eg junction improvements Improved access to key services in town centre locations
Business Case	
Is there evidence of need / what data is currently collected to support evaluation of outcomes	Eg Town centre health check data Vacancy rates Measures of footfall Business turnover Modal shift Satisfaction surveys Inward investment levered Business rate income Schemes identified in Local Transport Strategy
Operational arrangements	How will the project be procured and delivered, role of BIDs / town centre management arrangements
Evidence of member engagement	Have local members (borough and county) been involved / informed and do they support the proposals.
Is there evidence of wider partnership working	Evidence of local consultation Partnership with local retailers, other businesses, residents

	associations etc
Deliverability	
Timescale	What is the proposed timescales for delivery of the project across the period 2016/17 – 2019/20
Have risks and mitigation measures been identified	Evidence of risk management plan
Funding	
How much funding is being requested?	We are proposing that each borough can bid from the 4 year fund, with bids in the region of £250k to £350k. The funding can be split across years.
Is there evidence of match funding of at least 50%	Match can be revenue funding, including a maximum of 10% of total project costs allocated to development costs. Statement of confirmation of match funding in place and committed to the project.
Is the proposed expenditure capital?	Confirm that SCC funds will be spent only on capital items
How is risk and contingency being managed?	Is there an allowance for risk and contingency? Any shortfall would need to be met by the borough and district or third party funds.
What are the longer term ownership and maintenance implications?	Need to clarify long term responsibility for additional infrastructure, eg public art, green space etc.
Procurement	
Procurement plan	Procurement in line with public sector procurement regulations

Funding Mechanism

Further consideration is being given to the funding mechanism, with advice from Finance and Legal services, to cover issues such as eligible match funding, liability for future maintenance costs, treatment of underspends, etc. A funding agreement will be in place, using SCC's standard grant funding terms & conditions, which will specify outcomes and payment terms.

Communications

A joint approach to communication on impact of the investment will be agreed with each borough and district.

Evaluation

Evaluation of the fund will be carried out annually to consider:

- Individual scheme delivery
- Achievement of fund objectives
- Amendments to future programme as required

The evaluation and revised programme will be presented to Investment Panel, Scrutiny Board and Local Committee Chairmen on an annual basis.

The Local Centre Improvement Fund

Aims and Objectives

The aim of the LCIF is to support small improvements in local shopping facilities and areas that can have a positive impact on local quality of life.

Objectives

- To support delivery of the county council's corporate priorities:
 - Health and well-being
 - Economic prosperity
 - Resident experience
- To support improvements to local shopping areas which enhance their attractiveness and value to the local community
- To support improvements to local shopping areas that improve their accessibility and attractiveness for all members of the local community including vulnerable groups
- To enable local community groups and associations to secure funds that meet local needs

Approach

This new capital fund provides local communities with the opportunity to make improvements to their local shopping parades and facilities, improving the public realm and local environment of benefit to all within the local community.

The focus of the fund is on local shopping parades and village centres rather than town centre locations. The types of measures that may be funded include: seating, signage, environmental improvements.

Bids are invited between £5,000 and £30,000 for one off capital schemes. Funders are required to provide evidence of some match funding from other sources in order to show commitment/support to the project. However this maybe either financial or time offered free of charge that contributes to reducing cost of project.

Bids will be open to any organisation with an interest in their local area including town and parish councils, community and voluntary sector groups and business groups. The fund will be run as an annual competition as part of the Leader's Community Improvement Fund but with a specific focus on benefits to local shopping facilities and areas. Appropriate checks will be undertaken before any funded is agreed.

Up to £1m will be distributed over the 4 years of the funding period.

Date	Activity
1 st April	Fund goes live
15 th July	Closing date for bids
20-22 July	Scoring of bids by officers
22 – 29 July	Opportunity to request further information from bidders and amendments made
August	Final officer assessment of bids
September	Bid assessment by Panel
October	Decision by Leader

Fund Criteria

Types of Initiative that the funding might support	<p>Funding of up to £30k (or more in exceptional circumstances where need and local support can be clearly demonstrated) is available for capital schemes that improve the quality of local shopping parades and facilities. The types of improvement might include:</p> <ul style="list-style-type: none"> • Seating • Highways improvements including signage, raised tables • Paving improvements • Planting • Decluttering of broken and unnecessary street furniture
Primary Criteria: The proposal must meet all of the following criteria	<ul style="list-style-type: none"> ▪ Funding is focused on local shopping centres or parades ▪ Improvements should be accessible to all and not for exclusive benefit of any one section of the community ▪ Funding should be focused on investments that improve the economic vitality and environmental quality of the area and / or improve local health and well-being ▪ Bidders should be able to demonstrate their role in supporting the local community in which the funds are being targeted ▪ For any proposals relating to highways activity, the support of the SCC Area Highways Manager should be sought.
Secondary Criteria: the proposal should seek to meet these additional, desirable criteria	<ul style="list-style-type: none"> ▪ Evidence and value of any match funding – bids are welcomed that can demonstrate support from other sources – this might be financial or time offered free of charge that contributes to reducing cost of project ▪ Proposals should demonstrate the support of local elected members and/or the Local Area Committee
Deliverability	<ul style="list-style-type: none"> ▪ Outline the timescale in which the funding will be spent ▪ Detail of any permissions required to carry out the work, including status of permissions
Grant Conditions	<ul style="list-style-type: none"> ▪ Must get minimum of three written quotes for any works ▪ Must provide receipts for expenditure within 12 months of being awarded the grant
Eligibility	<ul style="list-style-type: none"> ▪ Bids must be from properly constituted groups and include evidence of at least one year of audited accounts. Where this is not possible at the very least there must be a current/valid bank account and required signatory.
Restrictions. The funding cannot be used for the following activities	<ul style="list-style-type: none"> ▪ Support for any political party or affiliated organisation ▪ Ongoing revenue costs ▪ To replace funding from other sources that has been withdrawn ▪ To fund activities that are the statutory responsibility of a public sector body ▪ To fund anything that contravenes County Council policy ▪ Retrospective funding for activities already undertaken.

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1 Introduction

This document intends to give information to those completing an ECIF Application Form.

More information can be found at www.elmbridge.gov.uk/business/ecif. Alternatively if you need any further guidance contact the Policy Team on 01372 474398 or corporatepolicy@elmbridge.gov.uk.

The fund is a discretionary scheme that provides funding to enhance towns and villages in Elmbridge.

Please note the following:

- Use black ink or complete 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 and/or Members of the Council (depending on the amount of grant applied for).
- There is no right of appeal against the decision.
- Retrospective grants will not be paid.

1.1 Who can apply?

The scheme is only open to improvements that take place within Elmbridge. Individual applications from independent retail businesses will be accepted for specific categories of improvements, as will applications from business groups, trade associations, chambers of commerce and community organisations.

Priority will be given to projects that enhance the area, are likely to attract business and where the improvement will be long lasting (e.g. 5 years).

1.2 What projects are eligible for financial assistance?

- Street furniture and street scene improvements.
- Restoring or replacing shop fronts in the style appropriate to the building.
- Initiatives to improve the appearance of empty shops.
- Promotional events or marketing initiatives which increase the public's awareness of shops, amenities and services available in the town centre.
- Learning skills and training initiatives.
- Initiatives that promote community improvement projects where there would be a significant benefit to the local economy.

Consideration will also be given to initiatives to make properties secure and deter anti-social behaviour, e.g. graffiti but not in conflict with other Council policies.

1.3 What is not eligible?

- 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.
- Items of routine maintenance and repair e.g. painting of existing windows or shop fronts.
- 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. planning fees, consultants
- Initiatives promoting a political party.
- Initiatives that conflict with existing Council policies.

1.4 How much money is available?

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

2 Completing the Application Form

2.1 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.

2.2 Question 6

Tick appropriate box for type of grant application.

2.3 Questions 7 to 10

Complete these questions if you are making improvements to a property – either shop front, cleaning or empty shop usage.

2.3.1 Question 7

We need to know the actual address with postcode of the property to be improved or have a change of use (empty shop usage).

2.3.2 Question 8

If you rent or lease the property you will need to include the landlord's written consent to make the improvements. Evidence of freehold and leasehold interest may also be required.

2.3.3 Question 9

A check will be made to ensure that business rates are not outstanding and we will review the history of your business rates.

2.3.4 Question 10

Applicants will have to secure all the necessary statutory consents such as building regulations, environmental health licences or planning permission prior to the submission of an application. Please also note that it may be necessary to contact statutory undertakers to

get necessary consent for installing street furniture and other fixtures. Statutory undertakers are the various companies and agencies with legal rights to carry out certain development and highways works – e.g. gas, water, electricity, telecommunications and other ‘cable’ companies.

2.4 Question 11

Provide a description of your proposal, why you are seeking the grant, how the funding will be used, whether the funding is to contribute to a project/ fully fund a project and the benefits it will bring to the local economy including how it meets the Council’s Vision and Top Priorities:

Vision 2013- 2018

A confident and cohesive community with a thriving local economy and cherished environment served by quality public services delivered cost effectively.

Our Top Priorities for 2013/14

- A safe, caring and healthy Elmbridge
- A vibrant and thriving Elmbridge
- A unique, green and attractive Elmbridge

(Also online <http://www.elmbridge.gov.uk/Council/information/statements.htm>)

Also refer to the information required depending upon your type of application, which is shown in the table in Appendix A. If you are asked to provide information on outcomes, please include any targets for your project as these will be used to monitor your project should your application will be successful (the Council will therefore be monitoring your organisation on what you said you will do).

An additional criterion to bear in mind is whether the benefit can be classified as long lasting.

2.5 Question 12

List all drawings, plan numbers (planning application reference numbers), plans and project documents that you are including as part of your application.

Please see Appendix A for the information required based on the type of application you are making and ensure that you include these documents.

It may be necessary for us to contact you further if these are not included, but this is likely to delay processing your application.

2.6 Question 13 – Shop Front or Empty Shop improvements only

Please provide some more detailed information on the project costs, including any professional fees, which cannot be funded by the scheme and therefore will need to be excluded when determining the level of grant.

Please make sure you include budgets and quotes for the work as appropriate (outlined in Appendix A).

2.7 Question 14

Indicate the amount of money you would like to apply for from the fund. Let us know if there are any contributions from third parties – i.e. other organisations or grant schemes or individuals and then show what contribution you or your organisation/business are putting in to the project / improvement.

Reserves are pots of money which organisations have “put to one side” for either specific reasons dictated by their own future plans or by funding restrictions or for use in emergency situations. If you have any reserves, please attach a separate A4 sheet headed “Reserves”.

You need to let us know if you are applying for funding from any other organisation as this might affect the amount of funding awarded. You will need to let us know if you receive any funding from other parties whilst we are processing your application. Failure to do so may result in withdrawal of funding or a request to return any funds awarded.

2.8 Question 15

Please just provide full name of person and position within Elmbridge Borough Council, if known.

2.9 Question 16

We do not expect all small businesses to be able to provide all of this information, but please ensure that you include either your business or project plan and audited accounts where possible. If you are holding an event, you may need a specific licence or certificate for it and we will need evidence of this. 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.

2.10 Question 17

You may want to inform your ward councillor of your intention to apply to the fund. There may be an opportunity to join up with other applicants and put in a joint application. You can find out your local ward councillor under “My Neighbourhood” on our website.

2.11 Question 18

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

3 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 body and you will be informed of the decision.

There is no right of appeal.

4 When will the grant be paid?

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.

APPENDIX A - Table 1. Assessment Requirements

Category	Eligible works or project	Information required	Grant
Shop front improvements			
Frontages	<ul style="list-style-type: none"> • Cleaning brickwork, stonework etc. • Restoring traditional detailing • Restore/replace joinery, iron & stonework. • New shop fronts, fascia etc. • Remove redundant features. • Structural improvements. • Enhancing private forecourts. 	Scale drawings; Design in keeping with surrounding area; At least 3 estimates; statutory permissions; and landlord's written consent.	Grants up to 90%
Security measures	<ul style="list-style-type: none"> • Strengthened glass- higher security shop fronts • External Security systems/ lighting (not in conflict Council policies) 	Scale drawings; At least 3 estimates and landlord's written consent; statutory permissions.	Grants up to 90%
Street Scene and Street Furniture Improvements			
Street Furniture	<ul style="list-style-type: none"> • Hanging baskets (excluding maintenance which needs to be undertaken by those bidding) • Lighting • Signage • Seats • Bins • Trees and planters 	<p>Description of works and 3 written estimate of cost</p> <p>Where applicable arrangements for ongoing costs e.g. cleaning, electricity etc.</p>	Grants up to 90%
Marketing & Promotion			
Business area Promotion	Events/activities, including clean-up projects, promoting town centre, village or shopping parade as a whole organised by a group of retailers	3 quotes where applicable Statement of aims/details of event and responsible body/organisers, budget showing financial provision for proposed scale of event, sources of income and measurable outcome of the event (value for money). Risk assessment and adequate insurance provision. Relevant consent/ permissions e.g. temporary event notice	Grants up to 90%
Learning skills and training initiatives			
	Variety of learning skill and training initiatives to boost local economy	Statement of aims/details of initiative, budget, sources of income, measurable outcomes and include if employment gain expected locally	Grants up to 90%
Community Improvement Projects			
	Projects that are of benefit to the local economy or attract people to services	3 quotes, Statement of aims with details of initiative, budget, sources of income, measurable outcomes	Grants up to 90%

