



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%

