**TOWN CENTRE GROWTH FUND 2023-2024**

**GRANT APPLICATION FORM**

**AIMS OF THE FUND**

Rugby Borough Council’s Town Centre Growth Fund aims to support the development of the town centre and the open market. It offers revenue grants to small businesses in the retail and service sectors for projects that deliver business growth, increase footfall and/or reduce vacancy rates in the town centre and open market. It is funded through the UK Shared Prosperity Fund.

**The aims of the fund are to:**

* Support the growth of the retail and service businesses in the town centre and open market.
* Increase footfall in the town centre and the open market.
* Reduce the number of vacant commercial units in the town centre and increase the number of stalls at the open market.
* Increase the visitor numbers by improving the town centre as a visitor destination.
* Develop the open market in the town centre and support the creation and growth of new ones within the borough.

**High scoring projects will be those:**

* where the applicant pledges match funding (if they are start-ups or sole traders) or pledges more than the minimum match funding (if they are established micro or small businesses).
* submitted by a start-up business or a partnership of two or more businesses, working together to deliver a larger project than they could individually.
* that contribute to three or more of the aims of the fund.
* that include activities and/or services which can and will be continued after the project has ended.

**We are looking for projects that can be delivered by December 2024.**

**AVAILABLE FUNDING**

Total Fund Value: £130,000

Grants will range from

1. £1,000 up to £5,000 for sole traders and start-up micro and small businesses
2. £1,000 up to £10,000 for established micro and small businesses

**APPLICATION PROCESS**

**The closing date for applications is 29/01/2024 or when we have received sufficient eligible grant applications, whichever is sooner.** Applications will **not** be accepted after the closing date or the date when it is announced the fund has been sufficiently oversubscribed.

**Applications will be assessed on a ‘first come, first served’ basis. Please note that only complete applications will be placed in the queue for eligibility assessment and project appraisal.**

**To apply for a grant:**

1. Download the application form available at [www.rugby.gov.uk/sharedprosperity](http://www.rugby.gov.uk/sharedprosperity)
2. Fill in the application form (this document).
3. Gather your supporting documents.
4. Submit your application form together with supporting documents by
	1. Email to ProjectsTeam@rugby.gov.uk or
	2. Post to **Rugby Borough Council, Town Hall, Evreux Way, Rugby CV21 2RR** for the attention of **Economic Development** or
	3. Hand in at the reception desk in theTown Hall at **Rugby Borough Council, Evreux Way, Rugby CV21 2RR** for the attention of **Economic Development**.

**Typed applications are preferred.** **Please read the Guidance for Applicants document before completing this form.**

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| **Section A - Headline Information** |
| **1.** | **Project title:** |  |
| **2.** | **Total project value,** of which:**Grant amount requested:****Match amount pledged:** | £££ |
| **3.** | **Main contact person***(These details will be used for correspondence purposes)*Name:Position within business:Email:Telephone/ Mobile phone number:  |  |

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| **Section B - Your Business** |
| **1.** | Name of business applying:Type of business:Organisation address:Organisation email address:Organisation phone number:Is your business registered and/or trading in the Borough of Rugby?If yes, please provide your Rugby address if different from aboveCompany Registration Number **or** UTR number: | Sole trader / Limited Company / Other (please specify)[ ]  Yes [ ]  No |
| **2.**  | When was your business registered?Is your business a retail and/or service business?How many employees (FTE) does your business have?What is your turnover for the previous financial year?What is the total value of your assets for the previous financial year?Are you owned or do you own shares in other companies? If yes, please describe the set-up and include percentages.Is your business required to register with the Information Commission Office? If yes, please provide your ICO reference number: |  [ ]  Yes [ ]  No [ ]  Yes [ ]  No |

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| **Section C - Project Information** |
| 1. **Project Objective(s)**

*Please describe main objective(s) of the project.**Please detail how the project’s objective(s) contribute to the aims of the fund, which are to:* * *Support the growth of the retail and service businesses in the town centre and open market.*
* *Increase footfall in the town centre and the open market.*
* *Reduce the number of vacant commercial units in the town centre and increase the number of stalls at the open market.*
* *Increase the number of visitors to the town centre and the open market.*
* *Develop the open market in the town centre and support the creation and growth of new ones within the borough*
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| 1. **Project Description**

*What activities will you undertake to achieve each objective? (Please note the list of eligible costs in the Guidelines for Applicants document.)**Who will be the beneficiaries of the project?**Where will the project activities be delivered?**Who will be responsible for delivering the project?* *Who has been involved in developing the project?* *What other businesses/organisations will be involved in the project?* *How is this partnership increasing the impact of the project?* |
| 1. **Project Timeline**

*What is the planned timetable for the project, including, the expected start date, dates of key activities (such as purchase of key items, holding an event, reporting), and when the grant will be spent by? Add as many rows as you need. Include any other details below the table.*

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| **ACTIVITY** | **DATE** |
| Project Start |  |
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| Project End |  |

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| 1. **Project Outputs and Outcomes**

*What outputs and outcomes will the project deliver? Fill in the table and indicate how are you going to evidence that you have achieved that target (e.g., attendance register for your events). (Please note the output and outcome descriptions in the Guidance for Applicants document).**What benefits will your project deliver, for your business, the Town Centre/market, etc.?* *Are there any other benefits / added value that your project will achieve? Detail these below the table.*

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| **OUTPUT / OUTCOME** | **TARGET****Yes or No and amount if known** | **HOW IS IT MEASURED OR EVDENCED?** |
| Number of local markets created or supported  |  |  |
| Increased footfall  |  |  |
| Increased visitor numbers |  |  |
| Reduced vacancy rates |  |  |
| Improved perception of markets  |  |  |

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| 1. **Project Finances**

**5a. Budget***Please provide a breakdown of how the grant will be spent.* *For all the purchases you intend to make, provide quotes to show you have done market research and achieved value for money with your selected product/service.* *Add as many rows as you need. Add any further details below the table. (Please note the list of eligible costs in the Guidelines for Applicants document.)*

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| **BUDGET LINE/PURCHASE** | **COST (excl. VAT)** | **COST (incl. VAT)** |
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| **TOTAL:** |  |  |

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| **5b. Total cost of project***What is the total cost of the project? If it is more than you are applying to this fund for, please give details of how you will find the balance stating details of any other grants you have applied for or use of your own resources.*Total cost of project: £Match funding provided: £Other funds applied for/secured (including amount):

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| **Funding Source** (e.g. grant, own reserves) | **Amount**(e.g. £5,000) | **Status**(e.g. awaiting decision, confirmed) |
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*Please state what any additional funding will be used to for:* |
| 1. **Risks to the success of the project**

*What factors might delay the project or otherwise prevent you delivering your aims and objectives?**(for example: lack of staff to deliver activities, failure to attract sufficient visitors, etc.) How will you minimise or deal with these risks?*

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| **RISK** | **MITIGATION** |
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| 1. **Additionality**

*How will the grant contribute to the project being delivered faster, at a larger scale, with less disruption, etc. than if the organisation would not have had the grant? Is the project significantly reliant on the grant to happen i.e., the project would not happen without the grant? Please explain how the grant will make a difference.* |
| 1. **Sustainability**

*What do you expect to happen once you have spent your grant? How will your project provide lasting benefit to your business, Town Centre/market or community? Once the project ends, how do you plan to obtain any additional funding required to sustain the activities/services that have been set up?* |
| 1. **Value for money**

*Considering the outputs, outcomes, and benefits of the project, sustainability and the value of the grant requested, please explain how the project makes the grant money go further i.e., how it optimises the use of the grant to achieve the maximum number of benefits, outputs, and outcomes possible.* |

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| **Section D - Financial details** |
| **1.** | **Your business bank details**Name on bank account:Account number:Sort code:Branch address**:** |  |
| **2.** | **Financial Reserves**Please confirm your business’s financial reservesRestricted reserves:Unrestricted reserves:Please provide a statement as to why you hold this level of reserves: | ££ |
| **3.** | **VAT**Is your business able to recover VAT?If yes, please provide your VAT reference number |  [ ]  Yes [ ]  No |
| **4.** | **Total bank balance**Please confirm the total balance of all bank and building society accounts at the date of application**:** | £ |
| **5. Minimal Financial Assistance / De Minimis**Please declare all the De Minimis / Minimal Financial Assistance subsidies you have received as a business in the three consecutive fiscal (financial) years (the current year and the two previous ones) prior to application:

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| **PROVIDER NAME** | **AMOUNT** **(GBP)** | **DATE OF RECEIPT****(mm/yyyy)** |
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| **Section E - Additional Comments** |
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| **Section F – Supporting Documents** |
| Please tick to confirm you have attached copies of the following documents to this application form:[ ]  VAT Certificate (if registered for VAT)[ ]  Company Registration / Certificate of Incorporation or HMRC registration letter[ ]  Proof of Rugby trading address (if not registered in the Borough of Rugby).[ ]  Annual accounts/financial records or a statement that shows your business’s balance of funds, income and expenditure, as per the requirements in the Guidance for Applicants document, *Section 6. How to apply for a grant?*[ ]  A bank statement / loan letter / grant letter (if you are required or wish to pledge match funding for the project)[ ]  A bank statement from the current or previous month in your business’s registered name. |

**Declaration**

Please tick the boxes below to confirm the following:

[ ]  Iaccept and confirm that all information provided in this application is a true representation of the position of the individual, group or organisation and its intention for the grant if successful.

[ ]  I understand that if we want to introduce any changes after the grant has been awarded then prior approval must be sought from Rugby Borough Council, in writing.

[ ]  I understand and accept that the name of my business, the title of this project, the amount of grant requested and/or awarded, and the result of the appraisal of my project will be made public on Rugby Borough Council’s website.

☐ I agree to comply with the Procurement, Publicity and Reporting requirements as laid out in Sections 10, 11 and 12 of the *Guidelines for Applicants* document.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Data Protection Act Notice**

The information contained on this form will be held by the council and will be subject to the provisions of the Data Protection Act. The Act requires the council to safeguard this information and the use made of it.

The information given on this form may also be used for data matching exercises to assist in the prevention and detection of fraud and corruption.