
LEOMINSTER TOWN COUNCIL

Shop Front Improvement Grant Scheme - Guidance

Background

- 1.1 Shop Front Improvement Grant Scheme is intended to assist shop owners, tenants and landlords to improve the external appearance of their premises.
- 1.2 This scheme is funded from the Government's Covid-19 Outbreak Management Funds grant as part of Herefordshire Council's Covid-19 recovery plan, supporting economic recovery and improving wellbeing in Herefordshire. The scheme will be administered by Leominster Town Council.
- 1.3 A budget of £10,000 has been allocated to fund a minimum of twenty grants of £500. Additional grants may be available if applications of less than £500 are received.
- 1.4 Leominster's historic centre contains the main retail area of the community. For this reason, the appearance of shop fronts, and the buildings of which they are a part, has a considerable impact and influence on the character of the town. A shop front that has been designed to reflect the character of the building and its surrounding area can add charm and vitality, making it attractive to shoppers and visitors alike.
- 1.5 The Shop Front Improvement Grant Scheme aims to help local businesses to maintain and improve their shop fronts in the centre of Leominster, helping to support the growth of local businesses while improving the local environment and raising the image of the town centre with both locals and visitors.
- 1.6 These guidance notes have been developed to help you understand the aims of the Shop Front Improvement Grant Scheme and how you can make a grant application.
- 1.7 If you would like to know more about the Shop Front Improvement Grant Scheme in Leominster, or have any queries regarding your application, please contact Julie Debbage, Town Clerk, at townclerk@leominstertowncouncil.gov.uk

2. Who can apply?

- 2.1.1 The Shop Front Improvement Grant Scheme is open to all freehold owners, tenants, and lease-holders with at least 3 years on their lease, of premises with commercial shop-frontage facing the street within the town of Leominster. Tenants must have the building owners' prior approval for any proposed works before submitting a grant application.
- 2.2 Commercial premises include:
 - Shops – including hairdressers, beauty salons, funeral directors, launderettes, dry cleaners etc.
 - Financial and professional services (e.g. accountants, estate agents, solicitors etc.)
 - Restaurants, public houses, cafes and food takeaways

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- Buildings that are being used to provide a community service.
- 2.3 Priority will be given to premises in Leominster's main shopping streets:
- Broad Street
 - West Street
 - Rainbow Street
 - Burgess Street
 - High Street
 - Victoria Street
 - Corn Street
 - Butchers Row
 - Corn Square
 - Etnam Street
- 2.4 Applications for first floor improvement grants will be considered from the lease-holders, tenants and freehold owners of offices and residential property located above shops and businesses in the area outlined in 2.3.
- 3. What does the grant cover?**
- 3.1. Funding is available up to a maximum of £500. Any expenditure above £500 will have to be financed from alternative sources.
- 3.2 The maximum grant will be £500 per project in order to assist as many businesses as possible.
- 3.4. All works must be completed by **31st August 2022**.
- 3.5. Once funding is exhausted, no further applications will be considered.
- 3.5. Claims can only be made against actual physical works necessary to deliver the improvement, including labour and materials.
- 3.6 The funder's procurement requirements for this scheme specify that 2 written quotes or prices must be sought from relevant suppliers of goods, works and services for all aspects of the proposed works. In submitting an application for a Shop Front Grant you are declaring that you will adhere to the scheme's procurement requirements. If your grant application is successful, you should ensure that you retain evidence of quotes or prices sourced for goods, works and services, as we may need you to supply this documentation after the completion of the works.
- 3.7 The following work will be considered eligible for support:
- new shop fronts;
 - repair and reinstatement of any part of a shop front fixture that is visible from the street;
 - re-instatement of original architectural features e.g. ornamental masonry, stucco and other applied finishes or details, historically patterned woodwork, ornamental metalwork or other features of historic significance;



- repainting of shop front in suitable colours;
- repair and reinstatement of guttering and downpipes to match historic materials;
- repainting or re-rendering prominent elevations in suitable heritage colours;
- repair of external stonework and brickwork and replacement of stonework or brick work;
- re-pointing using traditional materials;
- pedestrian access improvements – to comply with the Disability Discrimination Act
- external signage, subject to planning approval;
- lighting, subject to planning approval.

3.8 All work is subject to the relevant permissions, approvals and consents being secured.

3.9 The scheme does not support:

- works which have already been undertaken or any works which are started prior to a formal offer of grant funding being made;
- structural repairs, including re-roofing;
- internal repairs and alterations;
- external shutters and other security devices (e.g. CCTV);
- window display equipment;
- internal security grilles and or security glazing (e.g. laminated or strengthened glass);
- rear or side property frontage refurbishment connected to the business premises;
- recoverable VAT.

3.10 The scheme will only provide grants to premises in the eligible area. Please note that grants are discretionary and subject to availability of funds. The inclusion of a building within an eligible area does not give any automatic entitlement to a grant.

3.11 Please note that you may require planning permission if you are making major alterations to your shop front and it is recommended that you seek advice from the Herefordshire Planning Department prior to submitting a grant application and commencing works.