



Funded by
UK Government

Tendring
District Council



Clacton on Sea, Holland on Sea & Jaywick Sands Capital Shopfront Improvement Grant Scheme

(Excluding the rest of Tendring)

This capital grant scheme has been made available via the Community Regeneration Partnership (CRP) 2025/2026, for the benefit of independent business owners/ tenants across Clacton on Sea, Holland on Sea & Jaywick Sands (excluding the rest of Tendring). The grants are designed to enable external improvements to shopfronts to take place which may otherwise have proven too expensive. Via this scheme, not only will individual businesses be supported to improve their appearance, but town centres across Tendring will be enhanced, making them more attractive to visitors and residents to spend time in.

Amounts of between £1,000 to £20,000 are available for capital works, for businesses with a physical premises in one of Tendring's main town centres, High Streets or shopping areas within Tendring's villages. Tendring District Council owned seafront premises i.e. kiosks that are ineligible for funding.

There is no requirement to match-fund, but where the total project cost is over the maximum £20,000 available per business, this must be covered by the business. Any separate revenue costs of the improvements must also be covered by the business itself, as this fund can only support capital costs. All works to the shopfronts must be completed in a timely manner following the payment of any grant funds. A completion period of up to 12 weeks will be deemed reasonable.

Multiple businesses with the same owner are not eligible for support at more than one address. However, multiple premises owned by the same landlord are eligible, if more than one active tenant business applies for support.

Applied-for works must be external rather than internal property improvements and must be for capital not revenue work, which includes but is not limited to:

- Fascia and Signage upgrades
- Doors and entrances (including adaptation for disabled access)
- Awnings (in windows visible from the street)
- External lighting

The list above is not exhaustive but indicates the type of projects the scheme could support. Any works must make a visible improvement to the external areas of the premises.

Please note that the following are not eligible for consideration:

- Non-fixed external items such as outdoor seating furniture, heaters, A-Boards or other moveable signage, or display furniture, mannequins etc.
- Core management and administration costs incurred during the day-to-day running of the business, i.e. rent, rates, staff costs or service charges.
- Applications from national retailers, chains, banks or national charities
- Applications will not be accepted from landlords on behalf of unoccupied units, applications should come from active tenants of the units to be improved.

No works can be undertaken before the application has been approved by the Council, meaning a grant offer letter has been sent to and signed by the applicant, and all required planning permissions must be in place.

Help with the planning process

As planning permission is likely to be needed for most applications, we are contracting the services of a planning consultant who can help with the planning process on your behalf. The cost to use this service will be borne by the Community Regeneration Partnership and will not come out of your grant allocation, but planning fees must be paid for by the applicant upfront and can be claimed back if:

- a) the grant and planning permission is approved (or, alternatively, it is confirmed that planning permission is not required for the proposed works) and
- b) does not exceed the maximum grant amount (£20,000).

It is intended that the Planning Consultant will save applicants' costs by being able to advise in advance whether planning permission will be required, removing the need for Pre-App costs, this will also ensure that the planning application is up to the standard required by planning, this will reduce the risk of the application being rejected or delayed. If an application is required on their advice, those costs are then eligible to be claimed back on the above criteria. If you wish to discuss further and/or use this service please email tendring4growth@tendringdc.gov.uk and we can put you touch with the consultant when they have been appointed.

Applications must include:

- A completed application form, submitted via email to tendring4growth@tendringdc.gov.uk
- Evidence of permission from a landlord to make changes to a property, if the property is leased (either as a letter or as a clause in the business' lease)
- Proof of length of lease left, if the property is leased
- Two quotes for each aspect of the work being applied for. All details (for example, colours of paint selected, labour costs) must be included on the quotes provided so that the assessors can ensure they are two equivalent quotes. The applicant may indicate a preference for the more expensive of the two quotes and justify their choice for the assessor's consideration. Local companies/tradespeople would be preferred where feasible, to support as many businesses through this scheme as possible.
- A photograph of the current outside of the business, to include the area of work applied for.

If your application is successful a grant offer letter will be issued to you to be signed and returned, but no funding will be paid until all relevant planning permissions are in place and

proof of this has been received and acknowledged at the tendring4growth@tendringdc.gov.uk email address; this notification is the applicant's responsibility. Payment can then take up to 30 days. **All works to the shopfronts must be completed in a timely manner following the payment of any grant funds. A completion period of up to 12 weeks will be deemed reasonable..**

Please note, this grant scheme is a competitive process and therefore, whilst we aim to support as many businesses as possible across the District, those who are ineligible or do not provide the above listed information upon request will be removed from consideration. There is a finite amount of money available, and the scheme will remain open to applications until such time as the full amount is allocated.

In the event that insufficient evidence of costs is provided, or where there is a high volume of interest, lower grant amounts may be offered where possible to support.

Due diligence checks will be completed on all applications, these will include NNDR payments are up to date and Companies House checks.

With any questions or to discuss further, please email tendring4growth@tendringdc.gov.uk.

Tendring Shopfront Grant Application Form

Section 1: Business & Applicant Information

1. Applicant Full Name and Position within the Business	
2. Business Name and Business Address (including Postcode)	
3. Preferred Telephone Number	
4. Email Address	
5. Website Address (if applicable)	
6. Is the Business Registered for VAT? If you are VAT registered, the value of the grant will exclude the VAT payable	<input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, please provide VAT Number:
7. Have you or any other Partners or Directors of your business ever been adjudged bankrupt, or been a Partner, Proprietor or Director of a company that has gone into receivership or liquidation?	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Have you or any other Partners or Directors of your business ever had any County Court Judgements served against them?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If your answer to either question 7 or 8 is yes, please provide further details here.	

<p>Please also provide a breakdown of costs for the total amount of funding requested in question 13.</p> <p>(All applied-for money should be evidenced via two quotes for each of the items/work to be undertaken, to be provided alongside this application form.)</p>	
<p>15. What would the impact on your project be if you received a lower level of funding, or were unsuccessful in your bid? (max 100 words)</p>	

16. BENEFITS OF PROJECT

What would be the expected benefits from completing your project, in terms of sustainability, employment, environment or increasing turnover?
Please give brief details.

17. Have you received any grant funding before, if so what for and from whom?

Please give full details, including any details of Covid Emergency grants you may have received, even if they were allocated automatically rather than applied for.

In line with the Subsidy Control Act 2022, Tendring District Council must establish if financial assistance provided to organisations meets the definition of a subsidy under the regime. For financial assistance to be considered a subsidy, specific conditions must be met.

Tendring District Council considers that any financial assistance given under this scheme will not be considered a subsidy on the basis of using an open call application process and assessment. This application process and assessment is a measure, which treats equally all enterprises in the area, falling within the fund criteria, for which Tendring District Council exercises its responsibilities, and as such, it does not advantage any one enterprise over another.

In order for Tendring District Council to make this assessment, please confirm the following:

1. Has your enterprise received any form of financial assistance previously within the last 3 financial years?

For the avoidance of doubt, financial assistance includes Minimum Financial Assistance subsidies, Services of Public Economic Interest (SPEI) subsidies, De minimis EU state aid, and subsidies given as small amounts of financial assistance under the UK-EU Trade and Cooperation Agreement.

Yes

No

2. If your enterprise has received financial assistance previously, please state the nature and how much has been received:

3. Has your enterprise applied for any other funding from Tendring District Council in the last 3 years, even if unsuccessful?

Yes

No

If yes, please give details of the project and the amount requested.

4. Please confirm that you agree to answer further questions in relation to the financial assistance your enterprise has previously received should Tendring District Council deem further questions necessary to be able to award further subsidies.

Yes

No

If the financial assistance given under this scheme is later found to be a subsidy, Tendring District Council intends to rely on the Minimum Financial Assistance (MFA) exemption. MFA allows public authorities to award low value subsidies without needing to comply with the majority of the subsidy control requirements.

MFA has a financial threshold so no recipient can receive more than £315,000 in MFA or comparable types of subsidies over the elapsed part of the current financial year and the two financial years immediately preceding the current financial year.

MFA can be used by a public authority when it is awarding a low value subsidy if the recipient has not reached the allowance threshold of £315,000 within the applicable period set out above and will not breach this threshold on receipt of the subsidy.

Applicant Declaration

I hereby declare that the information I have provided in this application and all the enclosures is true and accurate and that it fairly reflects my business's affairs and future prospects.

Signed.....

Print
Name.....Date.....

Position in
Company.....

Your completed application form must be accompanied with the following:

- A completed application form, submitted via email to tendring4growth@tendringdc.gov.uk
- Evidence of permission from a landlord to make changes to a property, where applicable (either as a letter or as a clause in the business' lease)
- Proof of length left on the lease.
- Two quotes for each aspect of the work being applied for, a justification for your preferred choice if it is the more expensive. Local companies would be preferred where possible, to support as many businesses as possible.

- A photograph of the current outside of the business, to include the area of work applied for.

Notes

- Please ensure that all questions are answered fully.
- Absence of information requested will delay processing of application.

Please send your completed form, with all the necessary information requested, either by email to tendring4growth@tendringdc.gov.uk or via post, marked 'Confidential' to:

Economic Growth, Room 105,
Tendring District Council,
Town Hall,
Station Road,
Clacton on Sea,
CO15 1SE

Data Protection:

Please tick. I confirm that the above details will be retained by Tendring District Council (TDC) only and may be used to inform me about any other services and/or events. By supplying this information I consent to these details being stored on the TDC database for these purposes and in accordance with the latest GDPR legislation.

TERMS & CONDITIONS

Grants are awarded subject to the following Terms & Conditions:

1. The Grant will only be made available to applicants operating an independent business in Tendring. This excludes national retailers, chains, banks and national charities.
2. Applications for grants will be decided by the Economic Growth & Enterprise Manager. This decision will be final, and no further correspondence will be entered into.
3. All grants are discretionary and subject to the availability of funds.
4. A signed copy of the lease agreement will need to be enclosed with the application form if the property is leased, or a confirmation from your landlord that you have permission to complete the works.
5. Proof of length left on the lease will also be required, where the property is leased.
6. **All works to the shopfronts must be completed in a timely manner following the payment of any grant funds. A completion period of up to 12 weeks will be deemed reasonable.**
7. Any improvement works carried out to the property, if approved for grant funding, should be as outlined in the application and should not deviate from the agreed works, unless permission is sought from Tendring District Council (Planning and Economic Growth Departments, who issue planning permission and the above-named grants) and agreed in advance, in writing. If works have been completed and grant monies used that have not been approved, you will be asked to pay the grant back in full.
8. All works are subject to approval and adherence with the appropriate planning requirements and building regulations. All works also need to comply with the regulatory requirements of the Disability Discrimination Act of 1995.
9. No grant funding will be paid until all relevant planning permission is in place and has been seen by the Economic Growth Team; it is the applicant's responsibility to supply this.
10. Due diligence checks will be completed on all applications.
11. In all cases **TWO** competitive quotations for equipment and / or works must be submitted with the application, and wherever possible, applicants should use and support suppliers in the Tendring area.
12. If you are VAT registered, the value of the grant will exclude the VAT payable by you, as this is assumed to be reclaimable. However, if you are not VAT registered, the total value of the grant can include the VAT you have paid as it is assumed that it is a cost that is not recoverable elsewhere.
13. No work, or the purchase of equipment relating to the grant application, can commence or be undertaken until the grant has been formally approved and a written offer has been made and been signed by the applicant.

14. The works or equipment paid for with the grant must be made available for inspection during and on completion of the project.

15. The applicant must agree to provide details on the projected / actual impact that improvements have made, when requested. Successful applicants must, in a timely manner, respond to queries from TDC relating to the impact of the grant/s made, including but not limited to changes to footfall, perception of their premises, any impact on turnover.

16. The business operating within the premises must not involve or in any way be connected with:

- Nude/ semi nude modelling
- Gambling
- Offering sexual services of any kind
- Pornography
- The promotion of particular religious or political views
- Any illegal activity
- Any other activity which TDC has indicated that does not regard as suitable for support from public funds

17. Tendring District Council reserves the right to publicise and promote these awards in any way they see fit, including if your business is successful in being awarded a grant; this could include press releases, photography, printed material, website, social media or any other appropriate means. By accepting a grant, the applicant also agrees to acknowledge the support received through the Shopfront Improvements Grant Scheme by displaying a small vinyl sticker, to be provided by TDC, in the shop window/other visible location on the premises.

18. All grants will be paid up front based on the best value quotation/s received as part of this application form. As part of the monitoring of the grant funding, to complete the process, receipts for the work must be produced, as well as a photograph of the work/s which have been carried out.

19. When asked to supply information for reporting, monitoring and evaluation purposes this must be done to the time limits set out.

20. If the works to the property are not completed within a reasonable timeframe after the grant funding has been received; if there are changes to the cost of the works or the contractor without Tendring District Council being informed; or if the grant is not used for the purpose for which it was approved, or is otherwise found to have been misspent, the grant must be repaid in full to Tendring District Council

For further information or any other assistance, please e mail
Tendring4growth@tendringdc.gov.uk