



These guidance notes are provided to help you understand the aims of the Tendring Shopfront Repair and Refresh Grant Scheme.

ABOUT

Shop fronts are the most conspicuous part of a building's façade. They make a big impact on the appearance of a town and village center, contribute to people's first impression of a place and their condition affects a city's image. High quality shop fronts make a town feel more welcoming to locals and visitors, improve its image, contribute towards a stronger sense of identity, and, importantly, encourage a greater number of shopping visits.

The Shopfront Repair and Refresh Grant Scheme aims to improve shop fronts working in any sector, as long as they have a physical presence in one of Tendring's main town centres, High Streets or shopping areas within Tendring villages, as a means of supporting the growth of local businesses, improving the local environment, and raising the image of the town & village centres amongst locals and visitors.

Amounts of between £1,000 to £5,000 are available for revenue 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.

The grant scheme is funded through the UK Shared Prosperity Fund.

WHO CAN APPLY?

All businesses with premises located within Tendring's main town centres, High Streets or shopping areas within Tendring villages, who are looking to upgrade and improve their shop frontage, including those ~~vacant~~^[BP1], are eligible to apply to the fund. Lease-holders with a commercial shop-frontage must have to have at least 2 years remaining on their lease.

Examples of eligible commercial premises include:

- Shops (including hairdressers, beauty salons, funeral directors, laundrettes, dry cleaners and post offices)
- Restaurants, public houses, cafes and food takeaways
- Both tenants and building owners can apply.

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.

If you are unsure whether your business will qualify for a grant, you should contact the scheme administrator at tendring4growth@tendringdc.gov.uk

AVAILABLE FUNDING

The scheme will provide funding up to a limit of £5,000 and there is no requirement to match fund, work must be revenue works not capital works.

Grants are discretionary and subject to availability of funds. The inclusion of a building within the eligible area does not give any automatic entitlement to a grant. The scheme will not support works which have already been undertaken or any works which are started prior to a formal offer of grant funding being made.

There are a limited number of grants available, and grants will be considered until the funding has run out.

WHAT WILL THE SCHEME FUND

Works must be for repairing and refreshing your shopfront, works must also be in keeping within the surrounding area using neutral colours.

When applying for the grant all colours of paint signs etc. that you are planning to use must be given, so it can be checked it is in keeping with the surrounding area.

If the shop is within a conservation area, please read the Conservation Areas Leaflet, which can be found at [Conservation Areas \(tendringdc.gov.uk\)](https://www.tendringdc.gov.uk/conservation-areas) and make sure all the appropriate permissions have been granted. If you are applying for a grant in Frinton the Shop Front Design Guide must be kept to, which can be found [untitled \(tendringdc.gov.uk\)](https://www.tendringdc.gov.uk/shop-front-design-guide).

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

- Painting of the shopfront in the same colour as it currently is
- Repairing of existing windows & doors.
- Filling wooden surrounds and making good.

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

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.

Please also note that monitoring & reporting requirements must be met when a successful grant application is submitted, which are linked to Tendring District Council's wider obligation to reporting back to Central Government as a condition of receiving this wider UKSPF allocation. This reporting relates to the following outputs and outcomes, not all of which relate to your project specifically but rather the wider Community & Place intervention

- Increased footfall
- Increased visitor numbers
- Improved perception of facilities/amenities
- Increased users of facilities/amenities
- Improved engagement numbers

Along with the monitoring & reporting requirements we are asking that all recipients of a grant that they keep their shop fronts clean, tidy and free from rubbish. This will help bring pride within Tendring and sits along the new Corporate Plan 2024 -2028.

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. Payment can then take up to 30 days. **When a grant has been paid, works must be completed by the 31st March 2026.**

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, or until the end of September 2026, whichever is first.

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.

