



Funded by  
UK Government

Tendring  
District Council



# Dovercourt High Street Accelerator Fund

## Shopfront and Interior Improvement Grant Scheme

### Background and Purpose

Dovercourt has been selected as one of 10 pilot towns to receive the High Street Accelerator (HSA) Fund. Through resident and business surveys, we have identified key challenges facing our town centre, with the predominant concerns being:

1. The overall look and feel of the town centre
2. The current retail mix available to residents and visitors

This grant scheme is designed to directly address the former of these two challenges by supporting local businesses in enhancing their premises and creating a more vibrant, attractive town centre.

### Grant Overview

The HSA Fund offers a revenue grant opportunity for businesses with shop fronts located in Dovercourt town centre. It is aimed at improving shop appearances and the customer experience.

### Funding Model

**Standard Grant Funding:** All agreed projects will receive up to £2,500 depending on the project cost without a need to match fund.

**Match Funding Option:** If a project is over £2,500 the HSA Partnership will match the costs over the initial fund £1 for £1 (50%) up to the value of £10,000. This is a match funding of £3,250. Any further costs are borne by the business.

### Funding Scenarios:

1. Standard Grant Funding
  - Standard Grant: up to £2,500
  - Applicant Investment: £0
  - Additional Match Funding: £0
  - Total Project Funding: £2,500

## 2. Partial Match Funding Example

- Standard Grant: £2,500
- Applicant Investment: £1,625
- Additional Match Funding: £1,625
- Total Project Funding: £5,750

## 3. Maximum Funding Scenario

- Standard Grant: £2,500
- Applicant Investment: £3,250
- Additional Match Funding: £3,250
- Total Project Funding: £10,000

**All costs above £10,000 are the responsibility of the business.**

## Eligible Improvements

This is revenue grant and businesses can use the grant for both exterior and public interior spaces, including but not limited to:

### Exterior Improvements:

- Painting and repairing shopfronts
- Repainting/repairing existing signage
- Window and door repairs
- A-boards and other unfixated external signage
- Planters

### Interior Improvements:

- Interior paintwork
- Repairs to existing fixtures
- Shelving and display units
- Tables and chairs
- Opening hour signs

## Eligibility Criteria

1. Business must have a physical, shop fronted premises in Dovercourt town centre
2. Minimum of 1 year remaining on current lease
3. Business must be independently owned/rented (national chains excluded).

## Application Process

1. Complete the attached application form
2. Provide two quotes for proposed works with 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
3. Include current photographs of the premises, to include the areas of the work applied for
4. Submit all documents to [rrowsell@tendring.gov.uk](mailto:rrowsell@tendring.gov.uk)

If your application is successful a grant offer letter will be issued to you, the funding will be paid out once the signed offer letter, including appropriate bank details, has been received back by Tendring District Council.

Please note, this grant scheme is a competitive process and therefore, whilst we aim to support as many businesses as possible across the town, those who are ineligible or do not provide the above listed information upon request will be removed from consideration. 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.

Applications will be considered on a first come, first served basis. There is limited money available and therefore, this grant will close once the funding has run out.

By accepting this grant, the business owner agrees to adhere to the Shopkeepers Charter as a condition of the award. This charter includes, but is not limited to:

- Maintaining a clean and tidy shopfront at all times
- Promptly removing rubbish and weeds from the immediate vicinity of the premises
- Regularly cleaning windows and doors to ensure an attractive appearance
- Clearly displaying and communicating opening hours to the public
- Encouraging, where appropriate, fellow business owners to adhere to similar standards of shopfront maintenance and presentation
- Displaying a provided sticker in a prominent window location, indicating participation in the HSA Shop Improvement Scheme and commitment to the Shopkeepers Charter

Compliance with this charter is expected and encouraged ongoing as it is considered integral to the overall improvement of Dovercourt Town Centre's appeal and visitor experience. The display of the HSA Shop Improvement Scheme sticker must be maintained for at least 12 months from the date of grant award. Failure to adhere to these principles, including the display of the sticker, may result in a review of the grant award.

With any questions or to discuss further, please email [rrowsell@tendringdc.gov.uk](mailto:rrowsell@tendringdc.gov.uk)

# Dovercourt Shop Improvement Grant Application Form

<b>Section 1: Business &amp; Applicant Information</b>	
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?	<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.	

## Section 2: Property Details

9. Is the property freehold, or leasehold?	<input type="checkbox"/> Freehold <input type="checkbox"/> Leasehold / Tenancy / Other
10. If Leasehold, how long does the lease have left to run?	
11. If Leasehold, does your lease currently make you responsible for any ongoing repairs or improvement works?	<input type="checkbox"/> Yes <input type="checkbox"/> No

If Yes, please specify.

Please also confirm that you have the landlord's permission to make any of the changes your application is requesting; this may be via a letter from your landlord or via attaching a copy of your lease.

12. What is the Square Footage of your shopfront specifically? (an approximate figure is fine)

## Section 3: Grant Request Information

13. How much funding are you requesting in this application?

(The minimum is £500 and the maximum is £2,500 without match funding or £6,250 with match funding of £3,750)

14. What is the purpose of the grant?

<p>Please also provide a breakdown of costs for the total amount of funding requested in question 14.</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>	

**15. BENEFITS OF PROJECT**

What would be the expected benefits from completing your project, in terms of, impact on the town, yourself as the business owner, on customers?  
Please give brief details.

**16. 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 [rowsell@tendringdc.gov.uk](mailto:rowsell@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)
- Two quotes for each aspect of the work being applied for with 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 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](mailto:tendring4growth@tendringdc.gov.uk) or via post, marked 'Confidential' to:

Rachel Rowsell, 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 Dovercourt. This excludes national retailers, chains, banks and national charities.
2. Applications for grants will be decided by the Town Partnership in association with 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.
5. This grant scheme is of a fixed term and is only available for works that will be fully completed within 3 months of the grant being approved.
6. 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 and agreed in advance, in writing.
7. 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.
8. No grant funding will be paid until any relevant planning permission is in place and has been seen by the Economic Growth Team.
9. 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.
10. 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.
11. 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 accepted by the applicant.
12. The works or equipment paid for with the grant must be made available for inspection during and on completion of the project.
13. 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.

14. By accepting this grant, the business owner agrees to adhere to the Shopkeepers Charter as a condition of the award. This charter includes, but is not limited to:

Maintaining a clean and tidy shopfront at all times

Promptly removing rubbish and weeds from the immediate vicinity of the premises

Regularly cleaning windows and doors to ensure an attractive appearance

Clearly displaying and communicating opening hours to the public

Encouraging, where appropriate, fellow business owners to adhere to similar standards of shopfront maintenance and presentation

Displaying a provided sticker in a prominent window location, indicating participation in the HSA Shop Improvement Scheme and commitment to the Shopkeepers Charter

Compliance with this charter is expected and encouraged ongoing as it is considered integral to the overall improvement of Dovercourt Town Centre's appeal and visitor experience. The display of the HSA Shop Improvement Scheme sticker must be maintained for at least 12 months from the date of grant award. Failure to adhere to these principles, including the display of the sticker, may result in a review of the grant award.

15. 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

16. Any award of a grant is classed as “de minimis” aid under State Aid rules. This means if you apply for grant funding from any other public body, you will need to inform them of the amount of the Match Funding Grant Scheme you have received, and that it was ‘de minimis’.

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, web site, 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.

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.

For further information or any other assistance, please e mail  
[rrowsell@tendringdc.gov.uk](mailto:rrowsell@tendringdc.gov.uk)