

Stratford-on-Avon District Council

Shop Front Improvement

Application Assessment Criteria

Assessment Panel

Made up of officers from the following services

- Economic Development – Chair
- Planning
- Estates/Construction

Scoring

Application scored against the matrix below.

Shop Front Grant Assessment Scoring Matrix

Assessment area	Application evidence to consider	Base score	Weighting / priority	Maximum weighted score
1. Eligibility and completeness	All required questions answered; evidence supplied; applicant, premises, ownership/lease position, permissions and quotations are clear.	0–5	x1	5
2. Restore original or historic features	Application shows the proposal will restore, reinstate or reveal original architectural features, traditional materials, historic signage, timber shopfronts, windows, fascia details, stall risers or other character features.	0–5	x3 — highest priority	15
3. Improve the front of premises	Application shows a clear positive improvement to the appearance, accessibility, visibility, attractiveness or contribution of the premises frontage to the street scene.	0–5	x2 — second priority	10

4. Repair elements of the frontage	Application identifies specific repair works to existing frontage elements, such as windows, doors, fascia, render, brickwork, guttering, lighting, signage, paintwork or other public-facing features.	0–5	x1.5 — third priority	7.5
5. Quality, deliverability and value for money	Proposal is well described, deliverable within the scheme timetable, supported by realistic costs and quotations, and demonstrates value for public funding.	0–5	x1	5
6. Use of local trades and suppliers (within 30 miles)	Application text states that local trades, contractors or suppliers will be used, and identifies who they are, where practicable. Additional credit should only be awarded where this is clearly stated in the application or supporting quotation.	0–5	x1.5	7.5
7. Coordinated high street set of applications	Application forms part of a coordinated group or set of applications within the same high street or town centre area, where the combined works would deliver a stronger collective impact on the street scene, business environment or visitor experience.	0–5	x1.5	7.5
8. Wider town centre and business impact	Application explains how the works will improve the wider street scene, support footfall, enhance customer experience, improve accessibility, support business resilience or contribute to the local economy.	0–5	x0.5	2.5

Total				60
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