

Stratford-on-Avon District Council

Shop Front Improvement Grant

Application Guidance

We have included the application questions below and information on how to answer them. We have also explained why this information is required and how it will help us to make our decisions

Deadline Dates

- **7 September 2026** – Online application open
- **5 October 2026** – Online Applications close
- **30 October 2026** – Grant offers made
- **31 March 2027** – Projects must be completed and invoices submitted.

Section 1 – Your Business

1. **Business Name**
2. **Property address within Stratford-upon-Avon District, including postcode**
3. **Company number, if registered**
4. **VAT registration number, if registered ***
5. **Describe the nature of your business**
6. **Are you the landlord, tenant or owner/occupier of the property?**

This section helps us confirm that the applicant, premises and proposed business use are eligible for the scheme. Clear information about the business, property address, company registration, VAT status, ownership or tenancy position, and landlord consent where applicable will support the assessment of eligibility and completeness. This is important because incomplete or unclear applications may score lower against the assessment criteria. The nature of the business also helps the panel understand how the premises contributes to the high street. Grants are paid on net totals excluding VAT for VAT-registered businesses; non-VAT registered businesses may claim the VAT element of eligible costs.

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Section 2 - Contact Details

7. **Contact Person**
8. **Contact email address**
9. **Contact telephone number**
10. **Contact address including postcode**

This section ensures we can contact the correct person throughout the assessment, grant agreement and payment process. Accurate contact details help us resolve queries quickly, request any missing evidence and keep the application moving within the scheme timetable. Providing clear and complete contact information supports the overall eligibility and completeness score.

Section 3 – Your Project

- 11. **Description of the works proposed**
- 12. **Total Project Cost**
- 13. **Proposed start date of the work**
- 14. **Proposed completion date of the work (All works MUST be completed by 31 March 2027)**
- 15. **Will you be using local contractors?**

This is one of the most important sections of the application because it explains what work is proposed and how it will improve the shop front. The panel will use this information to assess whether the project restores original or historic features, improves the appearance and contribution of the premises frontage, repairs visible frontage elements, and offers quality, deliverability and value for money. Please provide enough detail for the panel to understand the works, likely impact, timescales and whether local contractors or suppliers will be used. Contractors are considered local if they are within 30 miles.

Section 4 - Permissions

- 16. **Is your building listed?**
- 17. **Is the building in a Conservation Area?**
- 18. **Do you require Advertising Consent?**

This section helps us understand whether the proposed works can legally and practically proceed within the scheme timetable. Correct permissions are particularly important where buildings are listed, located in a Conservation Area, or where advertising consent may be required. The panel will consider permissions when assessing eligibility, completeness and deliverability. If permissions are not already in place, please note that a planning application process can take more than 12 weeks to reach a decision, which may affect whether the project can be completed by the scheme deadline. If planning permission or advertising consent, as applicable, is refused, any grant offer will be withdrawn by the Council. An offer of grant does not guarantee that planning permission or advertising consent will be given.

Section 5 – Finance

19. **Total amount being requested as a grant? ***
20. **Where the total project costs are over £2,500, do you have 3 quotes for the work? You will be contacted by the Economic Development Team once the application is validated.**
21. **Please confirm that you understand that all payments are made on the submission of an appropriate invoice that reflects the work agreed in the Grant Funding Agreement has been completed before 31 March 2027, payments are therefore made in arrears.**

This section allows the panel to assess whether the project costs are realistic, supported by appropriate quotations and represent value for public funding. Grants are available for up to 20% of eligible total project costs, to a maximum grant of £5,000, and payments are made in arrears after completion and submission of appropriate invoices and supporting evidence, for example, photographs of completed works. Where total project costs exceed £2,500, three quotes are required so the panel can consider value for money and the overall quality and deliverability of the proposal.

Section 6 – Additional Information

22. **Are you aware of other applications being made alongside this in your high street or centre?**
23. **When contacted regarding this application, will you be able to submit condition photos, quotes and relevant permissions as above?**

This section gives applicants the opportunity to provide supporting evidence and explain any wider benefits of the project. Condition photos and estimates help the panel understand the current appearance of the premises, the need for the works and the likely improvement to the street scene. Applications made alongside other businesses on the same high street may receive additional consideration because coordinated improvements can create a stronger collective impact for visitors, customers, neighbouring businesses and the local economy.

(*) Please note that Grants are paid EX VAT for businesses that are VAT REGISTERED, and are paid on completion of the project. Non-VAT registered businesses may claim the VAT element of eligible costs.