

Stratford-on-Avon District Council

Shop Front Improvement Grant

Scheme Guidance Notes

Please read these guidelines before starting your application, use the Application Guidance document to plan your application response

Purpose of the Scheme

This scheme offers small grants to businesses and landlords with 'High Street' properties in Stratford-on-Avon District to make improvements to the frontage of the property.

These works might include:

- Improvements to shop fronts
- Repairs to building facades
- Signage
- Improvements to shop fronts of vacant units to assist in letting the property

Eligibility

Applications are sought from **independent** customer facing businesses in Stratford-on-Avon District. Retail chains with a centralised head office will not be able to apply. NDR accounts should be up to date and not subject to enforcement or recovery action by the District Council. Businesses subject to other enforcement action being taken by SDC will be ineligible to apply.

Available Funding

Businesses can apply for a grant of up to 20% to a maximum of £5000 towards the cost of an appropriate project. For projects where the total cost is more than £2500, three quotes for the work will be required, for projects below this threshold a single quote will be sufficient.

Grants will be paid in arrears on the submission of paid invoices

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.

Application process

The application is a 2-stage process

Part 1 – Complete an online application form, providing the information required, including a brief description of the project.

Part 2 – Once the application is received and validated, you will be required to submit your supporting evidence, e.g. Planning decisions, Landlord approval, quotes, condition photos, etc.

Applications will open on 7th September 2026 and close on 5th October 2026. All complete applications will be scored and considered, and the successful applicants will be notified.

The grant will be paid on completion of the project and submission of the paid invoices and new condition photos.

All claims must be made by March 31st 2027.

There is a limited amount for funding for this scheme, once allocated there will be no further funding available during this financial year.

Applications will not be considered until the application closing date and grants will be awarded according to the project scoring criteria.

Successful applicants will be asked to sign a Grant Funding Agreement, prior to starting any work.

Subsidy control

The Council considers that the grants do not constitute subsidy under the Subsidy Control Act 2022.

IMPORTANT INFORMATION

*All Payments are made on the submission of an appropriate invoice that reflects the work agreed in the Grant Funding Agreement,
payments are therefore made in arrears.*

Information Points.

- All premises with work to be carried out must be located within Stratford-on-Avon District

- No work should be undertaken ahead of a decision being made by the panel. A grant will not be paid for any work that has already happened.
- Planning permission may be required for shop front alterations - particularly if the business is located within one of Stratford-on-Avon Districts' Conservation Areas where any alteration will require planning permission.
- If the building is a Listed Building further consents may be required. For advice and further clarification, please contact the planning department
- When replacing an existing sign for something different, advertisement consent may be needed - particularly if the signage is illuminated and the business is located within a Conservation Area. The planning portal provides further guidance about when consent may be required for new signage.
- It is not possible to fund like-for-like improvements where shop frontages do not currently comply with planning regulations.
- Quotes submitted as part of the second stage of the application process must include a full and detailed description of the intended work. This should include details such as materials, colours, sizes etc and include illustrations/designs where possible. Applicants not providing this level of detail will be asked to obtain further information, which may slow the process down.
- Once the work is completed, the District Council will request a short case study to detail the difference the funding has made, including photographic evidence of the changes made.
- All invoices should be retained by the applicant and may be requested by the District Council as part of the audit and due-diligence process.