

Tamworth  
**TOWN CENTRE  
BUSINESS HUB**

**Town Centre  
Experience Tamworth  
Business Grant**

**Guidance Notes for  
Applicants**

# Grant Purpose

The Town Centre Experience Tamworth fund offers grants between **£1,000 to £10,000** to registered businesses, organisations or traders to deliver projects and activities in Tamworth Town Centre.

The grant is designed to help fund businesses and traders deliver experiences, projects, events and new initiatives that generate footfall, improve and add value to Tamworth as a visitor destination, supporting tourism, leisure and heritage activity.

The objective of the grant is to raise the profile of Tamworth and its businesses, attract more visitors, increase dwell time, and engagement with the town centre in order to attract economic opportunity and growth to the town.

By attracting footfall into the heart of Tamworth, grant supported projects and activities can draw in new and reoccurring customers to spend more money in the town centre to support local business growth, and potentially attract future investment to the town.

The Council's corporate priorities listed below are reflected in the objectives of the grant:

- Add vibrancy within the town centre,
- Make the town centre more accessible,
- Help local businesses and Tamworth as a destination,
- Support the overall nighttime economy,
- Maximise and improve the quality of the visitor experience,
- Embrace Tamworth's history and culture so as to build a sense of local pride,
- Improve and promote Tamworth's historic and cultural assets and events.

## Grant Detail

Eligible businesses and projects can be awarded from **£1,000** up to **£10,000** per applicant.

### **Project Eligibility:**

Grants **can be** used towards new projects, products, services, promotional campaigns or events, which will attract footfall and increase engagement with the town centre, and meet objectives such as:

- Raise Tamworth's profile as a destination to visit,
- Attract new and encourage returning customers,
- Reach and draw in new and untapped markets and demographics,
- Works or projects that will add to, or enhance visitor experience within a business or venue,
- Add value to the existing offer of visiting Tamworth,
- Increase awareness of Tamworth's businesses, attractions or assets,
- Add or improve atmosphere or enhance the experience of visiting the town,
- Design and development products that will encourage visitors,
- Utilise digital initiatives or targeted marketing campaigns designed to promote Tamworth events, heritage or leisure offer.

The above is not an exhaustive list. The Council may consider any other activities that the Council deems appropriate.

Projects **MUST** take place within Tamworth Town Centre, or a business or venue based within the town centre – a map is available to outline the area that is considered eligible for the purpose of this scheme.

The experience(s) can be stand alone, one-off projects, or a series of projects, however the funding available is offered as a one-off grant award, not a reoccurring payment.

Projects or activities can run alongside or compliment Tamworth Borough Council established or organised events as added value, or be completely independent and new activities.

The grant is designed to fund new projects and will not fund existing activities or projects delivered prior to official grant award being made.

Purchases made prior to formal grant award will not be reimbursed.

Awarded grant funding will be offered on a **reimbursement basis**, not as an upfront payment.

### **Projects MUST be delivered by 1 March 2025.**

Applicants must have relevant consent and permissions to implement their proposed projects.

Grants **cannot** be used for:

- Refundable rental deposits
- Income tax or national insurance payments
- VAT (unless the business is not VAT registered)
- Working Capital – for cash / debtor / creditor management excluding stock
- Personal Vehicles
- Capital equipment not directly relevant to the project activity
- Laptops, mobile phones and iPad or tablets.
- Purchase of an existing business
- Salaries or owner drawings
- On-going premises/rental costs
- Recurring business running expenses, such as business rates, mobile phones, broadband etc.
- Costs of repairs and maintenance,
- Cost of existing projects, events, activity or marketing,
- Items considered as regular stock
- Replacement of existing operating budgets
- Any other cost the Council may from time to time deem to be ineligible or not directly conducive to delivering the project.

# Who Can Apply

## **Eligible Applicants:**

- Tamworth based business with fewer than 250 employees.
- Businesses operating for more than 6 months.
- Businesses registered with HMRC or as a registered company on Companies house.

Businesses who have received grant funding in the past may apply, providing they have fully fulfilled the previous grant scheme terms and conditions including;

- Spent full grant amount awarded,
- Provided all relevant paid invoices, receipts and evidence of spend,
- Obtained relevant permissions and followed regulations required to complete their project.

## **Ineligible Applicants and Projects:**

- Applicants looking to deliver project or activity outside of the Tamworth Town Centre boundary (as outlined on the map provided)
- Applicants who have not been given or seeking the correct and relevant permission (Mortgage holder / landlord / planning consent / Highways permissions etc.) to deliver the project.
- Business activities deemed as counter-productive to any of Tamworth Borough Council's policies and strategies. These include but are not exclusive to: Betting Shops; ticket agents; landlords; money lending; debt factoring; hire purchase financing; projects which have as their object the promotion of political or religious views; social clubs; night clubs; nudity; illegal or immoral activities.
- Projects or events which promote or condone extremist ideology, activities or terrorism.

- Business who have received grant funding in the past and have not fulfilled their terms and conditions and money had to be recovered, or in the process of being recovered.

Applicants that do not meet the criteria, however, have exceptional ideas or projects that may have a high economic impact on Tamworth Town Centre, please contact the Economic Development team for a further discussion:

[business@tamworth.gov.uk](mailto:business@tamworth.gov.uk)

## How do I apply for funding?

Please complete an application form made available to download, or provided to you upon request by the Economic Development team.

For a copy of the form, please contact [Business@tamworth.gov.uk](mailto:Business@tamworth.gov.uk)

Completed application forms should then be submitted to [Business@tamworth.gov.uk](mailto:Business@tamworth.gov.uk)

**Grant applications must be submitted by 13 May 2024 at 2pm**

Any late submissions will not be considered.

**As part of the application process applicants will have to:**

- Complete the application form detailing the nature of business, detail of project and costs to be funded, how the project will impact the business, how the project will support the wider local economy.
- In some cases, and depending on planned activity, planning permission, advertising consent, or other permissions may be required before implementing the project.

**It is the responsibility of the applicant to obtain all relevant and required approvals prior to delivering the project.** Please see the Council's list of permission advice: <https://www.tamworth.gov.uk/planning> see licence requests: <https://www.tamworth.gov.uk/list-licences>

- Applicants must be willing to provide evidence of the impact that the grant has had on their business (by providing data or information captured to measure the impact of the project, such as attendance numbers, before and after photographs, customer testimonials, or a case study). Applicants will be asked to state how impact will be measured and how this evidence will be gathered to demonstrate this.

## **Application Process**

The Tamworth Town Centre Experience Tamworth\_Business Grant is expected to be a highly competitive process. As a result the Council cannot guarantee that all eligible applications will be successful or that the full amount of money applied for will be awarded.

All applications will be evaluated and scored, if the total value of applications for grants is greater than the budget available, then awards will be made on how closely applicants meet the purpose of the project and the following criteria:

- Need or demand demonstrated for the project,
- Potential impact and benefit for the town centre, and any positive economic, social and environmental wellbeing impact the project aims to achieve,
- Potential impact on Tamworth as a place (improving place value or reputation),
- Business' potential, experience and own investment to deliver a successful project.

**Grant applications will be taken to the Council's Nominations and Grants Committee for member approval on the 16 June 2024.**

Once the application is approved by the Council's Cabinet Committee, a formal award letter and terms and conditions will be sent to the applicant for acceptance and signing.

## Payment of Grant Funding

Once the signed award letter and terms and conditions have been received by the Council, businesses will be able to proceed with purchasing required and agreed goods and services.

Grants can be redeemed in one or two payments, depending on business and making delivery of projects more affordable.

In order to receive reimbursement, business must supply evidence of a paid invoice(s) or a receipt clearly stating a purchase.

All payments and purchases must be verifiable and accompanied by a bank statement or evidence that the transaction took place. For this reason, it is not advisable for payments for goods and services to be paid in cash.

If a paid invoice or receipt isn't provided along with evidence of bank transaction, money will not be reimbursed until the awarding officer has received sufficient proof of spend.

All grant funding will be paid by BACS directly into the applicant's bank account stated on the application form.

**All grants must be reimbursed by 1 March 2025, along with all relevant evidence of** (extension may be permitted in some circumstances, only if agreed with Council).

**Failure to submit required evidence within the agreed timescale will result in the Council withdrawing the grant offer.**

The Grant cannot cover the cost of expenditure made prior to formal grant award letter being issued.

Where external permission is required in order to deliver the proposed project, permissions must be obtained before undertaking the work.



An officer from the Council will follow up with the business to review and receive an update on the completed project and measure its impact with evidence the business has collected.

If you would like an informal discussion to determine the eligibility of your business or if you have any questions, please contact the Economic Development Team on email: [business@tamworth.gov.uk](mailto:business@tamworth.gov.uk) and a member of the team will be in touch.