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Staveley 21 – Shop Front Improvement Grant Guidance

What is the Staveley 21 Shop Front Improvement Grant Scheme?

As part of the Staveley 21 Project, funded by the Staveley Town Deal, funding has been allocated to deliver a Staveley 21 Shop Front Improvement Grant Scheme.

The fund for the scheme is being administered by Chesterfield Borough Council as part of the wider Staveley 21 Project which aims to deliver improvements to Staveley Town Centre in line with the approved Staveley Town Centre Vision Master Plan. Find out more about the planned improvements by visiting the council's website: www.chesterfield.gov.uk/staveley-21

What is the aim of the Staveley 21 Shop Front Improvement Grant Scheme?

The aim of the scheme is to support targeted improvements to Staveley town centre premises to:

- improve the overall street scene by enhancing the quality and attractiveness of shop / premises frontages;
- preserve and enhance the character of the conservation area within Staveley town centre and individual buildings;
- improve access to buildings; and
- support and sustain the local economy by providing support to existing businesses to improve their own competitiveness.

What level of financial assistance is available?

The grant scheme offers a one-off discretionary contribution to eligible businesses to cover:

- SMEs / charities*: up to 80% intervention rate with a maximum contribution of £50,000
- National / regional operators: up to 60% intervention rate with a maximum contribution of £30,000

*SME is defined as having fewer than 250 employees and a turnover of less than £50 million or a balance sheet total less than £43 million.

In practice, this means:

Applicant type	Total Project Value	Maximum grant contribution - Our contribution	Applicant contribution - Your contribution
SME / charity	£500	£400	£100
SME / charity	£1,000	£800	£200
SME / charity	£5,000	£4,000	£1,000
SME / charity	£10,000	£8,000	£2,000
SME / charity	£20,000	£16,000	£4,000
SME / charity	£30,000	£24,000	£6,000
SME / charity	£40,000	£32,000	£8,000
SME / charity	£50,000	£40,000	£10,000
SME / charity	£62,500	£50,000	£12,500
National / regional operator	£500	£300	£200
National / regional operator	£1,000	£600	£400
National / regional operator	£5,000	£3,000	£2,000
National / regional operator	£10,000	£6,000	£4,000
National / regional operator	£20,000	£12,000	£8,000
National / regional operator	£30,000	£18,000	£12,000
National / regional operator	£40,000	£24,000	£16,000
National / regional operator	£50,000	£30,000	£20,000

We are expecting the majority of grants to range between £5,000 and £25,000.

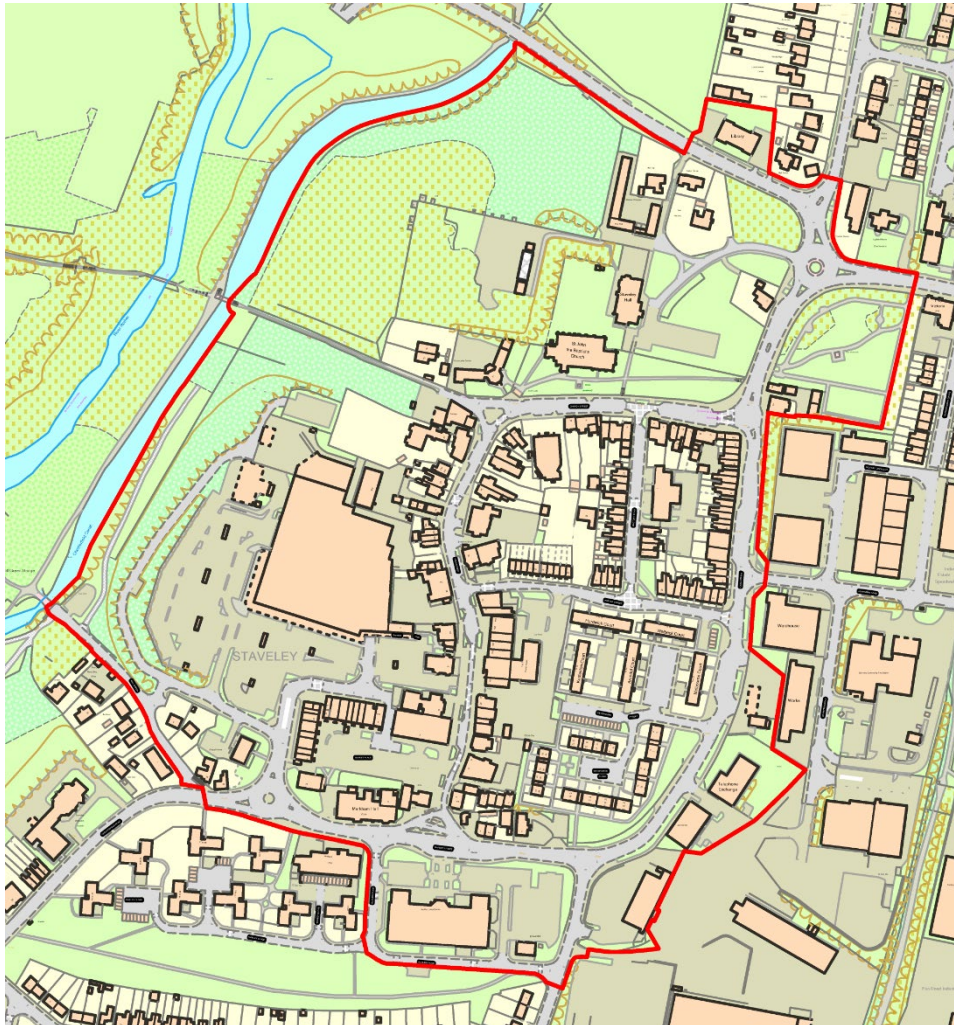
We will support small, low-cost improvements. The lowest project cost that will be considered for grant payment is a project that costs £500 in total.

We may consider making exceptions to the maximum grant contribution to support schemes that deliver improvements multiple properties as part of a comprehensive scheme, for example to cover a parade of shops.

Grants are offered on a first come, first served basis and funding is available for a limited time. The grant scheme will close for new applications in April 2025.

Which properties are eligible?

All commercial properties within the Staveley Town Centre Master Plan boundary (shown below) are eligible to apply for a grant. All of those properties within a Class E 'commercial, business or service' use or a commercial / businesses sui generis use are eligible (see here for further definition: <https://www.planningportal.co.uk/permission/common-projects/change-of-use/use-classes>).



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Grants are discretionary and subject to the availability of funds; the inclusion of a building within an eligible area does not give automatic entitlement to a grant.

Both property owners and tenants are eligible to apply. Applications from tenants must be supported by written consent from the appropriate landlord and/or evidence of compliance with lease terms.

It may be the case that landlords/freeholders of certain properties are targeted to undertake works to whole buildings as well as individual units. This will be determined on the basis of local appetite and landowner willingness to participate, with the agreement of occupying tenants.

If you own / operate from more than one property, you will be eligible to apply for more than one grant.

We will consider expanding the geographical scope of the scheme to cover other local service centres / local centres within the Staveley Town Deal depending on the level of take-up and changing needs & demands across the town centre. Priority will be given to those applications which provide a townscape / aesthetic quality uplift.

What type of works are eligible?

The appropriate works required will be unique to each individual property however the table below provides examples of eligible and ineligible works. The project team are able to discuss your needs and eligibility to advise on works prior to any application.

Grant funding will not be awarded to support works which have already been undertaken, or any works which are commenced prior to a formal offer of grant funding being made available.

We will fund:	We won't fund:
<i>Re-instatement of historical or traditional features to shop front</i>	<i>Works to regularise development where previously the development has been un-authorised</i>
<i>Repairs to rendering / stonework / brickwork where considered beneficial to shop front works</i>	<i>General repair work and maintenance where this is not coupled with other improvements</i>
<i>Repairs to roofs / chimney stacks / pots</i>	<i>Installation of external roller shutters (but internal roller shutters / other appropriate security measures will be funded).</i>

<i>Rainwater goods</i>	<i>Improvements undertaken solely to allow compliance with legislation (e.g. the Equality Act) where this is not coupled with other improvements</i>
<i>Window replacements where appropriate</i>	<i>Works that have already been undertaken</i>
<i>External works to upper floors where it improves the character of the town centre / contributes positively to the street scene / townscape</i>	
<i>Installation of traditional retractable shop blinds / canopies</i>	
<i>Removal of inappropriate signage, installation of new appropriate signage</i>	
<i>Restoration / repair of current acceptable shop front</i>	
<i>Installation of internal open-grille security shutters (and the removal of external shutters to facilitate this)</i>	
<i>Improvements to accessibility (where coupled with other improvements)</i>	
<i>Appropriate lighting</i>	
<i>Appropriate measures to improve thermo-efficiency</i>	
<i>Arts and culture measures where appropriate</i>	
<i>Digital improvements where appropriate</i>	
<i>Remediation of abandoned or dilapidated units where this facilitates / enables occupation of the unit</i>	
<i>Planning and/or other permissions as part of the total project cost</i>	
<i>Architect / design fees</i>	

As stated, we are supporting street scene / townscape improvements in Staveley. We recognise that every shop / premises is different and requires individual / bespoke design, however the below pages show some basic principles to follow:

'1970s'-style Shop Front

1. Strategic placement of drainage and wiring as to not clutter the façade.
2. Architectural features such as pilasters or console brackets should be maintained and kept free of signage and services.
3. Simple protruding sign suspended on the fascia board, consistent with neighbouring businesses.
4. Planters and small seating elements to create a more lively street scene
5. Ensure rainwater drainage and damp proofing measures are in good condition to minimise damage to façade.
6. Modern, low energy lighting solution to aid appearance, security, and sustainability.
7. Very limited text on fascia, this should only include necessary information.
8. Maximised glazing solutions, clear, well-maintained, and uncovered by advertisements.
9. Vinyl window advertisements in strategic locations in order to avoid blocking displays and activity.
10. Regular maintenance of façade elements and building features.
11. Simple, inviting entrance with minimal information to avoid clutter. Recession can be used to seem more dramatic.
12. Ramped access should always aim to be achieved if required and if feasible.
13. Clear, simple signage with good proportions and a clear brand identity.
14. Interior open grille shutters allow for a more friendly high street appearance whilst also maintaining sufficient security.
15. Stall risers are not always present but should remain consistent with streetscape and kept tidy to appear more solid and integral.
16. Upper floor advertisements kept to a minimum and easily removable in case of altered use.



17. Extensions of shops to other units should maintain the architectural features and not attempt to alter.

'Heritage'-style Shop Front

1. Strategic placement of drainage and wiring as to not clutter the façade.
2. Architectural features such as pilasters or console brackets should be maintained and kept free of signage and services.
3. Simple protruding sign suspended on the fascia board, consistent with neighbouring businesses.
4. Planters and small seating elements to create a more lively street scene
5. Ensure rainwater drainage and damp proofing measures are in good condition to minimise damage to façade.
6. Modern, low energy lighting solution to aid appearance, security, and sustainability.
7. Very limited text on fascia, this should only include necessary information.
8. Maximised glazing solutions, clear, well-maintained, and uncovered by advertisements.
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16. Upper floor advertisements kept to a minimum and easily removable in case of altered use.
17. Extensions of shops to other units should maintain the architectural features and not attempt to alter.

In all cases, works will need to be carried out by an appropriately certified contractor (e.g., found through the Derbyshire Trusted Trader scheme: <https://www.derbyshire.gov.uk/community/trusted-trader/trusted-trader.aspx>). Applicants are encouraged to consider using local suppliers, where possible, to maximise the benefits to the area.

Do I need to obtain any permissions prior to carrying out the works?

The extent to which prior permissions will be required prior to carrying out the works will depend on the extent of works proposed.

It is likely that where alterations are proposed to the external appearance of the property, one or more of the following will be required:

- **Planning permission** – will be required for new shop fronts or any other alterations which materially affect the external appearance of a building.
- **Advertisement consent** – to display a fascia, canopy or other sign on the exterior of a building
- **Building Regulations approval** – where material alterations are to be carried out.
- **Listed Building Consent** – for alterations which affect the character or appearance of a listed building.
- **Conservation area consent** – to undertake certain works within the conservation area such as demolition where the building is above 150 cubic metres or gates, fences, walls or other means of enclosure above 1m high where abutting a highway, public footpath or bridleway, or above 2m high elsewhere.

In all cases, funded works will need to be carried out in line with the Chesterfield Shop Front Design SPD, the Staveley Shop Front Framework (see pages 6 and 7) and the Staveley Conservation Area Appraisal (where applicable).

Please note that the above applications can take up to 8 weeks to determine and this should be factored into the overall project timescale.

Planning application forms and guidance can be found on the Council's website or can be provided by the project team.

Derbyshire Building Control Partnership are prepared to offer Building Regulations approval at a half price rate, for further information please see their website at: <https://dbcp.co.uk/>

How do I apply?

In all cases it is advised that an informal expression of interest is made to the project team by email so that a pre-application meeting can take place to discuss aspirations and the grant application / funding process. The team can detail the options relating to professional assistance for the project and the most appropriate approach to your project can be agreed.

Contact details:

By email: staveleyshopfronts@chesterfield.gov.uk

How do I submit an application?

To be able to consider your application, you will need to submit the following:

- A completed application form;
- A detailed specification of the works to be carried out and/or goods to be purchased including scaled drawings and photos, including product specifications where appropriate; and
- A detailed breakdown of project costs with copies of 3 comparable quotations from appropriate contractors for all proposed works that clearly identifies the VAT element (grants cannot contribute towards recoverable VAT).

How are applications considered?

The application process is as follows:

1. Expression of interest process (could constitute a conversation with the Project Team / attendance at drop in event within the town centre / pre-application meeting 1-1)
2. Support with preparing application provided by Project Team
3. Application submitted with evidence to demonstrate compliance with Shop Front Design Guide SPD, Conservation Area Appraisal (where applicable), and Staveley Shop Front Framework, including detailed specification for the works to be carried out or goods to be purchased including drawings / photographs, a detailed breakdown of costs (inc. 3 quotes)
4. Project team ensures all of the relevant information has been submitted as part of the application and makes a recommendation to the grant panel regarding the level of financial assistance
5. Grant panel assesses the proposal against objectives of the scheme and decides on whether to agree the funding

6. Grant offer issued via grant offer letter and terms and conditions (including project completion timeline)
7. Delivery is monitored – if no start/progress is made on site within 3 months then the offer is withdrawn. All funds are to be drawn down within 6 months.
8. Payment – grant paid on evidence of invoices from contractors (contractors must be certified in their relevant field), evidence of works completed and evidence that payment has been made
9. Ongoing maintenance is required as part of grant
10. Ongoing monitoring is required as part of grant (e.g. job retention numbers, additional job creation)

In determining grant applications, there are no set criteria against which each proposal will be judged as what is appropriate / beneficial for one building may be totally inappropriate for another. Each application will be treated entirely on its own merit.

The project team will ensure that all appropriate information has been submitted and where necessary will consult with relevant officers at Chesterfield Borough Council.

Where the proposed works are deemed appropriate, the team will make a recommendation relating to the level of grant funding that should be given based on a consideration of:

- Alignment with the overall spirit of the Staveley Town Deal as articulated by the Staveley Town Investment Plan
- Alignment with the Staveley Town Centre Vision Master Plan
- Uplift to the street scene / townscape
- Uplift to the individual building
- Enhancement of historic character of a building where appropriate (e.g. the restoration of original architectural features and reinstatement of traditional shop frontages within the conservation area)
- Creating visual interest and generating town centre footfall
- Reducing under-used space
- Supporting job creation and job retention
- Improving environmental performance
- Improving accessibility

It is anticipated that a decision will be made within 8 weeks from the submission of a grant application, subject to all of the necessary information being in place.

What are the conditions of grant?

Grant offers will be subject to:

- Any necessary permissions being obtained (including permission from the landlord / landowner);
- The works being completed as described in the application form, schedule of works / specification. Any amendments to the scheme of works or project costs must be submitted to and approved in writing by the Council prior to those amendments being implemented;
- The works being completed within an agreed timescale;
- The submission of monitoring information as required; and
- Any other terms and conditions as appropriate (detailed within the grant offer letter).

As part of the grant award, applicants are committing to:

- Properly maintaining works that have been funded by the grant; and
- Not removing or altering features that have been funded by the grant.

We reserve the right to close the grant scheme to new applicants at any time.

How do I make a claim?

A grant will be paid upon completion of the project or at appropriate intervals throughout the delivery of the project in accordance with the agreed specification / schedule of works, when the conditions attached to the grant offer have been satisfied, and any conditions attached to other permissions or consents (e.g., conditions attached to any planning consent) have been satisfied as appropriate.

The applicant will be required to submit:

- Shop Front Improvement Grant Claim Form;
- Original invoices submitted by contractors and suppliers clearly stating the nature of the works carried out or goods/services supplied, and an itemised breakdown of invoiced costs. The breakdown must clearly identify VAT elements on all items;
- Proof that contractors and suppliers have been paid; and
- Confirmation of a UK bank account into which the grant can be paid.

Publicity

Chesterfield Borough Council will create publicity materials based upon this grant scheme to help promote it to other local businesses. This could include references in press releases, e-newsletters, council publications or on social media. The council will also develop case studies, to demonstrate the scheme and promote the benefits to other businesses. Case studies will only be developed after discussion with the businesses, but businesses participating in this scheme should be willing to be featured within a case study.

In all cases, grant recipients will be required to install a small window vinyl which demonstrates that the works were supported by the Staveley Town Deal.

Other help and support available:

Chesterfield Borough Council offers advice and assistance to businesses, please visit the following websites for more information:

- <https://www.chesterfield.gov.uk/business-and-economic-growth/doing-business-in-chesterfield/business-support/business-support-information.aspx>
- <https://www.chesterfield.co.uk/business/business-support/>