



High Street Boost Grant (2) - Online Application Guidance Notes and Processes

Background:

As part of Stafford Borough Council's 2025-26 UK Shared Prosperity Fund programme, Stafford Borough Council has chosen to invest in delivering a grant programme for independent micro, small and medium sized businesses based in commercial premises in the 'high streets' of Stafford, Stone and Eccleshall. Retail outlets in Trentham Estate and Gnosall will also be considered subject to funding being available.

High Street Boost Grant (2) is funded by the UK Shared Prosperity Fund (UKSPF).

The aim of this grant scheme is to support our town centres in being more attractive and appealing to local shoppers and attract a wider visitor economy. In addition, we will fund businesses where there is demonstrable need for the proposed project.

Both capital and revenue expenditure are eligible for consideration.

Note: Applications will close on **30 November 2025** subject to funds still being available.

You are strongly advised to read the High Street Growth Grant Policy before completing your application form.

Further Eligibility Criteria:

To apply for funding from the High Street Boost Grant (2) your business must meet the SME criteria as follows:

The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and an annual turnover of less than or equal to £44m or a balance sheet total of less than or equal to £38m from all sectors.

If the business is owned by another company or combination of other companies, please refer to the guidance on the government website:

www.gov.uk/government/publications/procurement-act-2023-short-guides/supplementary-information-small-and-medium-sized-enterprises-definition-html

Businesses from all sectors are eligible for consideration, except for charities, those of a political or religious persuasion, activities involving pornography or clairvoyance and any business activity that is illegal or deemed as unsuitable for public support by Stafford Borough Council.

Must be currently trading and can provide one years certified trading accounts or 12 months management accounts.

Where grant applications do not meet the required criteria for assessment, applicants will have to engage with Good 2 Great, who deliver the High Street Boost Programme, for support in the grant application process.

Applicants must not have already purchased the project goods/services prior to grant application approval and prior to receiving a fully signed funding agreement from the Borough Council.

Subsidy Control:

The grant operates in accordance with subsidy allowance, where you are allowed up to £315,000 (subject to exchange rates) in Minimal Amounts of Financial Assistance over any rolling period of 3 financial years.

Please see the government website for further information:

www.gov.uk/government/publications/subsidy-control-a-guide-for-beneficiaries/subsidy-control-a-guide-for-beneficiaries

Any subsidy which is awarded to you under the Stafford Borough Business Growth Grant will need to be declared if you have applied for any other public funding. Therefore, if successful, the offer letter must be retained and shown to any other public body to which you apply for funding for the three years following the offer. False declarations will lead to the recovery of the value of the assistance provided plus interest.

Please note that where a business is part of a group, the £315,000 limit applies to the group as a whole for public sector support within the United Kingdom.

Stafford Borough Council Privacy Notice - GDPR:

Under the General Data Protection Regulation (GDPR), we are committed to protecting your personal data and processing it in a transparent and secure manner. When you provide your data as part of a grant application, we ensure that it is used only for the specific purposes outlined in the application, such as evaluating your eligibility and the potential impact of your project. We collect and process data lawfully, ensuring it is accurate, up-to-date, and necessary for the evaluation process. Your data will not be shared with third parties unless required for the fulfilment of the grant or as legally required.

We will keep you informed by the means of our monthly newsletter of any future upcoming grant or business support schemes, which we believe will be of interest to you.

You have the right to opt out at any time and the right to access, correct, or delete your personal data at any time.

We implement appropriate security measures to protect your data and ensure its confidentiality. If you have any concerns regarding how your data is processed, you can contact us directly for clarification or to exercise your rights under GDPR.

www.staffordbc.gov.uk/business-grant-applications-privacy-notice

Completing the online application form:

The use of consultants or third parties to complete the application form for you is an ineligible cost. Applicants are encouraged to use partner organisations for any additional support which is at no cost, for example, a Business Advisor. Alternatively, please contact the Business Growth Team at Stafford Borough Council and we can support you through the process.

If you are unable to use the online application form, we can arrange to have a paper version sent to you electronically or by post.

The application form must be digitally signed by a person legally responsible for the business identified as the 'Applicant' in the application form

All your supporting documentation should be uploaded via the online process. If you are having difficulty with achieving this for any reason, please send the documentation directly to economy@staffordbc.gov.uk stating your business name and High Street Boost Grant (2) in the subject header.

The questions in this form have been thoughtfully designed to help the council gain a clearer understanding of how your business is operating, ensuring that public funds are used effectively and in a way that best supports local businesses.

The online form can be saved if you need to revisit it later; good practice is to read through the checklist and questions below before you start.

We do not require huge quantities of information in the free flow boxes, just an overview of what the question requires. The maximum word count is 500 words per detailed question.

Guidance Notes

Please note the following guidance notes have been written to support you whilst completing your online application.

Questions and guidance:

Applicant Details

Name of business:

Enter the full registered name of your business.

Date the business began trading:

Enter the date your business began trading.

Type of business:

Select the type of business from the drop down menu:

Is your business an independent business?

An independent business is one that is:

- Not controlled by a corporate entity
- Is for profit
- Is privately owned and not a public company
- Is free from outside control
- Operates autonomously and is not affiliated with larger corporations or chains.

Is your business part of a group?

Please select either yes or no. If yes, please give more detail in the next box.

Main business activity:

Please state what is the main activity of your business

Business trading address including postcode:

Please state your business trading address including the postcode.

Registered address including postcode if different to trading address:

This will be your registered address if it is different than the actual trading address

Companies House Number:

This is your company registration number if you are a limited company. If you are not a limited company, mark as not applicable N/A.

Unique Tax Reference Number (UTR):

If you're a sole trader, you can find your individual UTR number:

- in your personal tax account in the HMRC app
- or on previous tax returns and other documents from HMRC or your accountant.

If you cannot find your UTR on any documents or online, contact HMRC

VAT registration number:

Please enter your VAT number or mark N/A if you are not VAT registered

Business website address:

Please let us know your website if you have one. If you do not have one, please also state this.

Last year's turnover:

State last year's turnover that you achieved.

Last year's net profit:

State last year's net profit that you achieved.

Last year's number of full-time equivalent employees:

Only include direct employees, excluding any self-employed, sub- contracted, agency staff, casual staff, apprentices, graduate placements, or any zero hour contracted staff.

If you do not employ any people, please put in the box '1' as you need to count yourself as an employee of your own business.

Forecasted turnover:

State forecasted turnover.

Forecasted net profit:

State forecasted net profit.

Forecasted number of full-time equivalent employees:

Only include direct employees, excluding any self-employed, sub- contracted, agency staff, casual staff, apprentices, graduate placements, or any zero hour contracted staff.

If you do not employ any people, please put in the box '1' as you need to count yourself as an employee of your own business.

Primary Contact**Contact Name:**

This will be the applicant who has the authority to digitally sign the application form at the end of the process

Contact Position:

Please state the position of the applicant, for example, Managing Director, Director, CEO, CFO, Owner.

Contact Email

The best direct e-mail address for further correspondence. This will be the default e-mail we will use throughout the grant process.

Contact Telephone

The best direct contact number for further correspondence. This will be the default contact number we will use throughout the grant process.

Project**Project Summary:**

Explain what the project is, including itemising the goods/services to be purchased and estimated costs based on like for like quotes received.

At the end of your application, you will be asked to submit evidence of all your quotes.

When itemising your quotes received, please consider the following:

- If your business is VAT registered, please provide your quotes as NET VAT.
- If your business is not VAT registered, please provide your quotes including the VAT if its applicable.

You could complete something like the table below:

Expenditure Items	Cost of Item (Net VAT)	Cost of Item (Gross including VAT)	Supplier Name	Reason for Selection
	£0	£0		
	£0	£0		
	£0	£0		

What economic impact will the proposed project have directly on your business?

Please state the economic impact. Here, reference to need should be included as well.

Describe any environmental impact that the project will create

Please explain in this question if your project outcome will implement any environmental processes / savings or energy benefits, for example, energy efficiency savings explaining how explaining the impact on your business.

Have you had experience of delivering similar projects before, if so, how and what?

Have you previously delivered similar activity before, especially any activity that was publicly funded? If so what and how. Describe what went well and what you have learnt.

Have you taken part in complimentary High Street Boost Programme delivered by Good 2 Great?

Where grant applications do not meet all the required criteria for assessment, applicants will have to engage with Good 2 Great, who deliver the High Street Boost Programme, for support in the grant application process.

The Good 2 Great team are working closely with the council to offer businesses help with the application process. For support, please see go.good-2-great.co.uk/stafford_high_street_boost

Project Funding

Without support from the High Street Grant, what would happen to your proposed project and why?

Would you be able to cashflow the project without the support of the grant?

Or would your project still go ahead anyway?

Or would the project not go ahead?

If the grant amount you requested was reduced, what would be the impact of the project and why?

For example, if it was reduced, this would have a financial impact on cashflow and leave the company at risk

Have you applied for funding from other sources for this project?

Answer 'yes' or 'no'.

If you answer 'yes' we will require further details, such as from whom, how much and whether this has been confirmed or awarded yet.

Funding Summary

Amount of High Street Grant requested:

Please state the amount in £'s of what you are requesting.

You can base the amount to a maximum of 80% of eligible project costs.

Percentage Calculator

Grants should range between £2,000 to £20,000.

Note: If you are VAT registered, please provide the net value only. If you are not VAT registered provide the gross value i.e. including the VAT.

Applicant's contribution:

What will your financial contribution be to the project?

Note: If you are VAT registered, please provide the net value only. If you are not VAT registered provide the gross value i.e. including the VAT.

Other contributors:

Provide the amount of other matches not including your own.

Note: If you are VAT registered, please provide the net value only. If you are not VAT registered provide the gross value i.e. including the VAT.

Total project costs:

Include the total project costs which will include the expected High Street Grant contribution, the applicants match funding and any other match funding.

Note: If you are VAT registered, please provide the net value only. If you are not VAT registered provide the gross value i.e. including the VAT

Confirm you have not and will not purchase the project goods/service until after the funding agreement has been signed, subject to a successful grant application assessment

Answer 'yes' or 'no'.

If no is provided, then these expenses cannot be considered under the application.

Subject to grant approval, are you able to pay for 100% of the project costs before drawing down the actual grant monies awarded?

Answer 'yes' or 'no'

If you answer 'yes' this means you are in a position (following a successful grant application and receiving your fully signed funding agreement) to then purchase your project goods/services, then pay for them 100% (upfront) before then actually drawing down your 80% grant award.

You will however have to fund the remaining 20% yourself or via other means than the High Street Boost Grant.

Out of the project costs, how will you support the 20% match funding required?

For example, from business reserves, bank loans.

Subject to grant approval, please specify when you plan to spend the grant monies and drawn down the grant funding by?

Please state what date you anticipate your project to be completed, and the grant money drawn down from SBC.

Allow approximately 4 weeks to go through the appraisal process. Also please note that your project must then be completed within 13 weeks of receiving a fully signed funding agreement, subject to application approval.

Project Risks

Please describe what you perceive to be the main risks to your project and what mitigation plans you have in place. Try and consider as many areas as possible to show your consideration to risk.

For example, risks could be:

- Goods/services not being delivered on time.
- Staff leaving
- Cashflow issues
- Delay in planning permission or other consents
- A future viral pandemic

Clearly state what plans you are putting in place to help mitigate these risks.

Public sector funds

Have you received any public sector funding before within the last 3 financial years?

For example, EU, Local Authority, Government Departments.

Select 'yes' or 'no'. Whether you answer 'yes' or 'no' to this question, at the of this application you will be asked to complete and download a Subsidy Control Declaration Form. If you have never received any public subsidies before, please respond on the form with N/A and sign it before submitting it. The Subsidy Control Declaration form can be downloaded from the www.staffordbc.gov.uk website from the High Street Boost page.

Consents

Please confirm if any of the following have been addressed: planning permission; listed building consent; advertisement consent as appropriate and any other statutory permissions (please specify and report on status of each as appropriate)

If appropriate, have you had your landlord's permission to do the works?

Answer 'yes' or 'no'.

If you rent the premises and don't have appropriate permission (if required) this will delay your application.

Please provide further details or list any other permissions or consents required and their status:

Only if this applicable to your business

Are you related to, or do you have a relationship with, any officers working for Stafford Borough Council or the programme's delivery partners?

Please answer 'yes' or 'no'.

If you answer 'yes' you will be asked to provide further detail.

Have you ever had any County Court Judgements served against you?

Please answer 'yes' or 'no'.

If you answer 'yes' you will be asked to provide further detail.

Have any other Partners or Directors of your business ever had any County Court Judgements served against them?

Please answer 'yes' or 'no'.

If you answer 'yes' you will be asked to provide further detail.

Have you or any other Partners or Directors of your business ever been adjudged bankrupt or been a Partner, Proprietor or Director of a company which has gone into liquidation or receivership?

Please answer 'yes' or 'no'.

If you answer 'yes' you will be asked to provide further detail.

Financial Information

If you have any outstanding debts, such as bank loans or overdrafts please advise us of what these are, how much is outstanding and the date they need to be paid by.

Documents required

These are to be uploaded with your online application.

Current Bank Statement:

This should clearly show the name of the bank, name of the account holder, account number and sort code.

Providing this is mandatory, as these details will be used to pay the grant into if awarded.

Copy of current business insurance documents

This is mandatory as part of our due diligence process

Latest management or certified accounts or for self-employed persons self-assessment tax return:

This form is mandatory.

Company/business letterhead:

With business name on it, trading address, bank sort code and account number.

This is mandatory as part of our process to set up the grant payment system.

Signed Grant Declaration form:

This form is mandatory.

This form is available to be downloaded from the High Street Boost webpage under the grants section. Please complete and sign this form whether you have received any previous public subsidies or not. Please note that the total of public subsidies received over the last 3 years, plus the expected High Street Grant amount (if awarded), should not equal more than £315,000.

Evidence of landlord's permission for project plans:

If you rent and your project potentially effects the fabric of your landlord's property, then you will need the landlord's consent. This could be clear approval on an email or headed letter.

Quotes like for like for the goods or services to be purchased using the grant:

This value could be for one item or the sum of many items from one supplier, quotes required as follows: (Please name your preferred quote/s (Quotes 1, 2, 3) and upload them in one scanned file.

- £1,000 - £10,000 - 2 written quotes
- £10,000 - £30,000 - 3 written quotes

Please Note:

- If your business is VAT registered, please provide your quotes as NET VAT.

- If your business is not VAT registered, please provide your quotes including the VAT, if its applicable.

For quotes that cannot be added to this application, they should be emailed to economy@staffordbc.gov.uk providing the business name and High Street Boost Grant in the subject heading.

Declaration

To apply for the High Street Boost Grant you must agree to the following:

I declare that I:

- have read and understand the UKSPF High Street Boost Grant Policy and agree to comply with the various conditions and obligations.
- satisfy all the eligibility criteria as set out in the UKSPF High Street Boost Grant Policy
- meet any legal requirements or other regulations, which may relate to the operation of my business, for example, Environmental Health, Planning.
- understand that the UKSPF High Street Boost Grant is discretionary and subject to the availability of funds
- accept that any grant awarded must be repaid on request if any declaration is false
- undertake to advise the Council of any changes of address, if I cease to trade, or of any other circumstances that may affect my right to grant assistance
- give permission for the Council to undertake a credit worthiness check on my business

I understand that acceptance of my application for a UKSPF High Street Boost Grant:

- does not imply that the Council is expressing a view about the viability of my business
- does not involve the Council in any debts that my business or I may incur, for which the Council accepts no responsibility.

I am aware that the Council may wish to contact me in the future with details of new initiatives, available support and other assistance. I understand that this could be by either telephone, mail or electronically.