



**Funded by
UK Government**

**UK Shared Prosperity Fund
High Street Boost Grant
(Round 2)
Policy
August 2025**



Stafford
BOROUGH COUNCIL

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1

Introduction

In March 2025, the latest allocation of UK Shared Prosperity Funding (UKSPF) was announced by central Government.

The total amount allocated to Stafford Borough Council for the period April 2025 to March 2026 is £1,528,851. This fund will focus on three investment themes:

- Community and Place
- Supporting Local Economy
- People and Skills

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High Street Boost Grant (Round 2)

Stafford Borough Council has launched a second round of its High Street Boost Grant to support micro, small, and medium sized (SME) independent businesses based in commercial premises. Priority will be given to those located within the 'high streets' or adjoining streets of Stafford, Stone, Eccleshall.

The aim of this grant scheme is to support our town centres in being more attractive and appealing to the community, businesses and visitors and to strengthen and expand the visitor economy.

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.

Funding Available

This initiative offers businesses the opportunity to access funding ranging from a minimum of £2,000 up to £20,000, with a total grant pot of £100,000 available.

The scheme operates on an intervention rate of 80%, meaning the council will cover most of the project costs, while businesses are required to contribute the remaining 20% as matched funding.

For successful grant applications from businesses that are VAT registered, their grant will be based on eligible net costs (i.e. excluding the VAT), as this can be claimed back from HMRC. However, for successful grant applications from businesses that are not VAT registered, their grant will be based on eligible gross costs (including the VAT if applicable).

- Applications are open until 30 November 2025 subject to funds still being available.
- Successful grant applicants will be given three months in which to draw down their grant award; however, the final UKSPF deadline for spend is 31 March 2026.

Eligibility Criteria

Applications are open to independent businesses based in commercial premises in the 'high street' or adjoining streets of Stafford, Stone and Eccleshall as a priority.

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.

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

Must employ less than 250 full-time equivalent persons

Must have an annual turnover of less than or equal to £44 million or a balance sheet total of less than or equal to £38m.

Must not have received more than £315,000 in public subsidies in the current and previous two financial years (financial year being 1 April to 31 March including the expected level of grant they are applying for.

Must not have already purchased the service/product prior to grant application approval and prior to receiving a fully signed funding agreement from the Borough Council.

Applicants must have attended a complimentary High Street Boost Workshop delivered by Good 2 Great.

Examples of eligible projects:

- Enhancement to entrances and shop fronts including signage, canopies (planning permission may be required), parasols, tables, chairs, windows
- Measures to reduce carbon footprint i.e. heating, lighting, energy efficient equipment
- Costs such as renovations including painting, electrical works and plumbing
- Display equipment including counters and shelving, furniture and fixings
- Website design and digital projects
- Marketing materials, advertising and publicity, social media campaigns

Application Process

Funding will not automatically be offered. Applications will be assessed on first come first served in terms of those who provide all supporting documentation required. Applications will also be assessed based on eligibility and impact on the local economy e.g. attracting visitors to the high street, raising awareness of the town centre, creating jobs etc.

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

Following receipt of the fully signed funding agreement, the applicant must be able to take delivery of the relevant products and services and pay for them 100% before drawing down the grant award from the Council (i.e. 80% of actual project costs or maximum grant awarded whichever is the least). This must be done within 13 weeks of the fully signed funding agreement, otherwise the offer will be void. The absolute final UKSFP spend deadline for the fund is 31 March 2026.

Documents required to support full application

- Completed Application form - customers.staffordbc.gov.uk/high-street-grant
- Latest year's certified or management accounts or for the self-employed latest self-assessment tax return
- Bank statement clearly showing name of bank, account name, number and sort code for grant to be paid into
- Signed Subsidy Control (public subsidies) declaration form

- Business letterhead including business name, trading address, bank sort code and bank account number
- Proof of landlord permission if appropriate
- Quotes for the items/services requested that the grant should support:
 - Any single item or items from one supplier submitted as part of this application process should not be less than £1,000.
 - Quotes should not be from people or businesses connected to the applicant business, directors or shareholders.
 - For products/services to be funded for one item or the sum of many items from one supplier, quotes required are as follows:

Value	Required
£1,000 to £10,000	Two written/evidenced quotes are required from different suppliers. This can be done by undertaking price comparisons on website
£10,000 to £30,000	Three written/evidenced quotes are required.

NB: For VAT registered businesses the project value will not include the VAT. For businesses not registered for VAT, the VAT will be included in looking at the quotes/project costs.

Payment of grant

- Following application approval and receipt of a fully signed funding agreement, successful applicants should then take delivery of the relevant products and services and pay for them 100%, before drawing down the grant award from the Council.
- Expenditure incurred prior to the date of the fully signed funding agreement, will be ineligible for consideration.
- Any expenditure committed or incurred prior to accepting and signing a grant funding agreement is entirely at the applicant's own risk.
- Grant monies awarded should be claimed from the Council within 13 weeks from the date of the fully signed funding agreement.

- The eligible grant amount awarded will be reimbursed on production of supplier invoices showing date of delivery and evidence of payment from a business bank account. If evidence proves less than expected then the grant amount will be based on 80% of the project costs, to the maximum of the grant awarded.
- Should the defrayal evidence above indicate that the project costs were lower than quoted for, then payment will be up to 80% of the actual project costs or the maximum of grant awarded whichever is the least.
- Grant payments will be made in a single payment.
- Successful grant applicants will be given 13 weeks in which to draw down their grant award; however the final UKSPF deadline for spend is 31 March 2026.

You can contact a member of the Business Growth Team at Stafford Borough Council about your application - email economy@staffordbc.gov.uk or telephone 01785 619584

3 Appeals Process

UKSPF Grants are paid at the discretion of the Council with awards being determined within the Economic Development Business Growth Team. If an applicant is dissatisfied with a grant determination, they may request that it be reviewed by the Head of Economic Development and Planning by emailing economy@staffordbc.gov.uk.

4 How we use your personal information

The information provided will be used by Stafford Borough Council, as the data controller, to allow us to administer grant applications. We will only share your information, when necessary, with agencies involved in the processing of grants or where the law requires or allows us to. For further information, please see www.staffordbc.gov.uk/business-grant-applications-privacy-notice.

Terms and Conditions

Stafford Borough Council (SBC) has been allocated funding from the UK Shared Prosperity Fund by Central Government to be used specifically to provide support for the agreed project.

- The recipient shall use the grant only for the delivery of the project and in accordance with the terms and conditions set out in this policy and the funding agreement.
- The grant shall not be used for any other purpose without the prior written agreement of SBC.
- The recipient shall not make any significant change to the project without SBCs prior written agreement.
- The recipient agrees and accepts that it shall not apply for duplicate funding in respect of any part of the project or any related administration costs that the grant is supporting.
- The recipient shall promptly repay to SBC any money incorrectly paid to it either as a result of an administrative error or otherwise.
- SBC shall not be liable for any losses, actions, claims, demands or expenses in connection with any non-receipt, reduction or withdrawal of grant funding.
- Successful grant applicants will be given three months in which to draw down their grant award; however, the final UKSPF deadline for spend is 31 March 2026.

Monitoring

- The Recipient shall closely monitor the delivery and success of the Project throughout the Grant Period to ensure that the aims and objectives of the Project are being met and that this offer is being adhered to. The recipient must respond to any requests by the Council for further information
- The Recipient shall provide SBC with a final report on completion of the Grant Period which shall contain a detailed breakdown of all expenditure for the Grant Period and shall confirm whether the Project has been successfully and properly completed.
- Evidence of the defrayal i.e. supplier invoices and bank statements showing payment will be required.

Publicity

The Recipient shall not publish any material referring to the Project or SBC without the prior written agreement of SBC. The Recipient shall:

- Acknowledge the support of SBC in any materials that refer to the Project and in any written or spoken public presentations about the Project, and such acknowledgements (where appropriate or as requested by SBC) shall include the SBC name and logo using the templates provided from time to time.
- Comply with the UK Shared Prosperity Fund branding and publicity guidelines, which can be found at www.gov.uk/guidance/uk-shared-prosperity-fund-branding-and-publicity-6.
- In using the SBC and UKSPF names and logos, the Recipient shall comply with all reasonable branding guidelines issued by SBC from time to time.
- The Recipient agrees to participate in and co-operate with promotional activities relating to the Project that may be instigated and/or organised by SBC.
- SBC may acknowledge the Recipient's involvement in the Project as appropriate without prior notice.
- The Recipient shall comply with all reasonable requests from SBC to facilitate visits, provide reports, statistics, photographs and case studies that will assist SBC in its promotional and fundraising activities relating to the Project.

Withholding, suspending and repayment of grant

SBCs intention is that the Grant will be paid to the Recipient in accordance with the approved application. However, without prejudice to SBCs other rights and remedies, SBC may at its discretion either terminate the offer and/or withhold or suspend payment of the Grant and/or require repayment of all or part of the Grant if:

- Without the express written permission of SBC, the Recipient uses the Grant for purposes other than those for which they have been awarded.
- The delivery of the Project is not completed within the Grant Period and the Recipient has failed to provide SBC with a reasonable explanation for the delay.
- SBC reasonably considers that the Recipient has not made satisfactory progress with the delivery of the Project.
- The Recipient obtains duplicate funding from a third party for the Project.

