



# Love your Town Centre Capital Investment Fund



## GUIDANCE

### GENERAL INFORMATION

**Get up to £5,000 from Mid Devon District Council to help create a new 'must be there' buzz in your town centre.**

Mid Devon District Council want to support ideas/projects that will help to revitalise our town centres.

Love Your Town Centre is a funding initiative to support ideas from local businesses, town councils or organisations with projects that will help revive our high streets and help them to flourish for the future.

#### What is it?

Whether it's tidying up a public space, bringing back an empty unit/first floor space into practical use or an event to attract more visitors; we want to hear from you.

#### Who can apply?

- **Event Organisers**

Organisers with an idea to bring a new event that will increase interest and footfall within the town.

- **Business Groups**

Business groups who are collaborating to make a difference. This might be something physical, or just a great idea which creates a stronger town centre community.

- **Town Councils**

With a project that will support the ethos of developing a great place.

## GRANT SUMMARY

<b>Type</b>	A one-off grant.
<b>Term</b>	<p>Funding scheme opens for applications                      13/09/2021</p> <p>Deadline for applications    12noon 4/10/2021</p> <p>Announcement of funding award decisions                      By 22/10/2021</p>
<b>Grant availability</b>	This grant is available at the discretion of Mid Devon District Council.
<b>Aim</b>	<p>The Fund aims to support projects that revitalise our town centres, transforming them into visitor destinations. This includes:</p> <ul style="list-style-type: none"> <li>• Quick-win projects that are deliverable within 12 months in response to local town centre need.</li> <li>• Actions that create resilience and sustainability of our town centres, increasing footfall and/or dwell time.</li> <li>• Projects that revitalise the high streets; transitioning empty retail units into lively and/or attractive community spaces.</li> </ul> <p>In reaction to COVID-19, the fund can also be used to:</p> <ul style="list-style-type: none"> <li>• Support the safe resumption and use of our high streets and town centre activities.</li> <li>• Support activities that increase shopper confidence in our town centres.</li> </ul>
<b>How much funding can be applied for?</b>	<p>The Love your Town Centre Capital investment fund is apportioned evenly across Mid Devon's three main town centres.</p> <p>The maximum grant will be £5,000 for any single project, per town. Any unallocated funding will be carried forward into a later round. The above budgets include funding carried forward from Phase 1 2021.</p> <p>For individual businesses:</p> <ul style="list-style-type: none"> <li>• The maximum total project spend is £1,000 (ex. VAT)</li> </ul> <p>For groups of businesses:</p> <ul style="list-style-type: none"> <li>• If a group of businesses want to collaborate in a venture to, for example, paint a parade of shop fronts or site some street furniture, then your combined individual application for grants can contribute up to 100% of the project, subject to the maximum £5,000 limit.</li> </ul>

# CRITERIA

## ESSENTIAL CRITERIA

Bids will need to meet the following essential criteria:

- The proposal should be well thought out and realisable, with:
  - Clear actions with a realistic timetable
  - Detailed and realistic costings
  - Evidence to show other options have been looked into e.g. quotes from suppliers, other funding sources
  - 10% match funding in place (particularly from businesses / traders), or a reasonable hope that match funding will become available in the near future
  - Clear benefits for their town
- There should be commitment from other town centre stakeholders (such as the town council, trade organisations, business community) and cannot exceed maximum grant allowed.
- Projects must be delivered within 12 months of successful application.
- Applications must be for projects delivered within designated Mid Devon town centres or within Mid Devon town boundaries with a demonstrable direct positive effect on the town centre.

## DESIRABLE CRITERIA

In addition to meeting the essential criteria, proposals are more likely to be successful if they can show:

- The project demonstrates how it supports other town schemes e.g. masterplanning, neighbourhood plans, public realm improvement schemes and/or it reflects local design guides.
- The project is self-sustaining (i.e. it will create its own income stream) or has long-lasting effects (eg not just a one-off event that increases footfall for a day)
- The scheme can show a good return on investment, by showing maximum potential benefit against actual cost eg an improvement that will affect the whole town rather than a small number of businesses
- The proposal will make use of an empty shop(s) or disused town centre space
- The proposal could be replicable in other towns
- The proposal will increase footfall and/or dwell time in the town
- The proposal could be replicable in the other towns
- The scheme will improve leisure and entertainment opportunities in the town centre, helping to rebalance the mix between retail and leisure
- The scheme improves the appearance / attractiveness of the town centre (through aesthetic changes or proposals to tidy-up the town)
- The scheme will help the town centre lower its carbon footprint or achieve environmental benefits
- The project supports the safe reopening of the town centre following impacts due to COVID-19.

Where appropriate, applications should also include information about consultation and agreements that make the project permissible and sustainable. Although this doesn't need to be finalised at the application stage, applicants need to demonstrate that they have considered the permissions and agreements required. This includes (but is not limited to):

- Maintenance agreements
- Consultation with other key stakeholders such as Mid Devon District Council services (Property Services, Waste Services, Parking Services and Economic Development) and other local councils
- Permission or intent to apply for permission from relevant statutory services (Planning, Licensing, Highways)

Funding will not be released until the relevant permissions and agreements are secured and evidenced.

## ELIGIBILITY

<p><b>Who Can Apply?</b></p>	<p>Applications are welcome from either a constituted body, registered company or group of registered businesses working together.</p> <p>Proposals should be made by a Mid Devon town centre organisation. However, we will accept bids from individuals that have business community sector support (evidence will be required).</p> <p>Examples of eligible organisations include:</p> <ul style="list-style-type: none"> <li>• town councils</li> <li>• constituted voluntary and community organisations (including ‘Friends of’ groups, faith groups and social enterprises)</li> <li>• charities and other not-for-profit enterprises</li> <li>• Mid Devon town-centred based businesses</li> <li>• constituted business networking groups (such as a Chamber of Commerce) where the project is for the benefit of the community and not a profit-making venture</li> </ul> <p>For applications from faith groups, we follow the same principles as those applied to the Big Lottery Fund; please see <a href="http://bigblogscotland.org.uk/2014/10/29/funding-for-faith-based-organisations-a-quick-guide/">http://bigblogscotland.org.uk/2014/10/29/funding-for-faith-based-organisations-a-quick-guide/</a> for more detailed information.</p>
<p><b>Eligible expenditure</b></p>	<p>We are open to creative solutions that can make short-term impact and have long-term goals. From the simple to the extraordinary, Mid Devon District Council welcomes applications for projects that will bring life to our high streets.</p> <ul style="list-style-type: none"> <li>• Grants can be for capital (one off costs, costs of permanent items, structures etc) and/or certain revenue costs where they relate to one-off events or activities subject to restrictions (see section overleaf). The Fund cannot support ongoing staff or day-to-day operational costs.</li> <li>• For large projects (or where projects will continue past the current financial year), the Fund can be used to support a pilot stage or distinct and identified phase of a project (such as sustainability appraisals, pilot projects or time-bound phase of a continuing project etc) but we need evidence of a forward plan to demonstrate financial stability.</li> <li>• The fund is intended as seed or catalyst funding for a new project, therefore projects that have previously received LYTC Funding are not able to re-apply unless the application is clearly for a separate element or phase of that project.</li> <li>• Applications from faith groups are eligible as long as the project/activity meets an identified need in the town centre and it concentrates on what the project delivers (such as what a religious building may be used for). The Fund cannot finance religious activities.</li> <li>• Where a project could be funded from alternative sources (such as S106 or another known active grant scheme), applicants will be advised of this. Mid Devon District Council reserves the right to offer either a reduced or zero grant award where projects have alternative funding sources available.</li> </ul>
<p><b>Matched funding</b></p>	<ul style="list-style-type: none"> <li>• Applicants must fund 10% of the total project costs from other sources (not including other Mid Devon District Council funding pots).</li> <li>• Match funding can be in the form of own fundraising and/or other funding sources secured, or equivalent benefits in kind (such as commitments of labour, time or expertise).</li> </ul>

## RESTRICTIONS

### What can't the funding be used for?

- i. Funds cannot be allocated to solely benefit individuals or private/for profit enterprises.
- ii. Funds must not be allocated retrospectively. This includes any activities that have started or occurred before a grant has been confirmed.
- iii. Political, religious or other campaign activities (including but not limited to rallies, marches or campaign events).
- iv. Purchase of alcohol, tobacco or other legal or illegal substances.
- v. Funds should not be used to support projects that are the direct responsibility or statutory obligation of another organisation.
- vi. VAT that is recoverable.
- vii. Loans or interest payments.
- viii. Day-to-day running costs or any on-going staff costs (unless this is during a transition phase with documented evidence of how the project will become sustainable post transition).
- ix. Services that are the responsibility of the Town Council (precept).
- x. Projects that do not benefit the Town Centre.
- xi. As the fund exists to help identify new ideas to benefit town centres, existing town centre activities and events are not eligible for funding unless the application is specifically for a new element/phase of that project.

## PUBLICITY

### Acknowledging Funding Sources in Publicity

- Any publicity about the project and its funding must clearly acknowledge Mid Devon District Council.
- Upon completion of the project, applicants should provide Mid Devon District Council with a statement of how the funding has benefited the town centre together with any photographs that are available. Applicants should include any evidence eg statistics or other measures that evidence how well the project performed against the original aims and objectives.

<p><b>Application Submission</b></p>	<ul style="list-style-type: none"> <li>• Applications must be sent to: <a href="mailto:funding@middevon.gov.uk">funding@middevon.gov.uk</a> by noon on 4 October 2021.</li> <li>• Bids received after this date will not be considered.</li> <li>• Following the closing date shortlisting of the applications will take place against the criteria. Successful applicants will be informed by 22 October 2021.</li> </ul>
<p><b>Supporting Documentation</b></p>	<ul style="list-style-type: none"> <li>• Applications should provide letters/emails to evidence local support for the project. If the letter of support is from a parish council, this needs to come officially from the council itself and not from an individual councillor. Applicants should bear in mind parish council meeting dates when requesting support to ensure that they are able to consider the application prior to the funding deadline(s).</li> <li>• Please note: if you do not supply all information required with the application, we cannot necessarily come back to you within the timescale to request additional information prior to the Funding Panel.</li> <li>• Please provide a quote or similar evidence for the cost(s).</li> <li>• We will conduct random sampling for evidence of project completion.</li> <li>• Other evidence as required by Mid Devon District Council.</li> </ul>
<p><b>Assessment</b></p>	<ul style="list-style-type: none"> <li>• Completed applications will go to a Funding Panel for assessment. The Council would like to make sure that projects funded through this Fund have a lasting impact on our town centres. Potential projects will be assessed against the essential and desirable criteria to decide which ones should be supported.</li> <li>• The funding pot is limited and not all eligible projects will be successful.</li> <li>• Conditional grants may be offered subject to additional consents required.</li> <li>• <b>Please note:</b> the funding panel can choose to support applications in full or in part, amending the level of money granted to the project depending on level of budget available. They can also choose not to support an application if they feel it does not meet the criteria, or to support an application dependent on the project meeting additional criteria.</li> </ul>
<p><b>Payment</b></p>	<ul style="list-style-type: none"> <li>• Successful applicants will be required to complete an Award Claim Form with their payment details. Grant payments will be made by electronic transfer. Award Claim Forms must be received by Mid Devon District Council within 12 months of the funding decision.</li> <li>• We require you to send us an invoice for awards exceeding £2,000 prior to payment.</li> <li>• Any unspent grant money must be returned promptly to Mid Devon District Council.</li> <li>• The Council reserves the right to pay awarded funding in staged payments upon delivery. Where projects are not delivered within an agreed timescale the Council reserves the right to withdraw the offer of funding.</li> <li>• All projects will be monitored by the Council and we will liaise regularly with the successful organisations to ensure that the project will be delivered.</li> </ul>

## ENQUIRIES

All enquiries about this funding scheme and potential eligibility of projects should be directed to [funding@middevon.gov.uk](mailto:funding@middevon.gov.uk).

## PRIVACY NOTICE

We will process the information provided on the Application and Award Claim Forms in accordance with the General Data Protection Regulation (Data Protection Act 2018) for the sole purpose of administering the Fund. The information provided will be stored securely by Mid Devon District Council (MDDC) and will be retained for the current financial year (April to March) plus three years. The information provided will be subject to the Freedom of Information (FOI) Act, but personal information (names and contact details) will not be released in response to FOI requests. Data will be shared internally within MDDC for the purposes of administering the fund and making funding decisions. Details of applications (including name of organisation, project description and amount awarded) are published / reported on our website. Personal details are not included in this information.