

Subject: Town Centre Shop Front Improvement Scheme

Report to: EMT 10<sup>th</sup> November 2016

Economic Development Committee 21<sup>st</sup> November 2016

Report by: Kate Watts, Transformation Programme Manager

Members are recommended to note the content of this report and agree to the formal launch of the Town Centre shop front improvement scheme from 1<sup>st</sup> December 2016 to run until until 31<sup>st</sup> March 2018 or sooner if the funding is spent prior to this date.

Members are also recommended to form a sub group of Economic Development committee to meet to make decisions on applications. It is recommended that this group is made up of one representative from each political party represented at Economic Development Committee.

## **1. BACKGROUND**

On 7<sup>th</sup> September 2016 Economic Development Committee approved an outline proposal for a Town Centre shop front improvement scheme alongside funding of £60,000 from the Town Centre initiative reserve to be used for the delivery of this scheme.

This shop front improvement scheme aims to enhance the image of our Town Centre through using grants to cover shop front renovation, decoration, new signage and or replacement of historical features including lighting.

The objectives of this scheme are:

- to improve business frontages including shops, commercial businesses and social enterprises
- to enhance the appearance and appeal of the town to visitors, customers and the local population
- to preserve and enhance the special characters of the Conservation area it's listed buildings and other buildings of public importance

- and to assist towards encouraging further inward investment and stimulate business and consumer confidence

Prior to the launch of this scheme the committee agreed to receive a second paper detailing the specifics of this scheme, prior to its formal launch.

## **2. SHOP FRONT IMPROVEMENT SCHEME**

- It is proposed that this scheme is launched from the 1<sup>st</sup> December 2016 and will run until 31<sup>st</sup> March 2018, or sooner if the funding is spent prior to this date.
- This grant scheme will be eligible for business owners within a defined geographical area (see appendix 1). If the business owner does not own the property they will need to provide evidence of agreement from their landlord as part of the application process.
- Funding will be up to a maximum of £3,000, with a requirement for 25% match funding from the applicant.
- Funding will be allocated for external repair or reinstatement of the shop front and facades, including painting, lighting and signage and can include the building improvements, renovation and or replacement of historical features.
- A supporting document containing best practice ideas in relation to this scheme has been developed and will be available on the web and as part of the application pack. See appendix 2.
- All applicants will need to apply on an application form which will be available through the Council's website or in paper copy (see appendix 3 for a copy of this application form and appendix 4 for guidance notes).
- All applicants will be provided with free business advice and business related training opportunities through the Council's economic development service, who will also be responsible for administering this scheme.
- All application forms will be reviewed by officers for completeness before being presented to the sub group of Economic Development committee for decision. It is recommended that this group is made up of one representative from each political party represented at Economic Development Committee. An

assessment form to support members in making a decision is attached. See appendix 5.

- If an application is approved by the sub group the applicant has six months to complete the works and submit a claim form. All payments will be made once works have been completed.
- If an application is not approved the applicant is notified and feedback given as to the reasons why.

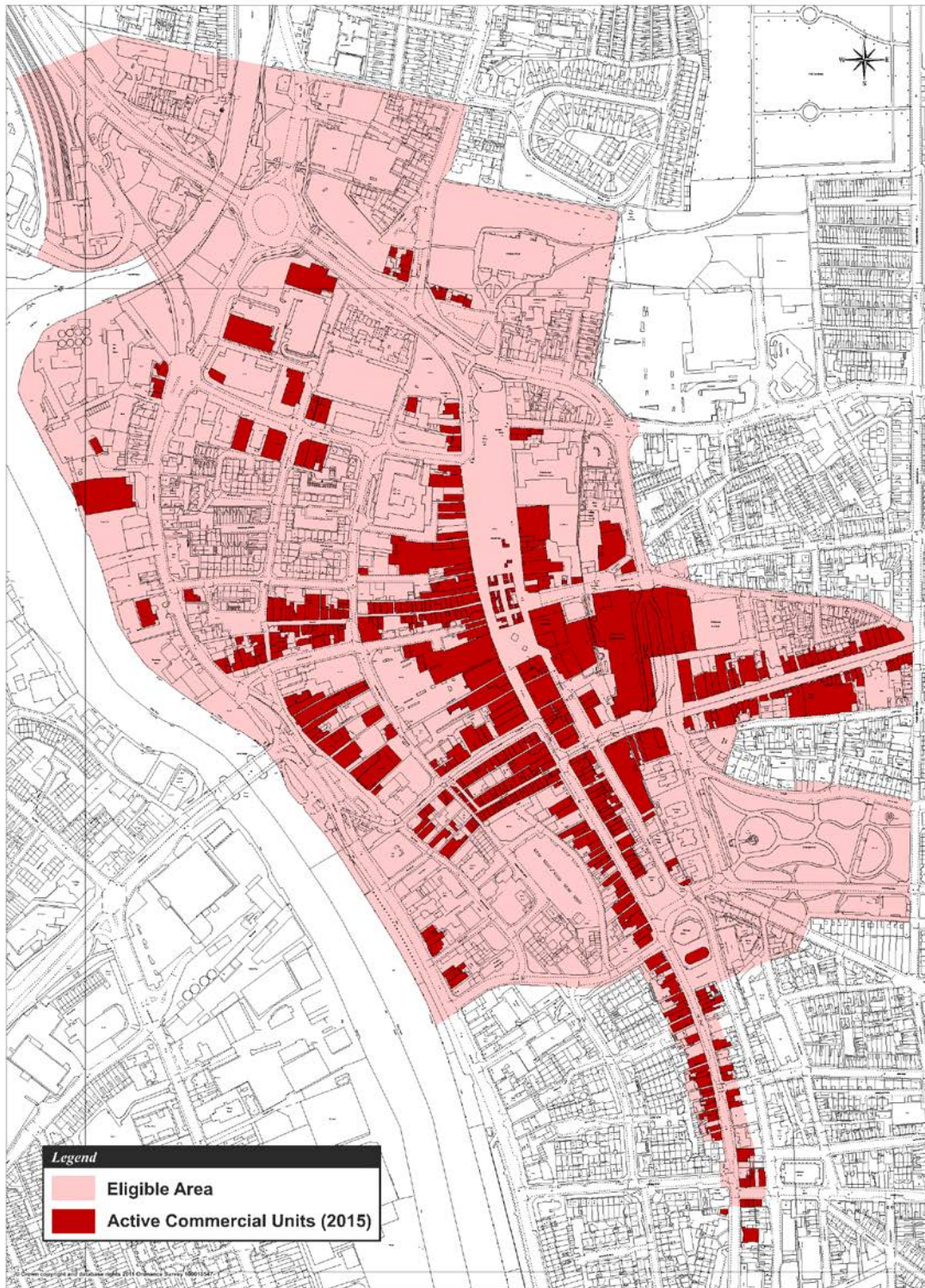
### **3. CONCLUSIONS AND RECOMMENDATIONS**

It is recommended that Economic Development Committee note the content of this report and agree to the formal launch of the Town Centre shop front improvement scheme from 1<sup>st</sup> December 2016 to run until until 31<sup>st</sup> March 2018, or sooner if the funding is spent prior to this date.

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	Monies already allocated from Town Centre initiative reserve
Existing Council Policies:	Corporate Plan
Financial Implications:	Yes
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

## Appendix 1 – Eligible Geographical Area for Applications

### Shopfront Improvement Scheme: Eligible Area



**GREAT YARMOUTH**  
BOROUGH COUNCIL

Strategic Planning, Housing and  
Regeneration Development  
Town Hall, Hall Road  
Great Yarmouth, Norfolk, NR30 2DF  
Customer Contact Centre Tel: (01493) 858100  
Email: [plan@great-yarmouth.gov.uk](mailto:plan@great-yarmouth.gov.uk)  
Web: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)

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Checked by:	
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Date: 31.10.18	Scale: A2 1:2500



## Appendix 2

### Great Yarmouth Town Centre Shop Front Improvement Scheme Supporting Information Guide

#### *Window Dress to Impress Encouraging 'Window Appeal' for businesses*



The scheme is not intended to create a bland uniform style to shop front design, as this would result in an uninteresting townscape.

Within the scheme we wish to encourage diversity and distinctiveness in terms of designs, details and colours whilst retaining the principles of good design associated with historic town centres.

Projects need not be historically focussed. We recognise that some buildings may require more modern shop fronts or signage and that high quality modern design can add significant value to the townscape. As a general principle projects should seek to balance imaginative design with the historic context of the building and the wider area.

#### **Designing shop fronts**

The appearance of shops can make a real improvement to an area resulting in increased trade. In Great Yarmouth creating good quality shop fronts will be a significant step towards developing the town centre character. The style, colour, materials, signage and displays in shopfronts should reinforce the Great Yarmouth identity.

Below are a number of key design considerations and examples to inspire the

business community to be creative.

### **Simplicity and elegance**

Choose a simple design which shows off the elegance of the colour, sign letters and other detailing through its quality. Avoid clutter on the façade such as plastic and multiple projecting signs, poorly designed canopies, over dominant lighting fixings, and over complex designs as they detract from the quality of the appearance.



### **Decoration**

Decoration schemes should be chosen with care to benefit the streetscape as a whole, especially in conservation areas, where traditional oil paints and pigments may prove to be the most successful.

Colours and tones should try to be neighbourly as the use of discordant colours may distract and undermine the character and coherence of a particular street or area. Colour schemes should relate sympathetically to the colour and texture of the external masonry and any neighbouring elevations. Good results can be achieved for period properties by using paint manufacturer's specialist colour charts.

The use of rich colours such as dark greens, blues and black are encouraged for the surrounds as these are the most traditional and so tend to work well in historic areas but they also better serve as a frame to show off the shop display.

The use of bright or modern synthetic colours such as yellows, pinks, pale blues or orange are to be discouraged in historic areas as they generally relate poorly on listed buildings.

Painted timberwork almost always proves to be more harmonious than the use of stained or varnished hardwoods or plyboards. The majority of successful schemes tend to utilise simple, monotone combinations alongside the choice of stylish but plain script on associated signage.

Encouragement will be given to the use of refined script for use on the fascia which is best limited to the name of the firm, type of business carried out or the product sold and street number.

The maximum size of the lettering should not be greater than 60% of the whole fascia height to keep it in scale with the shopfront and building. Individually applied letters in relief can sometimes be effective. Hand painted signs produced by a professional sign writer often look the best.

## Quality materials and techniques

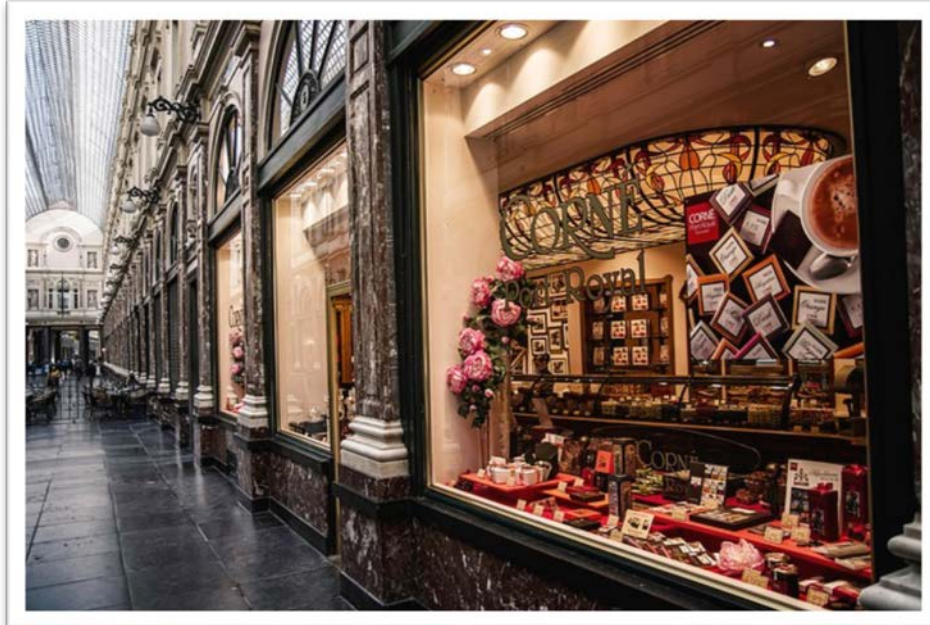
Shop fronts in Great Yarmouth should reflect tradition, skills, and trades.

The use of natural products such as timber and hand painted signage should be promoted. Modern materials such as plastics, aluminium, Perspex and stainless steel can be appropriate if they are of the highest quality and detailing.

The use of acrylics or shiny materials tends to cheapen the appearance of shop fronts and over large areas their use should be avoided.

## Complement and interface with the building

Study the building which the shop front is attached to and also the neighbouring buildings to create a design that complements and brings out the best in the building.



## Proportions and styles

Windows should reflect the proportions of the building and should be broken up into smaller compartments by timber mullions and glazing bars where appropriate. Large plate glass shop fronts should generally be avoided unless it can be demonstrated that this fits well with the building style.

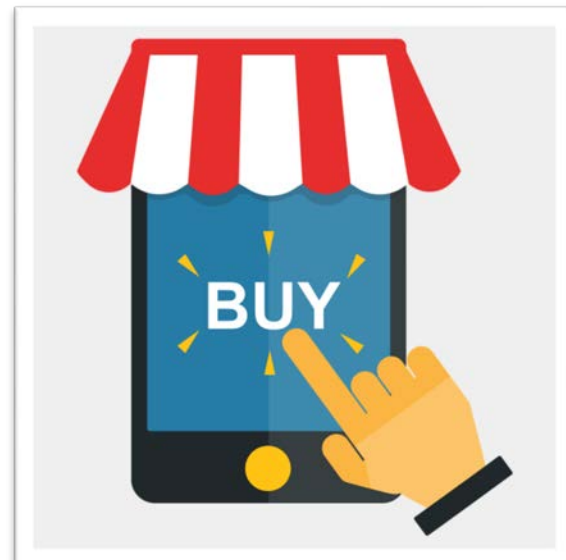
Shop fronts should not extend across a number of building units. Even if a shop occupies more than one unit, the shop front should respect the sub-division of the building. The design of doors must be in keeping with the quality of other elements of the shop front.

The materials used and style should match those of the main windows, including for example the use of timber to divide the glazing into compartments.

## Signs and Advertisements - Quality signage

The shop sign is one of the important elements of the brand and 'face' of the business.

The regulations around advertisement consent are complex and it is strongly recommended to take early



consultation with a planning officer before altering or providing a new sign.

Quality of signage is crucial to achieving a shop front that reflects the character of a town and helps draw in potential customers. More modest, but good quality signage has a greater impact than over-dominant signs.

The lettering should either be hand painted or individually applied lettering. The use of acrylic or fluorescent materials in signs is considered inappropriate and should be avoided.

Signs should be fixed at the top of the façade and not above. Street numbers should be visible on shop fronts as these are a handy indicator for shoppers as well as postal and delivery services.

Carefully designed signs can enhance the quality of a shop front or building. In contrast, too much information should be avoided - it will only clutter the appearance of the building and reduce the visual impact of the sign.

Fascia signs should simply state the trader's name and where necessary the type of business. The lettering should be in proportion with the shopfront and building as a whole and should be in a style that conveys the image of the shop and is easily read.

An over-proliferation of window stickers and advertisements will always detract from the quality of the shop front should be avoided.

Horizontal projecting signs are common to some towns and shopping areas and can help to create that character in Great Yarmouth, and if well designed and can provide interest and character to the surroundings.

Traditional signs should be painted boards hanging or supported by a simply bracket at fascia level, but contemporary hanging signs can also provide great visual interest to the street scene when they are finished to a high standard.

Where a fascia board is not available, lettering can be fixed directly on to the building, but it should be of an appropriate style and scale. Lettering can also be painted or etched directly onto display windows. This can be used to great effect in sensitive locations, as it involves no physical alteration to the exterior of the building. Traders located in courtyards without a street frontage should use carefully designed signs at the yard entrance. Ideally traders should join together to produce a standard ladder or group sign, rather than a jumble of small signs.

A-boards can give the appearance of clutter in the townscape, and can also be a hazard to the disabled and visually impaired if not carefully designed and positioned. These will be discouraged in favour of a suitable alternative, such as hanging and group signs. Remember to check with planning regarding the erection of A-boards.

Flower tubs, litterbins, seats and other floor-mounted displays can also be a hazard to the disabled and visually impaired. . Remember to check with planning regarding the installation of any items outside your shop.



For planning guidance <https://www.great-yarmouth.gov.uk/planninginformation>

## Lighting

Lighting on shop fronts can add attractiveness in the evening and also helps people feel safer. Lighting needs to be carefully designed to emphasise quality features of the frontage. Neon signage should be avoided except where it is specifically suited to the business.

## Displays and window dressing

Attracting customers into your store is where retailing begins. National chains spend big money on window displays, why? Because they understand their value. A great window display can draw customers into your store in their droves



Window displays are one area in particular where independent retailers can fall short. A nice display that 'Sally takes care of' is most likely highly ineffective at driving traffic into your store. It is worth investing in creating attractive high impact visual displays in your shop window.

The window dressing should tell a story about the offer and entice people in through the colour scheme, positioning and selection of the products. Consumers make quick decisions about a store's suitability from the window display. Does it sell my type of products, is it within my price range, would I be embarrassed being seen entering this store even. With window displays, less really is more! And, if you intend to focus on a particular product in your window, ensure you have good stocks to fulfill demand. It would be a wasted opportunity if customers come in and can't buy.

We have already discussed lighting for the outside of your shop but it is an essential ingredient in the store and very important in your window displays. Lighting can ensure your window is bright and easy to see, but also draw customers' eyes to a particular part of the window or a particular product on display.

Get creative in your window display to excite and amaze potential customers. Think about shop windows that have stood out to you. What key elements made you admire the window and remember it? Remember to pick themes and reflect the season. This helps you plan good displays and focuses customers on a reason to come into your shop. Enjoy the process and change your window often to keep engaging with your customers.

Here is a brief checklist designed by Kerching Retail when thinking about your shop window:

- Design on paper before you start on the window.
- Big & Bold – To be visible from a distance
- Minimal stock featured in display – Easier for customer to digest
- Movement and light – to draw the eye
- Change frequently – to maintain interest
- Have a strong theme
- Introduce a call to action – get customers to do something
- Incorporate layers into your design
- Use props – add context and position products at eye level

Find out more online by using google to find ideas. Here is one window display guide from Kerching retail: <http://www.kerchingretail.com/window-display-guide>

### **Shop Front Materials**

In the great majority of instances timber is the material traditionally used for shopfronts. Fine examples of historic shopfronts and signs that retain original design or architectural components, may need to be retained.

The material chosen for new shopfronts should respect the age and character of the building and adjoining street.

Timber has many advantages for the design of new or replacement shopfronts: it is very versatile, capable of easy adaptation and if properly primed and painted, both durable and easy to maintain.

### **Architectural Details - Blinds and Canopies**

Blinds and canopies can be invaluable for protecting goods from sunlight, adding interest to the shop front and providing shelter for pedestrians.

Existing or original traditional style canvas blinds and blind boxes should generally be retained and, in conservation areas, permission is unlikely to be given for their removal or replacement. New blinds are most effectively positioned below the fascia and between the pilasters as this means the shop name will be visible and the blind will not interfere with or conceal the key framing elements of the shopfront.

Many retailers choose off-the-peg Dutch blinds or balloon canopies simply because they seem to increase advertising space however, they often conceal the name board and mask any attractive character in the wider shopfront. They rarely add long-term aesthetic value and should be avoided.

Sometimes a shallow folding fan canopy may be an acceptable alternative where the hood is not expected to project too far from the shopfront but such canopies can require a deep box to house the folds and this might be inappropriate.

A more modern alternative for those situations where produce or goods need protecting from sunlight is the use of retractable roller blinds. These extend across the whole shopfront but are contained within the pilasters and descend vertically from a blind box below the fascia. Any such assembly should be an integral detail of the shopfront design.



Generally, the colours chosen for blinds should be subdued as bright or gaudy colours will often jar with neighbouring shops and undermine the quality of the street scene. The most successful schemes are often those that use similar colours for the blind, fascia and any surrounds.

### **Security**

Traditionally designed features have been encouraged in this guide for aesthetic reasons, but they can also provide additional security to shop fronts. Stall risers provide a solid base to display windows, which protects against dirt and knocks, but it can be internally reinforced to protect against attacks such as ram-raiding. Smaller panes of glass also hinder entry and are easier and cheaper to replace if a breakage does occur.

The overall security of the building should be assessed before measures are taken to alter the shop front. Advice can be obtained from a Crime Prevention Officer. The Council notes the pressure placed on shop owner by insurers to have a fully comprehensive security scheme, which includes external shutters, but this type of proposal is not considered appropriate.

If it is felt that added security is required then internal grilles should be considered. Internal grilles have minimal effect on the character of the street, will allow the interior of the shop to be seen out of hours meaning you still attracting customers even when you are closed.

Only in exceptional circumstance will external grilles or shutters be granted permission. Roller shutters have a major effect on the overall street scene, by creating a lifeless environment, which can discourage use of an area and so increase crime in the longer term. External fitting also have an adverse effect on architectural features designed into traditional and contemporary shop fronts.

Toughened or laminated glass can be used instead of shutter or grilles as a means of improving security. Toughened glass is five times stronger than ordinary glass for the same thickness and breaks safely into blunt fragments. Laminated glass on the other hand ranges in thickness and strength, but again it does not shatter when broken.

Shatterproof adhesive films can also be used on existing glazed areas. The film does not increase the strength of the glass, but it does hold the pane in one piece.

Although alarm boxes have to be visible to work as a deterrent, they should be as unobtrusive as possible. They should be fixed on to the fascia and painted in a colour which incorporates the box into the overall design of the shop.

Internal lighting can be used as a means to deter criminals. Good lighting, which illuminates the whole shop interior and is visible from the street, can encourage people to window shop and also reduces the likelihood of a break in. The lighting should generally not be so strong as to illuminate the area outside the shop, as this might affect the character of the area.

Residential use of floors above the shop can provide numerous benefits to the shop owner. As well as an additional source of income 'living over the shop' is a cheap and effective way of improving security. Having a constant presence over the premises is one of the most efficient ways of reducing crime and vandalism and often involves little alteration which might affect the character of the building.

**Great Yarmouth Town  
Centre Shop Front  
Improvement Scheme**  
*Encouraging 'Window Appeal'*

**For more information,  
advice or assistance if you  
are considering an  
improvement project  
contact:**

enterpriseGY 01493 336425  
or 0800 458 0146



email:shopfront@enterprisegy.co.uk  
Please ask about "Shop Front Improvement Grant Scheme"

The online application and design guide is available from [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)  
For planning guidance [www.great-yarmouth.gov.uk/planninginformation](http://www.great-yarmouth.gov.uk/planninginformation)



## Appendix 3 – Application Form

### Great Yarmouth Town Centre Shop Front Improvement Scheme APPLICATION FORM

Great Yarmouth Borough Council has created a scheme to assist shop owners, tenants and landlords to improve the external appearance of their premises, within a defined boundary in the town centre area.

This document is the **Application Form** and is the first stage of applying for this grant. If you would like to apply for a grant to improve your shop front please complete this document and return it to Great Yarmouth Borough Council. (Details on how to return the form can be found at the end of this document)

**Please ensure you have read the ‘Overview and Guidance for Applicants’ and ‘Supporting Information’ documents prior to completing this Application Form.**

*(It is advisable to complete this form on a computer as the boxes will expand to fit the text being entered)*

<b>PART 1: THE PROPERTY AND YOU</b>
Are you, leaseholder / owner / agent (circle one) of the property  Applicant name:
Address of property the grant will relate to:
Postcode:
Telephone Landline: Mobile:
Email:
Name of the business currently operating from the premises / to operate from the premises when the work is complete:
Type of business:
If you are a leaseholder how much longer does your lease run for?
Are you VAT registered? : If yes, please provide the VAT number:

Business website/social media page addresses:

**Property Owner Details (if different)**

Property Owners Name:

Property Owners Address:

Property Owners Telephone Numbers:

Landline:

Mobile:

Property Owners email Address:

Is the property owner aware of this application? YES / NO (circle one)

**What improvements are you interested in?** Please describe the work that you wish to see carried out, giving details of the nature of changes to the building façade. *(use separate sheet if required)*

Include details such as:

- Reference to whether doors, windows or entrances are to change
- Materials you may use, i.e. wood, plastic, aluminium, and the type and quality of finish
- Including details of the features you wish to add or remove
- The nature of changes to front including details of features you wish to add or remove
- Changes to retail display units
- Details of colours and styles to be employed
- Types of signage to be installed or updated etc.

Please provide a photograph of your current shop front

Please attach a plan showing the proposed new front elevation and detail any specific areas of change

In relation to your application for work:(use separate sheet if required)

Describe how the application delivers value for money

Response:

How does the application demonstrate a sympathetic relationship to the property overall and to the local built environment?

Response:

The what degree does the property makes a significant contribution to the street scene by reason of its location, scale or architectural merit

Response:

If applying for signage why is the proposed new signage particularly appropriate and how it works with fascias and lighting in adding to the style

Response:

Describe how the application will enhance the town centre and contributes to the development and marketing of the business and explain how it will increase business revenues

Response:

What is the estimated total cost of the work (excl. VAT) (Evidence of three quotes from

independent contractors for any single item over £1,000. Two written quotes for a single item with a total net value less than £1,000)

£

**Note: The maximum grant we are able to offer will be £3,000 with a minimum 25% contribution coming from the applicant.**

How much grant are you seeking?

**Please use the following space if you wish to provide us with further information in connection with your application.**



## **Declaration**

The information given in this form and all supplementary details are true and accurate to the best of my knowledge and no information has been deliberately withheld.

I understand that any misleading statements whether intentional or accidental, given at any stage during the application process, or any material information knowingly withheld, could render my application invalid and may require repayment of any grant.

I have read and understood the criteria for this grant.

I will notify Great Yarmouth Borough Council in writing of any changes in the details of this application and in particular the award of any further funding from other sources.

I confirm that I am either the owner of the building or a leaseholder with leasehold permission to make physical changes to the building and understand that it my responsibility to seek permission from the property owner and from the planning department should planning be required.

Applicants Signature:

Applicants Name (in block capitals):

Date:

### **The Process**

1. Your completed Shop Front Improvement Scheme Application submitted to Great Yarmouth Borough Council (Addresses at the end of the form)
2. Applicants will then be informed within seven days of receipt by GYBC that their application has been received
3. Work commences
4. Work completed
5. Invoices received for work undertaken on the property
6. Grant paid to nominated person

### **The Appraisal**

Please note that Shop Front Improvement Scheme Application will be appraised by the Economic Development Committee in line with the Committee meeting timetable. Appraisal will be based on a number of criteria including:- Timeframe, Alignment to the Development Guidelines, Planning Status and other factors.

**Please return your completed form and return it to Great Yarmouth Borough Council in one of the following ways:**

1. If you have printed the form please return it to in an envelope marked "Shop Front

Improvement Grant Scheme, c/o Economic Development Unit, The Catalyst Centre, the Conge, Great Yarmouth, NR30 1NA

2. email your completed digital form to [shopfront@enterprisegy.co.uk](mailto:shopfront@enterprisegy.co.uk)

3. Complete and submit online at Great Yarmouth borough Council website [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)

For further information or assistance: Email: [shopfront@enterprisegy.co.uk](mailto:shopfront@enterprisegy.co.uk) or call 01493 336425 or 0800 458 0146. Please ask about "Shop Front Improvement Grant Scheme"

**DISCLAIMER**

- The Shop Front Improvement Grant Scheme can be withdrawn at any time
- The Economic Development Committee's decision is final
- Great Yarmouth Borough Council reserves the right to refuse applications without further comment
- Unsuccessful applicants may be able to resubmit after six months

## Appendix 4 – Guidance Notes

### **Great Yarmouth Town Centre Shop Front Improvement Scheme** ***“Window Dress to Impress”*** ***Encouraging window appeal for business***

#### **Overview and Guidance for Applicants**

##### **Background**

The Great Yarmouth town centre and market place is recognised as an important area for regeneration in the Borough Council's Regeneration Strategy states: *“GREAT YARMOUTH TOWN CENTRE. WHAT WE ARE WORKING TOWARDS... Strengthening Great Yarmouth's town centre as the symbol of the borough, creating an attractive town centre that is a commercial and cultural hub which showcases what the whole borough offers. The town centre will have a diverse range of shops and activities on offer; it will be a place where local residents and visitors naturally congregate throughout the week, during the day and into the evenings.”*

##### **Aims**

Shop fronts that are clean, bright and have a good marketing message create a more vibrant atmosphere and make shoppers feel more welcome. This positive ambience helps to encourage more shoppers, generates more shopping visits and increases retail spend.

The character and identity of a place is heavily influenced by the quality and aesthetics of the buildings that exist within it. The shop fronts in the town centre are an essential element in creating a safe, clean and attractive destination for shoppers and visitors alike.

A well designed shop front which embraces its wider street scape will enhance the quality of experience felt by all.

The scheme is not intended to create a uniform style to shop front design, as this would result in an uninteresting townscape. Within the scheme we wish to encourage diversity and distinctiveness in terms of designs, details and colours whilst retaining the principles of good design associated with historic town centres. To help Great Yarmouth remain competitive as a retail destination, the town needs an enhancement of its retail image through improvement of existing facilities and co-ordinated new development.

The **Great Yarmouth Town Centre Shop Front Improvement Scheme** aims to enhance the image of our Town Centre shops and the general ambience.

The grant scheme is available to assist shop owners/occupiers to undertake the necessary repairs and redecoration to improve the external appearance of their shops.

High quality, eye-appealing and interesting window displays are an effective way of attracting business into your premises. They also contribute to the overall quality of a town's shopping experience. To help you maximise the benefit from your improvements to the outside of your premises, the scheme will also support the purchase of new internal window display equipment.

Great Yarmouth Borough Council understands that local businesses are key partners in achieving this goal.

##### **The main objectives of the scheme:**

- To improve business frontages including shops, commercial and office businesses

- Enhance the appearance and appeal of the town centre retail sector to visitors and the local population – helping to convert more browsers into customers
- To preserve and enhance the special characteristics of the Conservation area, its listed buildings and other buildings of public importance
- Encouraging further inward investment
- Stimulate business and consumer confidence

The Great Yarmouth Town Centre Shop Front Improvement Scheme is a local grant open to owners, landlords, and tenants of shops and businesses located within the town centre and Six Day Market. (A map of the grant area is included).

The shop front improvements are intended to improve customer perceptions of the town centre as a distinctive quality shopping and tourism destination for Great Yarmouth Borough residents and holidaymakers.

## **GUIDANCE TO APPLICANTS**

### **Core features of the grant**

Great Yarmouth Borough Council is introducing the shop front improvement scheme to help support growth and prosperity in the Great Yarmouth Town Centre as part of the strategy to support the regeneration of central Great Yarmouth.

### **Funding**

Grants are available to a maximum of £3,000 per applicant. (75% of the total costs coming from the grant, with 25% of the project's costs provided by the applicant.) Grants are allocated on a first come first served basis provided eligibility has been met. Retrospective applications for work already being carried out or has been completed cannot be considered.

**The scheme runs from the 1st December, 2016 until 31<sup>st</sup> March, 2018 as a rolling programme based on limited funding in the scheme and will be withdrawn once funding has been exhausted or the end date whichever comes first. Therefore, it is advisable to apply early.**

### **Who Can Apply?**

The Great Yarmouth Town Centre Shop Front Improvement Scheme is available to independent businesses and owners of units which are located within the Town Centre as defined by the Great Yarmouth Town Centre Shop Front Improvement Scheme Team. **(Please see the outlined area in the map below)**

### **Am I eligible for support?**

This is a discretionary grant and all applications will be carefully considered by the Economic Development Committee before an application can be progressed.

They will consider how a project will add to the Great Yarmouth Town Centre retail offer. Applications are considered on a case by case basis.

### **How Do I Apply?**

#### **Making an application**

- The Shop Front Improvement Scheme design guide includes useful information for consideration when planning your project. It is advised that applicants make themselves familiar with this before completing their application.



- Applications will be considered by the Economic Development Committee subject to the committee meeting timetable where applications will be reviewed.
- Applicants are advised to submit applications as early as possible and well in advance of any start date for the proposed works.
- Applicants should ensure that no grant project work is commenced or paid for prior to an application being approved and a grant offer letter issued. As grants cannot be made retrospectively.
- All grants are paid on defrayed expenditure, i.e. the grant payment can only be claimed from the Council once the project has been completed. Evidence of this will be required.

Please review the Great Yarmouth Shopfront Improvement Application Form and Design Guide details of where to obtain the forms are at the end of this document.

### **What will the Scheme Fund?**

Not all improvement works will be eligible for a Shop Front Improvement Grant. The grant will only fund “eligible works.”

The Shop Front Improvement Grant is for eligible capital works to improve the visual appearance of a retail property.

Works may include new windows (as part of an overall scheme), exterior treatments, lettering, fascias, signage, and lighting on the principle ground floor trading elevation of the property. Physical improvements to a shop entrance to improve disability access are also eligible for grant support. The grant may also pay towards the planning and building regulations application fees where relevant.

Examples of the type of work can include, but is not limited to, the following that will be generally considered as eligible for support:

- New shop fronts
- Repair and reinstatement of all or any part of a ground floor shop front fixture that is visible from the street
- New signage or refurbishment of existing signs (External ground floor or shop front signage below fascia level)
- Re-painting of external frontages in a suitable colour (External ground floor or shop front frontages below fascia height)
- Re-pointing, repair and cleansing of external stonework and brickwork at and below fascia level
- New ground floor windows and shop doors
- New internal ground floor window display, point of sale and marketing materials
- New or upgrading of internal window lighting
- New or upgrading of external lighting below first floor height
- Internal security grilles and/or security glazing
- Alterations to external doors and level entry to permit access for people with disabilities
- Fabric roller blind awnings and canopies

**The scheme generally will not fund the following:**

- General pedestrian access improvements
- Re-pointing, repair and cleansing of external stonework and brickwork above fascia level.
- Repair and reinstatement of guttering and down pipes (routine property maintenance)
- Externally mounted security features

**Please note: The grant is discretionary and subject to the availability of funds. The inclusion of a building within the eligible area does not give any automatic entitlement to a grant.**

The scheme cannot support works that have already been undertaken or any works which are started before a formal offer of grant funding has been made.

**Will I Need Planning Permission?**

Nearly all work that will result in a material change to the external appearance of a shop will require planning permission so it is advisable to speak with the Council's Planning Team prior to completing an application.

A separate planning application and scale drawings will be required to illustrate the extent of the works proposed.

If you employ a professional agent they will be able to act on your behalf and advise you about any statutory consent that may be needed. The grant will not be able to be used for utilising the services of a consultant or designer.

It is a good idea to discuss whether your proposals require planning permission and aspects of design so please contact the **Council's Planning Team on 01493 856100 or email [plan@great-yarmouth.gov.uk](mailto:plan@great-yarmouth.gov.uk)**

**What Should My Application Aim to Achieve?**

Because there is limited funding all applications will be assessed carefully to consider how successfully the proposal meets the following objectives:

- Delivers Value for Money
- Demonstrates a sympathetic relationship to the property overall and to the local built environment.
- The degree to which the property makes a significant contribution to the street scene by reason of its location, scale or architectural merit
- Is the chosen signage particularly appropriate, with fascias and lighting adding to the style
- Any alterations or new shopfronts should be considered in the context of the wider street scene
- Has a strategic aim to enhance the town centre and contributes to the development and marketing of the business with potential to increase business revenues

**When does my completed application have to be submitted by?**

The Great Yarmouth Town Centre Shopfront Improvement Scheme is a rolling programme; however there are limited funds so applicants are strongly advised to

apply early as the scheme can be withdrawn without notice.

### **Requirements of all Applicants**

All applicants must ensure that they have completed all necessary documents before submission. Please ask for advice if you have any questions or are not sure what is required.

### **TERMS & CONDITIONS**

#### **Eligibility Criteria**

Applicants must meet the following criteria in order to be eligible for the Scheme:

#### **Eligible Applicants**

1. Owner of the premises – we will need to see proof of ownership.
2. Lessee of the premises – where the conditions of the lease do not prohibit such works and a minimum of 3 years remaining on the lease. You must have permission with your lease terms to alter the building or provide written permission from the property owner.

#### **Eligible Premises**

1. The property or business must be located within the area highlighted in the map included.
2. Must be an SME business.
3. A proven need for improvement to the shop must be demonstrated and agreed by the Economic Development Committee.

#### **Application Requirements**

- Complete an application form outlining the need for a grant along with an itemised list of proposed works and proof that any planning permission has been granted if required
- Provide photographic evidence that support is needed to repair, renovate or improve the shop front
- Provide quotations for the work.
- Evidence of three quotes from independent contractors for any single item over £1,000.
- Two written quotes for a single item with a total net value less than £1,000
- Preference will not necessarily be given to the estimate with the lowest cost as we wish to encourage good quality. Applicants are encouraged to use local traders where possible.
- Should applicants wish to undertake the work themselves, grant aid will be paid towards costs of materials only.
- The applicant will meet health and safety requirements.
- Retrospective applications for works already undertaken will not be accepted.
- Applicants must not have any outstanding planning or building enforcement action against them. Grants will not be given to any applicant with outstanding enforcement issues
- If the Lease holder does not have permission to alter the building, written permission must be obtained.
- Planning and building control written support if required.

**Payment of grant**

The grant is paid on defrayed expenditure, i.e. grants will only be paid to a business when;

- All works have been completed to the satisfaction of the Economic Development Committee and Economic Development Unit.
- The Economic Development Unit has inspected the original copy of the contractor's invoice(s)

**Repayment of Grant**

We reserve the right to recover the grant within a period of 24 months from the date of payment, if:

- The applicant removes any of the features that have been paid for by the Shop Front Grant Scheme
- If the grant aided work is changed, altered or not properly maintained, without the prior approval of the Council.

The grant offer is valid for six months, unless there are extenuating circumstances, which the applicant must immediately inform the Economic Development Committee without delay and request an extension



## Appendix 5 – Members Assessment Form

### Great Yarmouth Town Centre Shop Front Improvement Scheme Members Assessment Form

Applicant Name:

Address:

Brief description of proposed work:

	<b>Application Assessment</b>	<b>Yes</b>	<b>No</b>
1	Has the applicant completed all sections of the application form adequately in line with the guidance?		
2	Has the work already been undertaken or any works started before a formal offer of grant funding has been made?		
3	Has the application revealed any work or does any aspect of the application fall outside of the grant's remit? Specify:		
4	Has the applicant provided the correct planning documents if they are required? If yes, has the planning application and scale drawings been submitted with this application?		
5	Have quotations for the proposed work been submitted with application? (Evidence of three quotes from independent contractors for any single item over £1,000. Two written quotes for a single item with a total net value less than £1,000)		
6	Is the Applicant undertaking the work themselves? (Are materials only being applied for?)		
7	<b>Applicant's responses</b>  <u>How does the application Delivers Value for Money</u> Response:		

	Application Assessment	Yes	No
	<p><u>How does the application demonstrate a sympathetic relationship to the property overall and to the local built environment?</u> Response:</p> <p><u>The what degree does the property makes a significant contribution to the street scene by reason of its location, scale or architectural merit</u> Response:</p> <p><u>If applying for signage why is the proposed new signage particularly appropriate and how it works with fascias and lighting in adding to the style</u> Response:</p> <p><u>Describe how the application will enhance the Town Centre and contributes to the development and marketing of the business and explain how it will increase business revenues</u> Response:</p>		
7	<p>Is more information required before processing the application? If so details:</p>		
	<p><b>Members Decision: Is the application Approved?</b> Reasons for decision:</p>		