

Wealden Rural Retailer

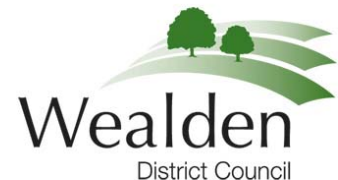
Grant-Aid Application Form

2010

Please return this form to:
Economic Development & Tourism Section
Wealden District Council
Pine Grove
Crowborough
East Sussex
TN6 1DH

Or email it to: regeneration@wealden.gov.uk

For all enquiries phone: 01892 602455 / 602884 / 602887



FINAL DATE FOR RECEIPT OF COMPLETED APPLICATION FORM
30TH NOVEMBER 2010

Introduction

Wealden District Council is keen to support the viability of the District's rural retailers and recognises the importance they play in their community. The **Rural Retailer Grant-aid Scheme** is a one-off initiative through which the Council aims to support and develop rural retail outlets.

- ✓ **Are you able to provide a minimum 50% of the funds for your project, either from yourself or from funds elsewhere?**
- ✓ **Will these improvements to your business encourage more people to shop locally?**
- ✓ **Is your business located in a rural area outside of the 5 main towns in Wealden (Crowborough, Hailsham, Heathfield, Uckfield or Polegate)**

If **YES**, your business could be eligible.

Criteria

- The business must be independently owned (not a chain)
- A **maximum of £500** can be applied for per business
- Funds will only be for a **maximum of 50%** of total project costs
- Quotes from at least two suppliers must be submitted for items or services purchased
- Only one application can be submitted per business
- Items must not have been purchased before the grant is approved
- Applications must be received by **30th November 2010** at the latest. As money will be allocated on a 'first come, first served' basis, please send in applications as soon as possible.

Projects must do one or more of the following:

- 1) Support the local community (e.g. by purchasing equipment for community use, such as computers, books, photocopiers, tables and chairs for communal use)
- 2) Improve the local environment (e.g. by improving the outside appearance of your shop or outlet, by purchasing items such as bins, plant displays, benches, wildlife tables etc.)
- 3) Improve economic viability of the business (e.g. by promotional materials, new or enhanced website, signage, additional or upgraded equipment to increase range of goods sold, training etc.)
- 4) Increase the sale of local produce (e.g. by promotional activities, additional or upgraded equipment, improved signage, developing partnerships between producers/retailers, supporting the provision of a venue for sales, training etc.)

Your application for a Rural Retailer Grant must be submitted on this form. Decisions will be made at the beginning of each month and you will be notified of the decision in writing soon after. Successful applicants will be asked to accept reasonable terms and conditions. Rejected applications may not be re-submitted unless new factors have arisen since the original submission. Following the completion of a project, applicants will be asked to provide a brief evaluation report (report guidance is available on request).

Please complete and return this form to:

The Economic Development & Tourism Team, Wealden District Council, Pine Grove, Crowborough, East Sussex, TN6 1DH

For all enquiries telephone: 01892 602455/ 602884 / 602887 or email regeneration@wealden.gov.uk

SECTION ONE: GENERAL INFORMATION

Please complete all sections. Insufficient information may result in your application being rejected.

Name of Business:

Address:

Name of Contact:

Daytime Phone Number:

E-mail:

Are you the owner?

YES

NO

If no, please provide the owner's name and contact address:

Project Details – *(please continue on a separate sheet if necessary)*

What would you like us to fund?

SECTION TWO: ASSESSMENT CRITERIA

In this section, please describe briefly and clearly how your project(s) meets one or more of the following criteria. Please include any details of market research that has been done to identify a need for the project.

1. Support the local community

2. Improve the local environment

3. Improve economic viability of the business:

4. Increase the sale of local produce:

5. Is your business independently owned?
(proof of ownership may be required)

YES

NO

SECTION THREE: FINANCIAL INFORMATION

Account Name of Business:

Amount of Grant Requested:

Has match funding (min. 50%) been identified? YES NO
(please give details)

Have you approached other funding bodies YES NO
(please give details)

Name of funding body: Amount applied for:

Please provide a breakdown of proposed expenditure for project. Please include two quotes for the items required or explain why this is not possible.

Funding source	£	% of total project
Own cash		
Commercial loans or mortgages		
Private loan		
Sale of assets		
Other grant		
Other source of funds (please describe)		
Rural Retailer grant requested		(Max. 50%of total cost)
Total		(Max. £500)

How did you hear about the Rural Retailer Grant Scheme?