

UKSPF Shop Front

Improvement Grant Scheme

Guidance Notes

Background

- 1.1. Shop Front Improvement Grant Scheme is intended to assist shop owners, tenants, and landlords to improve the public-facing appearance of their premises in Aldershot Town Centre, Farnborough Town Centre and North Camp.
- 1.2. This scheme is funded from the UK Shared Prosperity Fund, supporting economic recovery and improving wellbeing in Rushmoor's town centres. The scheme will be administered by Rushmoor Borough Council.
- 1.3. A budget of £20,000 has been allocated to fund a minimum of ten grants of up to £2000. Additional grants may be available if applications of less than £2000 are received.
- 1.4. The appearance of shop fronts, and the buildings of which they are a part, has a considerable impact and influence on the character of the town centre. A shop front that has been designed to reflect the character of the building and its surrounding area can add charm and vitality, making it attractive to shoppers and visitors alike.
- 1.5. The Shop Front Improvement Grant Scheme aims to help local businesses maintain and improve their shop fronts in town centre locations, helping to support the growth of local businesses while improving the local environment and the perception of the borough's town centres.
- 1.6. These guidance notes have been developed to help you understand the aims of the Shop Front Improvement Grant Scheme and how you can make a grant application.
- 1.7. If you would like to know more about the Shop Front Improvement Grant Scheme in Rushmoor, or have any queries regarding your application, please contact us at:
towncentremanager@rushmoor.gov.uk

Who can apply?

- 2.1. The Shop Front Improvement Grant Scheme is open to freehold owners, tenants, and leaseholders with at least 3 years on their lease, of premises with commercial shop frontage facing the street within the towns of Aldershot, Farnborough or North Camp. Tenants must have the building owners' prior approval for any proposed works before submitting a grant application. Grant recipients must be an organisation with legal status, including local authorities, public sector organisations, higher and further education institutions, private sector companies, voluntary organisations and registered charities. Priority will be given to independent businesses or retail chains with less than five shops.
- 2.2. Commercial premises include:
 - Shops – including hairdressers, beauty salons, funeral directors, launderettes, dry cleaners etc.
 - Financial and professional services (e.g. accountants, estate agents, solicitors etc.), excluding gambling establishments.

- Restaurants, public houses, cafes, and food takeaways (for applications regarding a food related business, whether from the landlord or the incoming tenant, the business itself must have a minimum Level 3 Hygiene Rating.)
- Buildings that are being used to provide a community service.

2.3. Priority will be given to premises within the area defined by [Town and district centres Article 4 direction](#), as well as:

Aldershot

- Union Street
- Wellington Street
- Victoria Road
- Grosvenor Road
- High Street
- Station Road
- Within The Wellington Centre

Farnborough

- Queensmead
- Victoria Road
- Within Princes Mead Shopping Centre
- Within The Meads Shopping Centre

North Camp

- Lynchford Road
- Camp Road
- Alexandra Road

2.4. An application covering first and/ or second floor improvements will be considered in these areas if they improve the overall external appearance of the building.

What does the grant cover?

3.1. Funding is available up to a maximum of £2000. Any expenditure above £2000 will have to be financed from alternative sources.

3.2. The maximum grant will be £2000 per project, or up to 50% match funding (whichever is less), in order to support as many businesses as possible.

3.3. Once funding is exhausted, no further applications will be considered.

3.4. Claims can only be made against actual physical works necessary to deliver the improvement, including labour and materials.

3.5. The funder's procurement requirements for this scheme specify that 2 written quotes or prices must be sought from relevant suppliers of goods, works and services for all aspects of the proposed works. In submitting an application for a Shop Front Grant you are declaring that you will adhere to the scheme's procurement requirements.

3.6. The following work will be considered eligible for support:

- new shop fronts;
- repair and reinstatement of any part of a shop front fixture that is visible from the street;
- re-instatement of original architectural features e.g. ornamental masonry, stucco and other applied finishes or details, historically patterned woodwork, ornamental metalwork or other features of historic significance;
- repainting of shop front in suitable colours;
- repair and reinstatement of guttering and downpipes to match historic materials;
- repainting or re-rendering prominent elevations in suitable heritage colours;
- repair of external stonework and brickwork and replacement of stonework or brick work;
- re-pointing using traditional materials;
- pedestrian access improvements – to comply with the Disability Discrimination Act;
- external signage, subject to planning approval;
- lighting, subject to planning approval.

3.7. All work is subject to the relevant permissions, approvals and consents being secured.

3.8. The scheme does not support:

- works which have already been undertaken or any works which are started prior to a formal offer of grant funding being made;
- structural repairs, including re-roofing;
- internal repairs and alterations;
- external shutters and other security devices (e.g. CCTV);
- window display equipment;
- internal security grilles and or security glazing (e.g. laminated or strengthened glass);
- rear or side property frontage refurbishment connected to the business premises;
- recoverable VAT.

3.9. The scheme will only provide grants to premises in the eligible areas. Please note that grants are discretionary and subject to availability of funds. The inclusion of a building within an eligible area does not give any automatic entitlement to a grant.

3.10. Please note that you may require planning permission if you are making major alterations to your shop front, and it is recommended that you seek advice from the RBC Planning team prior to submitting a grant application and commencing works.

3.11. Successful shops must include the UKSPF branding on their shopfront, as informed by the brand guidelines. Rushmoor Borough Council will provide you with branded material to display in your shop front.

Using the grant

4.1 All funds must be spent and works completed by 31 March 2025. We reserve the right to recover any unspent funds after this date.

4.2. If your grant application is successful, you should ensure that you retain evidence of quotes or prices sourced for goods, works and services, as we may need you to supply this documentation after the completion of the works.

4.3. If RBC find that the fund has been used inappropriately, we can require the full grant amount to be repaid immediately.