

Kimberley Business Booster Grants Round 2: Criteria

Broxtowe Borough Council is pleased to announce Business Booster Grants for Kimberley are open to new applications (July 2023). Grants are available to properties within the designated area (see last page) across two schemes. We're looking for businesses to improve their competitiveness and profitability.

One way of increasing footfall is improving shop fronts, advertising and signage. All businesses in the area will benefit from this. Some buildings date from the Victorian/Edwardian eras and projects wishing to enhance the town's period look (where appropriate) are particularly encouraged. Kimberley can then become a town with a unique identity, supporting high street businesses and attracting more people.

The fund will be split into two grants: small grants and larger grants. These grants are funded through the Levelling Up Fund administered by the Department for Levelling Up, Housing and Communities. [Find out more about the government's Levelling Up schemes here](#). (Opens in New Window)

How much is available?

Business can apply for:

- Small grants – between £1,000 and £5,000, **with at least 15%** match-funding from the applicant.
For example, to receive a grant of £5,000, a business will need to evidence match-funding of at least £750 within their proposals, making the total project spend £5,750.
- Larger grants – up to £40,000, **with at least 40%** match-funding from the applicant.
For example, to receive a grant of £40,000, a business will need to evidence match-funding of at least £16,000 within their proposals, making the total project spend £56,000.

Grant applications under £1,000 or over £40,000 fall outside the remit of this scheme and will only be considered in exceptional circumstances.

Match-funding may consist of cash (e.g. a grant of £1,000 for goods that cost £1,500 with the rest provided as match-funding by the applicant) or in-kind (e.g. accountable time spent by an employee on a project or planning fees).

Who can apply?

- A business must be registered and have a business bank account. Registration can take the legal form of sole trader, partnership, limited company or social

enterprise/CIC (Community Interest Company). Other forms of incorporation will be considered on a case-by-case basis.

- Businesses must be located within the designated area of Kimberley (see map at the end of this document).
- All businesses must be able to provide proof of secure tenure.
- The grant must be spent on new investment and cannot cover any costs already incurred.
- Business start-ups may apply, but they will need to produce a viable business plan and proof of property tenure.
- New applicants are strongly encouraged to apply, but businesses that received funding in Round One (March 2023) will also be considered.
- The focus of these grants is on small local businesses. However, we will consider applications from larger businesses or franchises whose proposals are in line with the stipulated criteria and will explicitly bring wider benefits to Kimberley. We will not fund work that merely conforms to a corporate identity.

Criteria for applications.

Applicants must obtain at least 2 (ideally 3) quotes for any proposal (proving value for money) and must submit these to the council before funding can be approved. If funding is approved, all receipts and invoices must also be kept and submitted to the council at the end of the project.

This scheme's purpose is to enhance Kimberley's aesthetic appeal, for both residents and visitors, reinvigorating the town centre in the light of the devastating impact of the pandemic, and developing people's pride in place. Applications must address some key themes of the Levelling Up project:

- **Business Growth:** All applications should promote improvements to attract more footfall to premises in Kimberley. Applications could also address key challenges and opportunities, e.g. Productivity, Employment, Leisure and Tourism, developing a unique identity for Kimberley, and may focus on accessibility improvements.
- **Net Zero:** Investment in green technologies reducing the town centre's carbon footprint and air pollution emissions, encouraging more sustainable, healthy lifestyle choices.
- **Perception of place:** The town centre is Kimberley's focal point and the main route through the town. As such, the better look and feel of the town centre should encourage pride in place. Larger projects focused on the conservation of the aesthetic appeal of Kimberley are welcomed. Enhancing the Victorian or Edwardian look of your building, if appropriate to your venture, is encouraged.

In addition, we welcome any application that will have a tangible and long-standing impact on Kimberley, bringing new uses to the area and transforming it into an events-centred, visually pleasing area with unique attractions.

Are planning permissions required?

Some alterations to shopfronts require permission under the Planning Act, advertisement regulations or both. Advertisement consent is required for the display of certain types of signs in particular locations. Both are dealt with by Broxtowe Borough Council. Grant funding and planning permission will not be granted where works are considered detrimental to the character or appearance of the area. [Find out more about planning in Broxtowe](#). (Opens in new window).

Certain businesses fall within the conservation area, and further guidance may be required, where the work is of an external nature.

It's important to check any proposal with our planning department before you submit an application as work carried out without the relevant consent may result in enforcement action or even prosecution. You are urged to discuss your ideas with the duty planning officer at the council. It is your responsibility to check if your project needs planning permission and, if it does, any grant would depend on a successful planning application. The grant element cannot pay for planning fees, but you can include such costs as part of your match-funding.

What a grant may cover

Kimberley Business Booster Grants may cover costs including:

- Repair/reinstatement of any part of a shop front fixture visible from the street;
- Shopfitting, including refurbishment to interior;
- External signage, including free signage in a Victorian/Edwardian style;
 - please see the next section for more on signage;
- Re-instatement/conservation 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 the shop front in colours appropriate to the surroundings;
- Reinstatement of guttering and downpipes to match historic materials;
- Repainting/re-rendering prominent elevations in colours in keeping with the surroundings;
- Attractive external stonework and brickwork and replacement of features;
- Pedestrian access improvements – to comply with the Disability Discrimination Act;
- Work that reduces the overall carbon footprint (e.g. LED lighting);
- Advertising and marketing costs, including website design, as long as this relates to increasing visibility and footfall in Kimberley;
- Click and collect adaptation to an existing website;
- Building fabric improvement and expansion;
- Bringing abandoned or dilapidated units back into commercial use.

- Larger grants are particularly welcomed if they enhance Kimberley's period appearance.

This list is not exhaustive. Contact us at Kimberley.Luf@broxtowe.gov.uk to discuss specific ideas.

Business Booster Grants cannot cover

- Office equipment, furniture and the purchase/installation of computer systems;
- Security equipment (e.g. fire or burglar alarms) and installation;
- Direct employment costs and running costs for the business;
- Vehicles, stock and consumables;
- Rental costs of units and associated bills;
- Business rates for premises or planning permission fees;
- Retrospective costs;
- Any other unsuitable improvements (panel decision).

Traditional Signs and Lanterns

Kimberley Town Council is supporting a scheme to encourage businesses in the town centre to display, if they wish, common format traditional hanging signage outside their premises. This will complement similar traditional street lighting which is to be incorporated into the town centre. More details of the signage and the traditional lighting can be found by contacting the town clerk at Kimberley Town Council directly on theclerk@kimberley-tc.gov.uk. The Town Council will advise on how the signs will look and what elements individual businesses are able to tailor to their own requirements. Please tick the relevant box on the application form if you wish to obtain such a sign. This sign would be funded separately, and is not subject to match funding. If you are only seeking funding for a sign, and do not wish to apply for other funding, please state this in the box where you are asked to describe your project. If you wish to apply for a sign as well as other funding, please do not add funding for your sign into your overall application.

Other Requirements

Successful applicants must:

- Sign a grant agreement letter with the Council for the proposed work, which will include timelines for grant completion and cover any non-completion of agreed work and terms.
- Obtain, keep and submit all relevant invoices and receipts.
- Allow their project work to appear in Kimberley Means Business publicity.
- Take part in periodic business surveys.
- Join a Kimberley business networking group. This forum will allow traders to discuss matters of common interest and the overall aim of improving business

opportunities in the town and will involve council officers. An initial breakfast meeting will set out the group's remit.

- Display signage showing they received funding from the Kimberley Means Business Levelling Up Fund and a 'What to do in Kimberley' map. Both provided by Broxtowe Borough Council.

Another town centre regeneration project will bring laser light shows/illuminations to Kimberley, with lights and moving images projected onto town centre buildings. Applicants will be asked if they are willing either to have the laser lights projected onto their building, or the equipment set up on their building to be displayed elsewhere. The equipment would be stored in secure structures and would be placed only on the property for the duration of some light shows.



How will successful applicants be paid?

- Small grants – Successful applicants can be paid in advance.
- Larger grants – Successful applicants will be paid in instalments (as stipulated in their offer letter). The final payment will be paid in arrears, upon receipt of appropriate receipts for completed work.

How to Apply.

Applications must be submitted electronically by 16 September 2023. An independent panel will then assess applications and communicate decisions by the end of September. We will provide unsuccessful applicants with feedback. [View the online application.](#) (Opens in new window).

Eligibility Map.

The red line on the following map shows all eligible areas in Kimberley. The green highlighted area is the priority with the greatest footfall and highest potential impact.

Kimberley Business Booster Grants Round 2 Eligibility Area

Key:
□ Limit of eligibility ■ Priority area

