



Town Centre Property Improvement Grant

Guidance notes for
Prospective Applicants



Purpose of the grant

The Town Centre Property Improvement Grant, supported through the Welsh Government's Town Transformation Programme, the UK's Shared Prosperity Fund: Gwynedd, has been established to support businesses in town centres and cities to develop and upgrade their properties. We acknowledge that town centre businesses have, and continue to, face an economically challenging time.

The grant is available for independent, small and medium-sized businesses that operate or plan to operate in Town and City Centres in Gwynedd.

- The fund offers support for physical improvements to commercial properties

Who can apply?

The grant is available for independent, small and medium sized business and enterprises in the following locations in Gwynedd. The property that requires improvement will need to be located within the main commercial centres in these locations.

- 1) Bangor
- 2) Caernarfon
- 3) Porthmadog
- 4) Pwllheli
- 5) Blaenau Ffestiniog
- 6) Dolgellau
- 7) Tywyn
- 8) Aberdyfi
- 9) Bala
- 10) Barmouth
- 11) Harlech
- 12) Penrhyndeudraeth
- 13) Criccieth
- 14) Nefyn
- 15) Abersoch
- 16) Penygroes
- 17) Llanberis
- 18) Bethesda

Additionally, the business will need to:

- Have public liability insurance;
- Ensure the receipt of land/property owner permission to do the work.

National and International chain companies are not eligible for support.

How much can you apply for?

Subject to your application, the minimum amount that can be awarded is £2,500 and the maximum is £250,000. If you are seeking more than £25,000 you will need to answer more detailed questions. The contribution can be up to 70% of the value of the work.

In order to support as many businesses as possible, for applications over £25,000 we cannot accept applications from businesses who have received or have been approved to receive:

- More than £25,000 from the ARFOR Enterprising Communities fund
 - Money given directly from the Shared Prosperity Fund: Gwynedd or Shared Prosperity Fund: North Wales
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We expect the rest of the 30% of the project's costs from private money, namely savings, or a loan - you will need to show proof that this money is available to you before we can assess your application.

Original estimates must be attached. One estimate is needed for work under £4,999. Three estimates are needed if the total of the work is more than £5,000. Purchases worth more than £50,000 will need to go out to tender. This can be done by advertising on the sell2wales website or by publicly advertising on your website/digital platforms. Evidence of the tender advertisement should be submitted with your application. Any grant offer will be based on the lowest price submitted

Timeline

Applications up to £25,000 – We will accept and assess applications on a first come, first serve basis

Applications over £25,000 - We must receive your application by Friday, September 29th, 2023. We will then assess your application and you will have no more than a week to provide any missing information. As long as you have provided all the information in time, we would assess applications from October 6th, 2023, aiming to give you an answer within 8 weeks.

We expect both funds to be very popular and we will not be able to support every application

Some of the grants that are distributed through this fund are partly funded by Cyngor Gwynedd, and partly by the Shared Prosperity Fund: Gwynedd, and some of the grants are funded by the Welsh Government through the Town Transformation programme

If you receive a grant offer through the Welsh Government's Town Transformation programme, all projects must be completed and claimed in full by December 31, 2023.

If you receive a grant offer through the Common Prosperity Fund: Gwynedd and Gwynedd Council, each project must be completed and claimed in full by September 30, 2024.

What can be funded?

We are looking to improve the look and feel of Gwynedd's town centers to bring the buzz back to our commercial centres, and attract businesses back to our main streets. We are also keen to create and improve the stock of commercial space for our business community.

This is an opportunity to apply for financial support for the development and realisation of developments to a commercial property by funding external capital works that will upgrade it. We can only support internal work as part of a wider work package which focuses on improving the exterior of the property. The building must be located within the town's commercial boundary. The following are examples of what would apply:

- Upgrading works to the building
- New Windows and Doors
- New signage**

We would expect candidates to support the Gwynedd economy where possible, by using local suppliers.

The labour of individuals on their properties will not be considered eligible.

If the property in question is subject to a rental/lease agreement then the tenant should have a lease with 7 years or more remaining at the date of the application and should have secured their landlord's written consent to the proposed works.



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** Any signage and promotional work that is funded must be in line with Gwynedd Council's Language Policy [Language policy \(llyw.cymru\)](#)

You will need to send us photographs of the building before and after the investment. A designated Council officer will be entitled to visit the site to check the work.

The work must meet health and safety requirements and the applicant will be responsible for obtaining sufficient insurance during, and after the work is completed. The applicant will be responsible for ensuring that the property will be maintained to a high standard.

Requests for changing approved eligible items will not be accepted – other than in the event of like for like changes such as a change of brand or supplier. We will not meet any additional costs associated with any like for like changes.

How to apply?

You can apply now provided that you have all permissions. Only complete and eligible applications can be processed for the grant. The application will not be complete unless the application form has been filled-in and that original estimates and photos of the property have been uploaded.

For planning enquiries in Gwynedd (outside Snowdonia National Park), please contact cynllunio@gwynedd.llyw.cymru

For planning enquiries within Snowdonia National Park, please contact cynllunio@eryri.llyw.cymru

We wish to make this process as straightforward as possible so that decisions can be made quickly and money can be transferred to businesses without delay. After your application is received, you will receive a confirmation e-mail, stating that we have received your application. Every application will be checked for completeness and eligibility against the guidelines. Unfortunately, we cannot process incomplete or ineligible applications.

The assessment and decision making process

Your application will be reviewed by the Business Support Unit, Gwynedd Council. Applications over £100,000 will also be assessed by external experts. We expect high demand for this grant and unfortunately, we will only be able to support a proportion of the applications received.

Successful applications

If your application is successful, we will send you a standard funding agreement, along with any specific conditions relating to your award.

You will be able to commence the work after you return a copy of the funding agreement. Gwynedd Council will release payments based on the invoices received for the agreed value.

Monitoring and feedback

The applicant will be expected to include realistic outputs on the application form. The applicant will be required to complete a monitoring form, including evidence to support this at the end of the plan.



We wish to make the application, assessment and decision-making processes as fair and transparent as possible. We welcome constructive feedback on any of our processes and procedures.
Subsidy Management.

This fund is registered as part of the Gwynedd Business Development Fund (registration number SC10867), in accordance with the Subsidy Control Act (2022). All grants over £100,000 will be individually registered with the Welsh Government as part of their Transparency Rules.

Retention of application materials

In order to comply with our audit processes, we will keep copies of application forms and supporting materials from rejected applications for one year after the date of the rejection letter and keep successful applications until 2035 and they will be destroyed after that.

Evaluation

Businesses that are successful in the grant process may be asked to participate in an evaluation process for Gwynedd Council. Therefore, by receiving the grant, you must be willing and able to participate in this process to assist us to understand the impact and legacy of the grant.

Guidelines for completing the application form

Section 1 - Applicant's Details

Provide detailed information about the name, address and contact details of the existing business. If your home and business addresses are different, please note both.

Section 2 - Business Structure

Here, we need to know the detailed status of your business and the date it was established. Bear in mind that the plan is aimed towards SMEs (Small and Medium Enterprises) which is a company that meets at least two of the qualities in the table below:

	Small Company	Medium Company
Turnover	No more than £10.2m	No more than £36m
Total Balance Sheet	No more than £5.1m	No more than £18m
Number of Employees	No more than 50	No more than 250

We need this information to ensure that you are eligible.

For claiming purposes, the Council also needs to know whether the business is registered / intends to register for VAT.

Section 3 - Employment Details

Note the number of people currently in your employment. There is also a need to note any jobs that will be created or safeguarded as a direct result of a successful grant application and the project going ahead.

Section 4 - Regulatory Considerations

The information you provide in this section will enable officers to determine whether the application includes expenditure / work relating to property. We need to know the property ownership / leasehold details and whether the relevant statutory requirements have been ensured.



As the plan is part-funded by public funding, it is bound by specific obligations. This includes promoting and strengthening business compliance with the highlighted regulations and policies. Ensure that your project complies with all statutory permissions and licenses before you apply for this grant.

Section 5 - Timetable and Funding

The information you provide in this section will enable officers to determine for what purposes the grant will be used and whether or not it is eligible. Detailed expenditure per item is dealt with in Section 6.

Project costs are needed to determine how much grant support will be needed. The Council also needs to know the actual details of other funding sources included in the project's total costs. Such information is needed to ensure that the project is viable and that no other public money is received for that.

Reclaimable VAT is not eligible for grant aid.

Estimates are helpful to determine that the grant is paid for assets purchased at a fair price.

It is very important that you adhere to the timetable for the project set out in your application form. We cannot guarantee the ability to extend the timetable for you to finish the work, or to reimburse any costs incurred beyond the agreed project period.

Section 6 - Project Analysis

Please note the details of each expenditure item included in the total cost of the whole project as well as whether you are using a Gwynedd based supplier for each expenditure item. If not, please detail the steps taken to investigate using Gwynedd based suppliers and why they were not chosen for the project.

Please note Original estimates must be attached. At least two estimates are needed for work under £4,999. Three estimates are needed if the total of the work is more than £5,000. For items over £50,000, it will be necessary to go out to tender. This can be done by advertising on the selltowales website or by publicly advertising on your website/digital platforms. Evidence of the tender advertisement should be submitted with your application. Any grant offer will be based on the lowest price submitted

Section 7 - The Business' Bank Details

You will receive a payment via BACS therefore we require bank details.

Information

This is a completely factual statement relating to data protection.

Documents and Evidence to Include and Statement

Before completing the application, please ensure that you understand all aspects of the plan in full and ensure that all documents requested have been included.

Additional

All successful applicants must complete the Language assessment of the Welsh Language Commissioner for Businesses and charities and commit to working towards the Welsh Offer [Cynnig Cymraeg](https://www.welshlanguagecommissioner.wales) ([welshlanguagecommissioner.wales](https://www.welshlanguagecommissioner.wales))

All successful applicants must work towards a living wage for workers over 18 by December 2024. Become a Living Wage Employer | Living Wage Foundation

Enquiries

If you need any further guidance or support, please contact:

grantiaubusnes@gwynedd.llyw.cymru



Busnes@
gwynedd.llyw.cymru

