

**Experience Tamworth Grant**

**Application Form**

**This application form must be completed by a person legally responsible for the business identified as the ‘Applicant’ in Section 1 below of the application form.**

**If you would like an informal discussion to determine the eligibility of your business or if you have any questions, please contact the Economic Development Team on email:** [**business@tamworth.gov.uk**](mailto:business@tamworth.gov.uk)

**Section 1 – Applicant and Business details:**

**Applicant details:**

|  |  |
| --- | --- |
| *First Name:* | [Enter Your First Name Here] |
| *Last Name:* | [Enter Your Last Name Here] |
| *Position:* | [Enter Your Position in the Business Here] |
| *Email:* | [Enter Your Business Email Address Here] |
| *Office Number:* | [Enter Your Office Telephone Number Here] |
| *Mobile Number:* | [Enter Your Business Mobile Number Here] |

**Business details:**

|  |  |
| --- | --- |
| *Business Name:* | [Enter Your Business Name Here] |
| *Trading Address:* | [Enter Your Trading Address Here] |
| *Registered Address (if different from trading address):* | [Enter Your Registered Address Here] |
| *Company Registration number or Unique tax reference (UTR):*  *(Please provide a copy of HMRC document with application if submitting UTR)* | [Enter Your Company Registration or Unique Tax Reference Here] |
| *Web address (if available):* | [Enter Your Business Website Link Here] |
| *Date company began trading:* | [Enter the Date your Business Began Trading Here] |
| *VAT number:* | [Enter Your Business’ VAT Number Here] |
| *Business sector:* | [Enter Your Business’ Sector Here] |
| *Number of Full-time Staff Employed\*:* | [Enter the Number of Full-Time Staff You Have Employed Here] |
| *Number of Part-Time Staff Employed\*:* | [Enter the Number of Part-Time Staff You Have Employed Here] |

*\* Full time staff are those that work for the applicant company for 36 hours a week or more and, any working below this will be considered as Part time. Only include direct employees, excluding any self-employed, sub-contracted agency staff, casual staff, apprentices, graduate placements, or any zero hour contracted staff.*

**Bank Details**

**Please provide bank details for the account you would like grant funding to be sent to.**

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| *Account Name :* | [Enter the Name of Your Account Number] |
| *Account Number :* | [Enter the Account Number] |
| *Account Sort Code* : | [Enter the Sort Code of your Account] |

**Eligibility criteria confirmation** (please delete as appropriate) :

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| --- | --- |
| *This application is from an existing business, within Tamworth Borough.* | YES / NO |
| *Business has less than 250 employees (is considered a small, independent business).* | YES / NO |
| *The project will take place in Tamworth town centre (as defined on the map available).* | YES / NO |
| *I am authorised to complete this form.* | YES / NO |

***Please note, if you have selected ‘No’ for any of the above questions, you do not meet the eligible criteria to apply for this grant.***

**Section 2 – Project Summary Details:**

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| *Total Cost of Project:* | [Enter the Total Cost of the Project You Are Undertaking Here] |

1. **Please provide a short description of your business:**

This question is not scored, however, helps the evaluation team understand more about your business, your vision, and get a sense of how it fits within Tamworth.

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| **[Please type your response here]** |

1. **Please provide an outline of your project:**

Please detail the project you are aiming to deliver in or about Tamworth Town Centre.

Describe ways the project will add value to your business, the town or its users such as:

* Include any goals or aims of your project,
* The activities that will take place as part of the project,
* The location of the project; within your business venue, another town centre venue or an outdoor location (if the location or venue has accessibility issues, please include any adjustments that you can make for individuals with disabilities),
* The target audience for the project and how this project will benefit them.

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| **[Please type your response here]** |

1. **Please provide a breakdown of your costs?**

Your cost breakdown should show clear value for money and be aligned with the purpose of the grant scheme.

Please detail why the costs and purchases are necessary or helpful to your project delivery.

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| **Item**  *(Name of Product or Service)* | **Cost of item or service** *(excluding VAT)* | **VAT Amount** | **Supplier Name**  *(who or where you will be purchasing the product or service from)* | **Please detail how and why this product or service will support delivery of your project** |
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1. **What will be the impact of the project?:**

In your response, consider the impact on footfall and attracting visitors:

Please explain what the benefit of the project will be on your business and what benefits it could bring to the town centre. Consider ways the project could achieve any of the following:

* Will it help to attract footfall to the town centre, and how?
* Will it encourage growth and opportunity for your business or other businesses?
* Will it create investment opportunities to the town?
* Will it attract new audiences, demographics and customers to the town or your business?
* Will it encourage current customers to return more frequently?
* Will it improve customer experience?
* Will it improve employment and training opportunities to local people?
* Will the project utilise local suppliers?

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| **[Please type your response here]** |

1. **Please explain how you will measure the impact of your project:**

You should outline how you will collect data to show evidence of the project. For example:

* Footfall,
* Numbers of customers,
* Ticket sales,
* Turnover,
* Questionnaires or customer surveys,
* Case studies,
* Photos of project (including before and after photos).

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| **[Please type your response here]** |

1. **Experience and Capacity:**

Please explain how you will ensure that the project is delivered successfully, including on time and on budget.

Outline your relevant experience and capacity of those delivering the project to demonstrate the ability to carry out the project.

Have you considered:

* Any permissions required to deliver this project?
* Any health and safety considerations?
* Any safeguarding implications you will need to manage?

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| **[Please type your response here]** |

1. **How much of your own funding will you contribute to the project?**

Match funding is not a current requirement for the project, however any contributions from either your own reserves or other funding streams will strengthen your application.

Please describe your contribution to the event

* Time
* Resources
* Financial

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| **[Please type your response here]** |

1. **How will you promote your project?**

You can include marketing costs of your project in your bid.

Please detail how you will ensure your project is known by the public, attracts customers, raises the profile of your business or Tamworth Town Centre.

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| **[Please type your response here]** |

**If you are not awarded the full grant amount requested, would you still be able to carry out the project? (please delete as appropriate):**

□ Yes, I can still carry out the full project.

□ I can scale down my project to meet the grant allocation amount, or deliver a part of my project.

□ No, without the full grant I will not carry out the project.

**Businesses working directly with children and/or adults with care and support needs must have appropriate safety measures. If applicable, evidence will need to be provided.**

Please confirm if this applies to you, and delete as appropriate:

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| *An up-to-date safeguarding policy and procedure:* | Yes / No / NA |
| *Appropriate training and qualifications:* | Yes / No / NA |
| *Appropriate Disclosure and Barring Service certificates:* | Yes / No / NA |

**Section 3 – Subsidy Notification and Declaration**

**Please ensure you read the below text relating to subsidy control, complete the declaration.**

Following the UK’s exit from the EU, there are new rules governing subsidies that came in to force on the 4th January 2023: <https://www.gov.uk/government/collections/subsidy-control-regime>

Tamworth Borough Council’s grant scheme is awarded as Minimum Financial Assistance (MFA) under section 36(1) of the Subsidy Control Act 2022.

Under Section 36 of the Subsidy Control Act (2022), the maximum level of MFA that an individual enterprise may receive is up to a maximum of £315,000 in any 3 year period.

Under Section 37 (2)(c) you need to declare these amounts to us in the table below and to any other aid awarding body who requests information from you on how much assistance you have received. **You must retain records of the award of the subsidy for a period of at least 3 years from the date of the award.**

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| **Business Assistance Declaration**  Please complete the table below so that we can determine the level of financial aid or grants that you have already received. Please include all Government Covid-19 grants as well as any other grant funding.  Only declare aid received in the last 3 years.  **Do not leave blank.  If no aid received put NIL.** | | |
| **Organisation: Who Provided the Aid** | **Date Aid Awarded (Claim date)** | **Grant Value (£)** |
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**What is a ‘subsidy’ (formerly referred to as State Aid)?**

A subsidy is where a public authority, such as a Local Authority, provides support to an enterprise that gives them an economic advantage, meaning equivalent support could not have been obtained on commercial terms. This could include, for example in this case, a cash payment.

**Minimal Financial Assistance (MFA)**

For smaller value subsidy awards, MFA allows financial assistance of up to a maximum limit of £315,000 to be made to a single enterprise within a rolling period of three financial years (consisting of the current financial year and the two previous financial years), without the need to comply with the majority of the subsidy control requirements.

**State Aid Declaration:**

* I confirm that the information I have provided above is complete and accurate.
* I understand that failure to disclose relevant information may lead to a requirement to refund the value of the subsidy provided plus interest from the date that the subsidy was received.
* I confirm that on behalf of [Please state your business name] that the receipt of the proposed [Enter Grant amount] financial assistance will not exceed MFA total amount threshold (£315,000 in subsidies between 1 April [year beginning the calculation period] and this date) specified in Section 36(1) of the Subsidy Control Act (2022).

Signature: \_\_\_\_\_\_\_ Print Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_

**Application Declaration:**

In completing this declaration, I acknowledge and confirm that:

* The information in this application is correct and complete.
* If the requested grant is approved, any additional supporting documents required will be provided, including evidence of grant spend and information on the impact of the project, and any further information the Council may require.
* If the requested grant is approved, the funds will be utilised as described in this application, unless agreed otherwise with the Economic Development team.
* If the requested grant is approved, the project will be delivered by 1 March 2025, unless agreed otherwise with the Economic Development team.
* Relevant permissions will be sought necessary in order to implement project activities.
* Tamworth Borough Council may share information submitted by the applicant with partners, as well as other government departments or funding bodies for the purpose of business support activities and reporting requirements.
* Tamworth Borough Council reserves the right to verify any claim or associated expenditure by checking with third party organisations including but not limited to banks, credit reference agencies, information held by the local authority and other local authorities.
* The information you give us is used and held in accordance with the Local Government Finance Act 1988, and the principles of the Data Protection Act 1998. Requests made under the Freedom of Information Act 2000 may ask for general information regarding limited companies and PLCs which we will supply as they are not covered by the Data Protection Act.
* Tamworth Borough Council reserves the right to recover any grant payment where the data provided is later found to be fraudulent or incorrect.
* The payee bank account details provided are the official business account details for the business. By signing this form, you consent to Tamworth Borough Council contacting the above bank to verify the account is that of the above business.
* If awarded, failure to adhere to the terms and conditions may result in recovery of the grant wholly or in part.
* If requested, marketing, photos and imagery from the projects must be provided to the Council’s Economic Development team for promotional use and potential featuring of the Visit Tamworth website.

***Signature:***

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***Print Full Name:***

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***Date:***

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Please make sure that you have completed this form in full.

Failing to complete sections may comprise the success of your application or result in your application not being considered.

Completed form should be emailed directly to [business@tamworth.gov.uk](mailto:business@tamworth.gov.uk)

Grant applications must be submitted by **13 May 2024 at 2pm**

Late submissions will not be accepted.