

- improving access;
- marketing;
- modernising the business.

DOCUMENTS REQUIRED

- Evidence of consultation with relevant local community organisations and groups;
- evidence of community support;
- evidence of match funding to the required level;
- estimates for proposed expenditure, including, where possible, an estimate from a local supplier.

ASSESSMENT CRITERIA

Each application will be assessed on the following:

- the degree to which the project improves and/or protects the social and economic environment of the locality where the funding is to be spent;
- the degree of service improvement;
- evidence of community support for the applicant project;
- evidence of the applicant organisation's financial viability;
- evidence that the applicant organisation(s) can provide fifty per cent match funding in cash terms or in kind.

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For a better quality of life

This leaflet is issued by
Essex County Council,
Partnership Delivery Team.

If you would like to put forward a project or would like further information on the scheme, contact our Community Enterprise Advisor

By telephone:
07827 976 299

By email:
graham.simmons@essex.gov.uk

Visit our website:
www.essex.gov.uk

The information contained in this document can be translated, and/or made available in alternative formats, on request.

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RETAIL ENTERPRISE FUND



FIND OUT IF YOU'RE ELIGIBLE

DS10 24/19



Essex County Council

THE RETAIL ENTERPRISE FUND

If you run a village store, pub, Post Office or community group in Essex, you could be eligible for a grant of up to £5,000.

Essex County Council's Retail Enterprise Fund has been set up to support the rural services which make our small towns and villages such thriving, vibrant communities and to improve the quality of life for their residents. If you provide a service which benefits your local, rural area, you may be eligible for help under the scheme to keep it running. Grants can be used for projects such as building improvements, new equipment, advertising and marketing services or staff training.

To qualify, you must be able to fund half the cost of the project yourself and show that you have community support for your organisation. It is intended for organisations providing local services in rural communities with a population of less than 10,000.

CONDITIONS OF THE RETAIL ENTERPRISE FUND

- The scheme is not intended to be anti-competitive so only businesses which are the only business of that type in the community will be able to apply for a grant;
- organisations/groups must acknowledge that the project is funded through Essex County Council's Retail Enterprise Fund in their own literature or publicity;

- the purpose for which the grant is awarded cannot be changed without prior approval from Essex County Council via the Community Enterprise Advisor.

THE GRANT

- A funding agreement, setting out the conditions under which the grant has been approved, must be completed and signed by the successful applicant;
- grant awards that are part of the Retail Enterprise Fund need to be claimed within six months of confirmation of the award;
- where projects have been delayed, applicants must meet with the Community Enterprise Advisor and agree the best way forward;
- the Community Enterprise Advisor should be regularly informed of the progress of projects;
- Retail Enterprise Fund awards will be paid in arrears on receipt of invoice;
- if the business is sold within two years of receipt of the grant Essex County Council may seek to recover a proportion of the total grant paid.

IS YOUR BUSINESS, SERVICE OR COMMUNITY GROUP ELIGIBLE FOR A GRANT?

To qualify for the Retail Enterprise Fund, you must be based within Essex County Council's administrative area and be one of the following:

- a local pub, shop, Post Office or social enterprise;
- a local organisation that is a registered charity or an incorporated body based in a village or rural area;
- a community group provided it is working in partnership with (or with the backing of) a registered charity or incorporated body.

Additionally:

- proposals must support local projects and/or services, in rural areas or villages, which benefit the community;
- fifty per cent match funding is required from the organisation applying.

LEVEL OF GRANT AVAILABLE

- Grants of up to £5,000 are available, higher amounts will be considered in exceptional circumstances.

ACTIVITIES THAT QUALIFY FOR FUNDING

A broad range of services and investments are eligible and they will form part of the plan to improve the commercial viability of the business. The following list is illustrative but not exhaustive:

- introducing a new service;
- increasing a range of products;
- introducing/increasing a range of locally produced high quality food;