

HOLTON ROAD SHOP FRONT IMPROVEMENT SCHEME

Guidance Notes

The dedicated Holton Road Shop Front Improvement Scheme is being funded in 2026/2027 financial year by the Transforming Towns Fund.

HOLTON ROAD SHOP IMPROVEMENT SCHEME

The Holton Road Shop Front Improvement Scheme will provide support for the improvements and maintenance works to enhance the front elevation of commercial and retail properties within the Holton Road catchment area (see map for eligible areas).

The improvements will be expected to contribute to a positive impact on the street scene, creating a more attractive, vibrant and safer environment which will increase retail activity, boost footfall and stimulate further private sector investment.

All size grants will be offered at 70% grant funding, 30% match funding for projects.

HOW DO I APPLY?

Applicants must complete an application form via our website www.valeofglamorgan.gov.uk/working/businesssupport/HoltonRoadShopFrontImprovementScheme

Additional information will normally be required in support of your application. These may include evidence of any consents, permissions or licences needed to allow you to carry out your project and financial quotations. Incomplete applications or applications submitted without the correct supporting documentation may not be considered. All applications must be submitted electronically, hard copies will not be permitted.

WHEN CAN I APPLY?

You can submit an application anytime within the application window. The window will be open from Monday, 19 October 2026 until Friday, 13 November 2026 or until funds have been fully allocated. Please be aware that funding is limited and will be allocated to eligible businesses/projects on a first come first served basis.

WHO CAN APPLY?

Businesses and owners of commercial and retail properties within the Holton Road catchment area (see map for eligible areas).

NB: All applicants will be subject to a due diligence assessment to determine their suitability as an applicant. This may include credit checks among others and will be carried out before an application is put forward to panel.

SUBSIDY CONTROL

The Holton Road Shop Front Scheme is awarded under UK Subsidy Rules. All bids must also consider how they will deliver in line with subsidy control as per UK Government guidance. <https://www.gov.uk/government/collections/subsidy-control-regime>

Where applicants do not adequately demonstrate that the proposed project is compliant under the UK Subsidy Control Regime it may be considered ineligible, and your application could be rejected.

HOW MUCH CAN I APPLY FOR?

You can apply for a maximum grant of £5,000.

HOW LONG IS THE FUNDING FOR?

All funding must be spent by March 2027. Funded projects will be issued with strict funding deadlines that will fall **before** the 31 March 2027 to enable final Council to be processed within the strict end of year deadlines.

WHAT CAN THE FUNDING BE USED FOR?

- Painting of the front elevation (the colour scheme must be agreed in advance with the Council)
- Repair, repointing and cleaning of stonework or render
- Repairs to glazing, doors and shopfronts
- Repair or reinstatement of rainwater goods
- Repairs to original features
- Repair or installation of signage (non-illuminated)
- Powder coating of existing roller shutter doors
- Small scale shop modifications (internal)
- Improved accessibility (external and internal)

If there will be any visual or material change to how the front elevation will look e.g. from wood windows/doors to UPVC or change in colour scheme you are advised to seek advice and possible consent prior to submitting your application.

WHAT CAN'T THE FUNDING BE USED FOR?

- Works already being carried out
- Fees for statutory consents, e.g., planning
- Businesses which are associated with the promotion of particular religious or political views; gambling; pornography; offering sexual services of any kind; any illegal activities; and other business deemed to be 'novel and contentious' by the Council, will not be eligible for funding.
- Recoverable VAT

DETERMINING PROJECT COSTS

All projects will be required to provide 30% of their total project cost in cash match funding.

All project costs should be accurate and based on fact. Valid quotations must be submitted to support the work you propose. Quotations must be from reputable and recognised contractors and should be detailed and itemised in terms of measurement, specification, quantity and cost.

Projects that are awarded funding cannot return and ask for additional funds because their project was not properly costed. Therefore, projects should be costed based on the recent acquisition of quotes, or recent experience. Projects will be required to provide evidence of quotes before grants will be paid, and we strongly advise that this is undertaken prior to application submission.

PROCUREMENT

Estimated Value	Procurement Action Required
Up to £2,500	1 written quote or prices sought from relevant suppliers of goods, works and/or services
£2,500-£5,000	2 written quotes or prices sought from relevant suppliers of goods, works and/or services
Over £5,000	3 written quotes or prices sought from relevant suppliers of goods, works and/or services

HOW WILL THE GRANT BE PAID?

The grant will be paid in accordance with the terms and conditions set out in the funding letter. The grant will usually be **paid retrospectively** and subject to all evidence of expenditure being submitted to the Council. For businesses that would find this prohibitive to delivering their project, please speak to a member of the team before submitting your application.

APPEALS

There is no appeals process for the grant.

ADDITIONAL INFORMATION

IMPORTANT

- Funds are limited and it is a competitive application process. Once the funds are fully allocated, no more application will be considered.
- The Council reserved the right to close the EOI application process early if significant submissions are received.
- Applicants will need to adhere to strict deadlines throughout the process, failure to do so may prevent your application from progressing or may result in your funding offer being withdrawn.
- Your application must be approved before you make any purchases or start work, no grant money will be issued for any items purchased or works carried out prior to written approval being issued.
- The Vale of Glamorgan Council reserves the right to update this guidance at any time.
- Successful applicant will be expected to return any required evidence reasonably requested by the Vale of Glamorgan Council, after funding is awarded, in line with the funding guidance.