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PRIVATE AND CONFIDENTIAL

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03 April 2023

Dear Sir/Madam,

Subject: City Centre West Relaunch Grant Scheme open for applications

I'd like to take the opportunity to thank you for providing views on the support options we presented in our letter to you dated 15 March 2023.

Feedback from traders was unanimous and, following approval by the Council's Cabinet, we are moving forward with a simple and generic 'Relaunch Grant' to provide support. This is part of a wider package of taxpayer funded investment to support businesses.

1. City Centre West Relaunch Grant Scheme summary

The City Centre West Relaunch Grant and wider business support scheme is aimed at eligible businesses who may have been adversely impacted by the city centre west public realm work in Victoria Street, Salop Street, School Street and North Street.

The grant offers small businesses a one-off grant payment of £5,000 to relaunch their trading activities and seize upon the opportunities presented by the multi-million-pound investment in improved public realm and public spaces.

The application process opens today at 3pm (03 April 2023) and businesses must complete the steps set out below. The closing date for applications is Friday 12 May 2023 and you can find out more details about the scheme, including eligibility requirements in Appendix 1.

We have tried to make the process as simple as possible but if you do need help, please call 01902 555572 between 9am – 5pm, and ask to speak to a business support advisor. You will need to:

- Log onto <https://www.apply4.online/Requests/QuickSchemeLink/679BTA> which is the application portal. Register with your e-mail address, password and date of birth.
- You will then be required to put in your name, date of birth, address and telephone.
- After the registration you will need to select "Start Request" (in green) to begin your application where you need to put in your property reference number **XXXXX**, your business rates account number **XXXXX**, and your password **XXXXXXXXXX**.
- Follow the steps to complete the application process.

2. Wider business support on offer

The Wolverhampton Employer Support (WES) team can provide direct and indirect help. For more information go to: <https://www.wolverhampton.gov.uk/business/wolverhampton-employer-support>.

You can also email the team at business.development@wolverhampton.gov.uk, call on 01902 555572 or visit iGNITE, the city business hub in i10 by the station.

We are also in active discussions with our colleagues at the Federation of Small Businesses (FSB) to see how they may also be able to offer support to traders.

3. Business Rates relief

As we have mentioned before, you may be eligible for some form of business rates relief. Please visit <https://www.wolverhampton.gov.uk/business/business-rates> for more information or contact a member of the team on 01902 551155 to discuss your individual circumstances. This could include hardship relief and further information, including eligibility and how to apply, can be found at <https://www.wolverhampton.gov.uk/business/business-rates/hardship-relief>.

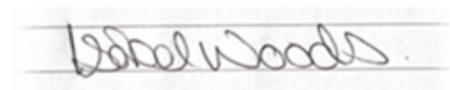
4. Events / footfall programme

As part of our commitment to generate footfall in the local area, the Council has directly invested in the following events and opportunities:

- 06 May – Arts Festival weekend to coincide with the King’s Coronation and organised by local business, Framers Gallery.
- 10 June – Pride 2023 in Market Square with the Pride Parade and wayfinding down Victoria Street.
- June – Food and drink market (please see proposed details circulated with this letter)
- June – Reopening of The Halls Wolverhampton which is likely to bring 300,000 visitors a year to the city.
- 28 August – Krazy Races.
- November – Christmas Lights switch on and potential Christmas market as recommended by the Traders Group.
- Spring 2024 – Bell Street Box Space live entertainment zone due to open.

If you would like any help with any of the support measures detailed above, including support with your grant application, please email business.development@wolverhampton.gov.uk or call us on 01902 555572.

Yours faithfully,



Isobel Woods
Head of Enterprise
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City of Wolverhampton Council

Appendix 1: City Centre West Relaunch Grant Scheme Scope, Details, Eligibility, Information needed and Timeline.

1. Scope of the support scheme

The City Centre West Relaunch Grant Scheme is aimed at eligible businesses who may have been most adversely impacted by the city centre west public realm work in Victoria Street, Salop Street, School Street and North Street.

The grant is a £5,000 one-off grant payment to relaunch their trading activities and seize upon the opportunities presented by the multi-million-pound investment in improved public realm and public spaces.

2. Scheme Details

- The application process opens on Monday 3rd April 2023 at 3pm.
- The grants are only available to businesses that have been invited to apply.
- Only completed applications which meet the criteria with the required evidence will be processed.

3. Eligibility Criteria

To be eligible to receive the City Centre West Relaunch Grant Scheme, businesses must be able to demonstrate that they:

- Are physically located within the identified area of the works and business frontages directly open onto the area of the works.
- Were legally trading during the works for at least six months and are still currently trading.
- Are a business primarily driven by on-site, in-person, face-to-face, direct customer transactions and services rather than on-line or postal sales or professional services predominantly delivered by planned appointments or by off-site visits to customers.
- Are a locally based business and not part of a wider regional or national corporation which employs more than 50 people in total.
- Comply with national and local regulations, for example valid trading licences and registrations.
- Do not have outstanding invoices or payments due to the Council, for example business rates arrears unless a payment plan has been agreed with the City Council.
- Are not in liquidation, administration, are insolvent or are subject to a striking off notice.
- Are not planning to cease/close trading within the location or move their premises out of the city centre.

4. Information required to validate eligibility/compliance

Applicants must provide all of the following:

- Evidence of trading, for example recent monthly rental invoice, business insurance or monthly utility, telephone, internet invoice.
- Evidence of certificate of incorporation or unique tax reference number.
- Evidence of last accounts filed at Companies House or last tax return filed with HMRC.
- Evidence of business bank accounts which contains your business transactions.

- Evidence of one month's recent bank statements (redacted statements will not be accepted).
- Details of business bank account name, bank account number and bank sort code.

5. Timelines following receipt of completed applications

Once we have received your completed application we will:

- Process eligibility of claims and approve/reject/seek clarification within five working days of receipt of application.
- Conduct financial checks on approved applications within three working days .
- Approve payments within five working days of a successful finance check (payments will then take three-five working days to reach your bank account).