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CONWY PRIDE IN PLACE FUND BUSINESS GRANT

Criteria and Guidance

Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

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Supporting Information

- <https://www.conwy.gov.uk/en/Business/Regeneration/European-and-External-Funding/UK-Government-funding/Pride-in-Place-Impact-Fund.aspx>
- **Pride in Place Impact Fund:** The UK Government’s Pride in Place Impact Fund was announced last year, and Conwy County Borough Council, along with other Local Authorities in Wales, will receive £1.5 million in capital funding over two years. The fund will run until March 2027, with projects chosen and delivered in phases.
The Impact Fund is in addition to the Pride in Place Programme funding awarded for projects in the Mostyn and Tudno neighbourhood of Llandudno.

Background <https://modgovpub-eng.secure.conwy.gov.Cabinet Report 27 Jan 2026 - Pride in Place Impact Fund>

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SECTION A – KEY FACTORS

Introduction

Conwy County will receive £1.5 million of capital funding over 2 years (split equally across 2025/26 and 2026/27) and will be managed by Conwy County Borough Council.

Pride In Place Impact Fund will provide short-term funding for immediate improvements to make sure that places and spaces valued by communities are improved.

The overall Fund Objective is designed to strengthen communities, foster pride and create foundations for economic growth:

The PiPF Business grant scheme is specifically linked to the following theme



Applications can currently only be accepted from Business in the core shopping areas / commercial centres of the following towns

- Llanfairfechan,
- Penmaenmawr
- Conwy
- Llandudno Junction
- Deganwy
- Llandudno and Craig y Don
- Rhos on Sea
- Colwyn Bay
- Old Colwyn
- Llanrwst
- Abergele and Pensarn,
- Kinnel Bay and Towyn

The PiPF Business grant will enable the provision of grants to local commercial or social (where they have commercial activity) businesses who are: -

- looking to bring an empty commercial premises back into use and/or
- looking to introduce low carbon technology to their business premises, specifically solar energy, low carbon heating system, EV charging points and LED lighting

Projects through this scheme will need to be able to demonstrate and evidence the following impacts



- ❖ The scheme is targeted at small and medium sized enterprises (employing up to 250 people) with either a turnover at less than €50 million or a balance sheet at less than €43 million.
- ❖ The scheme offers funding of UP TO 70% on eligible capital and/or revenue expenditure for projects with awards offered from £3,000 up to £25,000
- ❖ This grant scheme is discretionary and will be operated on a first come first serve basis dependent upon availability of funds and completion of the project within the detailed period.
- ❖ All offers of funding will be subject to approval of applications by a Grants Review Panel
- ❖ Following confirmation of award all offers will need to have been accepted and have drawn down funds no later than January 2027
- ❖ As a limited time fund all grants offers (in whole or in part) not drawn down in line with the above will automatically expire.

Eligibility Factors

The scheme is targeted at small and medium sized enterprises (employing up to 250 people) with *either* a turnover at less than €50 million *or* a balance sheet at less than €43 million.

To be eligible to receive investment support, businesses must be located and operating in the County of Conwy, have been actively trading over 3 months and registered with HMRC.

To be considered, your project must deliver one or more of both the outputs and outcome

Ineligible Sectors

- Accommodation providers
- Coal/Steel
- Shipbuilding
- Synthetic fibres production
- Banks
- Insurance companies
- Housing
- Statutory education
- Statutory Health services
- Commercial & Residential Property Development
- Fisheries/aquaculture/agriculture and Annex 1 food production/milk substitutes/export related activities
- Gambling, Tobacco, Production of Weapons and Ammunition or any sectors that give rise to significant environmental impact or are ethically or morally controversial.

Eligible Projects / items

Capital projects including

- Capital equipment
- Installation/Labour costs for equipment/development works
- Carbon reduction projects i.e. solar panels/low energy lighting

Ineligible Projects/Items

Including (but not limited to)

- Activities which have already started (items cannot be purchased or ordered until grant approval has been given)
- Projects to satisfy statutory requirements
- Renewals i.e. replacement of old for new, upgrades of IT equipment & software, Maintenance and/or Running Costs
- Projects detrimental to the environment
- Projects without relevant statutory consents (if applicable)
- On road vehicles
- Items which are not essential for or that do not directly contribute to the success of the project
- Items (excluding machinery) which would not be considered fixtures e.g. decorative items, curtains and or blinds and certain types of flooring
- Purchase of Land and/or Property
- Operating / Normal business costs – e.g. Staff Costs, stock purchases
- Recoverable VAT
- Acquisition of assets under Hire Purchase (HP), Extended Credit Agreements or Lease

It should also be noted that the minimum individual item cost is set at £100.

Critical Factors to Note

Quotations

- Original estimates/quotes for project items/works (2 itemised quotes for items/works costing up to £10,000, 3 itemised quotes for any item/works costing in excess of £10,000 or more)
- The quotes should follow the same template and where applicable be broken down into parts to show the costs of individual elements of work e.g. equipment cost /labour/installation costs.
- You are expected to secure best value by using your normal commercial procurement practices such as obtaining competitive quotes from suppliers. Copies of quotes you have selected should be supplied with your application to demonstrate the reasonableness of your expected costs.
- We will seek to ensure that all suppliers used by grant recipients work sustainably and where possible (balanced with Value for Money) we would encourage the use of local supply chain and the positive impacts that supports.
- It is expected that any work completed be carried out by a suitable, established tradesperson or company.
- All professional work must be carried out by qualified contractors, including companies used for solar installation who we would expect to be MCS & CCM registered.
- The Council reserves the right to contact any of the businesses submitting quotations in connection with your application if further clarification is required.
- Project works carried out by the applicant themselves or an individual directly employed by the applicant are not permitted and will not be eligible for funding.
- The Council must be informed of any personal, family or business contact between you/your agent and any supplier or contractor. If you propose to use a contractor who has a personal or financial connection to you or your business, you must declare this to us. In instances of a financial connection, you will be required to ensure that the costs charged by the contractor exclude any profit margin on both materials and labour.

Cash Purchases

No funding will be paid where cash transactions have been undertaken.

Retrospection

No funding will be paid on any retrospective expenditure.

SECTION B – GRANT PROCESS

Making an Application

Full Application

1. Prior to submitting an application, it is requested that you speak to a member of the Conwy Business Support team.
2. Please read carefully all the information and guidance provided and note and understand all aspects of the application form and guidelines relating to the awarding of the PiPF Business Grant
3. Applications must be submitted via the online application form.
4. Where asked to provide commentary please include as much information as possible, including the sections to explain the project, its benefits, impact and how it will deliver the required outputs and outcomes. Commentary should clarify why grant funding is required for the project to proceed.
5. It is important to ensure that your application form is fully completed and that all supporting documentation is included at the time of submitting. This includes:
 - Up to date Business Plan
 - Most recent annual accounts
In some circumstances more than one year's financial information may be requested.
 - If the business has not been trading long enough for accounts to be available a minimum of 3 months bank statements will be required to evidence trading
 - Projected Cash Flow & Profit & Loss Statement
 - Confirmation of Match funding
 - Confirmation of *Planning Permission and / or Building Regulations (If applicable) including 'Change of Use'.
 - Proof of Ownership / lease if applicable (*As standard a minimum of 5 years remaining lease is required*)
 - Original estimates / quotes for project
 - All Statutory Legal Requirements for the Business (if applicable)
 - Confirmation of registration with HMRC
 - Evidence of landlord approval (if applicable)

* in cases where planning permissions are in process but not yet received applications can be considered but any offer of funding would be conditional on the receipt of the relevant approvals/permission being received.

If not available at the time of offer evidence of the submission of any planning application will be required within 28 days of the date of the funding offer. Failure to do so could result if the offer of funding being withdrawn

Subject to the nature of the project if the relevant permission is not received within a period that we consider reasonable to ensure the project can be completed by Jan 2027, we reserve the right to withdraw the offer of funding

Please note

- Decisions on applications will be made based on the information provided in the application form, associated evidence and information checks that are conducted from other sources.
- Consideration will be given to the financial information such as turnover, in relation the amount of funding being requested.
- Additional evidence may be requested to support applications.
- If any data is incomplete or incorrect or the evidence provided is insufficient, we will contact, you. Please be aware that applications are not considered fully submitted until all required documentation / information is received
- Failure to comply could delay a decision. Please note that the approval timescale does not commence until such time as all the documentation and information required is received by the Local Authority.

You are reminded at this stage not to undertake any expenditure on the grant funded project until a formal decision has been reached on the bid and written confirmation of this has been received.

- **No funding will be paid on retrospective expenditure**
- **No funding will be paid where cash transactions have been undertaken**

STATE AID / SUBSIDY CONTROL

The grants will be awarded under Minimal Financial Assistance (MFA)

Minimal financial assistance (MFA) allows public authorities to award low-value subsidies (up to £315,000)

Additional MFA cannot be given to a beneficiary that has already reached their MFA threshold.

As part of the application process, you will be required to:

- Declare your understanding the funding is offered as a subsidy under MFA
- Declare the MFA threshold specified in section 36(1) of the Act will not be exceeded by the enterprise receiving the proposed assistance

When making your declaration you should take into consideration all subsidy support (including grants) received through but not limited to the following schemes during the previous 3 fiscal years

De Minimis, 'Special Drawing Rights' (SDR), UK de minimis, 'Small Amounts of Financial Assistance' (SAFA, the current name), 'Small Amounts of Funding Exemption' (SAFE) and 'Minimal Financial Assistance' (MFA).

Examples could include Non-Domestic Rates (NDR) linked grants Economic Resilience Fund, Start-up Grant, Freelancer Fund, and Local Authority Discretionary Fund, Conwy Business Support Grant, UKSPF Supporting Local Business Key Fund.

Further guidance on subsidy control can be found here [Subsidy control | GOV.WALES](#)

Processing Your Application

On receipt of your full application form the Council will: -

- Check that all the details provided are in order and if not inform you of what further information is required.
- Undertake consultation which may include:
 - A bank reference
 - A search with a credit reference agency in relation to your business. *The agency will keep a record of that search and may share that information with other agencies.*
 - Make enquiries with respect to company director(s) with a credit reference agency.
 - Local searches e.g. Council tax and/or non-domestic rates
- Refer the application to the Grants Panel for a decision. *Each application shall be considered on merit and in accordance with the scheme's aims and objectives*
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- *Please note that processing time for applications is subject to the application window and arrangement of a panel meeting. All fully submitted applications received within the application window will be presented and considered at the same panel meeting.*

Advising of the decision

You will be informed of the decision by email. If successful you will be advised of the amount of funding offered and any specific conditions relating to the award.

Attached to the email / letter will be the 'Terms & Conditions' contract that you must adhere to. This must be *signed and returned within 14 days* as acceptance of the funding offer.

Failure to return the signed Terms and Conditions could result in the offer of funding being withdrawn

Making a Claim

All our funding is on a defrayed basis

- i.e. the claimant must spend the money first and they then claim the agreed amount back as stated in the grant offer letter.
- Project works must be complete i.e. items delivered & installed, building works completed

With prior agreement and where project has distinct separate elements, we may consider interim claim - we would usually do this in 1 / 2 instalments depending on the project and it's spend profile.

- Example 1 - Installation of solar panels and new production machinery could be two separate elements and instalments could be requested
- Example 2 – purchase of materials and completion of related works would not be considered separate elements instalments cannot be considered

Following confirmation of award all offers will need to have been accepted and have drawn down funds no later than January 2027

As a limited time fund all grants offers (in whole or in part) not drawn down in line with the above will

automatically expire.

When submitting a claim, this must include

- A completed claim form including the required information and supporting evidence for the outputs and outcomes achieved
- All relevant receipted accounts/invoices (*invoices must not pre-date the signed and returned offer letter/contract*).
- Copies of corresponding bank statements showing payments going out of the company's accounts will also be required.
- Photographs where applicable
- Where payments have been made by Credit card you will need to submit that full payments have been made to the credit card company.
- Evidence of serial numbers for any capital equipment (if applicable)

The Council will satisfy itself that the activity for which the funding was awarded (works undertaken or purchases made) has been carried out fully in accordance with the proposal made within the application and any conditions attached to the approval. This may be by inspection or such other means as the Council determines. When all the above is completed, the Council will release the funding to your Business Bank Account by means of BACS payment.

Please note that it could take up to 20 working days for payments to be processed and reached your account.

Post Award Monitoring

Monitoring of agreed outputs will be undertaken post completion of the project. Businesses are required to participate and complete any / all monitoring and evaluation undertaken by the council or companies acting on behalf of the council.

During the 3-year funding compliance period the Council, or its agents, may undertake further monitoring and review this may include visiting your premises to carry out a monitoring inspection of the business and PiPF Business Grant funded aided assets.

All successful applicants will be required to provide evidence that the outputs and outcomes have been achieved.

On projects that have stated job creation as an output, the Council will require evidence of the employment factors.

For all other projects evidence of how the PiPF Business Grant award has impacted the business must be demonstrated by the applicant.

PUBLICITY

Conwy Council and UK Government shall be entitled to make public in such a manner as they may require details of the grant offered/paid to the Grant Recipient for the purposes of publicity should it so require.

It is also expected that any Grant Recipient if requested, will take part in any marketing campaigns relating to the Conwy Business Support and/or PiPF Impact Fund.

If you are successful in receiving support through Conwy Business Support and the PiPF Impact Fund, there is a requirement for you to acknowledge this financial support, please refer to the <https://www.gov.uk/government/publications/pride-in-place-impact-fund/pride-in-place-impact-fund-prospectus>

CONTACT DETAILS

 <p>CONWY CYNGOR BWRDEISTREF SIROL COUNTY BOROUGH COUNCIL</p>	<p>Conwy Business Support business@conwy.gov.uk 01492 574574</p>
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