



Transforming Towns

Town Centre Grant

Criteria and Guidance

Mae'r ffurflen hon ar gael yn Gymraeg hefyd



SECTION A – KEY FACTORS

Introduction

The Commercial Property Development Grant (CPDG), Town Centre Grant (TCG) and the Town Centre Loan (TCL) are schemes offered by Conwy County Borough Council to support the regeneration of town centres and contribute to the Welsh Government's Transforming Towns Programme.

Funding for the scheme has been secured from the Welsh Governments' Transforming Towns Programme to offer capital investment to regenerate commercial properties in a number of our town centres.

The scheme is targeted at small and medium sized enterprises (employing up to 250 people) with either a turnover at less than £45 million or a balance sheet at less than £40 million.

The scheme offers funding of **up to 70%** on eligible expenditure for projects, with grant awards offered from £3,000 up to £15,000.

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

This enhanced grant scheme is discretionary and applications are now open. The scheme will be operated on a first come first serve basis dependent upon availability of funds and completion of the project within the detailed timeframe. If a grant is awarded **ALL** work must have been completed and receipted before March of the respective Financial Year.

All offers of funding will be subject to approval of applications by a Grants Review Panel. The decision of the Grant Review Panel is final. There is no appeals process.

The grant will close to applications in February 2026 or at such time as the funds have been fully committed, if earlier.

Following confirmation of award all offers will need to have been accepted and have drawn down funds no later than 18th March 2026.

There will be no extension to this deadline. 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 Grant offers support for retail and commercial building occupiers / tenants and owners / landlord's to enhance building frontages.

Leaseholders will be required to provide evidence of the landlord's written consent for the works.

Applications are currently encouraged for commercial properties in the shopping area, commercial centres and/or conservation areas of Llanfairfechan, Penmaenmawr, Conwy, Llandudno Junction, Deganwy, Llandudno, Penrhyn Bay, Rhos on Sea, Colwyn Bay, Old Colwyn, Llanrwst, Betws y Coed, Abergele, and Pensarn, Kinmel Bay, Towyn. Other commercial centres could be considered as exceptions.

Proposed works must fall into at least one of the following categories:

- Repairs and cosmetic improvements to building frontages in poor condition.
- Re-instatement of lost or damaged architectural or heritage features that contribute to the historic character and appearance of the area.

Eligible Works:

Projects including (but not limited to)

- Shopfronts including cosmetic and minor structural improvements
- Improved Display Windows
- Signage
- Windows & Doors
- External Lighting
- Rainwater goods
- Rendering, stone cleaning and re pointing

Where properties feature a mixture of residential and commercial uses, some works to the residential frontages could be considered at the discretion of the panel. However, such applications would **only be eligible for funding as part of a comprehensive package of external improvements** to the commercial area of the building.

Bilingual shop front signage is encouraged as a way to celebrate linguistic diversity, but it is not a requirement for grant eligibility.

Ineligible Works

- Internal works

- Works on premises which offer overnight accommodation e.g. Flats, hotels, Airbnb, bed and breakfast accommodation, etc.
- Works to improve **solely** the residential areas of properties are ineligible
- Works on premises to be used for premises in the Gambling, Tobacco, Production of Weapons and Ammunition sectors or any sectors that give rise to significant environmental impact or are ethically or morally controversial.
- Activities which have already started (items cannot be purchased or ordered until grant approval has been given)
- Works or projects to satisfy statutory requirements
- Materials only applications where work is being undertaken by owner / occupier, unless they are established in the relevant trade.

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 in 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 March 2026, we reserve the right to withdraw the offer of funding.

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 project items / works costing in excess of £10,000 or more).

It is expected that any work completed be carried out by a suitable, established tradesperson or company. We will seek to ensure that all suppliers used by grant recipients work sustainably and where possible (balanced with Value and Money) would encourage the use of local supply and the positive impacts that supports.

All professional work must be carried out by qualified contractors.

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. At the claim stage, you must also provide independent verification of these costs by a qualified Quantity Surveyor.

Conwy County Borough Council holds absolute discretion in terms of the terms, eligibility and decisions of grant awards and reserves the right to amend the criteria at any time.

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.

Cash Purchases

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

Deposits

Claims for the deposit of services or materials alone are not eligible. Only completed phases of work can be claimed.

Credit Card Purchases

Where payments are made by credit card, you will need to submit evidence that any credit with the credit card company has been paid off in full.

Retrospection

No funding will be paid on any expenditure incurred before the date of grant approval.

All of 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.

Please note that it could take up to 20 working days for your claim to be processed and for payment to reach your account.

SECTION B – GRANT PROCESS

Making an Application

Full Application

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:

- Most recent annual accounts
- Confirmation of Match funding, either by way of the above, savings account statements, or loan agreement
- Confirmation of Planning Permission, Conservation and / or Building Regulations (if applicable)
- Proof of Ownership or lease along with landlord consent
- Original estimates / quotes for project
- All Statutory Legal Requirements for the Business (if applicable)
- Confirmation of registration with HMRC
- Photographs of relevant areas of the property prior to works being undertaken

** 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.*

Decisions on applications will be made based on the information provided in the application form, associated evidence and information checks.

Additional evidence may be requested to support application.

If any data is incomplete or incorrect or the evidence provided is insufficient we will contact you.

Failure to comply could delay a decision, as incomplete applications will not be processed.

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

Where asked to do so please provide as much information as possible to explain the project and what works you intend to undertake.

In particular you should be aware that:

- **No funding will be paid on retrospective expenditure**
- **No funding will be paid where cash transactions have been undertaken**
- **No funding will be paid with respect to deposits for goods or services**

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 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.

Processing Your Application

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

- Check that you have provided all the required information, and that all the details provided are in order and if not inform you of what further information is required.
- CCBC reserve the right to carry out a site visit as part of the application process.
- 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 and shall be dependent upon the availability of funding.

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 letter will be the '*Terms & Conditions*' contract that you must adhere to. This has to be *signed and returned within 28 days* as acceptance of the funding offer.

Making a Claim

Claims will not be processed until such time as all supporting documentation is received e.g. Signed terms and conditions, evidence of Planning, Building or Conservation permissions etc.

We would usually do this in 1 instalment depending on the project and it's spend profile.

Following confirmation of award all offers will need to have been accepted and have drawn down funds no later than 31st March 2026.

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

When submitting a claim, proof of expenditure will be required. This must include

- 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. If payments are made by credit card, you will need to submit evidence that full payments have been made to the credit card company.

No cash transactions will be accepted as part of a claim.

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.

Conwy County Borough Council or its officers or its agents acting on its behalf are not liable for any poor workmanship nor do they provide any guarantee. Funding cannot be released until such a time as the Council is satisfied the required standards have been achieved.

When all the above is completed the Council will release the funding to your Business Bank Account by means of BACS payment.

Post Award Monitoring

During the 3 year funding compliance period the Council, or its agents, may visit your premises in order to carry out a monitoring inspection of the premises.

The applicant is required for a period of 3 years from the date the grant is paid to keep the property and the works which are grant aided in a good and substantial state of repair and condition.

All successful applicants will be required to participate in a monitoring review as requested.

The local authority or the Welsh Government reserves the right to display on the property, in a location to be agreed between the local authority and the applicant, a temporary and / or permanent sign declaring their assistance in the works. The sign / banner will be provided by CCBC at its own cost.

CONTACT DETAILS



Katie Minton-Rowlands

Swyddog Prosiect Datblygu ac Adfywio /
Development and Regeneration Project Officer
Gwasanaeth Economi a Diwylliant / Economy
and Culture Service

Cyngor Bwrdeistref Sirol CONWY County
Borough Council

✉ katie.minton-rowlands3@conwy.gov.uk

☎ 01492 577329