

Enterprising Town Centres

Business Grants eligibility criteria

Enterprising Town Centres is a unique grants programme delivered by North West Leicestershire District Council exclusively to support the diverse array of independent and unique small businesses in our town centres.

The aim of the programme is to support the growth of town centre businesses, to encourage new businesses to occupy vacant properties and enhance the unique character and identity of the district's town centres and attract more customers to your business.

We have designed the programme to help increase spend, footfall and occupancy within the district's town centres and Coalville Market Hall and also to create new local jobs.

To be eligible to apply for one of the Enterprising Town Centres grants, you must:

- Be based within one of six North West Leicestershire town centres of Ashby, Castle Donington, Coalville, Ibstock, Kegworth and Measham OR be a village shop based outside of the six town centres selling essential fresh produce.
- Be trading primarily business to customer NOT business to business
- Be a small or medium-sized enterprise i.e. less than 250 employees
- Be trading as businesses whose company type is either: Limited Liability, Limited Liability Partnerships, Partnerships, Sole Traders, Franchises or Social Enterprise.

and

- Be in good standing with the Council. For example fully paid up on any money owed to the Council such as Business Rates.

In addition, we are targeting the available funds towards businesses that meet at least one of the following priority criteria - 80% of the available grant money is expected to be prioritised in this way:

- o Micro and small businesses (i.e. fewer than 50 employees)
- o Businesses that are new or have been operating for less than two years (at the date of grant application)
- o Businesses adopting Green Footprint principles i.e. reducing energy consumption, increasing biodiversity, better waste and recycling practices, reducing travel and sustainable design
- o Women business owners and businesses aiming to attract more women into employment
- o Businesses aiming to recruit apprentices
- o Previously NEET / unemployed 16-24 year olds (unemployed for 12 months prior to setting up business).