

# WHALEY BRIDGE SHOP FRONT FACELIFT SCHEME

## GUIDANCE NOTES V2.3

THIS GRANT SCHEME IS FUNDED BY WHALEY BRIDGE TOWN COUNCIL AND HIGH PEAK BOROUGH COUNCIL, AND ADMINISTERED BY WHALEY4WARDS.

### 1. Who can apply?

- 1.1. The shop front facelift scheme is open to all freehold owners and lease-holders with at least 2 years on their lease and tenants of premises with commercial shop-frontage facing the street within the town of Whaley Bridge, and in the conservation area. However, tenants must have the building owners' prior approval .
- 1.2. Commercial premises include:
  - 1.2.1. Shops – including hairdressers, beauty salons, butchers, funeral directors, greengrocers, launderettes, dry cleaners etc.
  - 1.2.2. Financial and professional services (e.g. accountants, estate agents, solicitors etc.)
  - 1.2.3. Restaurants, public houses, cafes and food takeaways
  - 1.2.4. Buildings that are being used to provide a community service.
- 1.3. Priority will be given to premises in the conservation area in Whaley Bridge's main shopping streets; Market Street, Old Road, Canal Street, Bridge Street, Beech Rd.

### 2. The Grant

- 2.1. The grant covers up to 50% of the total expenditure on a project, up to a limit of about £1000. This means that you will still need to finance the remaining amount. 'In-kind' contributions such as DIY labouring/painting are welcome but will not contribute toward the match-funding.
- 2.2. We have set a maximum grant of £1000 per project in order to assist as many businesses as possible, but there may be special circumstances where this could be increased.
- 2.3. Applications for funding can be submitted at any time, but funded works must be completed by **31 March** .
- 2.4. Once the fund is exhausted, no more applications will be considered.
- 2.5. The administrators may refuse any application even if funding is still available.
- 2.6. Applicants are able to claim against the following costs:
  - 2.6.1. Physical work necessary to deliver the improvement
- 2.7. The following work will be considered eligible for support:
  - 2.7.1. New shop fronts that are in keeping with the conservation area.
  - 2.7.2. Repair, releveling or replacement of private paved areas to the front of the premises, with suitable heritage materials.
  - 2.7.3. Repair and reinstatement of any part of a shop front fixture that is visible from the street
  - 2.7.4. Re-instatement of original architectural features e.g. ornamental masonry, sash windows(if rooms are used as part of business), stucco and other applied finishes or details, historically patterned woodwork, ornamental metalwork or other features of historic significance.
  - 2.7.5. Repainting of shop front in suitable heritage colours, to be agreed, but taken from the Little Greene 'Colours of England' chart – see <http://www.littlegreene.com/paint/collection/colours->

[of-england](#) (paint does not have to be bought from this supplier, but the colour used must be the same)

- 2.7.6. Repair and reinstatement of guttering and downpipes to match historic materials
- 2.7.7. Repainting or re-rendering prominent elevations in suitable heritage colours, to be agreed, but taken from the Little Greene 'Colours of England' chart – see <http://www.littlegreene.com/paint/collection/colours-of-england> (paint does not have to be bought from this supplier, but the colour used must be the same)
- 2.7.8. Repair of external stonework and brickwork and replacement of stonework or brick work
- 2.7.9. Re-pointing using traditional materials
- 2.7.10. Pedestrian access improvements – to comply with the Disability Discrimination Act
- 2.7.11. External signage (following HPBC guidelines for Conservation Areas where applicable)
- 2.7.12. Repainting, repairing of upper windows at same time as shopfront if these are used as part of the business.

2.8. All work is subject to the relevant permissions being secured (see section5)

2.9. The scheme does not support:

- 2.9.1. Works which have already been undertaken or any works which are started prior to a formal offer of grant funding being made.
- 2.9.2. Structural repairs including re-roofing
- 2.9.3. Internal repairs and alterations
- 2.9.4. External shutters and other security devices (e.g. CCTV)
- 2.9.5. Window display equipment
- 2.9.6. Plastic or PVC style windows.
- 2.9.7. Internal security grilles and or security glazing (e.g. laminated or strengthened glass)
- 2.9.8. Any element of the works which W4W or the conservation officer have objected to.

2.10. The scheme will only provide grants to premises in the eligible area. Please note that grants are discretionary and subject to availability of funds. The inclusion of a building within an eligible area does not give any automatic entitlement to a grant.

2.11. The grant cannot be claimed against any VAT element of expenditure. Therefore subtract the VAT element from the total costs before dividing by 2 to determine your grant payment.

### 3. Shop front design

3.1. The scheme is not intended to create a uniform style to shop front design in Whaley Bridge. Within the scheme we encourage diversity and distinctiveness in terms of designs, details and colours whilst retaining the principles of good design associated with the historic town centre and our own guidelines.

3.2. We recognise that some buildings require a more 'modern' look and that high quality modern design can add significant value to the townscape. As a general principle we ask that projects seek to balance imaginative design with the historic context of the building and the wider area.

### 4. Do I need Permission?

4.1. If you are unsure whether any permission is required, consult with the planning department at HPBC. <http://www.highpeak.gov.uk/hp/council-services/planning-and-buildings>, or ring 03451297777 and ask to speak to a planning officer. By all means chat to W4W or the conservation officer about anything prior to this, but we are not planning experts and if there is any doubt we will refer you to the above.

- 4.2. Most alterations to shop-fronts within Whaley Bridge would require permission under the Planning Acts, Advertisement regulations or both, and work carried out without the applicable consent may result in enforcement action or prosecution by HPBC.
- 4.3. Planning permission is required for works that involve a material change to the external appearance of a shop or building. Such works include alterations to the fascia, the windows or the doorway, changes to the materials used or the installation of blinds or security shutters.
- 4.4. The complete or partial demolition of an unlisted building within a conservation area will require planning permission. This includes the removal of features which give the shop front character, such as stallrisers, fascias or window frames. Almost all of Whaley Bridge's Town Centre is located within a conservation area.
- 4.5. Any alteration which affects the special historic, artistic, or architectural interest of a **listed** building (including character and appearance) will require listed building consent. Such works include alterations to architectural details, alterations to the interior, the installation of shop front security measures, replacement of windows and in some cases the repainting of a shop front in a different colour.
- 4.6. Advertisement consent is required for the display of certain types of signs in particular locations.
- 4.7. If you are unsure whether any permission is required, consult with the planning department at HPBC. <http://www.highpeak.gov.uk/hp/council-services/planning-and-buildings>, or ring 03451297777 and ask to speak to a planning officer. By all means chat to W4W or the conservation officer about anything prior to this, but we are not planning experts and if there is any doubt we will refer you to the above.
- 4.8. It takes HPBC about two months to decide on a planning application, advertisement consent or other statutory consent. You will need to build this into your timetable for carrying out your project.
- 4.9. It is your own responsibility to determine if you need planning permission. The scheme administrators will not be liable for any penalties incurred as a result of the grant applicant failing to obtain the relevant permissions.
5. How do I apply?
  - 5.1. In order to consider your application we would require the following:
  - 5.2. Completed Application form including the full details of the work that you wish to carry out and any supporting evidence
  - 5.3. Proof of ownership/lease – if you do not own the property you will need to provide proof that you have permission from the owner to carry out the works. The building owner must countersign your application to show that they have given permission for the works to be carried out.
  - 5.4. Details of the permissions that will be needed to carry out the work and proof that the permissions have been granted. If you are submitting your grant application prior to receiving the permissions, please submit a copy of the decision as soon as you get them. Please note that we will not make any payment until this has been provided.
  - 5.5. A current photo of the shop front and any available visuals of what it will look like following the work.
  - 5.6. Cost estimates including any professional fees. Any individual item with a cost exceeding £1,000 will need to be supported by three valid quotes and your justification, if you do not intend to use the lowest.
  - 5.7. If applicable, evidence that you cannot reclaim VAT.
6. How is the decision made?
  - 6.1. Your application should be sent to: The Town Clerk at [townclerk@whaleybridgetowncouncil.gov.uk](mailto:townclerk@whaleybridgetowncouncil.gov.uk)  
Alternatively you can post it to the Town Clerk at the Mechanics Institute, addressed to: Town Clerk, Mechanics Institute, Market St, Whaley Bridge SK237AA

- 6.2. Applications will be considered by a small panel from Whaley4Wards and then proposed for acceptance by the WBTC Regeneration committee and the Town Council.
  - 6.3. Particular priority will be given to those projects which result in the reopening of shops or the creation of jobs. Where there are several similar applications, priority will be given to those that are deemed to make the most significant impact to the improvement of the town centre.
  - 6.4. There is no obligation on the scheme administrators to accept an application even if there is remaining funding and no other applications.
  - 6.5. We will also prioritize projects which can be carried out quickly, in order that we can make use of the available grants in the available time period.
  - 6.6. We also prioritize projects where applicants seek as part of the project to retain or preserve any historic or architectural details of interest, such as maintaining the metalwork associated with old shop blinds, even if the blind is not to be used.
  - 6.7. The panel will meet regularly and a decision will be made on your application at the next possible meeting, unless further information is required from you. All grant offers will be made in writing. If your project requires planning permission and your grant is approved we will write to you making an in-principle offer of funding, we will then issue a formal grant offer letter as soon as permission is granted. Full details of the conditions that apply to the grant will be set out in the grant offer letter.
  - 6.8. All grants will be conditional on you securing appropriate planning consent. The scheme operates independently of the planning process and any offer of a grant does not imply that planning consent will be granted.
  - 6.9. Following completion of the works, you will be required to maintain the property to a satisfactory standard for a minimum of two years.
  - 6.10. Grants will be paid on production of invoices from contractors showing a detailed breakdown of costs and proof of payment. Payments will be made after all works are completed, and following an inspection by the panel from W4W to ensure works were carried out as agreed. All works must be completed, and invoices submitted by 31 March. Grants are not paid against the VAT element of any invoices.
7. What happens after a decision is made?
- 7.1. Following a decision to support your project, we will work with you via email and phone to agree on a colour scheme and on the final details of your project. We may make suggestions which we believe could make a difference to the look of your project within the conservation area. Once this process is complete, we authorize you to go ahead with the works.