



**1 /**

Remember that the aim of the fund is to help our high streets thrive despite the ongoing economic challenges they face.

**2 /**

Read the question and follow the bullet points in the application form.

**3 /**

Remember that each question counts towards the final score and take note of the weighting. Make sure you answer all elements of the question.

**4 /**

Make your proposal place-based: take the time to find out what else is going on in the area and how your project can fit in. Give us evidence that local businesses and community groups are behind your idea.

**5 /**

Focus on the outcomes and be clear about how you will measure impact on local businesses.

**6 /**

Justify your costs clearly, think about other match funding opportunities such as crowdfunding — we want to see value for money in what you are asking for.

**7 /**

Include risks and key milestones, we want to see a plan that shows you have considered these.



**8 /**

Exceed the page limit for each question.

**9 /**

Give us unnecessary detail — focus on the project you are applying for.

**10 /**

Try and make your project do too many different things — keep your ideas focused and achievable.

