



**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<sup>1</sup>: 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 the 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're asking for.

**7/**

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



**8/**

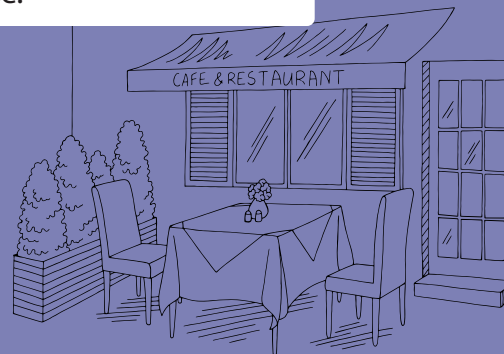
Exceed the word limit for each question.

**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.

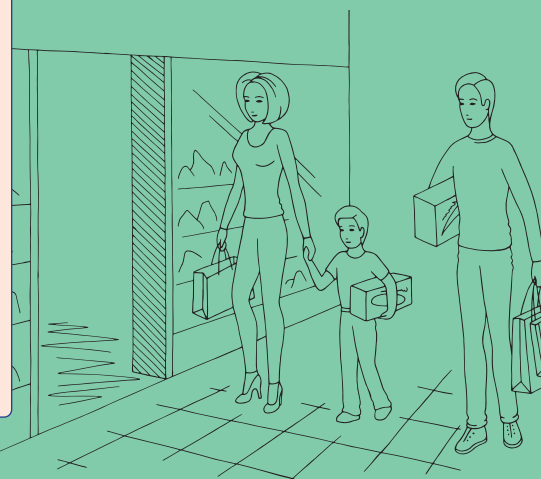
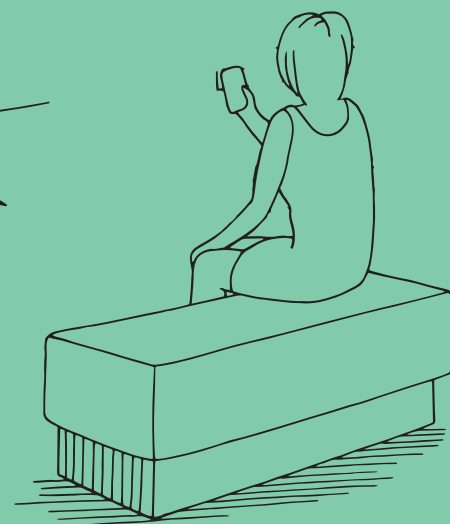


<sup>1</sup>. The council encourages a place-based approach to town centres and high streets which means tailoring projects to the specific needs and strengths of the town centre and working in partnership to address complex challenges found in a specific area.



## Things to consider

- Ensure you **read the Thriving High Street Fund prospectus** and ensure your application responds to all of the questions and aligns with the Fund's aims and objectives.
- If you are applying as part of a group or network, it is important that you **nominate a lead** who will be the main point of contact **throughout the project life cycle**.
- If you are not a business, **you will need to be a constituted organisation** that can act as an accountable body for the funding. This means that you have a written constitution or governing document outlining how you are run and your decision-making processes.
- If you are successful, **you will need to have a bank account** in which you can receive grant funding.
- If you are successful, **your project will be monitored at defined points** by a council officer. You may be required to show evidence that you have achieved the outputs and outcomes set out in your application. You will need to carry out an evaluation of your project at the end of the activity which will provide learning for future activity.



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