

# Discover Halifax Shop Front Improvement Scheme

## Application Guide

### Introduction

The **Discover Halifax Shop Front Improvement Scheme** is here to support businesses in enhancing their shopfronts, improving the town centre's overall aesthetic appeal, and attracting more visitors. We understand that applying for funding can feel overwhelming, so this guide is designed to make the process simple and straightforward.

This guide is not just a summary of the fund but a practical tool to help you submit a **strong application** and improve your chances of success.




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## How to Write a Strong Application

### 1. Clearly Define Your Shopfront Improvement Plans

A strong application starts with a well-thought-out plan. Ask yourself:


- What improvements do you plan to make? (e.g., *repainting, installing new signage, upgrading window displays, adding planters*)
- How will these improvements enhance your shop's appearance and attract more customers?
- How do the improvements contribute to a more inviting town centre?

 **Tip:** The more specific your application, the better. Instead of just saying, “**We will improve our shopfront,**” explain **how**—e.g., “**We will repaint the exterior in a fresh, welcoming colour and install a new sign with modern, easy-to-read lettering.**”

### 2. Provide a Detailed Cost Breakdown

Your budget should be **clear and justified**. A weak application will list vague costs (e.g., “*Shopfront improvements - £1,000*”), whereas a strong application will provide a breakdown:


- ✓ **Painting & materials:** £200
- ✓ **New signage:** £600
- ✓ **Decorative elements** (new lighting): £200

 **Tip:** Discover Halifax will **match up to £500** of your total cost, but you **must contribute at least 50% of the total cost** yourself. Ensure your budget aligns with this requirement.

### 3. Include Supporting Documents

To strengthen your application, **provide evidence** of your planned improvements, such as:

- ✓ At least **one quote** from a contractor or supplier
- ✓ Photos of your **current shopfront** (*before improvements*)
- ✓ A rough sketch or **mock-up** of the proposed changes (*if applicable*)

 **Tip:** Applications without supporting documents may be **delayed or rejected**. Providing clear documentation helps demonstrate your commitment and planning.

### 4. Ensure Your Application Meets the Fund's Criteria

Your improvements must:

- ✓ Focus on **external shopfront enhancements** (*internal upgrades are not eligible*)
- ✓ Be **completed within 3 months** of approval
- ✓ Align with **Discover Halifax's** goal of making the town centre **more attractive and vibrant**



#### **Example of a strong application:**

*"Our café's signage is outdated and difficult to read. We plan to install a modern, well-lit sign (£600) and repaint the exterior in warm, inviting colours (£400). These changes will improve visibility, attract more foot traffic, and contribute to a more visually appealing high street. We have attached a supplier quote and a mock-up of the new sign. We are ready to proceed upon approval and expect completion within eight weeks."*


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### What Happens After Approval?

If your application is successful:

-  **You must complete the improvements within 3 months.**
-  **Funding is provided upon approval. However, as part of the agreement, you will need to submit the following after completion to ensure funds have been utilised correctly:**


- **Photos** of the completed work
- **Receipts/invoices** from suppliers or contractors

 **Tip:** Discover Halifax will feature your shopfront improvements on **social media and in marketing materials** to showcase the positive impact of the fund while also promoting your business.

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### **Final Checklist Before Submitting**

- Have you clearly described your shopfront improvements?
- Have you provided a **detailed budget breakdown**?
- Have you attached **at least one supplier quote**?
- Have you ensured your improvements align with the **fund's objectives**?

 **Once your application is ready, submit it online via the application form.** If you need help, we're here to support you throughout the process.

For further guidance, contact us at [ProjectManager@HalifaxBID.co.uk](mailto:ProjectManager@HalifaxBID.co.uk).

We look forward to seeing your application! 