

Business Application Form 2022

Please fill in this funding application form and then send it to hello@stokeontrentbid.co.uk.

Prior to completing this form, please take time to read the guidance notes relevant to funding applications for the Business Visual Improvement Fund 2022. If you have any questions, please contact us on hello@stokeontrentbid.co.uk or 07944 210428.

| Section 1: Will your business idea of Visual Improvement deliver against one or more of the following aims of Stoke-on-Trent City Centre BID? Please tick as appropriate. | Yes | No |
|--|------------|-----------|
| Increase footfall within the BID area | | |
| Raise awareness of the city centre's unique offerings | | |
| Enhance and improve the experience of those visiting the BID area | | |
| Deliver a strong marketing offer to highlight Stoke-on-Trent City Centre's hidden gems | | |
| Increase the safety of those visiting the BID area | | |
| Provide a cleaner and greener environment to attract visitors | | |
| Reduce anti-social behaviour and crime within the BID area | | |
| Enhance and improve the streetscape of the BID area | | |
| If you answered yes to at least 3 questions, please continue with your application. If you did not, on this occasion you are not eligible to apply for the fund. | | |

| Part 2: About the applicant. Please tick as appropriate and enter a comment where prompted. | Yes | No | Name of individual or organisation |
|--|------------|-----------|---|
| I am applying as a sole trader based in the BID Levy Area | | | |
| I am applying as part of a community group based in the BID Levy Area | | | |
| I am applying as part of a registered organisation/business based in the BID Levy Area | | | |

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|--|--|
| Main contact: | |
| Job title: | |
| Contact number: | |
| Email address: | |
| Address (Building name/number and street): | |
| Postcode: | |

| Part 3: About your business idea / initiative | |
|--|--|
| Name of Business: | |
| Summarise in one sentence the aims of your business improvement: | |
| Total amount of funding required from Stoke-on Trent City Centre BID (maximum £300): | |

Total amount of funding you require in total for your business improvement:

Summary of your application: In the box below, please describe and explain your business improvement in more detail.

What is the start date for your business improvement idea?

Demonstrate how your business idea / initiative represents good value for money:

Examples may be –

Have you sourced the cheapest materials and received comparable quotes? Where possible, have you sourced volunteer time as opposed to paid? Can you demonstrate the people / businesses you are working with are the best available?

Please itemise any costs to your business idea / initiative including all sources of match-funding

