



## **Stoke-on-Trent City Centre Business Improvement District (BID)**

### **“CREATE BUSINESS” Fund 2021**

The Stoke-on-Trent City Centre Business Improvement District (BID) has set aside £15,000 per financial year to contribute towards a selection of creative and innovative businesses and new project ideas that will have a positive impact in the BID area. Awards in the amount of £3,000 (maximum) will be given to 5 selected businesses.

All projects submitted must align with the BID's strategic aims and will be assessed against these aims when the applications for funding are awarded. Applications will only be accepted from those adding extension / additionality to existing business ideas that now need to grow and develop. The applicant must present the 'extension / additionality to their existing project' within their application.

#### **Stoke-on-Trent City Centre BID's Strategic Aims:**

- 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

Applicants' proposals must support and enhance one of the project areas from within the BID's business plan. Businesses applying can be for-profit or not-for-profit, but must be able to identify the positive economic, environmental or social impact of their project. Applications can be made to the Stoke-on-Trent City Centre “CREATE BUSINESS” Fund once a year. A panel will meet to assess and award accordingly.

## Who can apply?

Individuals, businesses, community groups, associations and organisations who have a good business idea but need a small amount of revenue funding to develop, test and launch their activity can apply. Examples of requests for funds would include (but not be limited to):

- New retail (store or market)
- Food & drink
- Additional plans for an existing business

To be eligible for the Stoke-on-Trent City Centre “CREATE BUSINESS” Fund, you must:

- Be providing a business idea / initiative aimed at improving and enhancing Stoke-on-Trent City Centre
- Be based in England
- Be a registered organisation, community group, association or an individual
- Ensure your idea is for the benefit of the city centre
- Be able to at least match fund the amount requested of the BID; this needs to be evidenced in the project action plan

## Funding criteria: Things to consider as an applicant

The BID receives a high proportion of requests for funding; therefore, your application needs to be clear, compelling and provide a concise rationale as to why it will support the BID’s primary objectives for the city centre.

- Do you have an idea or project that intends to drive footfall and increase footfall in Stoke on-Trent City Centre?
- Do you have a city centre project that requires grant funding to help deliver it?
- Does your project match the aspiration of the BID’s business plans?
- Do you have an action plan for your project with timeline and metrics?
- Is your application to provide an extension / additionality to an existing business?
- How is the rest of the project being funded?

Please also note, the BID has to be able to show Return On Investment to its levy payers. Therefore, any publicity about the activity would need to include suitable coverage about the BID’s input. All successful applications would be publicised by the BID through platforms such as press releases, website coverage, social media and other avenues, therefore those applying must acknowledge this in advance. To view the Stoke-on-Trent City Centre BID Business Plan and the BID area, visit [www.stokeontrentcitycentre.co.uk](http://www.stokeontrentcitycentre.co.uk) and click the relevant link at the top of the page.

## Examples of what we are looking for...

1. I want to open a zero waste mini-market. **We’re listening!**
2. I want to open a cake decoration shop. **We’re listening!**
3. I have a dessert shop but want a donut machine to add to my offering. **We’re listening!**
4. I want to open a unit offering pottery classes. **We’re listening!**
5. I want a space to offer meditation workshops. **We’re listening!**
6. I have an idea for specialised cardboard collection for city centre businesses and recycling. **We’re listening!**
7. How about a small store specialising in pasta? **We’re listening!**
8. What about second-hand book shops? **We’re listening!**

In short, **WE’RE LISTENING!**