



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

“CREATE BUSINESS” Fund 2021 Criteria and Guidance Notes for Applicants

All applicants should read these guidance notes carefully to assist in their application form.

1. Introduction

When applying for funding, your application should demonstrate how you will achieve one or more of the following BID 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

2. Application

The application process will run as follows:

- 8 February 2021 - Initial application process opens. Application forms can be downloaded via the link on our website (www.stokeontrentcitycentre.co.uk) and returned via email (hello@stokeontrentbid.co.uk)
- 14 March 2021 - Initial application process closes
- 19 March 2021 - Initial applications assessed
- 22 March 2021 - Stage one successful applicants contacted
- 23 March 2021 to 28 May 2021 - Business plan submission
- 8 June 2021 - Business plans judged
- 15 June 2021 - Stage two successful applicants will be invited to present their plan to a Final Selection Panel
- 16 June 2021 - Success! We will contact you!

Only one grant will be awarded to an individual/organisation in any one financial year. The panel will take into consideration whether the organisation applying is 'not-for-profit' or 'for-profit' when making the final recommendation to the board.

Stoke-on-Trent City Centre BID Ltd will not fund:

- 100% of the cost of the Business will not be funded by the BID. We would expect to see that applicants are financially contributing also
- Any instance where the applicant has outstanding debt/s in dispute with Stoke-on-Trent City Centre BID Ltd

3. Awarding of funding

Judging Panel

- Applications will be assessed against the criteria
- Clarification questions may need to be asked during the process
- All applicants will be informed in writing whether they have been successful or not

Further points

- Applicants must factor in sufficient time from the application to start their business idea
- The decision of the BID Judging Panel is final. However, you are welcome to seek feedback on any decision
- Following the application submission, the applicant must inform the BID of any unforeseen circumstances resulting in any change in the application
- Once submitted, the amount of money requested cannot change
- The total amount in the written confirmation of funding is the maximum we will pay
- No funds will be released until the Conditions of Funding Agreement has been signed