



Vibrant and Sustainable High Streets Fund: Phase One – Early Activity

Section 1: Applicant Information

- Full Name
- Email
- Phone Number
- Name of Organisation
- Organisation Website
- Registered Address
- Legal Status
- VAT registration
- How long has your organisation been trading for?
- How many full-time equivalent employees do you currently have? T

- Confirm you are applying as a **Lead Applicant on behalf of a local partnership.**
- Give an outline of the nature and purpose of your local partnership. Which partners are involved? Is the partnership new or did it already exist? What arrangements (formal or informal) do you have in place?
- List all partner organisations involved. If applicable, give a company or charity registration number and a lead contact from each organisation.

Section 2: Project Information

- Project Title
- Confirm which programme you are applying to
- Confirm how much funding are you applying for
- Short description (**25 words max.**)
- Longer description to set out the activities involved and what the project is aiming to achieve (**500 words max.**)
- Where will your project activity take place? Postcode if applicable.
- Which constituency area will your project activity take place in?

Section 3: Tell us about the need for your project and the strategic fit with the programme objectives

- Explain the need for your project. Describe your High Street area and what can be found there. What are the current issues and challenges being faced? Why is a change needed now? Please provide evidence to support your answer (from surveys, research, relevant data sources, etc). (**500 words max.**)

- Have alternative options to your project been considered for addressing the issues and challenges identified in your High Street area? (**Yes/No**)
- Outline the other options that have been considered and explain why your project is the best option to address the issues and challenges identified **OR** Explain why no other options have been considered and why your project is the best option to address the issues and challenges identified (**250 words**)

- Which objectives will your project be aiming to achieve? (**Tick Box**)

- Trialling new ideas, pilot activity and innovative solutions to tackle local issues on the High Street
 - Supporting High Streets to improve their resilience, expand their offer and introduce new goods and services
 - Increasing collaboration and networking amongst different stakeholders and sectors on the High Street
 - Creating mixed-use High Streets that offer events, activities and spaces to increase footfall and staying time, enhance vibrancy, improve engagement and meet the needs of local communities
 - Improving the attractiveness and perceptions of High Streets amongst businesses, residents and visitors
 - Achieve long term sustainability in activities for continuation after the funding has ended
 - Other
- Explain how your project will meet each of the programme objectives you have selected **(500 words max.)**

Section 4: Tell us about the positive impact your project will have

- Explain what the positive impact of your project will be. What difference will it make to your High Street area and who will benefit from it? Please describe any added value the project will achieve to maximise the public benefit of the grant. **(500 words max.)**
- Tick all Outputs and Outcomes that your project will aim to deliver **(Tick Box and Text Box to Quantify)**
 - Number of businesses increasing their turnover
 - Number of businesses introducing new goods and services
 - Number of workshops and training sessions providing tailored support and advice
 - Number of community groups delivering activities in High Street locations
 - Number of new events and activities attracting residents and visitors to High Streets
 - Number of new networking events bringing high street stakeholders together
 - Number of vacant / empty units adapted or repurposed
 - Increased levels of footfall
 - Increased dwell time
 - Number of people reporting an improved perception of the High Street or Town Centre (qualitative survey data)
 - Other
- Explain how your project will achieve the quantities of Outputs and Outcomes specified above. Please provide evidence to support your answer (from surveys, research, previous projects, etc). **(500 words max.)**
- For each Output or Outcome selected, give some context to explain the existing levels of activity you are experiencing. What is the baseline level that you will be measuring from? **(250 words max.)**
- Explain the legacy that your project will have. Will the project continue to deliver and produce benefits after the funding from this programme ends? **(250 words max.)**
- York and North Yorkshire has a regional ambition to be net zero carbon by 2034 and carbon negative by 2040.
Explain how your project contributes to or aligns with this ambition. You may use this [summary of the Routemap to Carbon Negative](#) to guide your answer **(250 words max.)**

- Explain how your project will promote equality, diversity or inclusivity. If your organisation has an equality, diversity or inclusivity policy, please refer to this and explain how your project aligns with it. **(250 words max.)**

Section 5: Tell us about your project costs and what would happen if you did not receive grant funding

- What would happen if you did not receive grant funding? **(Drop-Down Options)**
- Explain and expand on your response. (If you have previously sought funding for this project from elsewhere and been unsuccessful, please reference this in your answer). **(250 words max.)**
- Confirm the total cost of your project.
- Confirm the amount of funding you are applying for from the York and North Yorkshire Combined Authority.
- Have you secured, or do you plan to secure, any Match Funding for the project? (Match funding may include in kind contributions). **(Drop-Down Options and Table to provide details)**

Section 6: Tell us about how the project will be delivered

- Tell us about the key milestones and delivery dates for the project activity. **(250 words max.)**
- Does your project involve capital works? **(Yes/No)**
- **If Yes**, has planning permission and/or any other building consent been secured? **(100 words max.)**
- If the procurement of contractors or suppliers is required to deliver your project, what internal rules or practices will you follow to ensure best value will be achieved (e.g. following public procurement rules, obtaining quotes, etc.) Please outline your approach. **(250 words max.)**
- Tell us about any key risks and how they will be mitigated. **(250 words max.)**

Section 7: Tell us about the people, experience, capacity and resources you have in place to deliver the project and monitor its progress

- How will the project be managed day to day? Who will be part of the Project Management Team? Are there governance arrangements in place? **(250 words max.)**
- Do you have a track record of delivering any similar project activity in the past? Please give examples of previous project activity and achievements to support your answer. **(250 words max.)**
- If successful, applicants will be issued with templates to enable the Monitoring and Evaluation of project progress and impacts. Tell us about how this **Monitoring and Evaluation** work will be completed. How will the Outputs and Outcomes specified in this application be measured and monitored? Who will do this and when? Will resources be committed to delivering this Monitoring and Evaluation work? **(500 words max.)**

Section 8: File Upload, Submission Checklist and Signature

- Please upload your completed Additional Application Information, Letters of Support and Financial Accounts information here. Any further relevant supporting evidence may also be uploaded. This may include prior research and survey work referenced in the application, or more detailed project plans and business case information.
- **Submission Checklist:**

- Please tick to confirm you have completed **ALL TABS** of the **Additional Application Information** spreadsheet.
- Please tick to confirm that, as lead applicant, your organisation is willing to absorb any cost overruns on the project.
- Please tick to confirm that, as lead applicant, you have supplied a copy of your organisation's latest audited accounts.
- Please tick to confirm that, as lead applicant, you have an appropriate personal and professional insurance cover.

Additional Application Information spreadsheet document to be completed and submitted with application. The 4 Tabs to complete include:

- **PROJECT PLAN** - Table to clarify project milestones and key dates
- **COST BREAKDOWN** – Table to provide a full breakdown of project costs and clarify the project intervention rate
- **RISK REGISTER** – Table to identify key risks and explain how they will be mitigated
- **OUTPUTS AND OUTCOMES** - Table to clarify which Outputs/Outcomes the project will deliver