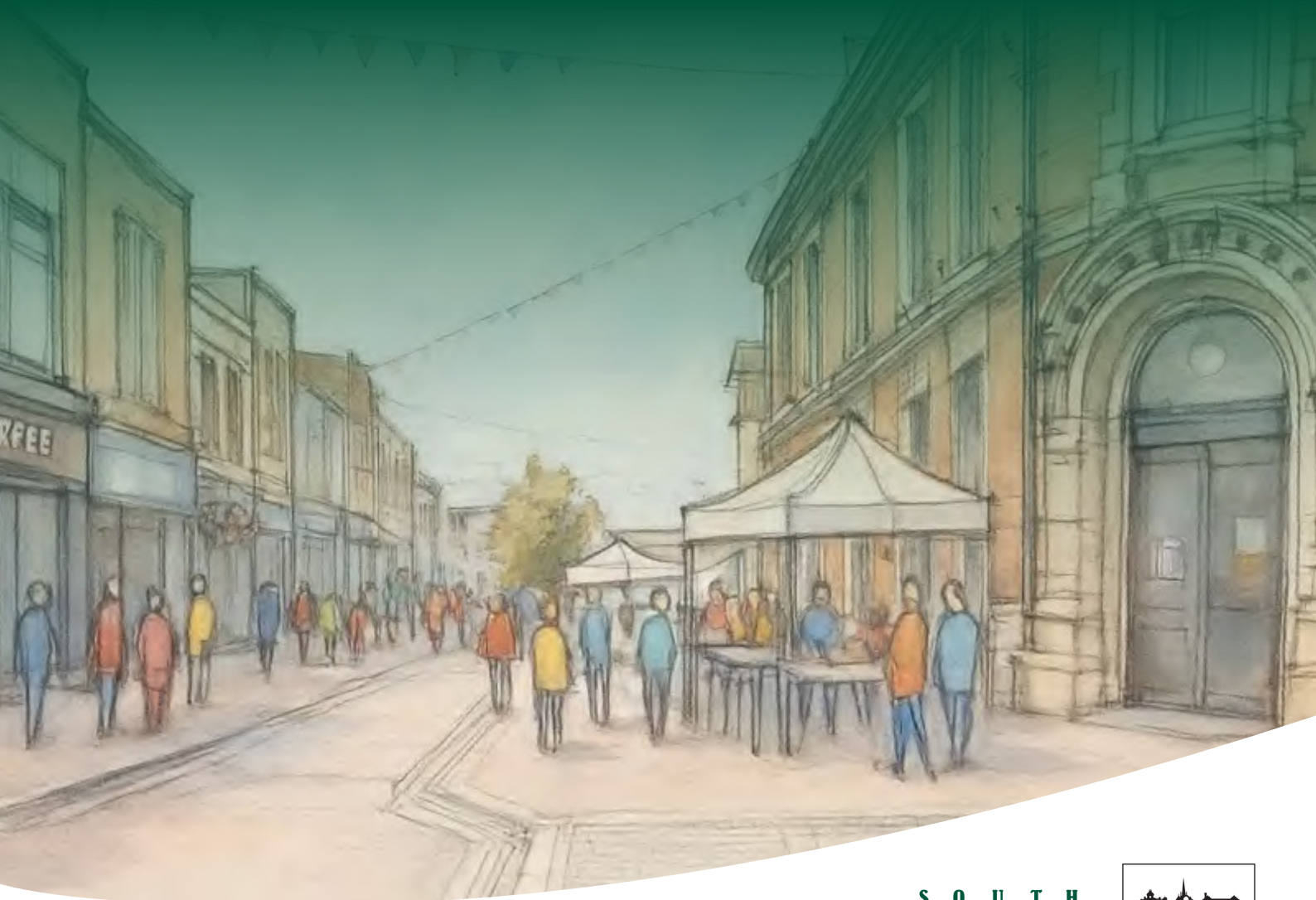


PRIDE IN PLACE

LED BY YOU – BACKED BY UK GOVERNMENT

Strengthening Spalding: Relocate, Revitalise and Refresh

*Grants for New and Existing Businesses in Spalding
Town Centre, funded by the Pride in Place Programme*



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Foreword – An Invitation from Spalding Neighbourhood Board to Invest in Spalding

On behalf of the Spalding Neighbourhood Board, I am pleased to introduce three new grant schemes. The grant schemes will be delivered by South Holland District Council. The objective of these schemes is to introduce exciting, new and diverse uses for buildings in Spalding's town centre, attract new businesses to the Town and support existing businesses to grow and prosper.

The Schemes are as follows:

- **Relocate** – Grants to support new businesses to relocate to vacant buildings in Spalding's town centre.
- **Revitalise** – Grants to support property owners to reconfigure their retail units and to convert vacant units or upper floors into accommodation.
- **Refresh** – Grants to support retail businesses to improve the design and quality of their shop displays, supported by dedicated technical advice.

The three grant schemes, £625,000 in total value, will be delivered by South Holland District Council and funded by Spalding's Pride in Place Programme. The Pride in Place Programme is the Neighbourhood Board's flagship local growth funding programme, with £20 million dedicated to Spalding over the next ten years (as part of a wider, £5.8m national Programme).

Our businesses and residents know what works in Spalding. When the Neighbourhood Board consulted residents, businesses and stakeholders on priorities for investment in Spalding, the 'Town Centre' was highlighted by two in five respondents and investment in retail by a massive 56% (of 507 respondents). These Schemes directly address these priorities by diversifying Spalding's retail offer, increasing the occupancy of units and delivering accommodation in the Town Centre. Their design is not only informed by effective grant schemes delivered across the UK and abroad, but also learning from the successful, UKSPF-funded Grants4Growth Programme, which delivered over £2.6m in public and private sector cash investment in South Holland District's businesses between 2023 and 2026.

When Spalding's businesses prosper, Spalding's communities prosper too, through jobs, housing or even just more and different places to shop. This is therefore an invitation to businesses and investors both within and outside Spalding - Join us in our journey and help us to make our unique Town Centre even better.

On behalf of Spalding Neighbourhood Board,



Robin Hancox, Chair

Relocate, Refresh, Revitalise: What Will They Deliver for Spalding?

The Neighbourhood Board have decided to provide funding for grants to businesses, investors and building owners operating within or interested in moving to Spalding Town Centre. The intent is to deliver the following outcomes:

- Delivering additional housing and serviced accommodation units in currently vacant retail space (including upper floors).
- Delivering new, needed businesses for Spalding Town Centre and diversifying the retail offer available to residents and visitors.
- Supporting business growth through improved retail displays and increased Town Centre Footfall.
- Delivering new jobs within the local economy.
- Improving the design and appearance of buildings in Spalding Town Centre.

By the end of the Programme, it is anticipated that Spalding will benefit from a more diverse retail offer and Town Centre that is used day-round, with more people living in the Town Centre. We will deliver these outcomes through three schemes:

- **Relocate (£180,000)** – Grants to support new businesses to relocate to vacant buildings within Spalding's town centre.
- **Revitalise (£290,000)** – Grants to support property owners to reconfigure their retail units and to convert vacant units or upper floors into accommodation.
- **Refresh (£100,000)** – Grants to support retail businesses to improve the design and quality of their shop displays, supported by a technical advisor.

The Funds will be delivered between **23rd October 2026 and 27th October 2028**. A full delivery timeline can be found on page 10.

Grants will be allocated on a 'first come, first served' basis. The funding allocated to each of the three schemes is detailed in brackets above (these allocations may be subject to amendment by the Spalding Neighbourhood Board, dependent on demand).

This Prospectus details:

- How to apply for the available funding
- The rules associated with the funding (with further guidance detailed in MHCLG's Pride in Place Prospectus, which can also be accessed here: [Pride in Place Programme: prospectus - GOV.UK](#))
- How applications are assessed
- How you will receive your grant if successful.

It is strongly advised to read this Prospectus in full before making an application for funding.

At a Glance: Relocate, Refresh, Revitalise

The Three Schemes at a glance:

Relocate

What will we fund?

We are looking to support businesses to move into vacant units in Spalding Town Centre, with a particular focus on business types that will compliment and diversify the existing retail offer. We are offering grants that can support with re-location to and the fit out of your new premises, alongside other costs which you may incur in moving to Spalding.

What is on Offer?

Capital grants of up to £30,000 offered at a maximum 80% intervention rate (80% of the value of the project). These can be applied to interior or exterior works to make the building suitable for the new business activity'

What do I need to do to apply?

Following approval, the grant is released on the signature of a minimum two-year lease:

- If you have identified your preferred vacant premises and you are in the process of negotiating a lease or have just agreed one and have yet to relocate, please complete a 'Relocate' Expression of Interest' form and email to LGGF@Sholland.gov.uk
- If you have not identified your preferred vacant premises or are not in the process of negotiating a lease – Do not worry! We can help, please email an enquiry directly to Economic.Development@sholland.gov.uk



Refresh

What will we fund?

To support building owners and retail businesses to improve the design and quality of their shop displays, to drive additional footfall into businesses and improve the appearance of the town centre.

What is on Offer?

Specialist Advice and Support – Dedicated specialist advice and support from a specialist retail advisor, who will with you to deliver an 'action plan' tailored to your business' needs.

Capital Grants – Grants of up to £5,000 on a 90% intervention rate will be available

What do I need to do to apply?

- Please complete a 'Refresh Expression of Interest' Form and email to LGGF@Sholland.gov.uk

Revitalise

What will we fund?

Revitalise: residential – Grants towards the cost of converting vacant upper floors and units to residential accommodation or serviced accommodation.

Revitalise: reconfigure – Grants towards the cost of reconfiguring or subdividing retail units to support occupancy by multiple businesses

What is on Offer?

Revitalise: Residential - Capital grants of up to £50,000 offered at a maximum 50% intervention rate (50% of the value of the project). These can be applied to interior or exterior conversion works.

Revitalise: Reconfigure – Capital grants of up to £30,000 offered at a maximum 50% intervention rate (50% of the value of the project). These can be applied to interior or exterior conversion works.

What do I need to do to apply?

We will only award to projects that have applied for or have received planning permission:

- If this applies to your project, please complete a 'Revitalise Expression of Interest' form and email to LGGF@Sholland.gov.uk.
- If this does not apply but you would like to discuss a future project, please contact LGGF@Sholland.gov.uk.

Eligibility - Who can Apply?

We are looking to invest in the following organisations through this Fund:

- Private sector enterprises limited by guarantee (legally limited partnerships are also acceptable).
- Sole Traders not limited by guarantee (Refresh Only)
- Social Enterprises
- Registered Charities, Community Interest Companies (CICs) and Community Interest Organisations (CIOs)
- Voluntary and Community Sector Organisations (VCSE)

We will not invest in the following types of organisation:

- Private individuals
- Sole traders (unless for the Refresh scheme).
- Organisations that are insolvent, in the process of being struck off or classified as being an 'undertaking in difficulty'.
- Schools

All organisations will be expected to hold a bank account with multiple signatories for the receipt of funds and to keep any grant funds ringfenced for the purposes of the delivery of the agreed project only.

What will we Invest In?

Below are some examples of the type of activity supported by each Fund:

- **Relocate** – A new shop display or frontage for the new business or high quality re-branding/signage, internal fit out costs (e.g. shelving, new flooring) required to establish the new business in the premises,
- **Revitalise** – [Residential] Exterior works to support the conversion of the property to residential (e.g. windows, new accesses, doors) or interior works (e.g. new kitchens, bathrooms, flooring, interior decoration).
- **Refresh** – Grants to support retail businesses to improve the design and quality of their shop displays, supported by a technical advisor.



We will not invest in the following:

1. Activities of a political or religious nature, including funding for religious spaces restricted to exclusive use by one denomination.
2. Input VAT reclaimable by the Applicant from H.M. Revenue and Customs (for the avoidance of doubt, irrecoverable VAT may be met through grant).
3. Buildings that are subject to active planning enforcement cases with any Local Authority (although a grant is permissible once any enforcement notice has been fully complied with and all associated works completed).
4. Gifts
5. Statutory fines, criminal fines or penalties
6. Entertaining, including the purchase and consumption of alcohol.
7. Payments for works or activities which the Local Authority, other government agencies, project deliverer, end beneficiary, or any member of their partnership has a statutory duty to undertake.
8. Gambling.
9. Non-Project-specific working capital.
10. Interest-bearing loan finance or personal loans (with or without interest).
11. Works which require legal consent (e.g. planning permission, listed building consent) but have not secured or cannot evidence having secured those consents.
12. The installation of Solar Photovoltaic Panels ('Solar PV') on listed buildings (Grade I, Grade II* or Grade 11).
13. Projects whereby the Council will be required to take on a long-term management and maintenance liability for an asset.
14. Expenses in respect of litigation, unfair dismissal or other compensation
15. International travel.
16. Costs incurred by individuals in setting up and contributing towards private pension schemes.

Relocate, Refresh, Revitalise: Further Guidance for Applicants

Even though the initial focus is on strengthening Spalding's Market Place as the Town's retail core, most businesses in the Town Centre are eligible for one or more of these Schemes. Please read the below 'in depth' guidance carefully before making an application for a grant:

Relocate

- Vacant properties within the boundaries of Area A are the properties in scope for this Scheme.
- Businesses outside the boundaries of Area A are eligible for support to relocate to a property within Area A. This includes businesses within the wider District of South Holland.
- Businesses within Area A who wish to expand into another unit could be eligible for 'Revitalise: Reconfigure'
- Business types where there is a current over-supply of provision in the Town Centre will be excluded.
- Business types which are under-represented will be prioritised for support.
- Alongside this Prospectus, South Holland District Council will publish a list of non-eligible and under-represented business types which will be reviewed annually by the Council's Economic Development Team.
- Community and social uses (e.g. community cafes, groups providing services to the community) are permissible and eligible.

Revitalise

Residential

- Properties in both Area A and Area B are eligible. Upper floors in Area A will be prioritised for support.
- All housing delivered must meet the Decent Homes Standard and receive Building Regulations Approval before the final grant payment is made. Projects will only be considered for a grant where they are subject to a current, validated planning application and planning consents must be secured before the first grant payment is secured.
- If the converted property is sold or taken out of use as housing, the Council will recoup the grant on a ten-year decreasing sliding scale (Year One – 90% clawback, Year Nine – 10%).

Reconfigure

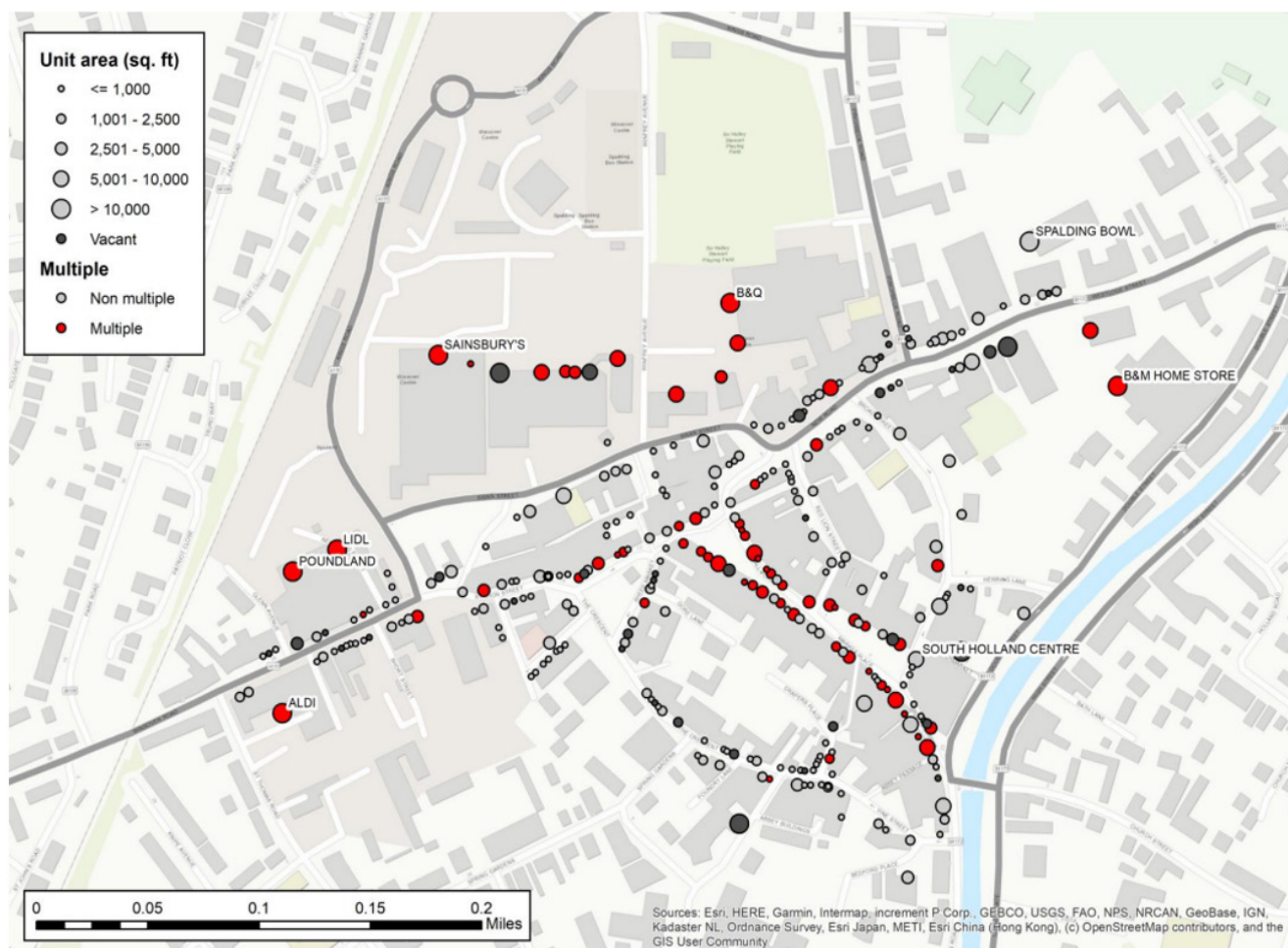
- Properties in Area A are eligible for support under this scheme.
- Speculative applications are unlikely to be successful. Applicants must demonstrate evidence of genuine market interest in the reconfigured space (up to and including leases agreed).

Refresh

- Properties in Area A are eligible for support under this scheme.
- The assumption is that this scheme will be delivered over a faster timeline than the Revitalise and Relocate Schemes (See delivery timeline below).
- Businesses will not be compelled to implement their agreed Action Plan.

Intervention Areas – Spalding Town Centre

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Our Investment Timeline

The three Funds will be delivered on the following timeline:

Milestone	Date
Launch – All Funds	23rd October 2026
Expected First Awards – Refresh	December 2026
Expected First Awards – Relocate and Revitalise	January 2027
Expected First Projects Complete	July 2027
Expected Final Grant Awards	January 2028
Scheme Close	27th October 2028

Applicants: How we will Assess your Application

Relocate and Revitalise

Expressions of Interest will be assessed using the following five criteria:

1. Strategic Fit

Alignment with the priorities set forward in this Prospectus

2. Additionality & Impact

The economic and social value generated by the investment (e.g. in terms of jobs created or number of housing units created).

3. Design

Contribution the proposal will make to positive design and alignment of any built environment proposal with Spalding's published design and conservation policies (e.g. Spalding Shopfront Design Guide, Spalding Conservation Area Management Plan).

4. Value for Money

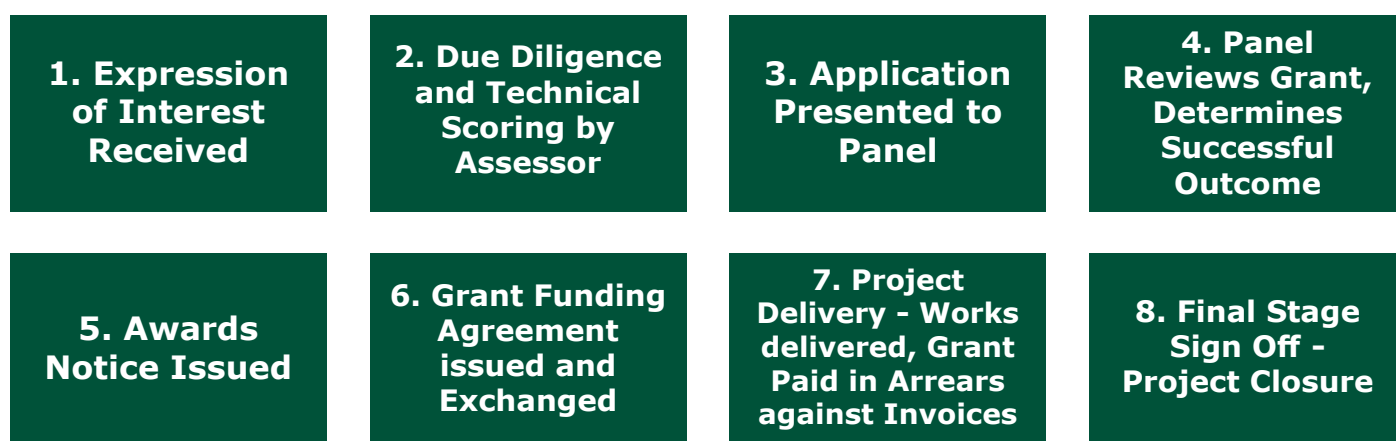
Whether the application is good 'value for money' to the taxpayer against market benchmarks and the amount of match funding/private sector investment.

5. Risk and Deliverability

The likelihood that the project can be delivered by the end of the Funds' term (October 2028) and the level of risk associated with the project.

Each application will be screened for eligibility, scored on these criteria by an assessor, whose scores will be moderated by an internal Panel of Officers. Where any application receives a score of 0 on any of the above criteria, it will be judged to be non-compliant and therefore unsuccessful.

Your Expression of Interest will be determined through the following process:



Refresh decisions will follow a streamlined version of this process – using criteria 3 (Design), 4 (Value for Money) and 5 (Risk and Deliverability) alone. Awards will be made by the Programme's Senior Responsible Officer in consultation with the Spalding Business Improvement District (BID) and overseen by the Panel.

A Note on Measuring Impact

Applicants are expected to generate and evidence measurable and quantifiable outcomes during the life of their project. We are looking for projects that deliver the following key outcomes:

- Number of vacant retail units occupied.
- Number of additional visitors to Spalding Town Centre (% increase in footfall).
- Amount of vacant floorspace occupied (m2)
- Number of additional shoppers recorded visiting individual shops
- Number of jobs created
- Number of residents reporting an improved perception of Spalding Town Centre's appearance
- Number of additional housing units created
- Reduction in the retail vacancy rate for Spalding (%)

Projects are expected to deliver and record these outcomes as a condition of grant. Guidance on how to measure and record will be provided to recipients.

Information for Applicants Receiving a Grant

Where an application is successful:

- The Applicant will receive a written notification of award detailing the amount of award, conditions of award applied (if any) and details of their dedicated Contract Manager.
- 2-3 weeks later, the Applicant (now the Recipient) will receive a legally binding Grant Funding Agreement for review. Once this has been formalised, the project will move into delivery.

Afterwards, there will be regular Contract meetings held between the project and the Contract Manager, at an interval agreed between the two parties until the completion of the project.

Procurement - Rules for the Purchasing of Goods and Services Using Your Grant

As grants are public funds, Recipients must comply with rules around procurement. For all items where grant aid over the value of £4,999 (net of VAT) is spent on a single item, Recipients must request and supply to their dedicated Contract Manager at least three written quotes from suppliers of goods, works or services. Where Recipients are uncertain about where procurement implications occur, they are encouraged to contact their designated Contract Manager.

How We Will Pay You

- The standard practice is that grants are paid in arrears once expenditure has been incurred and payment has been made in full.
- Payment will usually be electronic via BACS, disbursed on the Council's weekly payment run. The Council's standard terms of payment will apply (30 Days). These terms will be triggered upon the approval of the claim by your Designated Contract Manager.
- Organisations will need to pay for their purchases from their Organisational Bank Account before claiming the money back from the council. (Purchases through Personal Credit Cards or accounts will be deemed ineligible)
- Where the grant relates to a capital expense, evidence that the asset is based within the District will be required (if the item is movable).
- Where an organisation may face cashflow challenges with larger grants, shorter payment intervals may be organised in support of enabling that organisation to effectively deliver the project.

Acknowledging Your Grant

Appropriate acknowledgement of your grant award through Pride in Place is a condition of award. Full guidance and a communications toolkit will be provided to successful Applicants. The Fund is also supported by a dedicated Communications Officer.

Unsuccessful Applications

We expect that the application process for all three Schemes will be competitive. In this context, or for other reasons relating to the criteria, not all applications for funding will be successful. Where this is the case:

- High-level, written feedback will be offered to the unsuccessful applicant by. The Applicant may also request a Technical Advice (TA) conversation with an assessor. Due to the volume of applications received, it is not always possible to offer very detailed feedback on all applications.
- An unsuccessful application does not preclude the Applicant from re-applying in future rounds, though the expectation is that any new application consists of a project that is either materially different from the proceeding application or that the new application appropriately addresses areas of feedback previously given.
- There is no right of appeal on decisions made through the process. They are final. However, if an Applicant feels that there have been procedural irregularities, representation can be made formally via a complaint to LGFD, which will be arbitrated in the first instance by the Group Manager – Local Growth and Funding Delivery. The final arbiter is the Programme's Senior Responsible Officer.

We encourage Applicants not to be disheartened by an unsuccessful decision and not to allow this to dissuade them from pursuing their project. It may be the case that a re-application is appropriate or that there are other public, private or third-party funds that Applicants can access in support of delivering their project.

Applicants and Recipients: Frequently Asked Questions

1. My application has been rejected, are we able to reapply?

Yes. Applicants can reapply if they have received an unsuccessful notice as long as the revised application has followed feedback and is not a resubmission of the substantively same application as prior without any amendments. If in doubt, please consult Local Growth and Funding Delivery for advice.

2. How is VAT accounted for within the grant?

If an organisation is registered for VAT, they cannot claim the VAT element of any expenditure. For example, if they are spending £60,000 (purchasing a piece of equipment for £50,000 + VAT) they can only claim against the £50,000 net cost.

If an organisation is not VAT registered, they are entitled to claim against the gross cost. In the above example the full £60,000 would be treated as the eligible cost.

3. Can I bid for activity outside of the designated areas of Spalding Town Centre (Areas A and B)?

No. The Pride in Place Fund has been allocated by the Ministry of Housing, Communities and Local Government and is precepted for disbursement within an agreed geography. This Fund has been conceived to focus on Spalding Town Centre.

4. How many grants can an organisation have at any one time? One.

A Recipient may not deliver more than one grant-funded project under this scheme at any one time.

It is, however, possible for an organisation to have multiple grants within the life of the Programme (for example, it is possible for a business who re-locates to a vacant property and later wishes to convert the upper floor to residential). However, the organisation has to complete the first grant-funded project before receiving permission to start the second.

5. What evidence do you require when we claim our grant?

Projects must submit a SHDC claim form along with evidence of necessary expenditure. Non-exhaustively, that evidence could include:

- Paid invoices and receipts
- Bank Statements
- Architects' stage certificates of completion
- Photographs of works
- Surveys and reports
- Lease Agreements

Document copies should be certified as being a true copy of the original, signed and dated. Guidance will be provided by your designated Contract Manager.

6. Can we claim overhead costs, contingency or profit?

We will not directly fund non-project specific working capital or profit, although recognise that it may be necessary to fund a proportion of Overhead and Profit cost for sub-contractors. This should be approached in line with the rules on procurement using grant.

Explicit funding for contingency on projects is therefore unlikely. It is only permissible in exceptional circumstances, subject to approval by the Council's designated Contract Manager for the project.

7. How important is match funding?

It is important and that importance increases with the scale of the project.

Match funding allows the Council to maximise the value for money of this Fund to the taxpayer and also, to generate significant additional investment in the local economy and local communities.

Match funding for this scheme should be 'cash' match (i.e. a financial contribution towards the cost of the project). Applicants are expected, as part of their application, to detail their match funding and the source of their match funding.

8. Will you consider projects that are already running?

Yes. We are looking for additionality so we will not duplicate existing activity or displace existing, secured funding for a project. However, we will support projects already in the pipeline where the grant can be proven to add value (for example, further enhancing a shop display or enabling a conversation to deliver a 2-bed rather than a 1-bed unit).

9. What do I do if my decision comes slightly later than expected or highlighted in the timetable above?

The Council is committed to ensuring that the timetable detailed in 'Our Investment Timeline' is followed. However, sometimes, factors outside of the Council's control mean that there are occasional delays. In these circumstances, projects will receive timely communication informing them of the reasoning and expected length of any delay, as well as any relevant further instructions for action.

10. What is Subsidy Control and does it affect me?

In most cases, grants made under this Scheme are not expected to take recipients beyond the subsidy control thresholds set by the UK Government.

Unless a grant recipient receives in excess of £315,000 (when adding their award to any grant aid they've received within the current financial year or the previous two) there is unlikely to be a need to classify or justify the support being offered and to comply with the majority subsidy control measures as contained in the Subsidy Control Act 2022.

We will however, as a matter of course, need to ask grant applicants the value of any recent previous support to eliminate any risk of non-compliance and to determine if the Grant can be considered as Minimal Financial Assistance under the Act. This will be done through the medium of a Subsidy Control Declaration, which successful applicants will be expected to complete, sign and return to the Council.

11. My application has been rejected, are we able to reapply?

No.

12. Can I seek a quote from or appoint a family or friend to contract for the grant funded works?

You must declare any potential conflicts of interest before seeking the quote or entering into the contracting arrangement. The Council's designated contract manager reserves the right, at their sole discretion, to request the exclusion of a contractor on grounds of conflict of interest. Where conflicts are undeclared, the Council has recourse to reclaim funds under the terms of the Grant Funding Agreement. A discussion prior is therefore strongly advised.

13. Can I apply for a grant to pay for enforcement works?

No. Generally, where buildings are subject to active planning enforcement, they will not normally be considered for a grant. However, if owners successfully resolve outstanding enforcement issues prior to applying for a grant, then those prior issues have no bearing on their ability to secure a grant. We welcome a conversation about how the Council can support you as a local business owner in the round.

11. Does receiving a grant exempt me from the payment of planning fees?

No.

For all enquiries, please contact the Fund's Delivery Team,
Local Growth and Grant Funding (LGGF)
at LGGF@Sholland.gov.uk

Data Protection Statement

South Holland District Council will be the joint data controller in processing information for this Programme, as it is delivered by a Service that is shared across the three Councils. We may need some personal information to process applications made under this Fund. The information associated with your application will be held at South Holland District Council (physically and digitally) for no more than six years after the conclusion of your Grant Funding Agreement. Successful applicants' contracting documents will be held in physical copy at South Holland District Council in a secure environment, in line with standard procedure on the storage of Council contracts.

Dependent on the category of information, information collected may be subject to the provisions of the Freedom of Information Act (2000).

The Councils will collect your contact details so that we can provide this Service. We will collect information on your grant and may relay this data (though not sensitive personal information) to third parties, including the Greater Lincolnshire Combined Authority. This may be to support marketing activity, to assess impact or in support of overall Programme evaluation. Alongside these obligations, we will share the information to third parties where there is a legal requirement to share.

Where there is a specific 'commercial sensitivity' to applications made or within projects, please make the Council aware at the time of application or through the Contract Management process.

For more information about your rights, and how the councils process data, please visit the following

<https://www.boston.gov.uk/Privacy>

<https://www.e-lindsey.gov.uk/article/6288/Privacy-Statement>

<https://www.sholland.gov.uk/article/8613/Privacy-Policy>