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# Vibrant and Sustainable High Streets Fund Phase 2 – Launch Webinar

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# Introduction

- Purpose of the Fund
- Phase 1 Overview
- Programme Objectives
- Key Principles
- Examples of eligible activities and costs
- Application Process
- Monitoring Requirements
- Q&A

# Purpose of the Fund

- Responding to the challenges High Streets are currently facing
- Bringing people back to the High Street through
  - Increasing the offer on the High Street
  - Diversifying audiences to the High Street
  - Supporting High Street businesses
  - Improving access to the High Street
  - Building strong connections between Local Businesses and Community

# Purpose of the Fund

- Impacts
  - Boost resilience and sustainability of High Streets & High Street Businesses
  - Drive an increase in the Local Economy
  - Support communities to thrive

# Purpose of the Fund

- Defining High Streets
- Changing role of the High Street

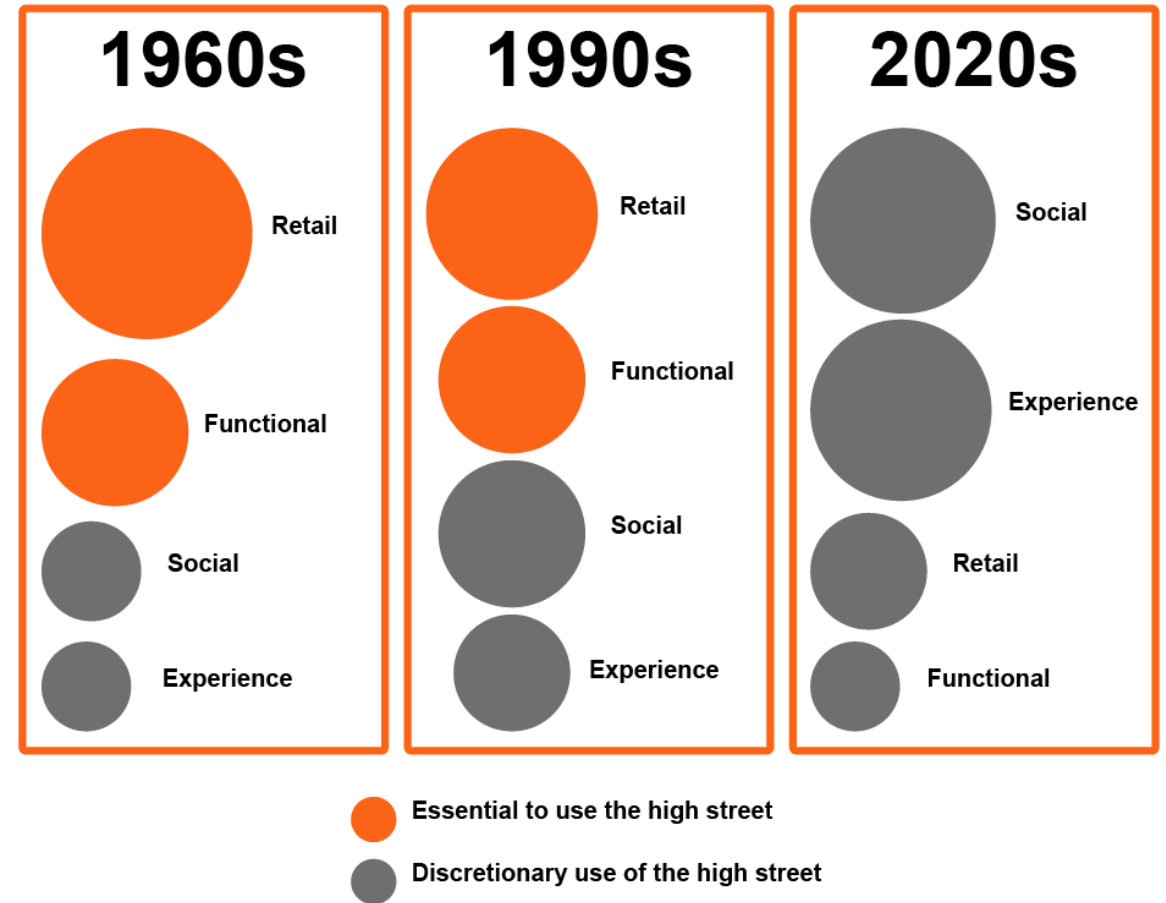
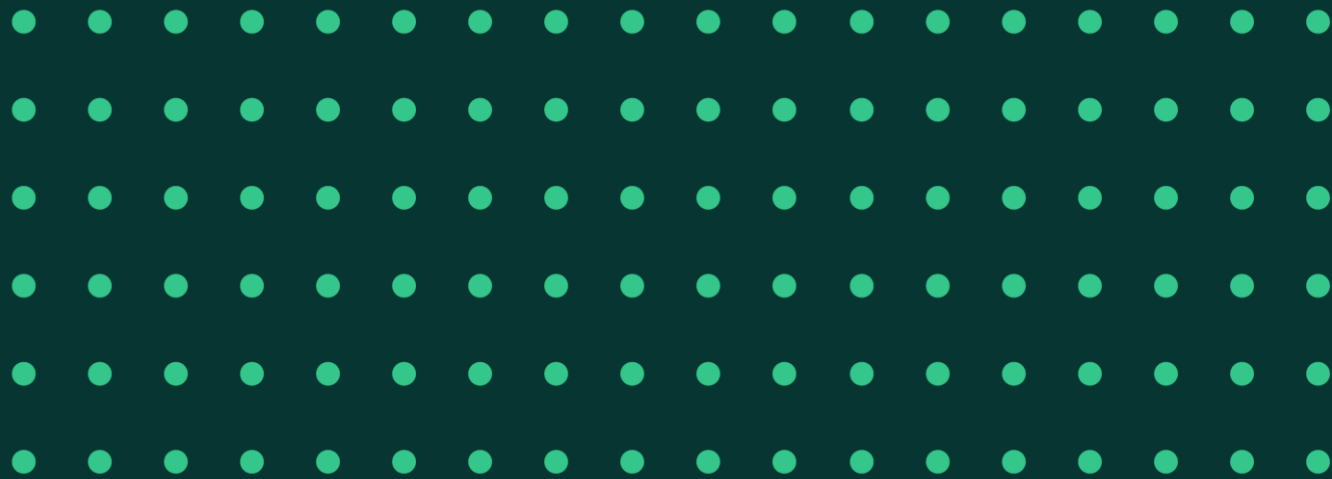


Figure: Changing role of high streets and town centres – [local.gov.uk](http://local.gov.uk)

# Purpose of the Fund

- Vibrant and Sustainable High Streets Fund Programme will be delivered over multiple opening windows



# Phase 1 Overview

# Phase 1 Overview

- 42 Applications Received
- 20 Applications Approved
- £611,240 Committed
- Remaining funds rolled over into Phase 2





Bentham

Richmond

Northallerton

Masham

Thirsk

Kirkbymoorside

Pickering

Scarborough

Ripon

Malton

Knaresborough

Skipton

Harrogate

York

Tadcaster

Selby

# Phase 1 Overview

- Lessons learned from Phase 1 have informed Phase 2
- Greater Clarity
  - Case Studies
  - Launch Webinar
- Support for working up applications
  - New High Streets Coordinators
  - Webinars

# High Streets Team



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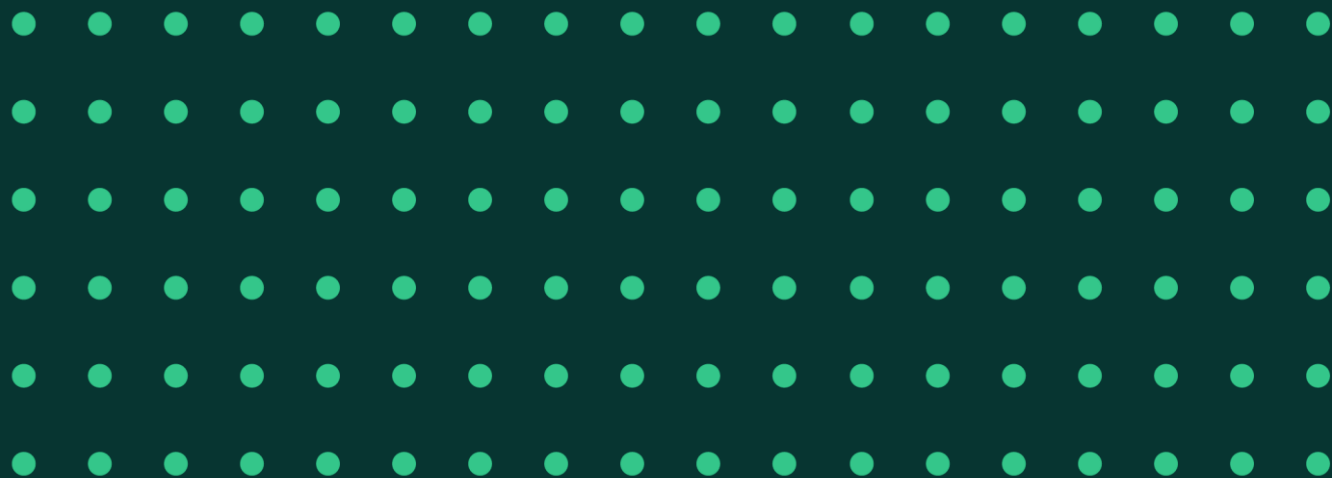
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# Phase 2 Principles

# Programme Objectives

- Trialling of new and creative solutions to tackle local issues on the High Street
- Broadening audiences through creating a range of resident and visitor experiences to promote the High Street as a destination that offers events, activities and spaces to increase spend, footfall and staying time
- Supporting businesses and community assets on the High Street to improve their resilience, expand their offer and introduce new goods and services
- Creating a High Street where businesses work alongside community partners to enhance vibrancy, improve engagement and meet the needs of local communities

# Key principles

- Open to partnerships
  - Strong partnerships will have representatives from High Street businesses and the local community
  - May be formally constituted or informal
- Lead applicant responsibilities and requirements
  - Coordinate the partnership
  - Registered company, charity or public sector organisation
  - Enter into the funding agreement & receive the funds
  - Experience of delivering projects
  - Work with YNYCA to ensure compliance with subsidy control regs

# Key principles

- Indicative £4m (Revenue and Capital) available across multiple opening windows
- Current application window: June 2025– July 2025
- Delivery window: 18 months (estimated start October 2025)
- Intended future application windows: Late Autumn 2025 and Early 2026

# Key Principles

- Grants from £30,000 to £150,000
- Level of match dependent on Total Cost of the project

Total Cost of the Project	% of Project Funded
£30,000 to £50,000	Up to 100%
£50,001 to £100,000	Up to 90%
Over £100,000	Up to 80% (up to a maximum grant of £150,000)

- Cash and in-kind can be used as match
  - At least 50% of the match must be cash
- No maximum Total Cost of project



# Key principles

- Multi-town or region-wide applications welcome – get in touch before submitting your application
- Applicants can be involved in more than one partnership – maximum Total Grant £150k
- Phase 1 applicants welcome to apply
- Grants being awarded under published subsidy control scheme

# Examples of Eligible Activity

- Re-purposing or adapting vacant units
- Delivering a targeted shop frontage improvement scheme as a local business support programme
- Capital works or initiatives to improve the accessibility or inclusivity of the High Street
- Public realm improvement works
- Providing collaborative support, training and workshop sessions to increase resilience and promote knowledge sharing
- Bringing back key services to the local High Street

# Examples of Activity

- Initiatives to support extended or different opening hours
- Developing marketing concepts and ideas that showcase your High Street
- Repurposing High Street Spaces as community hubs or pop ups
- Environmental sustainability initiatives to reduce waste or promote the circular economy
- Coordinated programme of year-round events

# Example Case Studies



London Made Me pop-up store in vacant unit – Carnaby Street  
[www.bbc.co.uk](http://www.bbc.co.uk)



Go Mezza – use of technology to audit and reduce waste  
[relondon.gov.uk](http://relondon.gov.uk)



Stirling Street Stories – Transforming empty shops into vibrant works of art  
[scenestirling.com](http://scenestirling.com)



# Example Case Studies



Rochford Banking Hub  
[www.thisismoney.co.uk](http://www.thisismoney.co.uk)



Shop frontage improvement works -  
Cross Street Oswestry  
[historicengland.org.uk](http://historicengland.org.uk)

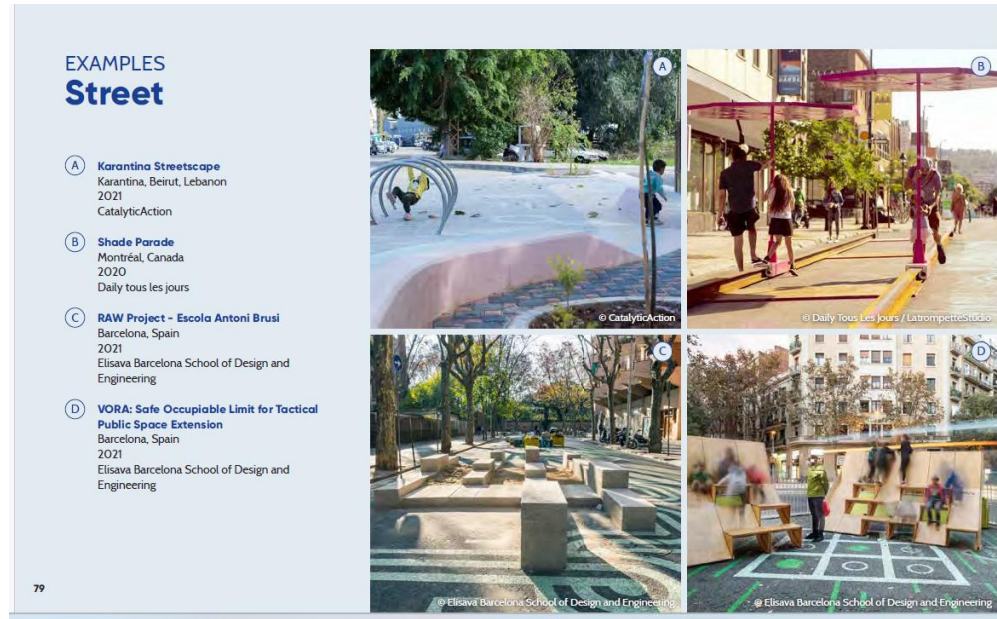


South Seeds Community Hub - Glasgow  
[southsidetoollibrary.myturn.com](http://southsidetoollibrary.myturn.com)



Access & inclusivity improvements - Morgan Motor Company  
[Visitworcestershire.org](http://Visitworcestershire.org)

# Example Case Studies



Incorporating playful features into the High Street  
Playful Cities Design Guide - [www.arup.com](http://www.arup.com)



Monmouthshire Shop Local marketing campaign  
[www.monmouthshire.gov.uk](http://www.monmouthshire.gov.uk)



Southsea community cinema on the High Street  
[www.portsmouthfilmsociety.org.uk](http://www.portsmouthfilmsociety.org.uk)



# Ineligible Activity

- Projects without measurable targets that relate to the programme objectives
- Projects which only support one business or one community group
- 'Business as Usual' and/or activities that the local authority, project deliverer, or any member of their partnership has a statutory duty to undertake
- Capital schemes delivering building fabric energy efficiency measures, energy system optimisation schemes, renewable energy generation and battery storage
- Digital trail apps (for current round, may be reviewed for future rounds)

# Eligible Costs

- Revenue costs associated with e.g. running new events, hiring facilities, developing marketing concepts.
- Capital costs e.g. purchasing equipment or carrying out improvements to public realm assets, infrastructure, or buildings
- Management fees associated with lead applicant administration of the grant and coordination of partnership (maximum 5% of total project costs)
- Costs associated with establishing baseline data, market research and stakeholder engagement
- Reasonable staff costs associated with the delivery of activity directly linked to the project



# Ineligible Costs

- Capital purchases of equipment which only benefits an individual business
- Capital expenditure on developments that have not secured the necessary permissions
- Capital expenditure on developments which will not be delivered within the Phase Two timeframe
- Expenditure on works or activity that is already fully funded
- Feasibility studies
- Recoverable VAT
- Project contingency costs and contingent liabilities
- Purchase of buildings

# Application and Appraisal Process

- Online application form
  - Attach required information
    - Financial Accounts
    - Partner Confirmation letters
    - Letters of support from other stakeholders (optional)
    - Other relevant information (optional)
  - Word version for sharing between partners
- Appraisal process
  - Initial review
  - Appraisal
  - Panel

# Monitoring and Evaluation Requirements

- Estimating values for outputs and outcomes
- Establishing a baseline
- Monitoring against progress throughout the project
- Evaluation at the end
- Applicants must ensure sufficient resource is allocated for monitoring and evaluation

# Support with Your Application

- Contact your High Street Coordinator or Locality Business Lead
- Support Webinars
  - Mastering Grant Applications – 2<sup>nd</sup> July at 10:00
  - Using Data to Support your Application – 3<sup>rd</sup> July at 10:00

# Thank you

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[yorknorthyorks-ca.gov.uk/project/vibrant-and-sustainable-high-streets-fund/](https://yorknorthyorks-ca.gov.uk/project/vibrant-and-sustainable-high-streets-fund/)