

Harrow Road shopfront improvements

The Council shopfront improvement scheme provides free architectural services and grants up to £15k, for shopfront improvement works to eligible property owners on the Harrow Road. Improvement works will focus on heritage repairs, repainting existing shopfronts and new traditional hand painted signage.

The Harrow Road shopfront improvement scheme aims to support traders and the local economy as well as improving the retail environment for shoppers, residents and visitors. This project is part-funded by the UK government through the UK Shared Prosperity Fund.



Process

Applications and shop owner sign-up

February - March 24

Submit your completed application form online by **midnight 24th of March 2024**.

There is a limited amount of funding available, therefore applications will be evaluated on:

Eligibility (Yes/No assessment) Compliance with all eligibility requirements

Impact (50% weighting) Properties located in prominent locations i.e. corner units, adjacent and clustered applications, shops within the 'primary area' (see eligibility map). Shop owners who intend to implement the full list of eligible works

Existing shopfront condition (30% weighting) Properties in a poor condition

Longevity (20% weighting) Shop owners commitment to ongoing maintenance, including remaining lease length

If successful, you will be asked to enter into a legal agreement with the Council setting out the terms and conditions of the grant.



Design

April - July 24

The Council is providing free architectural and project management services. The designs will focus on painting existing shopfronts, facade repairs and new traditional hand painted signage. Once the legal agreement has been signed, the Council appointed architect will produce two design options, a schedule of works and indicative costs per shop. The architect will apply for the required statutory consents on behalf of the applicant (planning application / listed building consent / advertisement consent / building control).



Tender

August - September 24

The architect will provide shops with a list of recommended contractors and guidance on the tender and construction process. Shop owners are responsible for obtaining 3 itemised quotes for the works and appointing a competent contractor (builder) with suitable experience to complete the works to the architects specifications.



Contractor mobilisation and construction

November 24 - February 25

Shop owners are responsible for overseeing the construction works to the architects specifications and agreed costs. Shop owners are responsible for paying the contractor.



Grant award

by the 28th of February 25 (claims made after this date will not be paid)

Once the construction works have been completed the architect will verify if the works have been completed to the agreed specification and costs. Once verified, shop owners must provide evidence of paid contractor invoices to claim the grant amount from the Council.

What works are eligible?

Example eligible shopfront improvements:



BEFORE



AFTER: painted facade and new hand painted signage

Non-eligible works

Works which do NOT comply with Westminster City Council Planning design guidance document 'Shopfronts, Blinds and Signs - A Guide to their Design'.

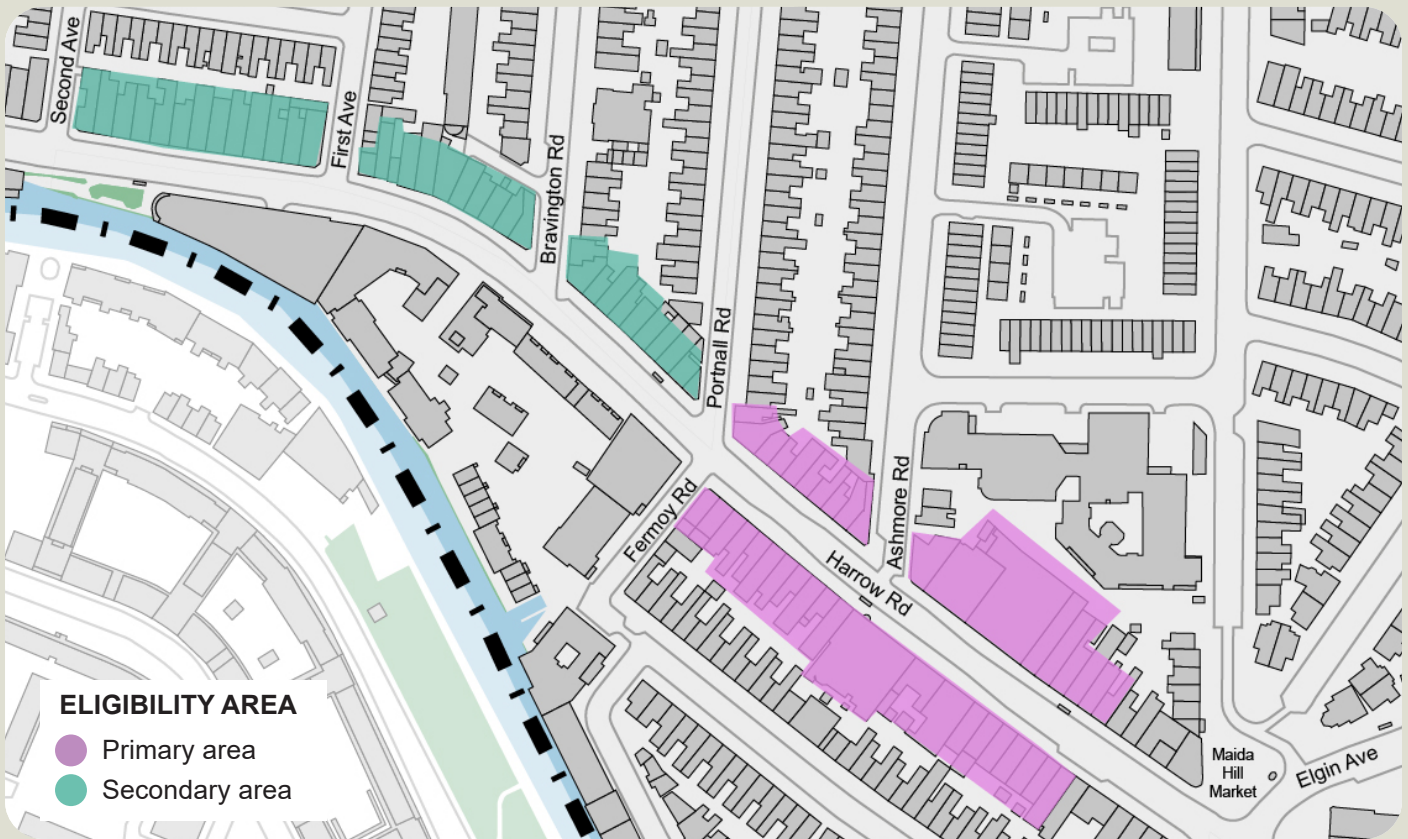
- X External and/or solid shutters
- X Security devices e.g. CCTV, or security alarms
- X Projecting hanging signs
- X Lightbox signs / Internally illuminated box fascias or projecting fascia signs
- X Any works using non-traditional, low quality or artificial materials like uPVC, plastic or aluminium
- X Internal works & visual merchandising

Eligible works

Shopfronts:

- ✓ Re-painting of existing shopfront
- ✓ New signage
- ✓ Façade repairs (e.g. brickwork, rendering and repointing)
- ✓ Repair and restoration of traditional shopfront features
- ✓ Heritage awnings
- ✓ Accessibility improvements
- ✓ Security improvements

Who is eligible to apply?



Who is not eligible?

- X International or national chain stores
- X Betting shops, pawn brokers and vape shops
- X Any applicant, property owner, business or its activities that would bring the Council into disrepute or negatively impact on the Council's reputation in any way
- X Businesses or property owners who have outstanding debts payable to the Council

Eligibility requirements

- ✓ The property must have a Harrow Road high street facing frontage within the 'primary' or 'secondary' eligibility area (see map)
- ✓ Requirement to liaise proactively with the Council and Council appointed architects and to follow the Council processes and timescales
- ✓ Requirement to enter a contractual legal agreement with the Council
- ✓ Following completion, you will be required to maintain the property to a satisfactory standard for a minimum of 5 years