

## Folkestone & Hythe High Streets Fund Application Scoring

### PROJECT INFORMATION

Project Title	<b>Sweet Memories of Hythe &amp; The Kent Model Exchange (Application 0113)</b>
Project Description	Fitting out of new premises
Applicant organisation	The Looker Newspaper Ltd
Organisation status/ type	Limited Company
Applicant contact details	Sarah White [REDACTED]
Project Address	106 High Street, Hythe CT21 5LE
The High Street	Hythe
Ward Councillors	
Total Project Cost	£32,400  £3,380 Laminate flooring £3,100 Shop signage £5,450 Stud Walling, dry lining £7,850 Re-wiring, including 2 ring mains & lighting £1,200 Heating (Electric) £1,400 Custom 12 foot shop counter £2,150 Sweet jar traditional adjustable storage shelving £1,050 Model railway racking display units x 10 at £105.00 each £1,450 Installation of toilet, basin & kitchenette £770 Alarm system & security CCTV £2,800 Lowered suspended ceiling £1,800 Staircase to basement for shop storage
FHHS Grant sought	£20,000 (61.73%)
Match funding source	Business funds

### ELIGIBILITY CRITERIA

Location eligibility	Y/N	Y
Property eligibility	Y/N	Y
Are any permissions required for project	Y/N	N – applicant states no planning consents required
Are required Permissions in place	Y/N	N/A
Notes on required permissions	Applicant states permission granted by freeholder	
Match Funding availability	Y	

Match funding source	Business funds	
Status/Credibility of applicant organisation	Limited company	
Have quotes been provided for the work	Y/N	Y
State other information is provided to support grant requested	Business Plan, quotes	

## SCORING CRITERIA

Partner Support/Business Demand		
Is there partner support for the project	Y/N	N – Details not given
Are letters of support provided	Y/N	N
Details of partner support	None provided	
Scoring criteria	<b>1</b> No indication of any partner support/low business need <b>2</b> Application indicates support of 1 partner/medium business need <b>3</b> Application indicates support of 2+ partners/high business need <b>4</b> Project is identified in CCT Economic Plan <b>5</b> Project is identified in CCT Economic Plan and/or has letters of support from at least 3 organisations	<b>Score</b>  <b>1</b>
Project Plan		
Is a business plan for the project provided	Y/N	Y – Applicant looking to relocate to a larger premises within Hythe High Street to house Sweet Shop and expanding model railway business. Larger premises will allow more stock to be on display to customers.
Is a rationale given for the project in either the business plan or application	Y/N	Y – As above
Scoring criteria	<b>1</b> No business plan or rationale for the project provided <b>2</b> Limited rationale provided <b>3</b> Sufficient rationale provided <b>4</b> A detailed rationale provided <b>5</b> A business plan is provided and the role of the project in supporting business growth/high street vitality explained	<b>Score</b>  <b>4</b>
Is a project sustainability plan provided or addressed in the business plan	Y/N	Y – Applicant states that the model railway business has grown rapidly, and with a larger premises allows further growth and thereby helping secure the business for the long term.
Is the sustainability of the project addressed in the application	Y/N	Y – As above
Strength of the long term sustainability for the project at funding ends	<b>1</b> Sustainability of project not addressed or project unlikely to be sustainable beyond grant period	
		<b>Score</b>

	<p><b>2</b> Sustainability of the project will be limited to up to one year after grant period</p> <p><b>3</b> Sustainability of the project will continue for up to two years after grant period</p> <p><b>4</b> Sustainability of the project will continue for up to three years after grant period</p> <p><b>5</b> Project will have a major impact on the vitality of the high street and/or have wide community benefit</p>	<b>3</b>
<b>Significance of the Project on the High Street</b>		
What is the justification for the project?	Moving to a larger premises on Hythe High Street. The premises have been un-occupied for several years, so require refurbishment as well as fitting out to meet the needs of the business. Moving to larger premises facilitates further growth of the model railway business.	
What is the positive impact of the project?	Brings a High Street commercial premises back into use which has been empty for several years (though a smaller premises will become vacant but can be more easily occupied). Aids the business to grow further. Applicant has pledged to fill 3 full time & 2 part time jobs.	
Strength of the significance and positive impact on the high street	<p><b>1</b> Project will have limited impact on the high street, including because it is outside the eligible area</p> <p><b>2</b> Project will have small/limited benefits to the high street with few people benefiting from it</p> <p><b>3</b> Project will have a medium impact on the high street and/or will benefit a wide group in the community or those facing disadvantage</p> <p><b>4</b> Project will have a large impact on the high street</p> <p><b>5</b> Project will have a major impact on the vitality of the high street and/or have wide community benefit</p>	<b>Score</b>  <b>3</b>
<b>Project's Value for money</b>		
Comparison of the grant size request to the significance and positive impact of the project	The sum of £20,000 is being sought, this represents 62% of the total £32,400 project cost. Taken into account the reservations with regards to funding certain elements of the project (see scoring comments), this would appear to be value for money given it will bring a high street premises back into use which has been empty for 7 years.	
Strength of the Projects VfM	<p><b>1</b> Low value for money due to grant request above £20k, less than 20% match investment and/or limited impact on High Street</p> <p><b>2</b> Satisfactory value for money due to grant request above £20k, less than 50% match investment and/or limited benefit to the High Street</p> <p><b>3</b> Good value for money due to grant request under £50k, 50% or more match investment and/or medium positive impact on the High Street</p> <p><b>4</b> Very good value for money due to grant request under £50k, 50% or more match investment and high or medium positive impact on the High Street</p> <p><b>5</b> Excellent value for money due to grant request under £50k, 50% or more match investment and project will have a major positive impact on the High Street</p>	<b>Score</b>  <b>2</b>
<b>SCORING COMMENTS</b>	The applicant runs a sweet shop and model railway business from a premises on Hythe high Street. Due to the growth of the model railway business, the applicant is planning to move to a larger premises also on Hythe High Street, which has stood empty for several years. This will help the business expand further, and as part of this the applicant has pledged to fulfil 3 full time & 2 part time jobs in larger premises.	

	<p>The sum of £20,000 is being sought, which represents 62% of the £32,400 project total. The project includes interior works to the premises, external shop signage and window graphics, and interior shop display fixtures.</p> <p>In the interests of consistency, consideration needs to be given as to whether to provide funding towards the following aspects of the project:</p> <ul style="list-style-type: none"> <li>• Installation of toilet, kitchenette &amp; basin (£1,450) – As this is not a café/ eatery, it is likely that these facilities will generally only be used by staff although the applicant has stated both food (sweets and confectionary) and drinks will be on offer within the premises (funding was declined for similar recently) within a Folkestone application.</li> <li>• Alarm System &amp; Security CCTV (£770) – CCTV within Hythe is the responsibility of Hythe Town Council (funding towards CCTV for another Hythe High Street business was declined on this basis). The applicant advises that this will also be linked to a burglar alarm system.</li> </ul> <p>If funding excludes the WC/ kitchenette/ basin and CCTV system, the requested 62% would mean a grant award of £18,711.60 (58% of entire project cost).</p> <p>If the above elements are excluded and funding is awarded at the normal 50%, the sum will be £15,090 (47% of entire project cost).</p>
<b>TOTAL PROJECT SCORE</b> Maximum potential score = 25	<b>13</b>

**RECOMMENDATIONS OF PANEL**

Agree	
Agree in principle	
Reject	

**PANEL DETAILS**

Names of Panel members	
Date of Panel meeting	