



Town Centre Frontages Grant Programme

Introduction and Expression of Interest

Please ensure you **read all of this document before** you submit your Expression of Interest form.

If you need any help or have any questions about the grant criteria, please contact the Economic Development Team at business@rugby.gov.uk

Introduction

Rugby Borough Council is delighted to announce the Town Centre Frontages Enabling Grant Programme — an exciting grant opportunity for **up to 10** property owners and commercial tenants with frontages on **Sheep Street and High Street, Rugby**, this year.

This initiative offers fully funded grants of up to **£5,000**, aimed at supporting the planning and design stages of new or improved commercial shopfronts. The goal is to enhance the appearance and overall character of Rugby's town centre, creating a more attractive and vibrant environment for businesses, residents, and visitors alike.

About the Grant

The Enabling Grant has been designed to cover the initial phase of shopfront improvement projects — ensuring all designs, permissions, and consents are in place before any physical works begin. **This is a 100% funded grant up to a maximum of £5,000.**

A grant will be launched **in the future** for physical works, which is a competitive process, with Rugby Borough Council providing up to a maximum of £20,000 towards the works, with a minimum 20% contribution from the applicant.

Other areas of the town will have the chance to apply for a grant in future years.

Eligibility

You can apply for this grant if you meet **all** of the following criteria:

- ◆ The building the grant is for buildings with frontages on **Sheep Street or High Street, Rugby**.
- ◆ The enabling grant does not cover the physical works to be done to the building
- ◆ The proposed works include at least the exterior of the ground floor (floors above will be accepted, as long as the ground floor is included at a minimum).
- ◆ All works paid for by the enabling grant must be completed by the end of March 2027.
- ◆ The building is used for commercial use only and for no form of residential activity.
- ◆ You comply with the UK Subsidy Control regime. If you have had more than £315,000 in public grants within the last 3 years, you cannot apply for this grant.

What you need before completing the Expression of Interest form:

- ◆ Read the **Council's Shopfront Design Guide** before submitting the expression of interest form and ensure that your potential project complies with its principles.
- ◆ Consent from the freeholder / landlord (this will be needed in writing at a later stage).
- ◆ You need to be the registered owner of the building or have a repairing lease which covers the external fabric of the building, with the lease running until at least 30th April 2028. (If your lease expires before, please submit your expression of interest form and we will be in contact to discuss this with you).
- ◆ Company registration number or UTR number.

To Apply

To apply for the enabling grant, you need to complete the Expression of Interest form, this can be accessed by clicking the link or scanning the QR code.

You must submit your Expression of Interest before 30 April 2026 at 4pm.

[Town Centre Frontages Grant Programme: Expression of Interest – Fill in form](#)

Town Centre Frontages Grant
Programme: Expression of Interest



Once your expression of interest has been submitted, the Economic Development Team will assess eligibility and understand your proposed project. They will contact you within **10 business days** (Monday – Friday) to discuss and offer advice on the planning and design elements needed for compliance.

You will have an opportunity to discuss your project with a council officer, to ask questions and gain advice on what planning, consents and designs you may need to ensure your project is compliant.

You must have these discussions with the Economic Development Team after your Expression of Interest to gain access the Enabling grant application. Access to the grant application form will only be given to you by your assigned council officer, if your project is eligible.

Tip: Eligible project costs incurred within the past 12 months may be considered — for example, if planning advice or shopfront design work has already been undertaken to the required standards. For example, you have an eligible building where you have already paid for pre planning advice and new signage designs, and this was 6 months ago, you can submit your expression of interest form to ask for payment of these costs.

If you are unable to access the form online, need it in another language, need a paper copy or require any other assistance, please contact the Economic Development Team for support via the details below.

E-mail: business@rugby.gov.uk;

Call: 01788 533533;

Visit: Rugby Town Hall, reception.