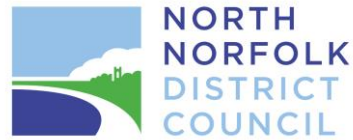




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North Norfolk High Streets Matter Town Ambition Programme (TAP)

Frequently Asked Questions

1. What is the Town Ambition Programme (TAP)?

The TAP programme has been developed to deliver support for local projects to drive footfall and dwell time in town centres, improve resident and visitor experiences within the retail and commercial centres in the towns of Cromer, Fakenham, Holt, North Walsham, Sheringham, Stalham, and Wells-next-the-Sea.

It will involve working with local businesses and community organisations to identify and deliver projects that foster local economic growth and support the vitality of our towns.

Example projects may include town centre waymarking, small improvements to amenity areas, active travel/accessibility, business improvements and community events and activities.

2. Who can apply?

Applications are welcome from:

- Local businesses and sole traders
- Community organisations
- Town/parish councils
- CICs and charities

3. How much funding is available?

Grants are available with a minimum of £5,000 to a maximum grant of £10,000.

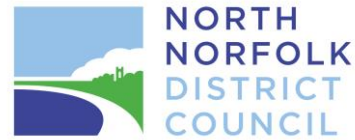
Grants for business applicants are up to 50% of approved expenditure.

Grants for non-business applicants (such as community groups) are up to 75% of approved expenditure.





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4. What type of projects may be funded?

Projects must deliver tangible, place-based improvements and could include:

- Wayfinding and interpretation projects (trails)
- Accessibility improvements to public areas
- Equipment for public & community events
- Marketing costs to increase/enhance town's profile
- Consultancy costs to support any of the above

5. Projects are expected to achieve at least one the following

- Increased footfall and dwell time in a town
- Diversification to attract new people to the town
- Enhancement of existing services to significantly increase people's experience in a town
- Introduction of ideas, concepts, or events to create awareness of the town
- It is important to show how these projects could be sustainable beyond the funding.

6. What costs are not eligible?

- Recoverable VAT
- Costs incurred before the grant is approved
- Items unrelated to the project (i.e. general operating costs)
- Those that benefit a private individual such as enhancement of personal premises or assets

7. When can I apply?

- Round 1 Eol: 18 July 2025
- Round 2 Eol: 30 Sept 2025
- Projects must be completed and claimed by 31 December 2025 (Capital based projects) and revenue events and or activities by February 2026
- Funding will be allocated per round

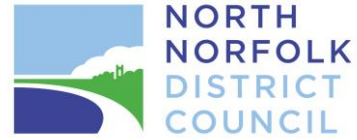
8. How do I apply?

- Businesses wishing to apply for support should first contact the NCC Growth Hub on [Contact Us - New Anglia Growth Hub](#)
- Our expert Business Growth Advisers will work with you to develop your application
- Please note, the services of the Growth Hub are free and impartial
- If eligible, you'll receive an application form





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9. What happens after I apply?

- Applications will be awarded by NNDC as the decision-making body
- The panel will meet regularly to approve suitable projects
- You'll be notified of a decision within 28 days of panel decision
- If approved, you'll need to fund and deliver the project and provide evidence in order to submit a claim for the grant retrospectively
- You will need to provide a minimum of 3 quotes per item to demonstrate value for money

10. What are the funding conditions?

- Funding is subject to Subsidy Control under Minimal Financial Assistance (MFA) and businesses will be required to declare any previous subsidy received
- Regular project monitoring will be required through Growth Hub adviser and NNDC officers
- Projects may be publicised as part of the Norfolk's High Streets Matter Project
- Projects will be required to adhere to all programme branding requirements

