

North Norfolk's Love Your Market Town Pride of Place Grant Funding

Support your local high street - attract new people to the town and improve the experience for residents and visitors.

Frequently Asked Questions

Applications are welcomed from local community groups and businesses. Your project must be a new idea and should support multiple areas or services within a local town. There are no restrictions on the kind of activities that can be funded but the ideas must have a link to creating interest or increasing footfall in town centres.

For maximum economic growth impact, our primary focus will be on projects that are set to be delivered by the end of March 2026. While we certainly welcome longer-term projects with completion dates extending to the end of 2026, the first round of funding will be concentrated on those that can be completed by the end of March 2026.

The Love Your Market Town grant scheme is to part-fund or fully-fund projects that will have a positive impact on North Norfolk's local high streets.

The grant can fund up to 100% of project costs and the maximum award is £5,000. The minimum award is £1,000.

Your project must be located within the boundaries of North Norfolk.

Expected outcomes

Following completion of a grant supported project, we would expect to see:

- Increased town centre footfall
- 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

Examples of suitable projects

Please visit our webpage for information on projects we have funded in the past.
[Love Your Market Town grant - Pride of Place funding - New Anglia Growth Hub](#)

The following costs are not supported through this scheme:

- VAT, unless it is not recoverable
- Any costs incurred before a grant offer is made
- Items that are not directly required to deliver the proposed project (i.e. general operating costs)
- Those that benefit a private individual such as enhancement of personal premises or assets

How do I apply for funding?

Organisations wishing to apply for support should first contact the Norfolk's High Streets Matter team at: nhsm@norfolk.gov.uk.

Following an initial project assessment, an application form will be sent to you.

Timeline

- Applications accepted from 16 June through to 31 August 2025
- Independent panel will review applications in September 2025
- Applicants will be notified of their outcome by 30 September 2025
- Applications will be accepted until 31 October 2025 if funds are available; these will be on a first come first served basis

Things you should know

- There are limited funds available, and they are awarded on a first come first served basis
- If your application is successful, you will need to make the full investment yourself and then claim the grant payment once the project is complete
- The fund will run from 16 June 2025 and all projects are expected to be fully completed and claimed for by 31 March 2025
- This discretionary grant is awarded by an independent panel, and after presentation to the panel, it may take up to 28 days for you to be notified of a decision
- The panel's decision is final
- All projects will need to demonstrate value for money and there will be a requirement to provide a minimum of one quote for each contract
- Funding is subject to Subsidy Control under Minimal Financial Assistance (MFA) and businesses will be required to declare any previous subsidy received
- You will receive advice and support as required during the application process