



# High Streets Beyond Waste: Grants

Application guidance



# About the grants

ReLondon are offering 20 businesses grants of between £2,500 - £5,000 to London-based, high street businesses, to try new ideas to reduce waste and benefit the health of their business.

Ideas might include making better use of waste/surplus materials and ingredients, reusable packaging and product refills, repair services, upcycled homeware, renting jewellery and clothing, sharing space, to name just a few!

We want to show how high street businesses can lead the way in making their neighbourhoods, boroughs and London as whole into a low carbon, circular city!

## How to apply

Applicants should complete and submit the [application form](#) by Tues 27 Feb 2024 at 11:00am.

If you have any questions, email [business@relondon.gov.uk](mailto:business@relondon.gov.uk).

## Key dates

<b>27 Feb (11:00am)</b>	<b>Application deadline</b>
w/c 1 Apr	Grantees notified
w/c 8 Apr	Payment 1 (50%) and programme kick-off
Apr/May 2024	Grantee activities begin with support from ReLondon
Jul 2024	Progress update and payment 2 (50%)
Oct 2024	Final reporting

# How it works

## 1. You check your eligibility

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Make sure to read the business and project eligibility criteria to ensure you can apply for a grant.

Applications from ineligible businesses will not be scored and we don't want you to waste your time!

If you are unsure, please email [business@relondon.gov.uk](mailto:business@relondon.gov.uk)

## 2. You complete the application form

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Fill in the application form with as much detail as you can to describe your 'beyond waste' idea that should focus on tackling the 'stuff' within your business.

Read on to discover what makes a good application.

## 3. We score and select successful applicants

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Once all applications have been received, the ReLondon team will screen all of them to assess their eligibility and relevance to the grants programme.

Those that pass the screening step will then be scored.

Applicants will be selected from each category of business based on these scores.

## 4. If selected, you receive a grant and support

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The 20 successful grantees will be asked to sign a grant award letter to confirm that they will deliver the activities described in their application, report back on the results and engage throughout with the support from ReLondon designed to help them succeed.

# 1. Check your eligibility: High street criteria

Eligible high street business types are listed in the table below:

	<b>Food and drink - eat in</b>	<b>Food and drink - takeaway</b>	<b>Retail</b>	<b>High street services</b>
	Businesses that carry out food/drink preparation for customers to consume on the premises	Businesses that carry out food/drink preparation for customers to take away	Shops with a physical location that sell the following consumer items:	Services found on a typical high street, accessible to the general public, limited to:
<b>Who CAN apply?</b>	<ul style="list-style-type: none"> <li>• Restaurant/Diner</li> <li>• Café/Coffee shop</li> <li>• Pub/Bar/Taproom</li> </ul>	<ul style="list-style-type: none"> <li>• Takeaway shop/kiosk</li> <li>• Hot food market stall/van</li> <li>• Butcher/Baker/Deli</li> </ul>	<ul style="list-style-type: none"> <li>• Fashion</li> <li>• Homeware</li> <li>• Electricals/Hardware</li> <li>• Grocer/Cornershop/Off licence</li> </ul>	<ul style="list-style-type: none"> <li>• Hairdresser/Barber</li> <li>• Beauty/Nail salon</li> <li>• Drycleaner/Laundrette</li> <li>• Pharmacy/Opticians</li> </ul>
<b>Who CAN'T Apply?</b>	<ul style="list-style-type: none"> <li>• Businesses where food and drink is not the main purpose of the business e.g. theatres</li> <li>• Businesses not open to the general public e.g. caterers</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses selling pre-prepared/packaged food (these would be eligible under 'Retail')</li> </ul>	<ul style="list-style-type: none"> <li>• Retail businesses without their own shopfront e.g. online-only or B2B</li> </ul>	<ul style="list-style-type: none"> <li>• Office based or professional services</li> <li>• Any other services not listed above</li> </ul>

# Additional business eligibility

## Businesses that fit into the high street categories above must also:

- Be a small or medium sized business (fewer than 250 employees) registered on Companies House:
  - Fewer than 250 employees
  - Turnover less than €50m
  - Not a subsidiary of a larger business (25% ownership)
- Have a London-based, physical trading address that is accessible to the general public
- Be an established business:
  - Trading for at least 2 years
  - Turnover of at least £10,000 in the last financial year
  - At least 2 employees
- Not already have circular economy at the core of the business

## The following businesses are not eligible\*:

- Businesses that do not fit into one of the high street categories described above
- Businesses without a physical address e.g. online-only
- Office-based or B2B businesses not accessible to the general public
- Businesses centred around a circular economy business model such as refill, reuse, repair, rental etc

\*This list is not exhaustive. If you are unsure whether your business is eligible, please email [business@relondon.gov.uk](mailto:business@relondon.gov.uk)

# Project eligibility

## To be eligible, activities must:

- Have a focus on tackling the ‘stuff’ that you or your customers buy, use, make and eventually throw away. You can read about different ways we can tackle stuff through what we call ‘circular economy business models’ [here](#).
- For inspiration:
  - Browse our [quick guides](#) to find businesses offering solutions that can help you go beyond waste
  - [Browse inspirational case studies](#) from other businesses who are tackling stuff
  - Follow the circular businesses in our community on Instagram: [@ReLondon\\_CircularChamps](#) for more inspiration.

## The following activities are not eligible\*:

- Activities not focussed on ‘stuff’ and related to other sustainability actions such as water or energy efficiency.
- Activities that expand an existing circular economy business model

\*This list is not exhaustive. If you are unsure whether your idea is eligible, please email [business@relondon.gov.uk](mailto:business@relondon.gov.uk)

# What can the funding be used for?

You can request funding to cover costs that are directly related to your 'beyond waste' activities in the following categories:

- Salaries of staff or contractors directly working on the project - *e.g. a staff member spending 1 day per week repairing items*
- Running costs linked to the project - *e.g. subscription to a food redistribution service*
- Equipment/materials and technology - *e.g. a new piece of refill equipment*
- Goods/services/works - *e.g. contents for refill equipment, PAT testing electricals, reusable packaging*
- Legal, accounting or insurance support - *e.g. to develop a new leasing contract*
- Marketing and publicity costs (*no more than 50% of the total grant*) - *e.g. website costs, graphic design, printing, promotional events*

## 2. Completing the application form

The application form is your chance to describe your idea in detail - make sure to include enough information so a scorer looking at it for the first time understands what you hope to do and the impact it might have.

We've outlined what kind of information you should include below.

### About the business/ eligibility

The form asks for a number of basic details about the business such as registration number, size, location etc. Make sure to fill this in as accurately as possible - we'll use this to check your business's eligibility for a grant.

### Application details: What will you do with the grant?

The form asks you to describe what you would do with a grant and why. You should describe what you plan to do as clearly as you can. Include all the activities you think you will do e.g. purchasing new equipment, creating a new product or service, sourcing new materials/ingredients, staff training, marketing etc

We are looking for applications that make it clear how the idea tackles 'stuff' within the business within a 6-month period.



**Application details:  
What impact will  
your activities have  
on stuff?**

**Description:** Here you should describe how your idea will have an impact on the stuff you or your customers buy, use, make or throw away. Make sure to say what type of stuff you will be tackling e.g. food, packaging, products, clothes, and what kind of improvement will be made. For example:

- My business will buy less stuff by...
- My business or customers will throw away less stuff because...
- My customers will use the stuff they buy for longer because...
  - My business will make better use of what we own by...

**Measure:** You should choose at least one measure related to stuff that you are able to easily track if you receive a grant. You will be expected to do this over the 6-month programme so make sure to choose something realistic.

Examples might be the number of rubbish bags you put out to collect every week, the number of items you repair, number of pieces of packaging you replace with reusable options etc.

**Application details:  
How will this  
activity help the  
health of your  
business?**

**Description:** Here you should describe how your idea will help your business do better. For example:

- My business will spend less on waste disposal by...
- My business will generate new revenue from a new product by...
- My business will attract new customers by...
- My customers will come back more often because...

**Measure:** You should choose at least one measure related to the health of your business that you are able to easily track if you receive a grant. You will be expected to do this over the 6-month programme so make sure to choose something realistic.

For example, this could be how much you spend on an item each month, how much you make by selling a new product or service, or the number of customers each month.

**Application details:  
Your plan**

**Timeline and resources:** You should show that you have thought about how you will put your plan into action. Your timeline should be realistic and list the activities you plan to do with an estimate of when they will happen. We ask you to tell us who will deliver the activities and if they are ready to start straight away.

**Reminder:** You will need to start your activities in April 2024 and be able to show good progress and report back on the impact (from your measures described above) by Oct 2024.

**Application details:  
Funding required**

You should ask for the amount of funding you need to deliver the activities described above. You can ask for between £2,500-£5,000. Use the table to provide a breakdown of how you will spend this amount - the items in the table should add up to the amount you have asked for.

If we can, we will consider awarding extra funding up to £10,000 to applications where it would create a bigger impact for the business.

You can submit a request for extra funding and describe how it will make your activities better. However, there is no guarantee that additional funding will be awarded, so you should be able to deliver your activities with up to £5,000.

**Note:** Marketing costs should not be more than 50% of the total grant.

# How to score well

Those applications that pass the screening stage will be scored against the criteria below. Here's what we're looking for:

## Tackling 'stuff'

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You have clearly described how the activities will tackle the stuff that you or your customers buy, use, make and throw away.

You have suggested a realistic way(s) to measure whether your activities made a difference.

## Commercial benefit

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You have clearly described how the activities will help the health of your business.

You have suggested a realistic way(s) to measure whether your activities made a difference to the business.

## Planning

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You have clearly described what you plan to do and who will do it.

You have made a plan with a realistic timeline that fits with the Apr-Oct 2024 programme.

The amount you have asked for makes sense for your activities and have you provided a breakdown.

## Overall match with grant aims

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Your activities will show how high street businesses can lead the way beyond waste and inspire other businesses to do the same.

## 4. Receiving a grant and support

If you are selected for a grant, you will be asked to sign a grant award letter to confirm that:

- You agree to spend your grant as you have outlined in your application
- You will keep a record of how you spend your grant and hold onto receipts, just in case we are asked to check for our funders
- You will take part in the additional support provided by ReLondon's business advisors throughout the programme, designed to help you make the most from your grants.
- You will report back on the results of your activities at the end of the programme (ReLondon will help you to do this)

# FAQ

## My business fits into more than one category - what should I do?

You can only select one category per application - you should select the one that fits with the majority of your business activity e.g. do you sell more food to takeaway than eat in?

The category you select will determine the types of businesses your application will be compared to in the scoring process.

If, based on the description you provide about your business, we think it better fits in a different category, we reserve the right to reallocate it.



## My business/organisation is not registered on Companies House - can I still apply?

Unfortunately, only businesses registered on Companies House can apply for funding which may exclude sole traderships, charities and other community organisations.

You may wish to consider collaborating with another business that does meet all the eligibility criteria. For example, a group of market stall holders may wish to group together with a local business.



## Can a group of businesses apply for a grant together?

We would be very happy to see businesses collaborating on beyond waste project.

To apply as a group, the application should be submitted by one lead applicant that meets all of the eligibility criteria.

You should then tick 'Yes' in answer to the question 'Are you planning to work with other businesses as suppliers or partners?' and list the other delivery partners there.

The same limits apply to a grant as for single businesses - £2,500-£5,000 in the first instance, with the option to request additional funding up to £10,000.

If you are selected for a grant, we will discuss how best to allocate the funding at the point of formalising the award.



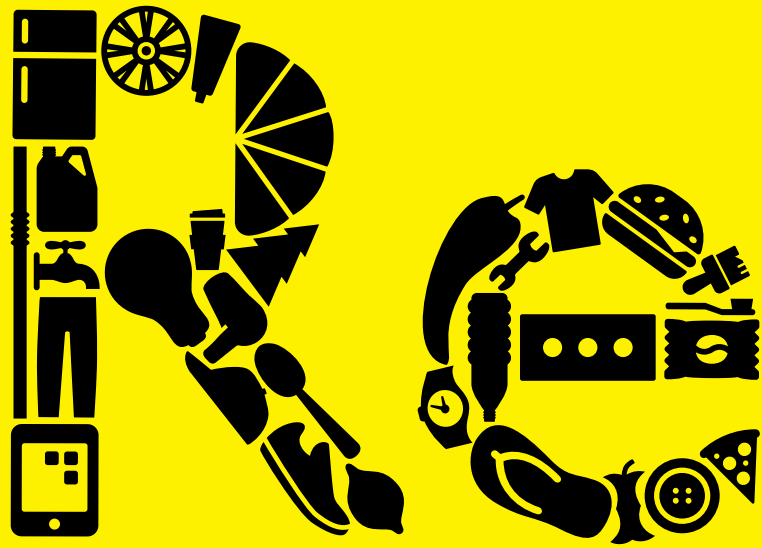


## Does my proposed project need to be finished in October 2024?

You must start your activities by May 2024 and be able to show good progress with some impact by Oct 2024. However, it does not need to be completed.

In your application, please be realistic about the timeline of your project and describe what you think the impact will be by October 2024.





**ReLondon**

**Get in touch  
with your  
questions.**

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[relondon.gov.uk/business](https://relondon.gov.uk/business)