

### Criteria

Applicants must be:

- A. An established Trader Association with a constitution,
- B. A group of traders seeking to establish such an association, OR
- C. A city wide not-for-profit organisation seeking to promote independent retailers

### Eligible projects

- Setting up a Trader Association – City of York Council will match the first year contribution from traders to such a group to support set up costs.
- Activities and events to promote the use of local traders and build stronger links with local communities – City of York Council will match the contribution from traders associations to such activities and events up to a limit of £5k
- Broader projects from city or area wide organisations to promote independent retail in York – City of York Council will match the contribution of others up to a limit of £5k.

### Funding available

Total fund is £40,000. Maximum project funding

- For established groups or city wide organisations: £5,000
- For emerging groups: £2,000

Applications limited to one per group per round.

### Process

Application form is to be submitted by 30<sup>th</sup> March 2020 for the first funding round.

Extra round(s) for funding may take place if all the money has not been allocated in first round.

Recommendations for funding allocations will be made by a panel comprising the Head of Economic Growth, a representative from Finance and the Head of Regeneration Programmes, and will be considered at an Executive Member decision session.