

Croydon Business Rates Relief Scheme

APPLICATION FORM

Please return your completed form to:
Development and environment
Economic development service
6th Floor Zone C, Bernard Weatherill House
8 Mint Walk, Croydon CR0 1EA

or email: economy@croydon.gov.uk

CROYDON IS READY FOR BUSINESS

SUPPORTED BY
MAYOR OF LONDON

CROYDON
www.croydon.gov.uk

Step 1: Please check that you are eligible for the scheme by reading the factsheet provided and complete the form below.

All information is mandatory and each section must be completed fully.

BUSINESS DETAILS

1. Name	
2. Business name	
3. Business activity (for example insurance, financial services, media, etc)	
4. Business Status (Limited Company, Sole Trader, Partnership, LLP, etc)	
5a. New Croydon Town Centre (OAPF)* business address (including postcode)	
5b. Previous business address (including postcode)	
5c. Please explain briefly how the Business Rate Relief Scheme has supported or led to your business relocating to Croydon Town Centre :	
5d. Any other current business address/es (including postcode)	
6. Contact Details	Telephone: Email:
7. Business rates reference number (if known)	
8a. New Croydon Town Centre premises rateable value	
8b. Previous rateable value	
9. Number of years trading	
10. Number of current employees (including apprentices)	

**see eligibility criteria for definition*

11. Number of current apprentices	
12a. Floor space of premises of previous business address (sq ft)	
12b. Floor space of new Croydon Town Centre premises	
12c. Was over 50% of the new premises at Croydon Town Centre unoccupied, during the last 12 months prior to your move?	
13. Length of new lease (in years)	
14. How did you find out about the scheme?	

BUSINESS PLAN DETAILS

15. Number of your <u>existing</u> employees that will be retained (and the <u>financial year</u>) as a result of this relocation to Croydon Town Centre	2014/15 -----	2015/16 -----
16. Number of additional employees expected to be recruited (and the <u>financial years</u>) as a result of your relocation to Croydon Town Centre	2014/15 -----	2015/16 -----

Please provide details of your expansion plans and types of roles you may create. Please also provide details of any apprenticeship opportunities that you will be providing.

Anticipated profile of new jobs to be created:-

	2014/15				2015/2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Jobs (including apprenticeships)								
Apprenticeships								

17. Current turnover (please state date of most recent calculation and period it refers to)	
18a. Expected turnover (for the following year)	
18b. Please provide details of how this will be achieved:	

EQUALITY INFORMATION

<p>19. Do you consider yourself disabled? (please tick)</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>20. Ethnic origin (please circle <u>one</u> category only)</p>	<p>Asian or Asian British – Bangladeshi Asian or Asian British – Indian Asian or Asian British – Pakistani</p> <p>Black or Black British – African Black or Black British – Caribbean Black or Black British – Other</p> <p>Chinese</p> <p>Mixed - White & Asian Mixed - White & Black African Mixed - White & Black Caribbean Mixed - Other</p> <p>White – British White – Irish White – Other</p> <p>Other</p> <p>Prefer not to say</p>
<p>21. Disability Please state if you are registered disabled (please tick)</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

SME CONFIRMATION

I confirm that my business has less than 250 employees and an annual turnover less than £40m. I also confirm that I have been trading for a minimum of 1 year.

I have read and understand the EC State Aid requirements and that my SME meets the eligibility criteria.

Signed **Print Name**

Position in company

Date

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DE MINIMIS DISCLOSURE:

1. I/ We recognise that the assistance, grants and other benefits (as relevant) funded by the Greater London Authority and being provided under the above Project involves the provision of assistance that under European Union rules is characterised as “De Minimis Aid” within the meaning of the European Commission’s De Minimis Aid Exemption Regulation (EC Regulation 1998/2006).

2. I/ We declare that within the past 3 consecutive financial years (1st April to 31st March) the above business **[has] [has not]** received assistance, grants or other benefits from the Greater London Authority whether under this, or any other Greater London Authority programme, or any other public body or public source

and that the value of the assistance received (if any) in the last three (3) consecutive financial years is as follows:[.....]

(If none was received in the last 3 financial years, state “None” or “N/A” below; include any aid you have applied for but not yet had a decision about.)

Date of payment	Name of Provider	Amount (£)	Reason for payment

I/ We undertake to inform you as soon as possible of any further assistance, grants or other benefits we receive from the Greater London Authority or any other public body or public source in the future.

I/ We recognise that the business may be required by the European Commission to repay the value of the assistance received under the Project (with interest) at any time within the next 10 years if the information in this form is misleading or incorrect.

(As a result of this information Croydon Council will confirm whether you are eligible to receive assistance under this Project.)

Signed Name

Date

Explanation of the European Commission’s Rules on “De Minimis Aid”

You are being offered assistance under this Project in accordance with the European Commission’s rules on “De Minimis Aid” (Commission De Minimis Aid Exemption Regulation 1998/2006). These rules allow any single business (firm, company, sole trader or entrepreneur) to receive up to €200,000 (approximately £130,000 sterling) of aid and assistance from public bodies over any consecutive three financial years without contravening European state aid rules. (State aid rules are designed to prevent the public sector giving the private sector subsidies, or covering costs that commercial firms would normally be expected to bear themselves, in order to ensure the common market in goods and services within the

European Union.)

If your business has received any aid or assistance as “De Minimis Aid” from a public body in the past 3 consecutive financial years (1st April to 31st March) then it must be disclosed and recorded in this form in the table at paragraph 2. This includes aid and assistance provided by the Greater London Authority under this Project or any other one, as well any provided by another public body or source. The Project Administrator will use this information to decide whether you are eligible to receive assistance under the Project.

Any type of assistance, grant or other benefit funded by or from a public body might be caught by these rules if it covers (completely or in part) a cost, risk or liability your business would normally be expected to bear itself if run on normal commercial lines. The following is a list of the more common forms of aid that might come within these rules; however it is not exhaustive. Potentially **any** assistance from a public body or source might be caught. Depending on the circumstances aid may have been provided as “De Minimis Aid” or under another State Aid regulation. Should you have any doubts on this matter, please contact the body who provided the assistance to clarify the terms on which was given (ask if it was classed as “De Minimis aid”) or the Project Administrator.

- Consultancy advice provided either free or at a reduced rate
- Training provided either free or at a reduced rate
- Grants from public bodies (capital or revenue)
- Loans from public bodies at favourable rates
- Loan guarantees from public bodies
- Aid for investment in environmental projects at a free or reduced rate. Provision of a free or reduced rate feasibility study for research and development or other assistance with research and development
- Grants from an investment trust (including charities) which may themselves have received the funds from a public body
- Grants from a part publicly funded venture capital fund
- Publicly administered funds, even if the funds were originally not public such as the national lottery

Waiver or deferral of fees or interest normally due to a public body such as the waiver or deferral of rent or waiver of interest normally due on late payment of taxation, rent or other costs to a public body.

Step 2: Read the Terms and Conditions and director/partner/owner sign the declaration

Protecting your privacy

This application form and all supporting documentation becomes the property of Croydon Council. The information on this form will be used in accordance with the Council’s registration under the Data Protection Act 1998.

In order to protect public funds, the council may use the information you have provided on this form to prevent and detect fraud. The council may also share this information for the same purposes, with other organisations that handle public funds.

AGREEMENT

I understand that failure to adhere to specific eligibility criteria or the provision of false information may result in suspension from the scheme and possible retrieval of any business rates discounts received.

Scheme is open to all businesses that:

- Are expanding or moving into premises with a rateable value of £12,500 and over in Croydon Town Centre (includes Southend to Selsdon Road boundary and London Road to Campbell Rd boundary;
- Employ up to 250 people and have a turnover of up to £40m;
- Have been trading for a year or more;
- Have a Lease of one year or more for the new premises;
- Have a minimum occupancy rate of 1 staff member per 12sq metres (however, this could be less in exceptional circumstances);

Businesses not eligible for the scheme are:

- Under the wider objectives of the scheme business rates relief will not be provided for businesses trading in sectors engaged in any activity that may bring the scheme into disrepute.
- The business has already received public financial assistance above the State Aid 'de minimis' threshold of €200,000 or £130,000 within the last 3 years;

Croydon Council and the Greater London Authority reserve the right to re-assess the eligibility for this programme.

I note that if I am unhappy with a decision made an appeals process is available.

Duration of the scheme and level of relief

The scheme will run from 1 January 2013 to 31 March 2016. Businesses can apply at any time but can only benefit from the relief up until the end of the programme.

I understand that under the scheme, businesses will be offered up to 1 year of financial assistance to support them through the early expansion stages. The amount of business rate relief will depend upon the time I join the scheme, my business may benefit from:

- Up to 100% relief in the first year
(Businesses who join the scheme by April 2015 have the potential to attract the maximum 100% rate relief due over a 1 year period. However, businesses joining after April 2015 will attract less than the maximum rate relief, as a result of the limited period available, prior to the end of the scheme in March 2016)

Change in circumstances:

If an application for relief is granted, provided the ratepayer's circumstances do not change, the application will not need to be renewed until the next revaluation of non-domestic premises.

I note that certain changes in my circumstances will need to be notified to Croydon Council. The changes which must be notified are:

- (a) taking up occupation of a property I did not occupy at the time of making their application for relief;
- (b) an increase or decrease in the rateable value of the property I occupy in CNT area ,
and
- (c) an increase in the rateable value of a property occupied by the ratepayer in an area other than the area of the local authority which granted the relief.

Notification of these changes must be given to Croydon Council, Economic Development team within four weeks of the day after the day the change happened. Business eligibility will then be re-assessed for the scheme.

However, I understand that failure to notify Croydon Council within this time frame will mean I cease to be entitled to the business rate relief with effect from the day that the change happened. If I am still eligible, I will be entitled to the relief again with effect from the day that I notify Croydon Council.

A notification that I have taken up occupation of an additional property must be by way of a fresh application for relief; notice of an increase in rateable value must be given in writing.

Monitoring of the scheme:

As part of the administration and monitoring process of this scheme I understand that I may be required to provide supporting evidence to support my application, for example the rateable value of your premises, lease obligations, employee numbers and employee roles.

I agree to provide fully up-to-date evidence on a quarterly basis during the duration of your eligibility for the business rates relief scheme.

I agree that all the information contained in this application is, to the best of my knowledge, true and any misuse of funds may be required to be repaid in full.

All applicants must sign below:

DECLARATION

All information contained in this application and any supporting evidence provided, is to the best of my knowledge true and accurate. I understand that any misuse of funds may be required to be repaid in full.

Print name
Position in company
Date
Signed

Step 3: Gather information needed to complete your application

Please complete and sign the application form (pages 5, 6 and 10) and return it to the Economic Delivery team along with supporting evidence of:-

- the length of the lease (e.g. lease agreement) of your new premises in Croydon Town Centre
- written confirmation of the rateable value of your new premises in Croydon Town Centre, if available
- the floor space and address of your previous premises (eg. lease agreement), if within the Croydon area

You may also be required to provide additional information as part of your eligibility assessment, such as:-

- business plan
- employee numbers and roles
- written evidence of floor space of premises at previous business address (sq ft)
- written evidence of floor space of new premises (sq ft)

Step 4: Send your application with all information requested attached to:

Development and environment
Economic delivery service
Floor 6 – Zone C
Bernard Weatherill House
8 Mint Walk
Croydon, CR0 1EA

Or email to: economy@croydon.gov.uk

Contact Details

If you have any queries regarding the Business Rate Relief Scheme or the eligibility criteria, please contact a member of the Economic Development team on: economy@croydon.gov.uk or 0208 760 5503