

# Humber High Street **CHALLENGE FUND**



## Investing in Whitefriargate, Gateway to Hull Old Town



## The Humber High Street Challenge Fund

The Humber High Street Challenge Fund is coordinated by Hull City Council on behalf of the participating local authorities in the Humber region.

The scheme will act as a catalyst to initiate regeneration on high streets ahead of larger scale investment sought from the Government's national high street funding programmes. Hull City Council is working in partnership with the following organisations to deliver the scheme on Whitefriargate:

- The Humber Local Economic Partnership (LEP) has allocated funding from the Humber's Local Growth Fund, secured from Government as part of their commitment to the Northern Powerhouse
- Historic England is providing funding to assist with works to improve building frontages as part of their wider investment in the Hull Old Town Conservation Area under the Heritage Action Zone programme

## What will the scheme achieve on Whitefriargate?

The Humber High Street Challenge Fund will provide grants to businesses, property owners and investors to improve building frontages, bring unused floorspace back into use and facilitate new business startup/ expansion proposals.

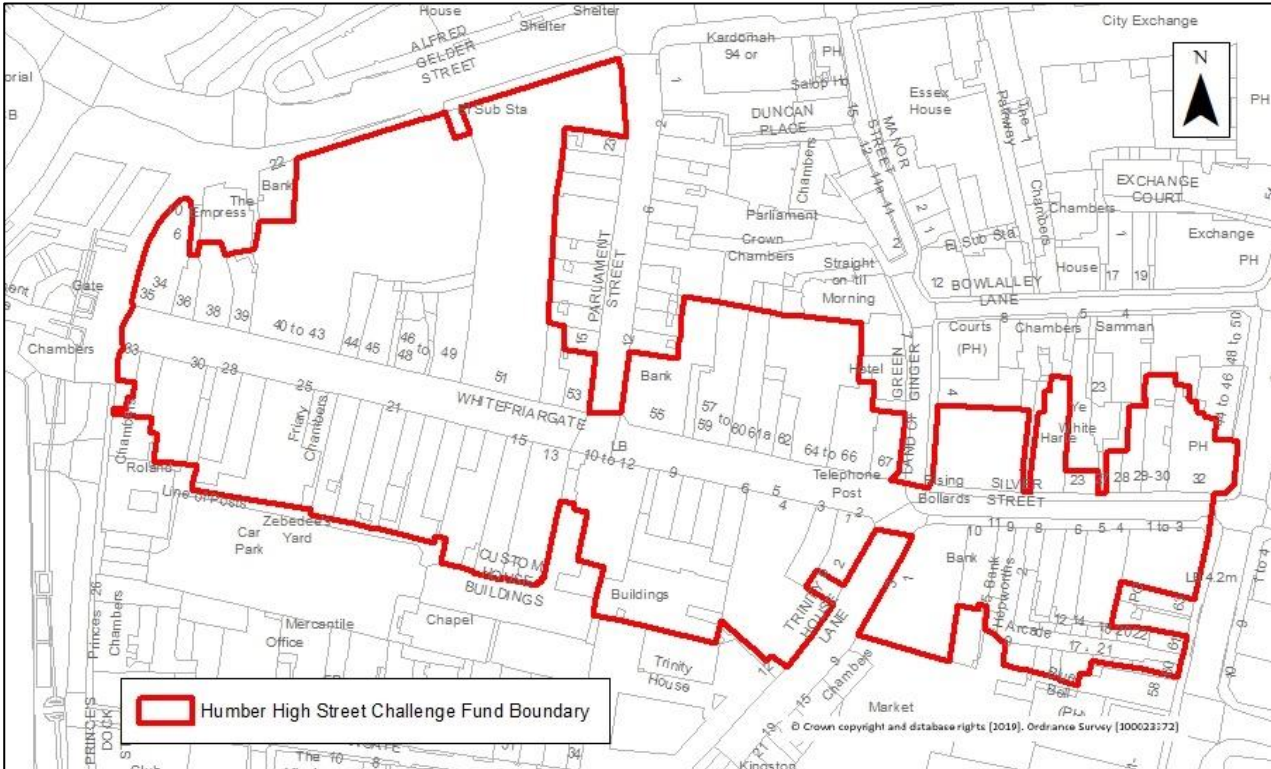
Grants will cover up to 50% of the total project costs, helping to overcome barriers which have prevented private sector investment in the street. The scheme will unlock the full potential of Whitefriargate, encouraging new leisure, boutique retail and food & beverage uses that will ensure that the street remains sustainable over the long term.



*Concept designs for frontage improvements to buildings*

## Eligibility criteria and application process

To be eligible for a Humber High Street Challenge Fund grant, you must own the freehold or hold a lease on a property within the area shown below:



Applicants must be able to cover the remaining 50% of the total project cost from their own private funds. To apply for a grant, you will need to fill out an expression of interest form. This is available on the project website along with further information on the scheme: [www.hull.gov.uk/HHSCF](http://www.hull.gov.uk/HHSCF)

## How will my application be assessed?

Applications submitted to the scheme will be assessed on the following criteria:

- 1) The ability of the proposals to achieve regeneration  
*Including potential to increase activation and the diversification of the existing offer*
- 2) The quality of the proposals  
*Including both the quality of physical improvements and the new end use*
- 3) The affordability of the proposals  
*Including the demonstration of a clear need for grant funding to deliver the project*
- 4) The viability/ sustainability of proposals  
*Including evidence of viability in the form of a robust business plan*
- 5) The value for money that the proposals represent  
*Including the number of jobs created and level of floorspace brought back into use*



**Examples of grant-led investment in Hull Old Town**

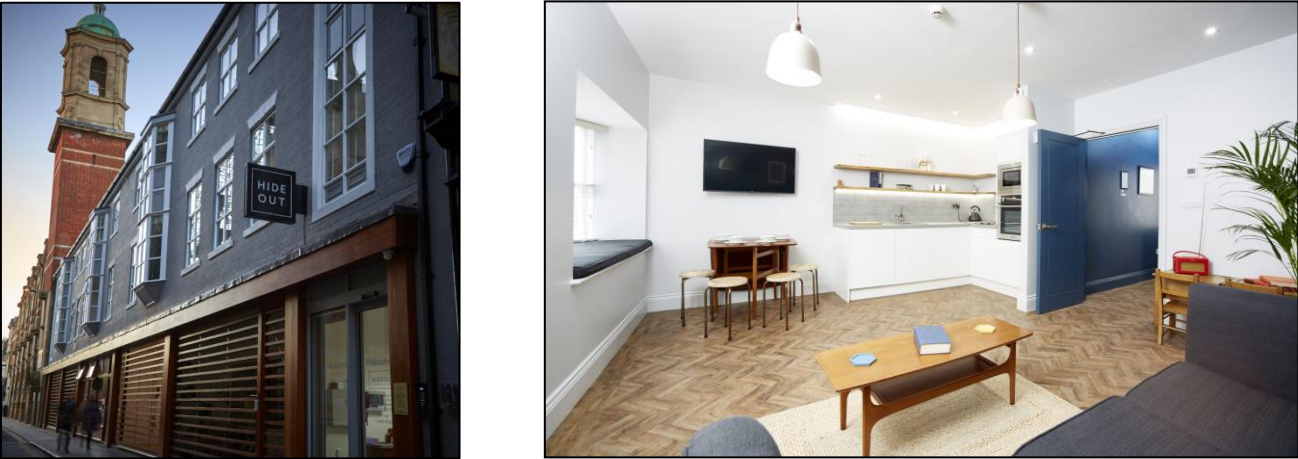
The Humber High Street Challenge Fund is modelled on the APSE Award Winning Old Town Grant Scheme. The following examples demonstrate how grant funding can work to encourage private investment in the city centre.

The Brain Jar, Trinity House Lane



A grant contributed towards bringing this formerly vacant building back into use .to deliver a highly popular and innovative new leisure offer in Hull’s Old Town.

Hideout Hotel, North Churchside



The Hideout Hotel received a grant to carry out building work which has delivered a new boutique hotel that has diversified Hull’s overnight hotel offer.

Visit the Humber High Street Challenge Fund site: [www.hull.gov.uk/HHSCF](http://www.hull.gov.uk/HHSCF)

Alternatively, please contact the Council’s Major Projects Team:

☎ 01482 612 550      ✉ [humberhighstreetchallenge@hullcc.gov.uk](mailto:humberhighstreetchallenge@hullcc.gov.uk)