



**Waterford City & County Council**  
**NEW Non Competing Retail & Commercial Services Grant Scheme**  
**Guidelines & Criteria**  
 (April 9<sup>th</sup> 2015)

**Objectives of the Scheme:**

- ◆ To strengthen Waterford's towns and villages core by promoting the re-development of underused and vacant village centre sites.
- ◆ To encourage the provision of **NEW** non-competing retail and commercial services in town and village centres.
- ◆ Protect the viability of existing commercial development in town and village centres.
- ◆ To demonstrate the serious commitment of Waterford City & County Council to the economic regeneration of Waterford's towns and villages.

**Guidelines & Criteria for Waterford City & County Council 'Non Competing Retail & Commercial Services Grant Scheme' for NEW businesses.**

**1. General description of the 'Non Competing Retail & Commercial Services Grant Scheme' for NEW businesses.**

It is proposed to offer an incentive in the form of a grant to encourage NEW and non-competing retail and commercial services to establish in Waterford's town and village centres.

**2. Specification of eligibility of Non Competing Retail & Commercial Services Grant Scheme'.**

The scheme is applicable to Level 3 and Level 4 Towns and villages as outlined in the Economic Strategy for Waterford City & County (2013) and as summarised in the Table below.

The relevant area in each town and village is the area zoned as 'Town Centre' or 'Village Centre' in the Waterford City Development Plan 2011-2017. For maps of each area covered under this scheme, please go to [www.waterfordcouncil.ie/en/Resident/Planning/ForwardPlanning/](http://www.waterfordcouncil.ie/en/Resident/Planning/ForwardPlanning/).

**Table 1 Locations eligible under the Arts /Crafts Studio or Art/ Craft/ Artisan Food Shop Scheme**

<b>Level 1</b>	Waterford City Centre Commercial Area
<b>Level 2</b>	Dungarvan & Tramore
<b>Level 3</b>	Ardmore, Ballymacarbry, Cappoquin, Dunhill, Dunmore East, Kilmacthomas, Kilmeaden, Lismore, Passage East, Portlaw, Stradbally, Tallow, Sean Phobal/ An Rinn
<b>Level 4</b>	Aglish, Annestown, Baile Na nGall, Ballinroad, Ballyaneen, Ballyduff Lower (East), Ballyduff Upper (West), Bawnfunne, Bunmahon/ Knockmahon, Cheekpoint, Clashmore, Clonmel Environs, Clonea Power, Crooke, Fenor, Heilbhic, Kill, Knockanore, Lemybrien, Maoil na Choirne, Piltown, Rathgormuck, Tournaeena, Villierstown

**NEW** non-competing retail and commercial services may apply.

- ◆ This scheme is for NEW businesses and as such, businesses currently operating in Waterford City or County cannot avail of this scheme.
- ◆ Businesses which relocate from another location in Waterford cannot avail of this scheme.
- ◆ Retail entities currently trading in Waterford or who have traded in Waterford during the last two years are not eligible.
- ◆ Existing **home based businesses** moving into a commercial premises **may apply** under this scheme, subject to compliance with the other terms of this scheme.
- ◆ The applicant must demonstrate that the new business will not be in direct competition with or cause displacement to an existing business i.e. that there is not a similar business operating within the town centre as defined in the Waterford County Development Plan 2011-2017.

The Scheme is applicable to existing vacant properties (vacant for a minimum of 3 months) and to new developments.

A prerequisite condition of qualifying for the Scheme is that there are no local authority charges owing on the building for which the relief is sought over the period of the grant aid (up to three years).

It shall be a condition of the scheme that:

- (i) An application for the Scheme is made on the Non Competing Retail & Commercial Services Grant Scheme' Application Form.
- (ii) The applicant signs up for Direct Debit payments of any charges due to Waterford City & County Council. Failure to remain current on any charges will result in immediate cessation of the Scheme, removal of supports and the re-imposition of Commercial Rates.
- (iii) In the event that the applicant is leasing a property, which is the subject of the grant, it is conditional on proper evidence of the lease being provided to Waterford City & County Council.
- (iv) The scheme shall apply to the authorised planning use of premises only.
- (v) All applications will be reviewed on an individual basis and acceptance onto the Scheme will be at the sole discretion of Waterford City & County Council.
- (vi) An entitlement to the Non Competing Retail & Commercial Services Grant is personal to the Qualifying Occupier entitled thereto and shall not be capable of being assigned or shared with any third party. Any provision in an agreement or lease for the assignment or sharing of such entitlements shall be void.
- (vii) Should a successful applicant move to another Waterford location within the life of the scheme, the continuation of the grant will be at the discretion of the Economic Development Department.
- (viii) An applicant may only avail of one of the Economic Incentive Schemes from Waterford City & County Council.
- (ix) Failure to continue to meet the criteria of the scheme may result in the cessation of the scheme.

### 3. Grant Relief to be provided.

Grant relief for the Non Competing Retail & Commercial Services Scheme is as follows:

**100% of Commercial Rates payable in Years 1 to 3 of trading (i.e. 12 month period of trading).**

This Grant will be discharged by way of an offset against Commercial Rates due.

Notes:

- ◆ Structural changes to a property may result in a revaluation of the property by Revenue or a localised apportionment of rates.
- ◆ Only the area or floor of a building in which the art/ craft studio or shop is operating will be assessed in calculating the value of the Grant.

### 4. Appeal Mechanism

The Director of Economic Development & Planning of Waterford City & County Council is responsible for the approval or not of the grant scheme subject to the Guidelines & Criteria for the Waterford City & County Council Non Competing Retail & Commercial Services Grant.

Should any body/ individual wish to appeal a decision, they may do so by stating in writing the entire basis for their appeal with vouchers attached and this appeal should be addressed to:

Chief Executive, Waterford City & County Council, City Hall, The Mall, Waterford.

The decision of the Chief Executive in respect of such an appeal will be final, conclusive and binding on all parties.

### 5. Effective Period of the Scheme

The effective period for the commencement of the Waterford City & County Council Non Competing Retail & Commercial Services Scheme shall be the date on which the Scheme is approved by the Elected Members of Waterford City & County Council.


The Scheme will be available up to and including 31<sup>st</sup> December 2016. Only complete applications received on or before 31<sup>st</sup> December 2016 will be considered.

The Scheme may be the subject of review and amendment at any time by Waterford City & County Council.

Application Forms for the Non Competing Retail & Commercial Services Scheme may be obtained from Lisa Grant:

 [lgrant@waterfordcouncil.ie](mailto:lgrant@waterfordcouncil.ie)

 <http://www.waterfordcouncil.ie/en/Business/Starting,a,Business/Retail,Business,Supports/>

 0761 099709

 Economic Development Department, Waterford City & County Council, City Hall, The Mall Waterford

## 6. Assessment of Applications.

All applications will be assessed under the above Guidelines & Criteria and any Grant awarded will be further subject to the necessary funds to implement the Scheme.