

**REPAIR
RESTORE
RENOVATE**

REDESIGN

**A guide to the WeAreWaterloo
Shopfront Upgrade Scheme**



01

WHAT?

- Redesign is a newly developed grant scheme that enables **Waterloo businesses** to make a wide range of **upgrades to their shopfronts**.
- From a fresh coat of paint to brand new signage, festoon lighting to menu displays, WeAreWaterloo is **empowering business** owners to enliven their units.
- WeAreWaterloo is offering grants of **up to £5,000** per business to help carry out these upgrades. This will be **20% match-funded** by the business (for every £1 a business invests WeAreWaterloo will invest £5).
- WeAreWaterloo will also provide **complimentary advice and promotion** throughout the process.



WHY?

- Shopfront design is fundamental to **attracting new visitors** and **ensuring repeat customers**. Visually appealing facades and retail corridors also significantly contribute to an individual's **positive perception of an area**.
- However, the **financial impact of the pandemic** has prevented many businesses from investing in their shopfronts. That is why WeAreWaterloo is helping businesses fund those investments.



The Business Case

Research shows that renovating your shopfront can **boost sales by almost 50%**, whilst also **increasing employee morale** (Monash University, 2014). What's more, areas with upgraded shopfronts encourage **greater inward investment** and **visitor spending**.

02

WHO?

Businesses who apply to the WeAreWaterloo Shopfront Upgrade Scheme must fit the following criteria:

- Be a small/medium size independent business with fewer than 5 locations nationwide.
- Occupy or own a commercial premises located within the Waterloo BID area (see Appendix 2).
- Have relevant permission from the landlord to renovate their unit.



HOW?

1

Stage one involves **submitting a basic proposal** by filling out our **grant application form**. This will help confirm your business's eligibility and provide an outline of your project.

2

In stage two successful business will be contacted to arrange a **meeting and site visit**. Here we will look to learn more about your proposal and **discuss the project specificities**.

3

Successful applications will be selected and **grant offers will be made**. The recipient business will then approve our **terms & conditions** and the projects will be approved by relevant bodies.

4

Work will begin and its progress will be monitored by WeAreWaterloo. **Advice and basic assistance** will be provided. Businesses will be **reimbursed** as the work is completed.

03

FUNDING USES

**1 Signage**

Replace or renovate your shop's signage to stand out on the street.

2 Awning

Replace or clean your shop's awning for a classic shopfront look.

3 Planting

Sustainably enliven your shopfront with a variety of plants and flowers.

4 Shop window

Upgrade your shop's window display with vinyl posters, hanging menus etc.

5 Lighting

Brighten up your shopfront by installing or fixing external lighting.

6 Painting

Give your shopfront a fresh coat of paint or even try a brand new colour.

04

ADVICE FOR APPLICANTS

Demonstrate your need

Since there is only a limited amount of grant funding available, WeAreWaterloo will **prioritise businesses and areas that need funding most**. Therefore, applications should aim to **highlight a genuine need for renovation**.

Keep things local

WeAreWaterloo believes strongly in **keeping money in the local economy**. Therefore, applications should demonstrate an intention to **use local contractors where possible**. We are happy to provide recommendations where necessary.



Don't forget the finances

Though we don't expect to receive fully budgeted project proposals, your application should **consider the costs involved in your renovation**. This will both help us allocate our funding and will **demonstrate your project management understanding**.

Think beyond your business

As an organisation responsible for the **entire Waterloo business community**, we are particularly interested in the knock-on effects that your renovation might have on the wider area. Therefore, **try to demonstrate how your project might benefit others**.



05

CASE STUDY: 127-130 LOWER MARSH



We conducted a pilot study with a local business owner who operates units 127-130 Lower Marsh. We worked with them to:

- Repaint, improve signage and install privacy screens
- construct planters on the vacant middle unit.
- Improve lighting by installing festoon lights on Wing Loon and Sino Thai.

This project is currently in progress and is due to be completed in the autumn of 2022. The project plans can be seen below:



06

DESIGN INSPIRATION

MUTED PALETTE



PLANTERS / PLANT SCREENS



MENU DISPLAY

STRING LIGHTS



07

LETS GET STARTED!

Want to upgrade your shopfront? Fill out a Redesign Grant Application below! If you have any questions about the application please don't hesitate to contact us.

[Click here to submit your application!](#)

Want to find out more about our shopfront improvement scheme? Get in touch with the team below:



020 7620 1201



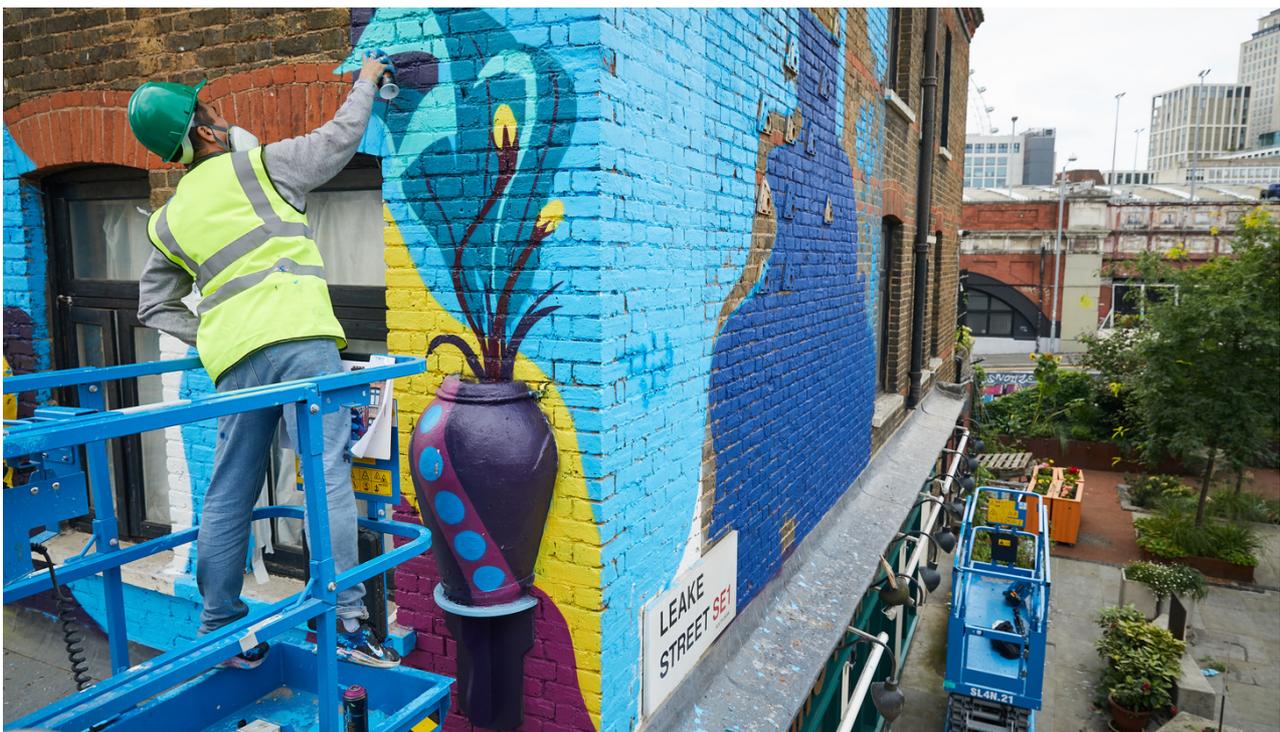
wearewaterloo.co.uk



charlie@wearewaterloo.co.uk



[@WeAreWaterlooUK](https://www.instagram.com/wearewaterloouk)



APENDIX

1 - List of recommended local contractors

Name:	Category:	Email:	Telephone:
Captain Cyan	Printing	hello@captaincyan.com	02030054495
Design & Print Studios	Printing	hello@design-print.co.uk	02036323333
RJA Electrical	Lighting	info@rjaelectricalservices.co.uk	02077373166
Steel City Lighting	Lighting	info@switchedongrouplimited.co.uk	01246807931
Cieron Comerford	Painting	C.comerford@obelisk-london.com	07778290316
Chris (WAW)	Painting	info@wearewaterloo.co.uk	02076201201
Hart Club	Art/Design	info@hartclub.org	N/A
Nico Nerone	Art/Design	contact.nerone@gmail.com	07843115148
CL Signs	Signage	sales@clsigns.co.uk	0207622 0051
Vinyl Sign Studio	Signage	info@vinylsignstudio.com	0793845 5695
Tom Shannon	Signage/Art	thomas@bymantel.com	07563727526
Frances (WAW)	Planting	info@wearewaterloo.co.uk	02076201201
Father Nature	Planting	hello@fathernature.org.uk	07796241970
Jose (WAW)	Cleaning	info@wearewaterloo.co.uk	02076201201
Community Clean	Cleaning	enquiries@cc-is.co.uk	0845685 0133

*WAW = WeAreWaterloo's own service

2 - WeAreWaterloo BID Area

