

FAQ ON HEARTLAND ENTERPRISE PLACEMAKING GRANT (HEPG)

Programme

1. What is the HEPG?

- The Heartland Enterprise Placemaking Grant (HEPG) supports ground-up placemaking projects that inject vibrancy and boost consumer spending at heartland shops. This will increase footfall and revenue of heartland shops.

2. Who can apply for the HEPG?

- Companies keen to apply for the HEPG should meet these criteria:
 - i. Be a business entity that is registered/ incorporated in Singapore;
 - ii. Has a minimum of 30% local shareholding;
 - iii. Has a group annual turnover not exceeding S\$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees; and
 - iv. Has a physical storefront or shop, and operating a business in the heartlands¹.

3. How much grant support can I receive? Is there a cap on funding?

- The HEPG defrays up to 50% of eligible cost for all eligible placemaking activities in the heartlands, capped at \$10,000 support per project.

4. What are the supportable cost items under the HEPG?

- Heartland shops may leverage the grant to organise placemaking events in their precincts. The scope of the supportable items include:
 - i. Third-party consultancy
 - ii. Hardware, equipment and software
 - iii. Marketing
 - iv. Professional services (e.g. event management, branding/creative works, audit)

5. When must an HEPG project be completed?

- Projects undertaken by heartland shops should be completed within 12 months upon successful grant application.
- To ensure that the project can meet the intended objective, the duration of the project should be no less than 1 hour, excluding set-up.

6. How can I apply for the HEPG?

- Contact a business advisor from Heartland Enterprise Centre Singapore (HECS) by calling 6741 3429 or writing to enquiries@hecs.com.sg to obtain and submit the grant application form.

7. What information would I require for the HEPG?

- The grant application form will require the following information:

¹ Heartlands refers to precinct clusters, neighbourhood centres and town centres within HDB postal codes. Applicants can check if their shop falls within a HDB postal code based on HDB's [One Map](#).

- i. Company details
- ii. Placemaking project description
- iii. Quotation from potential vendor(s)
- iv. Cost of project

8. Can I apply for the HEPG multiple times?

- No, each company is eligible to apply for the HEPG only once, regardless of the number of physical shops they own. The company and its related companies, with the same directors and shareholders, should not have previously applied for the HEPG.

9. Can companies engage a related associate as the third-party consultant/vendor?

- No. The Applicant shall ensure that the suppliers and service providers engaged in this project do not have any relationship, connection, association or dealings with the Applicant or its related companies or their directors and common shareholders.

10. Who can I speak with to find out more about the HEPG?

- Speak to a business advisor from Heartland Enterprise Centre Singapore (HECS) by calling 6741 3429 or writing to enquiries@hecs.com.sg to receive one-on-one support and advisory about the grant.

Placemaking Project

11. What does a placemaking project constitute?

- The HEPG can be used to support placemaking projects that enable heartland shops to expand their customer base, increase revenue and identify new business models.
- Examples of potential placemaking projects include but are not limited to community engagement activities, public art installation, workshops, and localised festivals. For instance, a plant nursery can set-up a pop-up farmers' market event and organise a series of plant-related workshops (e.g. terrarium workshop) at the Town Centre's open plaza. Similarly, a hair and beauty salon can team up with a clothing store to organise a fashion show competition and event with other live performances.
- The grant encourages heartland shops to explore innovative placemaking projects beyond regular heartland placemaking operations. Hence, placemaking activities related to existing business operations and do not add to existing precinct vibrancy will not be supported, such as festive light ups, traditional trade fairs, traditional night markets, traditional family carnivals etc.

12. Where can the placemaking project be held?

- Projects can be conducted at any heartland shops, public spaces or common areas within the HDB postal codes, subject to necessary approvals.

13. Does the placemaking project have to benefit the precinct where my company is located?

- The placemaking project can be hosted in any heartland precinct within HDB postal codes in Singapore and is not limited to the location where your company is

situated. However, the project proposal should articulate how the placemaking proposal creates an identified precinct identity and increases vibrancy, footfall, and spending within the heartlands, beyond regular heartland placemaking operations.

14. Who can I speak with to find out more about navigating operational issues (e.g. licenses, permits, etc.) when executing the placemaking project?

- Speak to a business advisor from Heartland Enterprise Centre Singapore (HECS) by calling 6741 3429 or writing to enquiries@hecs.com.sg to receive one-on-one support and advisory on your placemaking project.