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Bristol City Council, Broadmead Culture and Events 2026

EXPRESSIONS OF INTEREST Overview and Guidance Notes

Introduction

Hello! Thank you for taking the time to read the Overview and Guidance notes. We are pleased that you are considering making an Expression of Interest to the Broadmead Culture and Events Grant. This document is designed to help you understand more about the funding process and what we would like to support and make happen.

Overview

The Broadmead Culture and Events Grant is part of the City Centre and High Streets Programme funded by the UK government through the UK Shared Prosperity Fund. We have allocated £49,425 to deliver culture and events activity in Broadmead.

The Broadmead Culture and Events Grant will provide investment for one Bristol-based organisation to deliver a series of creative culture and event activities and workshops. These activities will bring Bristol residents together, attract and welcome visitors and support the city's economy.

By 'culture' we mean creative culture such as music, visual art, film, architecture, history, heritage, and events where people can share, celebrate or learn. Events should be inclusive and family friendly.

The events and activities must be delivered by 15 March 2026. The project should include a range of activities, events and workshops, which increases footfall to Broadmead. We encourage collaboration with other organisations and individual artists to deliver the project.

Your project can take place indoors; however, this should not lead to one business benefiting significantly more than others. Some activity could be outside in the streets and public spaces, visible from the street or linked to the street in another creative way. Activities must be shown to offer all businesses in the vicinity the same opportunities to benefit.

All activity must take place within the Broadmead boundary (refer to Appendix 1 for map). Everything funded by the programme should be free to attend at point of access.

We would like to see activities take place at different times of the day.

Aims

The aims of the Broadmead Culture and Events Grants Scheme relate directly to Bristol City Council's Economic Recovery and priorities for the city of Bristol and its citizens.

The aims are:

1: To attract additional footfall to area

- Create local distinctiveness and activate and animate Broadmead through a programme of activities that not only captures passing trade, but also attracts additional footfall.

2: To advance diversity, equality and inclusion for all Bristol's citizens

- Deliver cultural projects or events that are inclusive, diverse, and easy to access that celebrate and engage with communities, businesses and stakeholders.

3: To invest in the culture and events sector

- Increase paid employment opportunities for creative practitioners, artists, and event professionals.

4. To address environmental sustainability, climate and ecological emergency

- Embed environmental sustainability and climate and ecological emergency priorities, raising awareness and addressing priorities through the proposed projects and activities. Page 24 of the [Event Guide for Organisers](#) contains links and helpful information on this.

Our motivations as a funder

Our aspiration is to be an inclusive, adaptive and collaborative funder. This is particularly important in the context of the challenges and priorities of our time, including the urgent need to address inequality and the threat of the global climate and ecological emergency.

To ensure that equality and inclusion are prioritised:

- All public events should be accessible and inclusive. If your Expression of Interest is successful, an access statement will be required as part of your more detailed application.
- Fair pay for employees and freelancers should be determined in accordance with consistent and transparent fee structures and reflect the level of commitment required to carry out the work.
- Project planning should consider environmental impact.
- We welcome Expressions of Interest for projects that reflect and represent the diversity of the city.

We want everyone to be able to experience and participate in events and culture. We also want to make it as easy as we can for everyone, whatever their access needs, to apply for funding.

Safeguarding

- The Lead Producer for the successful organisation will be required to hold a DBS certificate at the appropriate level. In any instance where a workshop leader/ facilitator does not hold an appropriate DBS certificate, the Lead Producer will need to be present at this activity.
- The Lead Producer for the successful organisation will have completed up to date safeguarding training equivalent to that required by Bristol City Council.
- The successful organisation will complete a safeguarding risk assessment where required.

Copyright and Ownership

- Bristol City Council will have rights to use qualitative data, creative contributions from participants and documentation of the activities, including project photographs, images, and videos. This will be for the use of learning and participation activities, reporting, promotional and publicity purposes in digital and print format including social media. Any use of this kind will include an acknowledgement and credit the organisation.
- Publicity and promotion materials to be used will be agreed with the council. Copies of logos and wording to be used on all publicity and marketing will be provided to the successful organisation.

Process and Key dates

You can email questions to, markets@bristol.gov.uk and we will add the questions we have received and answers to a Frequently Asked Questions document, which will be uploaded here [City Centre and High Streets Economic Recovery Culture and Events Programme](#). Deadline for questions will be 5pm on Wednesday 19 November 2025.

Monday 3 November 2025 - Culture and Events Grant Scheme open for Expressions of Interest

Midnight, Sunday 23 November 2025 - Application window closes

W/C 1 December 2025 – the successful organisation will be contacted. After an initial meeting with Bristol City Council Officers, we would then like you to consult with local stakeholders and potential partners to develop your ideas further, working up a more detailed proposal and completing the full application form. We consider this phase to be a key part of the development process and an opportunity to:

- Connect with and consult key local stakeholders
- Scope potential collaborations with artists, creatives and organisations
- Complete the full application which includes details of activities that will be delivered by 15 March 2026.

The successful organisation at the Expressions of Interest stage will be paid £1,500, which is separate from the £49,425 grant, for this initial consultation work research and development, stakeholder engagement and to reimburse stakeholders for their time attending meetings, and on-costs such as venue hire and accessibility expenses. We estimate that the initial consultation work will take 3 days.

12 January 2026 - The successful organisation will need to submit a full project application, leading to approval and issue of grant, actual date will be agreed through discussion with Bristol City Council.

We aim to inform unsuccessful Expressions of Interest during the week of 1 December 2025. Decisions made by the panel on Expressions of Interest will be final, there is no appeal process, but we will aim to provide brief feedback on your application.

Grant payments

Following agreement of a final proposal, Bristol City Council will issue 45% of your funding on return of a signed funding agreement, 45% of the grant will be paid in February and 5% in March on completion of agreed milestones and attendance at progress meetings. Milestones and timings will be agreed with successful applicants.

The final 5% of your grant will be paid on submission of satisfactory monitoring and evaluation report. We will require you to submit your monitoring and evaluation report within 14 days of your activity ending.

Monitoring and Evaluation

The successful lead organisation will be required to complete an end of project monitoring report and gather specific information outlined below to assess the reach and impact of funding for culture and show why it is vital. Templates and forms will be provided to the successful organisation:

- Number of attendees at the event, including details of:
- Number that have a Bristol postcode (resident)
- Number that have a postcode outside of Bristol (day visitor)

- Average spend per visitor/family (broken down by resident and day visitor)
- Audience satisfaction
- Number of new paid employment opportunities for artists/creative practitioners and event professionals that the event has supported
- Number of businesses supported through the project
- Skills and training opportunities created
- Equalities information

We will also ask you to provide photos of the activity or event and copies of press and marketing information.

What [can be funded and who can apply?](#)

This programme is designed to offer funding to Bristol based not for profit organisations to run events and cultural activities in Broadmead.

We want to support:

- We would like the successful organisation to work with local stakeholders in the design and delivery of a project. We can connect you to stakeholders.

At Broadmead we would like to see:

- Events and activities that are free to attend at the point of access and are delivered by 15 March 2026.
- Your project can take place indoors; however, this should not lead to one business benefiting significantly more than others. Some activity could be outside in the streets and public spaces, visible from the street or linked to the street in another creative way. Activities must be shown to offer all businesses in the vicinity the same opportunities to benefit.
- Proposals that respond to the constraints of the area (for example, which consider the narrow width of pavement, scarcity of useable outdoor spaces).
- Activities aimed at visitors and families.
- Activities that are either a one-off or are repeated several times over a specific duration.
- Activities which would not otherwise take place.

Planning a collaboration?

We welcome Expressions of Interest which take a collaborative approach. There must be a lead organisation for the project, and they will need to submit the Expressions of Interest. The lead organisation must meet all the eligibility criteria below. If you already have ideas for collaborations, please include them in your Expression of Interest.

Eligibility

Please use the checklist to make sure you and your project are eligible to apply for this funding.

You can apply for the grant programme if:

- You are based in Bristol
- Arts, events and cultural activities are the focus of your application

And if you are any of the following:

- Registered Charity

- Community Interest Company limited by Guarantee
- Community Interest Company limited by share (Schedule 2 with 100% asset lock only)
- Registered Society (including Co-operative and Community Benefit Societies)
- Charitable Incorporated Organisation
- Company limited by Guarantee

Your organisation or business will need to have valid insurance policies for public liability (minimum £5 million) and employer liability (minimum £5 million).

We cannot accept applications from:

- Organisations based outside Bristol. Collaborators can be from outside Bristol but the lead partner must be Bristol based.
- A for-profit business or enterprise
- Schools, universities or other educational institutions, though they may be included as collaborators and participants.
- Public sector organisations
- Housing associations and Registered Social Landlords, though they may be included as collaborators.
- Organisations with someone on the board with financial, property or other interests that would benefit from the application.
- Individuals

Please note that the following are **NOT** eligible for funding:

- Activities with no relationship to arts or culture
- Activities, equipment or events that directly duplicate existing activities funded by Bristol City Council
- Activities which benefit a small number of businesses/ organisations rather than the wider area as a whole
- Capital projects such as building works or funding to support buying equipment
- Fundraising events such as charity galas or general appeals
- Activities which do not provide public benefit
- Activities that are primarily for commercial profit, and result in personal financial gain, other than salaries and fees
- Fireworks
- Purchase, use, or promotion of alcohol/tobacco/ fast food
- Political activity
- Organised acts of religious worship

Scoring Matrix

We read and assess all the applications and allocate scores according to the following rationale. The traffic light system of scoring each question is: 0 – unacceptable; 1 – partially answered; 2 – acceptable; 3 – excellent. Not all questions in the application form will be scored. We have indicated in the application form whether a question will be scored.

Table 1 Scoring Matrix

Score (0-5)	0	1	2	3	4	5
Rationale	Unacceptable - the question has not been answered or the answer raises serious doubts.	The question has been partially answered but major reservations remain about the clarity / robustness / credibility of the answer.	The question has been partially answered but minor reservations remain about the clarity / robustness / credibility of the answer.	Acceptable – the question has been answered to a satisfactory standard	Good – the question has been answered with some minor additional benefits.	Excellent – the question has been fully answered and exceeds good standards.

Expression of Interest form

Please complete the Expression of Interest form which is available as a Word or pdf document. Expressions of interest on either format are acceptable; simply download the version that works best for you to your device.

The pdf version is designed to be simpler for all. It meets the access requirements of applicants with visual impairment and is designed to work with supportive technology like screen-readers and audio description. The Word version provides an option for those who have computers that don't allow use of pdfs. Whichever format you use, please keep this guidance for reference while you work through the Expression of Interest form.

Please answer all the questions and once you have completed your Expression of Interest, please email your final version to: markets@bristol.gov.uk by midnight, Sunday 23 November 2025. Please put 'Broadmead Culture and Events Expression of Interest' in the subject heading.

Appendix 1 – Broadmead Area Boundaries

Area in light green in the below plan is the Broadmead area

