



Broadmead Activation Grant: Extended Opening Hours – Overview and Guidance Notes

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1. Introduction to Guidance Notes

Hello! We are pleased that you are considering applying for a **Broadmead Activation Grant**. Thank you for taking the time to read the Overview and Guidance Notes. This document is designed to help you understand more about the funding process and what we would like to support and make happen through the grant scheme.

There are two different grants available through the Broadmead Activation Grant. They are:

1. Extended Opening Hours
2. Pavements

These guidance notes relate to 1. Broadmead Activation Grant: Extended Opening Hours

Businesses can apply for £1,500 through this grant to trial three extended opening hours sessions. Each extended opening hours session can take place on any day of the week and at any time of day, provided it is outside of the business' normal opening hours.

Applicants for this grant must be either sole traders, or the owner, main director or partner of a small or micro business, charity or CIC and have full control over all business decisions. Franchise holders are not eligible to receive this funding.

Bristol City Council is committed to supporting all eligible businesses through the application process.

If you would like support to help you understand the guidance notes or complete the application form, please email artsdevelopment@bristol.gov.uk

Closing Date

The closing date for applications is 10am on Wednesday 28 October 2026. You must send your full application to us by this date. This includes:

- Application form with all fields complete
- Public liability certificate (minimum £5 million)
- Employer liability certificate (if applicable) (minimum £5 million)

We will not be able to consider applications for this funding if any of the above has not been sent to us by the closing date.

2. What is the aim of this grant?

The Broadmead Activation Grant will support businesses and community organisations to introduce new activities, extend trading opportunities and make use of improved public spaces alongside major transport and regeneration improvements being delivered in the area.

3. How much funding is available and how much can each business apply for?

The total amount of funding available for Broadmead Activation Grant: Extended Opening Hours is £15,000.

Each business can apply for £1,500 through the Broadmead Activation Grant: Extended Opening Hours to trial a minimum of three extended opening hours sessions. Each session should last a minimum of two hours. One of the extended opening hours sessions must take place during the Bristol Light Festival (18-27 February 2027) to take advantage of increased footfall in the city centre.

4. Eligibility for the Broadmead Activation Grant: Extended Opening Hours

Location: Your business (or businesses if making a joint application) must be located on one of the following streets: The Horsefair, Penn Street, The Arcade, Bond Street, Union Street and Merchant Street. During assessment, more weighting will be given to businesses applying with premises on The Horsefair, Penn Street and The Arcade where the traffic and bus stop changes will give the most potential for businesses to try out new approaches.

Normal opening hours: A business applying for this grant could be:

- open in the daytime only or
- open in the evening only or
- open in both the daytime and the evening.

Extended opening hours trials funded by this grant can take place on any day of the week and at any time of the day. One of the extended opening hours sessions must take place during the Bristol Light Festival (18-27 February 2027) to take advantage of increased footfall in the city centre.

Type of organisation, goods and services provided:

All types of organisations can apply for this funding, including Businesses, Charities, CIC's Community & Voluntary Groups, Social Enterprises, and Sole Traders.

To be eligible your business must meet ALL FIVE (5) of the following criteria:

1. Premises where you intend to trial extended opening hours must be within one of the designated streets. You must hold a lease for these premises at the time of submitting your application.
2. Employ fewer than 50 people
3. Have a turnover of £10.2million or less
4. Have £5.1million or less on your balance sheet
5. Be a consumer-facing business in one of the following sectors: retail, health & beauty, culture, hospitality.

Not eligible to apply:

In line with Bristol City Council policy, some types of business and organisations will not be eligible to receive funding, including: any business subject to a franchise agreement that gives control over business decisions to a franchisor, betting shops, pawn brokers, tanning salons, amusement or gaming arcades, tobacconists, vape shops, shisha bars, fast-food outlets, shops or venues wholly or mainly offering material of an adult or sexual nature, businesses or activities for political purposes or gain, for activities promoting religious beliefs or to proscribed organisations or organisations that support radicalisation or terrorism. This is not an exhaustive list. We retain the right to add to it at any time.

Applicants or businesses that are in administration, insolvent or where a striking-off notice has been made are not eligible for the grant.

Number of applications per business:

Each business may only submit one application to the Broadmead Activation Grant. A business submitting an application for Broadmead Activation Grant: Extended Opening Hours may not simultaneously or subsequently submit an application for the Broadmead Activation Grant: Pavements and vice versa.

Insurance:

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

5. Conditions of the Grant

What can the Grant be spent on?

- Additional staff costs attached to extended opening
- Additional insurance costs attached to extended opening
- Additional energy costs attached to extended opening
- Marketing and promotion costs

What can the Grant not be spent on?

- Costs incurred prior to the award of a Grant
- Activities beyond the scope of the Broadmead Activation Grant: Extended Opening Hours
- The purchase or lease of a property
- The relocation of a business
- Expenditure on permanent fittings within a premises, e.g. lighting
- The purchase of equipment, e.g. musical instruments, furniture
- Business rates
- Accommodation
- Legal and accountancy fees
- Annual insurance costs (with the exception additional insurance attached to extended opening)

This is not an exhaustive list. We retain the right to add to it or amend it at any time.

6. When must activity take place?

All activity funded by the Broadmead Activation Grant: Extended Opening Hours must be delivered between 1 January and 30 September 2027. One of the extended opening hours sessions must take place during the Bristol Light Festival (18-27 February 2027) to take advantage of increased footfall in the city centre. You may not use a grant to fund activity which has already happened.

Each extended opening hours session between 1 January and 30 September 2027, should last a minimum of two hours. Therefore, in total, your business will be opening for an additional 6 hours across this period.

Licencing and permissions

Please note when making a grant application that extended opening hours may require a Temporary Event Notice. You should read the documents to find out if this would apply to your proposed activity: [Temporary Events Notice](#).

7. Monitoring and Evaluation

If you are successful in securing a Broadmead Activation Grant: Extended Opening Hours, you will be required to gather specific information outlined below to assess the reach and impact of funding. This information will be collected following your final extended opening hours trial. Templates and forms will be provided to the successful business to gather the following information:

- Customer numbers during extended opening hours
- Total takings from the extended opening hours and average spend per person
- Number of staff hours the extended opening hours has supported
- What went well and intentions to repeat or develop the extended opening hours
- Evidence of advertising relating to the extended opening hours

We may also choose to produce a case study about your extended opening, which may be made publicly available on the council's website and through our social media channels.

Bristol City Council officers may also visit your venue during extended opening hours trials.

8. Process and Key dates

Wednesday 19 August 2026: Broadmead Grant Scheme opens for applications

Wednesday 28 October 2026: Application window closes

Early December 2026: Applicants informed of decision by this date

January – September 2027: delivery window. One of the extended opening hours sessions must take place during the Bristol Light Festival (18-27 February 2027) to take advantage of increased footfall in the city centre.

9. Grant Application Form

Please complete the Grant Application form which is available as a Word or PDF document. Applications in either format are acceptable; simply download the version that works best for you.

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 application form.

Please answer all the questions and once you have completed your application, please email your final version to artsdevelopment@bristol.gov.uk by 10am, Wednesday 28 October. Please use Broadmead Activation Grant: Extended Opening Hours, and your business name as the subject heading.

10. How does the Council decide whether to award this grant?

Your application will be assessed by a Grant Panel made up of Bristol City Council officers. Decisions made by the panel are final. There is no appeals process. Grants are discretionary and merit based. There is no automatic entitlement to funding based solely on the location of a business within the designated area.

In order to make a decision, the Grant Panel will assess your eligibility (see up to date list above) and some of the answers to questions on the application form, including:

- Location: We will accept applications from any eligible business on the following streets: The Horsefair, Penn Street, The Arcade, Bond Street, Union Street and Merchant Street. However, we wish to prioritise certain retail streets, which are: The Horsefair, Penn Street and The Arcade. Applications from businesses on these retail streets will score more highly on that question.
- Why the grant is needed: Why you want to trial extended opening hours, how the grant will help and what you would use the funding for.
- Timing: when your extended opening hours trials will take place and an explanation of why you have selected those dates. Please include whether you will time your extended opening hours to coincide with other businesses submitting a grant application.
- Marketing and promotion you intend to carry out to ensure that your trial extended opening hours is a success.

- How will you decide whether to continue with extended opening hours following this trial: what is your benchmark of success and your approach to measuring success, e.g. realistic projections of target numbers attending.

If you are making an application and are intending to *coordinate* activities with other nearby businesses (i.e., choosing the same dates to trial your extended opening hours) you can indicate this, but please ensure that the answers to the questions on the application form are tailored to your business.

11. What happens if my application is successful?

If your grant application is successful, you will enter into a formal grant agreement which will set out specific and general terms and conditions relating to this Grant Award. This agreement will be between you, the applicant, and Bristol City Council. There is no possibility of an applicant negotiating or changing the terms of the grant agreement.

12. Grant payments

Bristol City Council will issue 80% of your funding on receipt of a signed funding agreement. The final 20% of your grant will be paid on submission of satisfactory monitoring and evaluation information following all your trial extended opening hours. We will require you to submit your monitoring and evaluation information within 14 days of your activity ending. Bristol City Council Arts Development team may carry out checks to ensure activity takes place as stated in application.

13. Marketing and publicity

Extended opening hours must be advertised locally to ensure maximum visibility. All marketing and publicity materials should include the Bristol City Council (BCC) logo and must be approved by Bristol City Council before issue.

Bristol City Council may be able to help promote your grant-funded extended opening hours through its social media channels. If you are successful in securing a grant we will be in touch to gather information and a picture of your business/premises which we may use in our social media.

14. Subsidy Information

This funding is offered to businesses as a subsidy as defined by the Subsidy Control Act 2022. For registered charities the funding is offered as No Subsidy. All grants will be awarded through Minimal Financial Assistance. Minimal Financial Assistance (MFA) is capped at a threshold of £315,000 over 3 financial years. All businesses will be asked to declare any subsidies that count towards this limit on their Grant Application form. These include:

- subsidies that fall within the category of 'Minimal or (SPEI) financial assistance'
- aid given under European Union state aid de minimis regulations
- subsidies given as small amounts of financial assistance (SAFA) under the UK-EU Trade and Cooperation Agreement after 31 December 2020 but before the Subsidy Control Act came into force.

Please consult any past grant offer letters and documents for the legal basis of grants that you have received and contact previous grant issuers if you are unsure.