



Priority High Streets Recovery & Renewal High Streets Culture and Events Programme, Expressions of Interest

1. Background

The Priority High Streets Culture and Events Grants Scheme is part of the City Centre and High Streets Recovery and Renewal Programme funded by Bristol City Council and the West of England Combined Authorities Love our High Streets project. The City Centre and High Streets Recovery and Renewal Programme will deliver £4.725 million worth of investment, to help the city centre and high streets as we recover from the COVID 19 pandemic.

The Priority High Streets Culture and Events Grants Scheme will provide investment for Bristol-based organisations to deliver cultural events and activities until 31 August 2023. These activities will bring Bristol residents together, attract and welcome visitors to the high streets and support the economic recovery of the city.

COVID has had profound effect on the way we use our high streets; it has not only accelerated retail trends but changed work and travel patterns and how citizens use and value high streets and public spaces. In addition, addressing the climate emergency is also seeing responses such as 15-minute cities and more focus on high streets to meet local needs.

A key aspect of the programme is for local communities (including businesses, residents, community groups and the arts and events sector) to play an active role in informing and co-designing the culture and events activity required for their local high street.

To support this, we engaged with local communities in Autumn 2021 and again in January / February 2022 to identify priorities and ideas they had for the high streets. This was done through a mix of face-to-face on-street engagement, on-line focus groups, and on-line surveys with a paper alternative.

A summary of the information collected through our engagement activity for each high street and maps showing the high street boundaries can be found in the separate appendices.

Some of the ideas suggested are out of scope for the culture and events programme, e.g., suggestions for events to be held outside of the high street boundaries or ideas for public realm improvements which will be dealt with through another strand of the City Centre and High Streets Recovery and Renewal programme. However, we have left some of this information in the appendices to provide an understanding of the key concerns, and ideas that were generated.

The table below lists the high streets that we are seeking Expressions of Interest for, and the total amount of funding allocated for the delivery of culture & event activities within each of these areas.

Area	Amount
Brislington Hill/Bristol Hill	£30,362
Church Road	£69,484
East Street, Bedminster	£134,854
Filwood Broadway	£48,208
Filton Avenue	£37,093
Shirehampton High Street	£65,662
Stapleton Road	£115,137
Stockwood	£48,501
Two Mile Hill	£40,124

The amount of funding allocated to each area was calculated using a weighting method which considered a number of factors including level of deprivation, number of commercial properties within the high street area and the number of commercial properties that the Council's Business Rates team had been notified as being vacant (in April 2021).

Vision and aims

Our vision is to support the city centre and high streets to recover as we emerge out of lockdown.

The aims of the City Centre & High Streets Programme relate directly to Bristol City Council's Economic Recovery and priorities for the city of Bristol and its citizens, particularly actively improving equity and inclusion and growing a green and sustainable cultural economy.

The aims are:

- a) **To create locally distinctive places and experiences**
To attract people and increase the amount of time they stay for (also known as dwell time) and create local distinctiveness and activate and animate high streets through a programme of activities
- b) **To advance diversity, equality and inclusion for all Bristol's citizens**
Deliver cultural activities and events that are inclusive, diverse, and easy to access that celebrate and engage with communities, businesses and stakeholders
- c) **To invest in the culture and events sector**
Increase paid employment opportunities for creative practitioners, artists, and event professionals
- d) **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

2. What we're looking for

Bristol City Council is inviting expressions of interest from organisations with experience of working with the community and other stakeholders to co-design and deliver culture and events in the high streets listed in the table on page 2. Culture and events activities must look to attract a diverse audience and increase the time they spend in the high street to help support economic recovery.

Bristol City Council encourages partnership working and we welcome collaborative expressions of interest from organisations with community or creative partners and/or initiatives that together can bring all the skills, knowledge and community connections needed to deliver a culture and events activities.

Organisation requirements:

- Organisation must be
 - 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
 - Knowledge of the local area and understanding of the needs of the local community
 - Experience of creating community connections and engagement
 - Experience of delivering cultural projects and events preferably in the area *
- *BCC can offer support to organisations who recognise that they have a lack of expertise or experience in a certain field. Partnerships that combine community connections and cultural expertise are welcomed.

The need:

- To devise, produce and deliver culture and events activity in the high street that respond to the outcomes desired and expressed by respondents to the Council's engagement survey and creative engagement (separate summaries, context and maps for individual high streets can be found in the appendices)
- To create and deliver culture and events activity that meets the Vision and Aims of the programme
- To engage and work with the local community, businesses, and other stakeholders to co-design culture and events activity
- Work with the Council to gain all necessary licences and permissions for the events or activities

Outcomes:

- Culture and event activities will respond to and be delivered in line with the priorities and ideas identified through our surveys and engagement activity
- Events and activities must be free for the public to access
- Events or activities that activate, animate or improve the area and that can attract footfall and increase the amount of time people visit the high street for (also known as dwell time)
- Where applicable and if possible, create opportunities for meanwhile uses that re-animate and re-imagine and provide opportunities for enterprise and experimental uses and to increase footfall

- Conduct monitoring and evaluation and deliver a report* detailing data to include:
 - Numbers visiting the events: and of those:
 - Number with a Bristol postcode (resident)
 - Number with a postcode outside of Bristol (day visitor)
 - Average spend per visitor/family - (broken down by resident and day visitor)
 - Number of businesses supported (including creative and other businesses / companies contracted as part of the project)
 - Number of paid employment opportunities for artists/creative practitioners and event professionals the project has supported
 - Skills and training opportunities created
 - Monitoring of equality, diversity and demographics for employees, participants & attendees
 - Audience satisfaction

*We will supply a template for this

All projects must include the West of England Combined Authority and Bristol City Council logos and programme wording on all marketing and publicity produced. The logos and guidance on use will be provided to successful applicants.

Key dates

We will be holding several webinars where you can meet with council officers to discuss the High Streets Culture and Events Programme and expression of interest in more detail and ask any questions you may have and find out more about applying.

Webinars will be held:

- Friday 22 July, 10.00am [Register here](#)
- Thursday 28 July, 7.00pm [Register here](#)
- Thursday 4 August, 1.00pm [Register here](#)

Monday 22 August 2022, 5.00pm expression of interest window closes.

Please email your completed expression of interest to business@bristol.gov.uk

Organisations that meet our criteria and pass our scoring will be invited for further discussion. These will take place between Tuesday 30 August and Friday 16 September.

Following these discussions, successful organisations will be asked to complete a simple grant application form and will enter into a funding agreement with the Council.

Expression of interest form

Please complete the expression of interest form, which is available as a Word or pdf document.

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 grant seekers who have computers that don't allow use of pdfs.

Scoring matrix

We read and assess all the expressions of interest 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.

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