Bristol City Council, City Centre Culture and Events Grant Scheme 2022 – 2023

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 applying to the City Centre Culture and Events Grant Scheme. This document is designed to help you understand more about the application process and what we would like to support and make happen through the grant scheme.

Overview

The City Centre Culture and Events Grant 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 City Centre Culture and Events Grants Scheme will provide investment for Bristol-based organisations to deliver a programme of cultural events and activities until 31 August 2023. These activities will bring Bristol residents together, attract and welcome visitors and support the economic recovery of the city.

We have allocated £200,000 to the Grant Scheme and we are inviting the creative and cultural sector to apply for grants to deliver cultural events and activities across four locations in the city centre.

We have two levels of grants available

1. £5,000 to £15,000
2. Over £15,000 up to a maximum of £50,000

Information on the historical context of the four priority areas can be found in Appendix 1 and maps showing the boundaries for the areas can be found in Appendix 2:

- Broadmead

- Old City

- King Street

- Park Street and Queen's Road – Please note due to existing bookings the use of College Green may only be possible for smaller events or those that will take place over a short time frame and will be considered on a case-by-case basis.

You can apply for 100% of the funding you need for your project, or you can combine it with other funding you have, to increase the scale of your project. If you have a mixture of funding, please make clear in your application the specific activities, and costs you want this grant to cover.

We are looking for a variety of projects of different scales, creating a balanced programme that includes different art forms.

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

Projects can be a one-off event or take place over a specific period of time; and can encompass many activities including but not limited to festivals, workshops, performances, parades, and installations. A portion of your project activity can take place inside however the main elements of your project activity must take place outside in the streets and public spaces of the city centre. Everything funded by the grants should be free to attend at point of access.

Vision and aims
Our vision for the Culture and Events Grant Scheme is to support the city centre to recover from the impact of the COVID 19 pandemic.

The aims 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 the priority areas
- Create local distinctiveness and activate and animate the city centre through a programme of activities that not only captures passing trade, but also attracts additional footfall to our four priority areas of the city centre and increases the amount of time people stay for (also known as dwell time)

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. Section 7 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: a city emerging socially and economically from the impact of a pandemic, which at the same time urgently needs 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 application is successful, an access statement will be required prior to a funding agreement being issued.

- 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. Your application should detail how pay for employees and freelancers has been calculated. Links to useful websites with more information fair pay can be found on page 11 of this document.

- Project planning should consider environmental impact. If your application is successful, a sustainability statement detailing the measures taken to limit the impact of the activity will be required prior to funding agreement being issued.

- We welcome applications for projects that reflect and represent the diversity of the city and are developed collaboratively.

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.

If you would like support to understand the guidance notes or have specific questions about your eligibility email business@bristol.gov.uk

Key dates
We know that applying for funding can sometimes raise questions. We will be offering one-to-one sessions where you can meet with council officers to discuss the grants in more detail, ask any questions you may have and find out more about applying.

After this time, you can email questions to business@bristol.gov.uk and once a week we will add the questions we have received and answers to a Frequently Asked Questions document, which can be found here. Deadline for questions will be Friday 9 September 5.00pm.

Week beginning 25 July - Culture and Events Grants open for applications

Thursday 4 August from 2.30pm to 3.30pm - One to One Sessions (15 mins each) Book here

Wednesday 10 August from 9.30am to 10.30am - One to One Sessions (15 mins each) Book here

Monday 22 August from 3.00pm to 4.00pm - One to One Sessions (15 mins each) Book here

Tuesday 6 September from 3.00pm to 4.00pm - One to One Sessions (15 mins each) Book here

Friday 23 September 12.00pm Application window closes

We aim to let you know if your application has met our criteria in the week commencing 3 October 2022 and you will be invited to present and discuss your project at a panel meeting with BCC officers and external stakeholder on Thursday 13 October. Please ensure a representative from your organisation will be available to attend the panel meeting.

We aim to inform unsuccessful applicants during the week of 17 October. Decisions made by the panel on grant applications will be final, there is no appeal process, but we will aim to provide brief feedback on your application.

If your application is successful
We will require environment and accessibility statements prior to issuing a funding agreement. We will then issue 25% of your grant on return of the signed funding agreement, 65% of your grant will be paid in stages, on completion of agreed milestones, submission of progress reports and attendance at progress meetings. Milestones and timings will be agreed with successful applicants

The final 10% 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 30 days of your activity ending.

All your marketing and publicity materials should include the Bristol City Council (BCC) and West of England Combined Authority (WECA) logos.

What can be funded and who can apply
The grant scheme is designed to offer grants to Bristol based organisations to run events and cultural activities across four locations in the city centre:

- Broadmead

- Old City

- King Street

- Park Street and Queen's Road - Please note due to existing bookings the use of College Green may only be possible for smaller events or those that will take place over a short time frame and will be considered on a case-by-case basis.

Information on the historical context of the four priority areas can be found in Appendix 1 and maps showing the boundaries for the areas can be found in Appendix 2

We want to support:
- Events and activities that are free to attend at the point of access and are delivered between March 2023 and 31 August 2023
- A portion of your project activity can take place inside however the main elements of your project activity must take place outside in the streets and public spaces of the city centre
- Activities that are a one off or take place over a specific duration

We are looking for projects of different scales and creative forms such as music, visual art, architecture, film, history, and heritage; events where people can share, celebrate, or learn. Projects can encompass many activities including but not limited to festivals, workshops, performances, parades, interventions, and installations.

There is a separate grant scheme to support repurposing empty commercial properties. We cannot assist with sourcing or negotiating for suitable vacant properties. The Vacant Commercial Property Grant Scheme focuses on bringing new types of businesses, creative and cultural activities, services, and community uses into the city's centre and high streets and is available for meanwhile use, short, medium, or long-term leases. Further information is available on the [Vacant Commercial Property Grants](#) page of the council website.

Applying in partnership with another organisation or individual?
We welcome partnership or collaborative applications to the fund. You will need to identify one lead partner for the project, and they will need to submit the application form. The lead partner must meet all the eligibility criteria below.

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 £10 million).

We cannot accept applications from:
- Companies limited by shares
- Organisations based outside Bristol. Partners can be from outside Bristol but the lead partner must be Bristol based.
- Schools, though they may be included as partners and participants
- Public sector organisations
- Housing associations and Registered Social Landlords, though they may be included as partners
- 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
- 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 or use of alcohol/tobacco
- 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.

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.

The application form

Please complete the application form which is available as a Word or pdf document. Applications 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 grant seekers who have computers that don't allow use of pdfs.

Please answer all the questions and once you have completed your application, please email your final version to: **business@bristol.gov.uk by 12.00pm on Friday 23 September 2022.**

Please put 'City Centre Culture and Events Grant Application' in the subject heading.

Whichever format you use, please keep this guidance for reference while you work through the different parts of your application form.

Guidance on completing the application form

Application Form Section 1: Your organisation

Q1 Your organisation and contact details

Please provide the contact details and job title for the person who has completed the application form and the name and job title or position of the person who will lead on delivery of the project (if different from the person completing the application form).

If you are applying for a project on behalf of an organisation, please provide a contact name and email for someone on the Committee or Board. You must have the permission and support of the organisation before you apply.

If you are applying in partnership or collaboration with another individual or organisation, please give the contact details for the lead partner. So that we can process your application and contact you if needed, please make sure all contact details are correct**.**

Q1.1 Do you have any councillors, trustees, employees or volunteers from Bristol City Council on your board/involved in your project?

Please give us the details of any councillors, trustees, employees or volunteers from Bristol City Council that are on your board or involved in your project (provide their name and role).

Application Form Section 2: Your project

Q2.1 What is the name of your project?

This can be a 'working title' for now if you haven't decided on a name for your project yet.

Q2.2 Sum up your project (40 words or less)

This is your 'elevator pitch'! Provide a persuasive summary to capture our interest in your project or idea. If your application is successful, we will use this to describe your project on our reports and media**.**

Q2.3 how much are you applying for?

Remember, this can be 100% of the project costs and we have two levels of grants available

- Between £5,000 and £15,000
- Over £15,000 up to £50,000

Application Form Section 3. What would you like to do?

Q3.1 Please give an overview of the project and what you would like to achieve with the funding. (Max 800 words)

Your overview should include:
- What is going to happen?
- Describe what the public will experience. What will they see, hear or do?
- Where will the public facing elements of your project happen and for how long will it take place?

Q3.2 How does your project meet each of the 4 aims for the grant scheme? (Max 800 words)

To attract additional footfall to the priority areas
- Create local distinctiveness and activate and animate the city centre through a programme of activities that not only captures passing trade, but also attracts additional footfall to our four priority areas of the city centre and increases the amount of time people stay for (also known as dwell time)

To advance diversity, equality and inclusion for all Bristol's citizens
- Deliver cultural projects or events that are inclusive, diverse, easy to access and that celebrate and engage with communities, businesses and stakeholders

To invest in the culture and events sector
- Increase paid employment opportunities for creative practitioners, artists, and event professionals

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. Section 7 of the [Event Guide for Organisers](#) contains links and helpful information on this

Q3.3 What priority area(s) will your project take place in?

Your project should take place in one or more of the priority areas, maps and definitions of the areas can be found in Appendix 2
- Broadmead
- Old City
- King Street
- Park Street and Queen's Road - Please note due to existing bookings the use of College Green may only be possible for smaller events or those that will take place over a short time frame and will be considered on a case-by-case basis

Q3.4 Can you be flexible about the location of your project? Y/N

Q3.5 Where will your project take place? Does it include activity inside any venues? (Max 150 words)

Please give details including,

- All site /venue/ property address/es
- Details of what conversations and/or agreements/permissions from BCC, land or property owners you have in place

Q3.6 What is the start and end date for your project?

Your project must take place between March 2023 and 31 August 2023

Q3.7 We'd like to know if your project date is fixed. Can you be flexible about when your project is delivered? Y/N

We would like to know if the location and delivery date of your project are flexible, as we have an ambition to create a seasonal programme with a spread of projects across the priority areas.

Application Form Section 4. Skills, experience and partners

Q4 Your skills and experience

Please explain your skills and experience relevant to delivering this project. If you are working with a partner(s), please also detail their relevant experience. (Max 800 words)

We want to ensure that individuals and organisations applying for funding have the skills, capacity and experience to deliver their proposals successfully. What skills and experience does your organisation have to run this project?

In your answer give one or more examples of work you or your partners/subcontractors have done previously.

Please cover the following areas:

- Please list the partners that you are planning on working with on this project and state whether their involvement is confirmed or pending.
- Have you delivered projects with similar budgets and scope within the public domain before (please provide examples)? If not, please detail how you will overcome any shortfall in your knowledge base through, for instance, partnering with another organisation or hiring a professional with the relevant expertise.
- How you will ensure artistic/cultural content is high quality and relevant to our programme aims
- How you will ensure proper management e.g., in relation to working with others, timekeeping and budgets, safe event management

You can include links to up to three websites or projects if necessary.

Application Form Section 5. How are you going to attract audiences to your project?

Q5.1 How many people do you expect to attend or participate with your project? (Max 200 words)

Please provide a number and explain how you will achieve this. Including how you will communicate and build audiences for your project in Bristol and beyond; your experience/capacity for marketing projects of this scale including print, digital and social media. We are looking to fund projects that create additional footfall and increase dwell time.

For grants of between £5,000 and £15,000 projects can be smaller in scale and nature and be directed at a specific audience which will be reflected in anticipated audience size.

For grants of over £15,000 we would expect that projects attract significant additional footfall.

Q5.2 How will you ensure that your project is accessible and inclusive, how will you address challenges or barriers that people may face? (Max 200 words)

Our aim is to create a programme that engages a broad audience so that as many people as possible can experience or participate in culture. Many people and communities in our city do not have the opportunity to engage in cultural activities and it is important that the projects we support are as inclusive as possible.

The kind of barriers which prevent people from engaging in activities include not having access to the internet, not having their access needs considered if they are deaf or disabled, or cultural barriers (feeling that certain activities "aren't for me"). In your answer, please include detail of:
- How you will develop audiences and reach the diverse communities of Bristol
- How you will address barriers to participation

Q5.3 Does your project engage a specific audience, e.g., young people? If so, you can use this section to tell us about it. (Max 200 words)

For example, are you already working with a community group that you plan to engage through the project, or have you worked with them before?
- Do you have existing partnerships or links?
- Have people confirmed they are interested in being involved? Be specific on who.

Application Form Section 6. Project Timeline

Q6 Project Timeline

Use the table to fill out a detailed project timeline identifying the main stages/activities of the project. Show the dates that each phase and/or activity will be delivered in date order from start date onwards. For example, phases might be planning, developing partnerships, research, marketing, health and safety, evaluation, delivery and site permissions process. If your organisation does not have a particular expertise in house, you should acknowledge this need in your timeline (i.e., recruit H&S specialist). Examples of activities might be performances, exhibitions, workshops, events.

You should include time throughout your project to monitor progress and time at the end to complete monitoring and evaluation.

We understand that timings may change during the project but be exact as you can for now. We will use this to understand whether your plans are realistic and achievable.

If this is a partnership application, please include which partner will be doing which task or activity.

Please note, permissions will be required for all events and activity. We will work with successful organisations to support, advise, and ensure that the process is accessible.

An event with licensable activities such as live entertainment or sale and supply of alcohol, will also need a Temporary Event Notice. This should be done at least ten days before the event.

Details of audience capacity, requirements, and deadlines for submitting an application to site permissions.

Size	Audience capacity	Requirements	Minimum deadline for submitting application
Small events (a)	Up to 999	Without a road closure and/or a Premises Licence	3 months before the event
Small events (b)	Up to 999	An event likely to require a Road Closure Order and/or Premises Licence	6 months before the event
Medium events	Between 1,000 – 4,999	An event likely to require a Road Closure Order and/or Premises Licence	6 months before the event
Large events	Between 5,000 – 20,000	An event that requires a Premises Licence/or Road Closure Order on major roads	8 months before the event
Major events	Over 20,000	An event likely to require a Premises Licence and/or Road Closure Order on major roads	12 months before the event

Application Form Section Part 7. Monitoring and evaluation

Q7 How will you conduct the necessary monitoring and evaluation throughout the project? (Max 300 words)

This question is about how you will monitor and evaluate your project to check if it is meeting our evaluation criteria.

In your answer, please include detail of:
- How you will gather information, you can use a suitable sample of audience or participant surveys proportionate to your expected audience, short interviews, films, photographs, and any creative collection methods that will measure the impacts of your project
- How you will measure audience satisfaction
- How you will record any learnings from the project

If your application is successful, we will provide you with a monitoring form to gather some specific information outlined below to assess the reach and impact of funding for culture and show why it is vital:
- 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)
- 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
- Equality, diversity and demographics for employees, participants and attendees (a guide to the information required will be provided to successful applicants)
- Audience satisfaction.

A minimum ratio of 10 people for every 100 attendees will need to be surveyed, up to a maximum of 100 people will be required.

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

Application Form Section 8. Budget

Use the tables to fill in your income and expenditure.

The total income and total expenditure in your budget should be the same amount.

Q8 Expenditure

This is the breakdown of your project's costs. You should include details of each role, a short description of their responsibilities, the total number of days this employee will work for and the cost per day (e.g., Details: Lead Artist – design, research, and development - 10 days @ £200/day, Cost = £2000).

 Please use the headings on the table in the form:
- Fees, any fees associated with delivering the project, including staff and freelancers such as artists and technicians.
- Production, including any materials or equipment necessary to produce and deliver the project
- Marketing, costs associated with marketing and audience development
- Access, costs to support access needs (e.g., for deaf and disabled people).
- Overheads, any additional overheads for delivering you project, outside of your usual organisational running costs e.g., administration, insurances, site permissions, *other BCC licences/permissions
- Contingency, you should include a contingency in case of any unexpected costs. We recommend a minimum of 10% of the total budget cost

Please be aware that depending on the scale and nature of your project, suitable event management including security and stewarding must be budgeted for.

*Your project may need other BCC licences and permissions for example if you want to close a road for an event you will need to apply for a road closure, more details can be found here . If you want to place a structure on the pavement/highway, more information can be found here . Please note this is not an exhaustive list of licences or permissions that maybe required.

Fair pay is at the heart of Bristol's values and our recovery from Covid 19. Bristol City Council are asking employers to pay a fair wage and put an end to in work poverty. Find out more about how you can become an accredited Living Wage employer by contacting livingwage@bristol.gov.uk

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. Your budget should detail how pay for employees and freelancers has been calculated. The use of volunteers is permitted, but we do expect their expenses to be paid.

What is a fair rate of pay for artists and creative practitioners?
There is no set industry standard for fair pay, but the following links can help ensure you include fair rates for payment to arts practitioners in your budget.

- Guidance on fees and day rates for visual artists 2021
- Musicians Union rates of pay for musicians
- UK Theatre industry rates of pay
- Independent Theatre Council rates of pay

- [Guidance on the Living Wage](#)

Site permissions and fees for events and festivals on Bristol City Council owned land

If your event/activity will take place on Bristol Council land you will need to submit an application to the Site Permissions office. Further guidance on planning an event on BCC land and advice supporting outdoor events can be found on [EventApp](#)

All applications to hold an event in the City will incur an **application fee of £62.50+vat** through [EventApp](#).

Where BCC is supporting an event, our standard **site hire fees** will be waived wherever possible. However, as events can involve multiple stakeholders and different BCC departments, **other fees** may be chargeable for your event. These will be assessed on a case-by-case basis depending on your planned location and activities.

Further information on Bristol City Council's fees and charges can be downloaded under the useful documents section on [EventApp](#) For some guidance on the type of fees you may need to consider, please see the "Other Fees & Charges" summary.

Q8.1 Income

This is the money that will pay for your project. Include the amount you are applying for from the grant programme here. Remember, this can be between £5,000 and £15,000 or £15,000 and £50,000 and can be 100% of the project costs.

Include any other money or funding you will be using towards the costs of this project. You can also include in-kind support. In-kind means something that is being given to you for free that you would usually have to pay for. This might be an organisation or business letting you use a service for free, or providing free staff support, or printing etc. For in-kind enter the amount it would have cost if not offered for free.

Q8.2 Are you currently in receipt of funding from Bristol City Council? Y/N

Please complete the table with the year, name of council funding (grant or paid work) and amount.

Q8.3 If you are in receipt of funding from Bristol City Council, is it for this project?

If you already get or expect to get funding from other council teams, please be clear how your application to this grant fund builds on the project and does not displace or duplicate activity. (Max 100 words)

Application Form Section 9: Equal Opportunities monitoring

Please complete the separate Equal Opportunities monitoring form

By answering the questions in the form, you will help us improve what we do as a council and make our services more accessible. All questions are optional. You do not have to answer any of these questions but the more information you supply, the more effective our monitoring will be. Information provided will be treated confidentially and in accordance with the General Data Protection Regulation (GDPR). Personal and sensitive information will be used solely for the purpose of equalities monitoring to ensure that everyone is treated fairly.

Application Form Section 10. Baseline Documents

Please send the following documents with your application:

● Proof of organisation type: e.g., an official document confirming incorporation as a company limited by guarantee (these can be downloaded from Companies House) or memorandum and articles of association
● Last year's accounts (21-22), and a statement showing turn over for the two previous years (20-21 & 19-20)
● Valid insurance (£5 million public liability; £10 million employer liability; etc)
● Completed Equal Opportunities monitoring form for your organisation
● Note: Please do not send letters of support or recommendation, as these will not be considered

If your project is successful in being funded, you will need some of the baseline documents listed below. For example, if you are working with young people, you will need a safeguarding policy and DBS checks. Baseline documents that may be necessary (dependent on your project and who you will be working with) include:
● Risk assessments for all aspects of your project delivery
● Event management plan
● Adult safeguarding policy
● Child safeguarding policy
● Valid DBS for all staff working with children and young people
● Volunteer policy (if volunteers are involved)
● Data protection policy
● Equality and diversity policy
● Health and Safety policy
● Environmental policy

We will discuss these with you and can support with templates and guidance, and signpost you to the relevant team or organisation if necessary.