



## **Bristol City Council, City Centre Culture and Events 2024**

### **Nighttime Economy Grant Scheme (Extended Opening Hours) – Overview and Guidance Notes**

#### **1. Introduction to Guidance Notes**

Hello! We are pleased that you are considering applying for a Nighttime Economy 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 Nighttime Economy Grant Scheme. They are:

1. Nighttime Economy Grant Scheme (Extended Opening Hours) and
2. Nighttime Economy Grant Scheme (Activities and Events)

#### **These guidance notes relate to 1. Nighttime Economy Grant Scheme (Extended 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 [business@bristol.gov.uk](mailto:business@bristol.gov.uk)

#### **Closing Date**

The closing date for applications is 9am, Tuesday 15<sup>th</sup> October 2024. You must send your full application to us by this date. This includes:

- Application form with all fields complete
- Public liability certificate (minimum £1million)
- Employer liability certificate (if applicable) (minimum £5 million)
- Equalities monitoring form

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. Why is the council offering this grant funding?**

The grant scheme is part of the City Centre and High Streets Programme, funded by Bristol City Council and the West of England Combined Authority. The programme aims to help get more people visiting and using Bristol's city centre and high streets.

The Nighttime Economy Grant Scheme (Extended Opening Hours) will support businesses to trial evening opening, providing night-time culture and events to Bristol residents and visitors, and helping the city's economy thrive. This is an opportunity for businesses in three city centre areas (Christmas Steps, Old Market, Stokes Croft) to diversify their night-time offer.

### **Aims of the Nighttime Economy Grant Scheme**

#### **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 the three 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, and easy to access 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. Page 24 of the [Event Guide for Organisers](#) contains links and helpful information on this.

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

The total amount of funding available for Nighttime Economy Grants (for the Extended Opening Hours grants and Activities and Events grants combined) is £45,000. We are allocating this through two funding windows. The first funding window closed on 3<sup>rd</sup> September 2024. The second funding window is open from Tuesday 17<sup>th</sup> September – Tuesday 15<sup>th</sup> October.

Each business can apply for between £600-£1000 through the Nighttime Economy Grant (Extended Opening Hours). The exact amount a business can receive will depend upon how many extended openings a business applies to trial. We would like businesses to trial between 3-5 late openings of 4 hours minimum. We will pay a flat fee of £200 per 4 hour extended opening. Therefore:

a successful application to trial three extended openings, would receive a flat fee of £600.

a successful application to trial four extended openings would receive a flat fee of £800.

a successful application to trial five extended openings would receive a flat fee of £1000.

If you apply for four or five extended openings, we may offer you a grant of less than you applied for to cover fewer sessions, depending on the number of applications.

### **4. Eligibility for the Nighttime Economy Grant Scheme (Extended Opening Hours)**

#### **Location**

Your business must be located within the boundary of one of the following areas within Bristol City Centre: Christmas Steps, Old Market, Stokes Croft. Please check if your business is within one of these areas by entering your premises postcode [Night Time Economy Grants \(arcgis.com\)](#) .

### **Type of business, 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 SIX (6) of the following criteria:

- Premises where you intend to trial extended opening hours must be within one of the designated areas (You can check if your business property is in an eligible area by using this website [Night Time Economy Grants \(arcgis.com\)](#) ) You must hold a lease for this premises at the time of submitting your application.
- Your business must not currently be open after 6pm.
- Employ fewer than 50 people
- Have a turnover of £10.2million or less
- Have £5.1million or less on your balance sheet
- Be a consumer-facing business in one of the following sectors: retail, health & beauty, culture, hospitality

Some types of businesses 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.

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 Nighttime Economy Grant Scheme. A business submitting an application for the Nighttime Economy Grant Scheme (Extended Opening Hours) may not simultaneously or subsequently submit an application for the Nighttime Economy Grant Scheme (Events and Activities) and vice versa.

### **Insurance**

Your organisation or business will need to have valid insurance policies for public liability (minimum £ 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
- Costs related to carrying out a visitor survey/exhibition survey

### **What can the Grant not be spent on?**

- Costs incurred prior to the award of a Grant
- Activities beyond the scope of the Small Business Culture and Events Grant Scheme (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
- 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.

### **Entry to venue trialling extended opening hours is free to all members of the public**

Entry to premises trialling extended opening hours must be free for the public.

### **When must activity take place?**

All activity funded by the Nighttime Economy Grant Scheme (Extended Opening Hours) must be completed between 15th November 2024 and 28th February 2025.

Extended opening must take place between the hours of 5pm-6am.

## Licencing and permissions

Please note when making a grant application that extended opening hours or a new activity or event 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](#).

## 6. Monitoring and Evaluation

If you are successful in securing a Nighttime Economy Grant you will be required to gather specific information outlined below to help us assess the reach and impact of our funding. This information will be collected following the completion of your extended opening hours trial. Templates and forms will be provided to the successful businesses 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 event
- Photo evidence of the activity or event and copies of press and marketing information

We may also choose to produce a case study, which will be made publicly available on the Council's website and through our social media channels.

## 7. Process and Key Dates

Please email any questions to, [business@bristol.gov.uk](mailto:business@bristol.gov.uk) by Wednesday 9<sup>th</sup> October 2024

Tuesday 17<sup>th</sup> September 2024 – Nighttime Economy Grant Scheme (Extended Opening Hours) opens for applications.

Online information webinar (email [business@bristol.gov.uk](mailto:business@bristol.gov.uk) to book a place).  
Tuesday 24<sup>th</sup> September (10am-11am)

Wednesday 25<sup>th</sup> September (5pm-6pm)

9am, Tuesday 15<sup>th</sup> October 2024 - Application window closes

Friday 25<sup>th</sup> October 2024 – Applicants informed of decision by this date

## **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 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 Application form.

Please answer all the questions and once you have completed your application, please email your final version to: [business@bristol.gov.uk](mailto:business@bristol.gov.uk) by 9am, Tuesday 15<sup>th</sup> October. Please put 'Nighttime Economy Grant Scheme (Extended Opening Hours)' in the subject heading.

## **How does the Council decide whether to award this grant?**

Your application will be assessed by a Grant Panel made up of 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 one of the three city centre areas.

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 within the local area, however, we wish to prioritise the main retail street in each area. These are:
  - the street called 'Stokes Croft' within the Stokes Croft local area;
  - the streets called Christmas Steps and Colston Street within the Christmas Steps area;
  - the streets called Old Market Street and West Street within the Old Market area.

Applications from businesses on the main retail street will score more highly.

- Why the grant is needed: Why you want to trial extended opening hours, how the grant will help and you would use the funding for.
- Current opening hours: Explanation of why the business does not currently open after 6pm.

- Timing: when your extended opening hours trials will take place and an explanation of why you have selected those dates. We would like businesses to trial extended opening hours on days when there is no other significant activity taking place in the area (e.g. large festivals in the city centre) which might impact on the perception of the event's success.
- Approach to marketing and promotion to ensure that your trial extended opening hours is a success.
- How will you decide whether to continue 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 coordinating activities with other nearby businesses (for example, choosing the same dates for Extended Opening Hours) you must ensure that the answers to the questions on the application form are tailored to your business.

### **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.

### **Grant payments**

Bristol City Council will issue 50% of your funding on return of a signed funding agreement. The final 50% of your grant will be paid on submission of satisfactory monitoring and evaluation information following the completion of your extended opening hours trial. We will require you to submit your monitoring and evaluation information within 14 days of your activity ending.

Members of the Bristol City Council City Centre and High Streets team may carry out spot checks to ensure activity takes place as stated in your application.

### **Marketing and publicity**

Extended opening hours must be advertised locally to ensure maximum visibility. The council may be able to help promote your extended opening hours through our social media channels. If you are successful in securing a grant our Business Development Officers will be in touch to gather information and a picture of your business/premises to use in our social media.

## 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 if they have received 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.

