



Bristol City Council, City Centre Culture and Events 2024

Nighttime Economy Grant Scheme (Events and Activities) – 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 (Events and Activities)

These guidance notes relate to 2. Nighttime Economy Grant Scheme (Events and Activities)

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

Closing Date

The closing date for applications is 9am, Tuesday 3rd September 2024. You must send your full application to us by this date. This includes:

- Application form with all fields complete
- Public liability certificate (covering £5 million)
- Employer liability certificate (if applicable) (covering £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 (Events and Activities) will support businesses to trial a new type of event or activity that they haven't delivered before at no financial risk to themselves. The grant scheme will provide night-time culture and events to Bristol residents and visitors and help 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 intend to allocate this through two funding windows. The first funding window will be between 6th August and 3rd September 2024 and will allocate approx. £22,500 of the available funding. The dates of the second funding window will be confirmed in due course.

Each business can apply for between £500-£2,000 through the Nighttime Economy Grant (Events and Activities). We expect the average amount applied for and awarded to be between £500 and £1,000 for one event.

4. Eligibility for the Small Business Culture and Events 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 \(arcgis.com\)](#) .

Normal opening hours

A business applying for this grant could be:

Open in the daytime only
Open in the evening only
Open in both the daytime and the evening.

Events and activities funded by this grant must take place between the hours of 6pm-6am

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:

- 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 \(arcgis.com\)](https://www.arcgis.com))
- 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 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 Nighttime Economy Grant Scheme. A business submitting an application for Nighttime Economy Grant Scheme (Events and Activities) may not simultaneously or subsequently submit an application for the Nighttime Economy Grant Scheme (Extended Opening Hours) 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 an event or activity
- Additional insurance costs attached to an event or activity
- Additional energy costs attached to an event or activity
- Marketing and promotion costs

- Costs related to carrying out a visitor survey/exhibition survey
- Professional fees/costs etc. (artists/performers must be paid)
- Security costs
- Set up/staging costs
- AV costs and equipment hire
- Event licences

What can the Grant not be spent on?

- Costs incurred prior to the award of a Grant
- Normal (existing) staff costs (if the business would already be open during proposed event/activity)
- 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 of per event insurance)

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

Offer is free at point of access

Entry to an event or activity funded by this grant scheme must be free for the public to attend. You may charge a booking fee, to help ensure attendance. However, this must be refunded directly to the customer upon attendance. You will also need to have a mechanism in place for those who may be unable to pay the refundable booking fee, to ensure they can participate in the event or activity. If the event is developed into a self-funded activity a business would then be able to charge for it.

When must activity take place?

All activity funded by the Nighttime Economy Grant Scheme (Events and Activities) must be delivered between 1st October 2024 and 28th February 2025. You may not use a grant to fund activity which has already happened.

Activities and events should take place between the hours of 6pm-6am.

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 assess the reach and impact of funding for your activity or event. This information will be collected following your event. Templates and forms will be provided to the successful business to gather the following information:

- Description of the event, including what went well and what could be improved
- Customer numbers for event / activity
- Total takings from the event and average spend per person
- Any paid employment opportunities for artists/creative practitioners and event professionals that the event has supported
- 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 about your event or activity, which will be made publicly available on the council's website and through our social media channels.

7. Process and Key dates

Please email questions to business@bristol.gov.uk by Wednesday 28th August 2024.

Tuesday 6th August 2024 – Nighttime Economy Grant Scheme (Events and Activities) open for applications.

Online information webinars (email business@bristol.gov.uk to book a place).

Thursday 8th August (11am-12pm & 5.30-6.30pm)

Tuesday 13th August (11am-12pm & 7-8pm)

Wednesday 21st August (4-5pm)

Tuesday 3rd September 2024 (9am) - Application window closes

Friday 13th September 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 by 9am, Tuesday 3rd September 2024. Please put 'Nighttime Economy Grant Scheme (Events and Activities)' 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 in your application against a set of criteria, 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 on that question.
- Type of event or activity, explanation of why you have decided to trial this and how the grant will help.
- Amount of funding you are applying for and what the grant funding will be used for.
- Timing: when your trial event or activity will take place and an explanation of why you have selected those dates. We would like businesses to trial events or activities during times 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 event or activity is a success.
- Approach to measuring success (including existing numbers and spend per head). A sound explanation of how you will decide if the trial has been successful. E.g. realistic projections of target numbers attending.

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 all your trial extended opening hours. 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 application.

Marketing and publicity

Activities and events must be advertised locally to ensure maximum visibility. All marketing and publicity materials should include the Bristol City Council (BCC) and West of England Combined Authority (WECA) logos and must be approved by Bristol City Council before issue.

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 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.