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## East Suffolk Events, Arts and Culture Grant scheme

### Guidance

***IMPORTANT: PLEASE READ THE FOLLOWING GUIDANCE CAREFULLY BEFORE FILLING IN THE APPLICATION FORM.***

#### About the fund

This programme supports East Suffolk Council's vision to strengthen our local economies and communities and create thriving and inclusive towns through added investment in activities.

The grant scheme aims to foster a sense of local pride and belonging for our communities by creating new event and development opportunities and reconnecting local residents to the hubs of their communities. It will allow more people to feel the social and economic impact of culture in their lives and contribute to welcoming, distinctive, and attractive towns and places.

We see that the success of events and activities can be determined by an increase in footfall in a location, increased visitor numbers, increased spending in local businesses, and a general feeling of positivity in the town. In some cases, events can also lead to the discovery of new local attractions, the development of new partnerships between local businesses, and better communication between local organisations. Overall, events are seen as a great way to bring people together and to create a sense of community.

Approved projects will need to support the ambitions of the Council's Economic, Visitor Economy and Cultural Strategies around celebrating the creativity and heritage of East Suffolk whilst also supporting local businesses, entrepreneurs and creative talent.

#### About the grant

Grants of between **£2,000 - £5,000** per application. The grant can cover capital and revenue costs.

The grant scheme can also fund staff costs, if you can demonstrate within the application that they will directly influence or deliver one or more of the fund priorities.

*Whilst there is no requirement to provide match funding, projects that lever in other funding may be prioritised over those that have no match funding to optimise the value for money delivered by the programme. This can include cash and non cash/volunteer contributions.*



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**Priorities of the grant scheme**

All applicants must ensure that they can evidence how their application meets the following priorities:

- To provide communities with access to cultural participation opportunities which provide health and wellbeing and economic benefits for all.
- To maximise and grow the development of a year-round visitor economy through the development of new events or enhancing existing events.
- To create visually stimulating and attractive town centres that capitalise on their individual character and assets through the creation of cultural, arts and heritage enrichments, activities and events.
- To partner with one Voluntary, Community, Faith or Social Enterprise (VCFSE) group, creative organisation or freelancer to pool resources, enhance business and community relationships, or to offer more opportunities for freelancers.

**Types of project**

This fund can support the following types of projects:

Priority	Example(s)
Culture, arts and heritage enrichments, activities and events	<ul style="list-style-type: none"> <li>• Arts</li> <li>• Music</li> <li>• Dance</li> <li>• Sport</li> <li>• Education</li> <li>• Tours</li> <li>• Displays / exhibitions</li> <li>• Local food and drink promotion</li> <li>• Photography and film</li> <li>• Local folk law storytelling through interpretive content</li> <li>• Crafts</li> <li>• Poetry and storytelling</li> <li>• Arts and culture for health and wellbeing benefits</li> <li>• Theatre</li> <li>• Gaming</li> </ul>

*These examples are given as a guide and are not exhaustive.*



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### Who can apply?

The fund is available to community and voluntary groups, placed based associations, charities, social enterprises, freelancers, community interest company's, town and parish councils and businesses associated with the culture and arts sector who are located within the geographical area of East Suffolk.

Priority will be given to projects located within the following 12 locations however we will also consider applications from smaller localities who can demonstrate a visitor/cultural offer.

- Aldeburgh
- Beccles
- Bungay
- Felixstowe
- Framlingham
- Halesworth
- Leiston
- Lowestoft
- Saxmundham
- Southwold
- Wickham Market
- Woodbridge

### What we cannot fund

- Applications from individuals – **we cannot make grant payments to individuals**
- VAT: If you are able to claim back VAT then VAT is not eligible as part of the costs of your project and should not be included.
- Annual/usual organisation running costs and core staffing costs
- Contingency costs
- Projects unable to start within 6 months of the grant award date
- Activities promoting political or religious beliefs
- Payments towards endowment funds, deficit funding or loans
- Overseas travel for individuals/groups
- Sponsored or fundraising events
- Funding for trips abroad or hospitality to other organisations
- Repeat funding – i.e. if East Suffolk Council has previously provided a grant for the same activity
- Items or projects which only benefit an individual
- Retrospective costs
- Projects that will displace existing provision
- Activities that are statutory obligations



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Before applying, please note that this funding cannot be used to replace lost income / profits / hardship experienced as a result of the pandemic, although it can be used help you to resume activities suspended due to Covid-19. We cannot provide retrospective funding for projects i.e. for costs already incurred.

**Please ensure that your application includes information about how your project adds value to the work of existing organisations, projects and activities in your target area.**

### How to apply

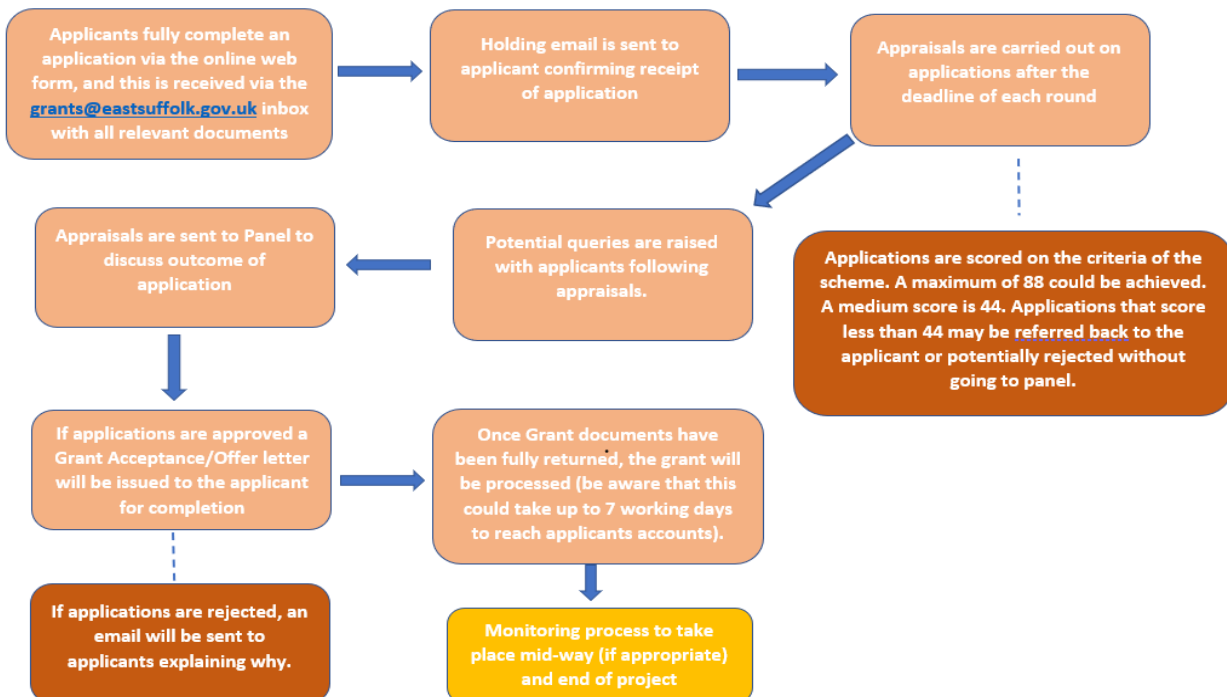
If you would like to access funding through the East Suffolk Events, Arts and Culture Grant, please complete the application form via the following weblink:

[https://my.eastsuffolk.gov.uk/service/High\\_street\\_events\\_arts\\_and\\_culture](https://my.eastsuffolk.gov.uk/service/High_street_events_arts_and_culture)

Please be aware that all applicants are expected to complete the subsidy declaration within the application form. For more information on the subsidy control please visit: [UK subsidy control regime - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

### Process

If the application is fully complete (i.e. all the required information is provided) it will be taken to a Panel Meeting which will be up to three weeks after the grant deadline below. See the diagram below for more information on the application process.





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**Deadline for Applications**

If your application is successful, you will be notified of the decision through a Grant Acceptance (via email) within 5 working days of the Panel meeting.

Round dates (applications open and close)	Dates of Appraisals	Panel Meeting
Friday 3 <sup>rd</sup> January 2025 – Monday 3 <sup>rd</sup> February 2025	5th February – 14 <sup>th</sup> February 2025	w/c 24 <sup>th</sup> February 2025

Funds through this grant scheme **should only be spent on the items/purpose detailed in the application form and Grant Acceptance** and within **12 months** of the date of the Grant Acceptance. All funding awarded will be for a maximum of twelve months, although our contribution could be part of a longer-term project which is match-funded from elsewhere.

You must indicate on your form if you have applied for or intent to apply for match funding for this project. If the grant is not spent on the approved purposes or there is an underspend, the Council has the authority to reclaim part or all of the grant. If you are proposing to make any changes to your approved project, please inform us as soon as possible.

An evaluation and monitoring form will be sent for completion **after 6 months** – although this period will be extended if a change in national guidance means that your project has to ‘pause’ - to ascertain the impact that the project / activity had. Returning this form to us is one of the grant conditions. ***Please keep copies of receipts and invoices related to the project / activity – we may ask to see these as part of our monitoring process as we spot check a proportion of successful applications.***



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Applications will be scored as per the below scoring matrix:

<b>SCORING CRITERIA</b>			
	<b>Criteria</b>	<b>Strong projects will have...</b>	<b>Weak projects will have...</b>
<b>A</b>	Impact on town centre and businesses	The project will have a positive impact on the town centre and the local business community. It is led by the business community or an organisation working with the business community.	It is unclear how the project will benefit the town centre and local business community in a positive and meaningful way.
<b>B</b>	Clear links with the grant fund priorities	The applicant has identified how the project is linked to the priorities of the funding	It is not clear how the project is linked to the priorities of the funding.
<b>C</b>	Evidence of Need	The applicant has demonstrated the required knowledge of the issues affecting their town center/business community.	The proposal is based on anecdotal evidence and it's unclear whether this project is needed.
<b>D</b>	Evaluation and Promotion	It is clear how the project will be promoted and publicised to the target audience and/or communities. There is a clear approach and methodology to capture project outputs and outcomes in a clear and robust way.	It is unclear how the project will be promoted and how the outcomes and impact of the project will be evaluated.
<b>E</b>	Value for Money	The project has been realistically costed and the impact of the project is appropriate in relation to the amount of funding that has been requested.	The project is either significantly under costed or over costed which creates a risk to the project and its outcomes/impact.
<b>F</b>	Deliverability	The project is realistic and achievable and it is clear how and when the project will be delivered and by whom.	It is unclear what the project will do, who will deliver it, how it will be delivered and by when.
<b>G</b>	Project legacy and sustainability	The applicant has considered project sustainability after the funded project has been completed i.e. it is clear how the project will continue (if relevant).	It is unclear how the project will continue after the funding has been spent and whether what has been proposed is achievable.
<b>H</b>	Partnership working	The project is working in partnership with at least 1 other organisation or freelancer	The application has no reference to another organisation or freelancers involved in the project.



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**Scoring Matrix**

- 0** No Evidence
- 1** Poorly Met
- 2** Satisfactory
- 3** Good
- 4** Very Good

<b>SCORING CRITERIA</b>			
<b>Criteria</b>	<b>Score Range</b>	<b>Weight</b>	<b>Max Weighted Score</b>
<b>A</b>	0-4	4	16
<b>B</b>	0-4	4	16
<b>C</b>	0-4	4	16
<b>D</b>	0-4	3	12
<b>E</b>	0-4	3	12
<b>F</b>	0-4	2	10
<b>G</b>	0-4	2	6

- Groups can achieve a maximum score of 88 points
- A medium score is considered to be 44 points
- Applications that score less than 44 will be referred back to the applicant or rejected.

If you would like this document in large print, Braille, audiotapes, or translated into another language, please contact us: [grants@eastsoffolk.gov.uk](mailto:grants@eastsoffolk.gov.uk)