Weston-super-Mare Town Council

Event Grant Funding

Objectives of fund

1. To promote activities that have regard for the benefit of local residents
2. To promote activities which aim to support the creative sector of Weston-super-Mare
3. To encourage further investment in the Heritage Arts and Culture Community
4. To promote activities which demonstrate benefit to the local economy

Proposed outcomes – what success looks like

The success of your project would be understood by using the following three criteria:

1. Number of beneficiaries (participants and audiences) engaging in the activity (grant holders will be required to collect and submit audience evaluation data following the event.
2. Inward investment - value of match funding secured from other sources to enable activity in Weston-super-Mare.
3. Number of paid employment opportunities created for local artists/creatives/freelancers.

Process for Grant Applications

1. Contact us before making an application to discuss if your project is eligible.
2. The Grants and Governance Sub Committee, at which applications are discussed, will consider grant applications when appropriate.
3. Applications must be submitted at least three weeks before Grants and Governance Sub Committee (refer to calendar of meetings).
4. Applications may be made by post or online using the application form.
5. There is no upper or lower figure set for the amount of any grant aid.
6. The organisation will receive notice of the outcome of their application within one week of the meeting having taken place.
7. The Council reserves the right to request further information before making a decision
8. 90% of the grant will be given at time of award, with 10% retained until we have received confirmation of evaluation of your event/activity.

Eligibility for Grant

1. To be eligible for grant aid the applicant organisation must provide an event/activity which in some way benefits the local community and economy, and meets the objectives and outcome of the fund detailed above.
2. Applications will not be accepted from:
a. Individuals
b. Bodies which are companies limited by shares or limited liability partnerships – unless able to demonstrate the event/activity will be non-profit making.
c. Religious organisations – unless the application clearly demonstrates benefit to the wider community irrespective of religious affiliation
d. Political organisations – unless the application clearly demonstrates benefit to the wider community irrespective of political affiliation
3. Applications will not be considered from "upward funders", i.e. local groups whose fundraising is sent to the central headquarters for redistribution.
4. Applications will not be considered from groups whose purpose is to redistribute funds as grants to or sponsorship of other organisations or individuals.
5. Grants will not be made retrospectively.

Content of Grant Applications

1. The organisation applying must submit a trading account and balance sheet for the last financial year, including existing bank/building society statements.
2. Organisations just starting up must submit basic financial information to the satisfaction of the Town Council.
3. The organisation should give a clear justification of why it needs grant aid, and how it will meet the objectives and outcomes of the fund.
4. Applications must include how local businesses and residents will benefit from the event/activity.
5. An incomplete application will result in delays in the decision making process.

Criteria for Determination of Grant Applications

1. All applications which meet the eligibility and content requirements will be decided by elected members of the Council using their discretion, taking into account the following criteria:
   a. Is the organisation serving a significant proportion of residents within the Weston-super-Mare Town Council boundary?
   b. What benefit does it provide to the town and its inhabitants?
   c. How much resource does the organisation have in total, and how much money is in its balance sheet/bank balance?
   d. Have other sources of funding been secured or are they being sought for the project?
   e. Has the organisation received similar grant funding in recent years?
   f. Is the organisation a new start up?
   g. Is the application for grant to cover salaries or staff costs?

Conditions of grants awarded

1. Successful organisations will be required to submit receipts for any donation received.
2. The organisation must on provide feedback on the outcome of any venture grant aided by the Town Council.
3. In the event of a project/scheme/venture not preceding the donation should be returned to the Town Council for redistribution to other organisations.
4. Recognition of the Town Council's support must be given on all printed and electronic material produced by the organisation.
5. If requested, the organisation must be able to provide receipts, invoices and other evidence to the Town Council of how the donation was actually spent.

Application Form

Organisation Detail

1. Organisation name

| |
| |

2. Contact details

Contact name	
Job Title	
Contact Number	
Email	
Web address (if applicable)	
Social media accounts (if applicable)	
Address	

3. Applicant type (tick)

Constituted community organisation	
CIC	
Registered Charity	
Other (please specify)	

4. Applicant activities – short summary of what your organisation does (up to 150 words)

| |
| |

5. Make up of your organisation if applicable

Category	Number
Full time paid staff	
Part time paid staff	
Volunteers	
Management Committee/Board	
Other _____	

6. Have you received grant funding from Weston-super-Mare Town Council in the past? (delete as appropriate)

YES	NO

If <u>yes</u>, detail below:

Amount	Year of award

Event Details

7. Name of event/activity

8. Start Date: End Date:

9. Describe the event/activity you want this funding to support (up to 250 words)

Please consider:

- What you want to do
- Who will be involved
- How will it benefit the local population?
- Where it will take place
- How this funding will help you achieve your aims
- How has your event/activity considered the local economy?

10. In 20-30 words, provide a summary description of the work you are seeking a grant towards.

11. Tell us about your project timeline, with key activities

Add more lines as appropriate

Date	Activity

Date	Activity

12. How will your event/activity meet the objectives and proposed outcomes of this fund? (up to 200 words)

13. If you are working with partners, how will they be involved? (up to 200 words)

14. How have you identified the audience for this project? If applicable how have they been involved in the process and planning of your creative activity? (up to 200 words)

15. How many people are likely to engage in your project and who are the main target audience?

Number	Target Audience
	e.g. age, location, background etc.

16. Does the activity seek to specifically engage with any of the protected characteristic groups described in the Equality Act 2010? If so which? Tick all that apply

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation
- None of the above

17. Please indicate below the work you plan to produce as part of your event/activity.

Event/activity Results	Estimated
Number of new products or commissions	
Period of employment for creatives (in days)	
Number of performances or exhibition days	
Number of sessions for education, training or participation	

18. How will you measure and evaluate the success of your event/activity? What will success look like? (up to 250 words)
(Please note, if successful with your application, your compulsory evaluation must mirror your answer to this question)

19. Do you see this as being a one off event/activity, or is there an opportunity to develop it further? (tick)

One off event/activity		Opportunity for future events/activities	

20. Tell us about your relevant experience which will assist you in delivering the project (up to 200 words)

21. How do you plan to market your event/activity? (up to 200 words)

22. Please indicate how you have considered the following with regards to your event/activity: (up to 500 words)

Factor	Details
Accessibility	
Inclusivity	
Social value – Looking beyond the financial cost/reward and consider how services might improve the economic, social and environmental well-being of an area.	
Covid 19 (or any potential imposed government restrictions)	
Climate change – environmental sustainability	

Finance

23. What is the total cost of your event/activity?

24. How much of the total project cost are you requesting from Weston-super-Mare Town Council?

25. Income

Income Heading	Amount
Weston-super-Mare Town Council Events Grant request	
Other public funding	
Earned Income	
Private income	
Support in kind	
**Income Total	

26. Expenditure

Expenditure Heading	Amount
Staffing costs	
Artistic and creative costs	
Making your work accessible	
Marketing	
Overheads	
Other	
**Expenditure Total	

**these two figures must be the same in order for your project to be viable.

Declaration

I declare that the information I have given on this form is accurate to the best of my knowledge and that I am authorised to make this grant application.

Name	
Organisation	
Title	
Signed	
Date	

GDPR/Privacy

All grant applications received and final decisions made by the Grants and Governance Sub Committee, a public meeting, for which all documentation, papers and reports are available to the public.

Weston-super-Mare Town Council's full data protection policy can be found here: Data Protection Policy

Please submit your application to:

development@wsm-tc.gov.uk

for the attention of Sarah Pearse and Molly Maher

Checklist

1. Completed application form
2. Budget
3. Supporting documents
   a. Constitution or governing documents.
   b. The organisation applying must submit a trading account and balance sheet for the last financial year, including existing bank/building society statements.
   c. Organisations just starting up must submit basic financial information to the satisfaction of the Town Council.
   d. The organisation must supply evidence of any application made (whether granted or not) for financial backing from other sources and of the outcome.