



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.

9. PLEASE NOTE: your evaluation must be submitted to us within 12 months of your event having taken place. Should we not receive your evaluation within a 12 month period, you will no longer be eligible to receive your retention, and you will not be eligible to apply for funding in the future.

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?