

RECOVERY THROUGH CREATIVITY GRANT

GUIDANCE NOTES

The Recovery through Creativity Grant is available to businesses in the creative industries sectors based in Bromsgrove district to support them to deliver cultural events and activities in Bromsgrove district. Successful applicants will deliver the events and activities at one or more of Bromsgrove's Town and District Centres and they should be designed to engage residents and visitors to the district with creativity and culture.

Projects can range from directly creating and delivering creative and cultural activity to projects which have a longer-term positive impact, such as increasing footfall and visitors to our local shops and businesses.

Grants of between £2,500 and £10,000 are available. The grant is funded by Greater Birmingham & Solihull LEP, through the SEP Enabling Fund, and Bromsgrove District Council.

What Can I Apply For?

The projects we support must help residents and visitors to the district to experience, become involved with or participate in creativity and culture. We do not want to be too prescriptive in saying what kind of project is eligible. We want to hear new and interesting ideas; however, we anticipate that successful projects will fall into one or more of the following categories:

- Festivals and Events
- Cultural Activities such as music, theatre, dance, visual arts
- Creative Media

Proposed projects should be of sufficient scale to attract people to participate and must be delivered before 30 June 2022.

Who can apply?

Businesses, organisations and freelance individuals can apply if they:

- have a business address in Bromsgrove;
- have a UK bank account in the exact name that they are applying in;
- and have an accountable person who is at least 18 years old.

By 'organisation' we mean a group of people working towards a common goal with a governing document that covers the type of project being applied for.

We can accept applications for funding from organisations working as a consortium, partnership, network, or group. For non-constituted consortiums or groups, one organisation must act as the lead organisation and send us the application. If the application goes on to be successful, this organisation would then be accountable for the grant.

Applicants must have public liability insurance. They must ensure that they have all the necessary insurance, permissions and licences required.

Where an applicant plans to use sub-contractors to deliver the project, at least 50% of these (in contract value) must be Bromsgrove businesses.

Ineligible Applications

We will not view your application as eligible if it does not focus on creativity and culture, or if it does not clearly demonstrate how the project will actively engage residents and visitors to Bromsgrove.

We might also view an application as ineligible if it is not developed enough for us to be able to decide. For example, if it does not include the level of detail we need. We can also view your application as ineligible if it does not include any supporting documents or evidence of permissions that we may request.

We cannot use our funding to support activities, goods or services that have already taken place, been bought, or been ordered before we can decide on your application. We cannot support mitigation of losses and/or debt mitigation through the Recovery through Creativity fund.

How to Apply

Applicants should request an Expression of Interest (EOI) form from info@nwedr.org.uk

Applicants that are successful at the EOI stage will be invited to submit a full proposal. This will require them to provide a detailed event management plan / project plan covering areas such as marketing, legal implications and financial management. Any applicants that need assistance in developing their project plan will be supported by the Bromsgrove Business Advisor.

All applications will be assessed against the following criteria:

- Quality – how well does the project meet the aims of the scheme
- Public Engagement – number of anticipated participants
- Impact – what is the wider impact of the project in terms of attracting visitors to the area and benefits to other Bromsgrove businesses
- Deliverability, Finance & Management

Please note, if we receive more good applications than we can fund, unfortunately, some applicants will be disappointed.