125th Anniversary Match Funding Pot Guidance

**Aim:** The Council are looking to support 15-20 community run projects that engage local people, attract wide ranging and diverse participants, and help develop local audiences through joined up marketing.

The £20k fund will provide match funding for bids made to the Arts Council England/HLF/Sports England/Active Essex for groups and individuals. Other funding bodies will be considered.

Awards are to be made to the applications that are successful in obtaining their public funding.

**Applications:** The Council will deal in a light touch way with applications on a rolling basis from Jan 2017 – Sep 2017 or until the pot is committed. Applicants will need to provide a copy of their draft bid, and explain on one sheet the project outcomes, their match funding request and key contact and bank info.

Decisions will be made quickly to allow the public funding bids to be submitted as soon as possible. Some public funding bodies may take 8-12 weeks to make a decision.

Support will be given by the Council to groups looking for help to formulate their plans and ideas for formal bids.

**Criteria:** The amounts on offer and the criteria for success-

- **£500** for projects that demonstrate strong local engagement, and can either attract new audiences and/or participants. The projects will be appropriate for the Anniversary year, and show evidence of good management and partnership working.

- **£1000** for projects that demonstrate a local need, and have a considered plan to build and sustain a new audience or participant base. Projects will be based on a strong and exciting idea. Projects will be well managed and show evidence of attracting diverse audiences in their planning.

- **£1500** for projects that demonstrate a high level of local engagement and have quality outcomes. Projects will have well developed diversity and marketing plans that show partnership planning and joint working.

We will be looking for a good range of projects from different cultural areas, as well as a wide ranging geographical spread, and a mix of diverse communities.
**Reporting:** Applicants will be able to draw down the match funding on proof of confirmed funding from the public body. The applicant will need to submit a copy of their final report form on completion of the project before March 2018.

**Marketing:** Successful applicants will be expected to display the Council's logo and branding on all publicity as appropriate. Successful projects will be included in the 125th Anniversary programme for local press profiling.

**Support and Advice:** Ongoing advice and support will be given to potential applicants through one to one advice giving sessions by the Cultural Strategy Officer, as well as through funding seminars, with cultural partners. A “Meet the Funder” funding session with SAVS will be held on Feb 7th with key public funding partners attending. We will also signpost groups looking for small one off funding only to community funding, like the Southend Arts Council grants.