



Bristol City Council
Economic and Cultural Development

**Application Guidance Notes:
Empty Shops and Promotion Initiative –
Place Management Areas**

Section guide

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Empty Shops and Promotion Initiative – Place Management Areas

1. Background

Bristol City Council (BCC) has received funding from the Department of Communities and Local Government (DCLG) to encourage the 'temporary' use of empty shops during the recession. The council has established a £26,000 fund to support the costs of bringing empty shops into use for 'temporary' activities that benefit the local community.

BCC is now inviting organisations (arts-based organisations, community groups or registered charities) to bid for funding to support projects, which bring empty shops into 'temporary' use or promote the Place Management areas. The Place Management areas are Ashley Road/Grosvenor Road, Stokes Croft, Gainsborough Square (Lockleaze), Avonmouth, Ridingleaze, Shirehampton and Bedminster. These are the areas where the council and its partners (e.g. the Police) are currently focusing their efforts in terms of retail centre improvements.

The minimum you can apply for is £1,000. While there is no upper limit, it is anticipated that grants will be of the order of £1,000-£2,000, larger grants may be considered for strategic projects.

You can apply for funding towards the following:

- Fit-out, rent and other property costs.
- Purchase of materials to clean and decorate premises.
- Running costs, including insurance and utility bills.
- Buying assets such as equipment.
- Production of promotional literature to promote the project or retail centre (e.g. leaflets, shop signage, website).
- Running an event to promote the retail centre.
- Activity to attract customers (e.g. decorations, entertainment/performance).
- Artwork/artists (e.g. for display within a vacant shop, window dressing).
- Additional management and administration costs incurred specifically for the project.

The fund will not:

- Support core management and administration costs are those incurred during the day-to-day running of your organisation.
- Support the cost of drawing up a lease agreement, making a planning application or other statutory consents.
- Support commercial trading activities for the organisation, which may compete with other retailers in the area.
- Support national promoters/commercial events and trade fairs.
- Support projects that aim to promote religious/political beliefs/interests of an individual or organisation.
- Fund projects retrospectively.

Essential criteria

- Take place in the pilot Place Management areas before 31 December 2010.
- Be accessible to the general public and not restricted to closed groups or membership organisations.
- Demonstrate the existence of partnerships with landlords, property agents, retailers, neighbourhood partnerships or community groups.
- Demonstrate a sound marketing and promotion strategy.
- Demonstrate a track record of delivering similar projects.

We are anticipating many more applications than we will be able to fund, so priority may be given to:

- Projects that do not charge entry /sell tickets.
- Place Management areas with the highest levels of vacant shop property.
- Projects that have greatest impact locally.
- Projects that are planned to run for under 6 months.
- Original project idea or demonstrates high quality project/art product.

Funding will be only granted on the condition of necessary consents (e.g. licensing, planning permission, health & safety, public liability, insurance cover) and the provision of a formal project start date. Funding granted for projects that are not progressed or under spends will need to be returned to Bristol City Council.

2. Submission guidance notes

1. The closing date for applications is **4pm 26 March 2010**. No exceptions for late submissions will be made.
2. Applications should be submitted on the original application form, with your responses typed into the spaces provided (please do not hand-write your responses). We **do not** require the application form to be printed in colour. If you have any problems with the form, or are unable to submit a printed version for whatever reason, please contact Katie Pike, email: katie.pike@bristol.gov.uk, tel: 0117 922 3928.
3. If you require an application form in another format, or if English is not your first language and you need some help completing the form, please contact Katie Pike, email: katie.pike@bristol.gov.uk, tel: 0117 922 3928.
4. We are able to accept printed supporting material with your application, but NOT anything that requires a playing device, such as DVDs, CDs, cassette tapes or other such media. If you do submit such materials, we will keep them with your application but they will not be considered in the decision-making process.
5. Completed applications should be emailed or posted to:

Katie Pike
Empty Shops and Promotion Initiative
c/o Economic & Cultural Development
4th floor Brunel House
St Georges Road
Bristol BS1 5UY

Email: katie.pike@bristol.gov.uk

When emailing an application please telephone Katie Pike on 0117 922 3928 thirty minutes after sending to confirm that we have received it. An email acknowledgement can be provided.

If you are posting your application, we recommend you do so at a Post Office and request a proof of posting slip. Please allow reasonable time for delivery. We will send you a receipt on the day we receive your application.

6. Application assessment timetable

Officers from Regeneration and Neighbourhood Arts will assess applications in line with the timetable below:

26 March 2010 (4pm)	Deadline for application submissions
29-31 March 2010	Applications assessed
1 April 2010	Successful and unsuccessful applicants notified in writing (including reasons)

3. Application form guidance notes

It is vital that all forms are filled in including all additional information and documentation together with a signed copy of your declaration.

SECTION/ Question		Why are we asking the question?
<p>Section A: Contact Details</p> <p>Please ensure these details are correct, as we may need to contact you during the application process. We will also add your details to our contact database unless you state clearly that you do not want this.</p>		
A 1	<p>Individuals: please give your name.</p> <p>Informal groups and new groups/organisations: Please give your group's name, or if your group doesn't have a name, the name of your lead contact for the project.</p> <p>Formal groups and organisations: Please give the name of your group/organisation.</p>	To obtain contact details.
A 2	This should be the address that correspondence should be sent to.	To obtain contact details.
A3	This should be the best number to contact the project lead. It can be a landline or mobile phone number.	To obtain contact details.
A 4	This should be the person leading on the application and the project, who will act as our main contact.	To obtain contact details.

A 5	Please let us know of any communication needs your lead contact may have, e.g. textphone, translator etc.	We need to ensure that we are able to communicate clearly with everyone. No-one should be or feel excluded from this process due to communication needs.
Section B: Background Information and Baseline Standards		
B 6	<p>Individuals, informal groups, new organisations and new groups: you will need to link with an established organisation that will allow you to hold your funding in their account, and release it to you when necessary. This account will need to have two unrelated signatories, one of whom will need to sign the declaration in section E.</p>	We are allocating public money, and therefore need to ensure that those in receipt of the funding can be fully accountable. If your application is successful, we will use these details to set up your payment details on our secure financial system.
B 7	Please supply your VAT number if you have one.	Background information
B 8	<p>Organisational status:</p> <p>Individual: You are the sole lead on the project, although you may bring in others to work on the project, decision-making and delivery is your sole responsibility.</p> <p>Informal group/ club: a group of people with similar interests, who do not have a 'mission statement' (or similar) and do not pay subscription or membership fees.</p> <p>New group/organisation: you have recently formed (within the last 12 months). You have a business bank account that requires two unrelated signatories, but you may not have three recent, consecutive bank statements.</p>	Background information

	<p>Formal Group/ Club: a formal association of people with similar interests. They may have a ‘mission statement’ (or similar). They may also pay subscription or membership fees.</p> <p>Company Limited by Guarantee: The people setting up the company (the members) agree liability limits when they set up the company.</p> <p>Company Limited by Shares: Owned by shareholders who are not liable for the company’s debts.</p> <p>Community Interest Company (CIC): Limited companies that exist to provide benefits to a community or a specific section of the community. To set up a CIC, you must first be a Company Limited by Shares or a Company Limited by Guarantee.</p> <p>Trust: An arrangement whereby property (including real, tangible and intangible) is managed by one person (or persons, or organisations) for the benefit of another person or group.</p> <p>Registered Charity: The organisation’s purpose is entirely charitable and set up for the public benefit, not profit-making – so any surplus they may make must be used only to further the organisation's purpose.</p> <p>Other: If none of the above apply to your organisation, please let us know how you would define your project team.</p>	
Section C: The project you are asking us to support		
General:	200 words constitute 14 lines of text Arial 12pt. Please ensure you keep to this word limit for each question. Failure to do so may result in your assessment being adversely affected.	We are anticipating a high number of applications. In order to assess these fairly and in within the timescale we need you to provide us with concise answers to these

		questions.
C 9	This can be a working title. Please let us know if it changes.	Essential information
C 10	Please give estimated date(s). Please let us know of any changes.	Understanding your project.
C 11	Please detail location of project, lease length and any business rate relief that may have been sought or agreed. The list of the pilot Place Management areas is available from the Bristol City Council website (see. www.bristol.gov.uk/placemanagement).	Understanding your project.
C12	Please tell us how much you are requesting from the Fund. Please note that you may not be awarded any or all of the requested amount. If you are awarded partial funding, you will have the opportunity to revise your project accordingly, if you feel it is necessary.	Understanding your project.
C 13	Please give a description of your project.	Understanding your project.
C 14	Please detail how your project will demonstrate partnership working.	Understanding your project.
C 15	Give consideration to how you are going to involve the wider community in your project. 200-word limit.	We are looking for evidence of audience development and inclusive practice.
C 16	Please give consideration to the methods and timescales you will need to employ to conduct an effective marketing/ publicity campaign. 200 word limit.	We need to see how you intend to reach your target audience.

C 17	How will you judge whether or not your project has been successful? 200-word limit.	It is important that you show us how you will evaluate your project.
Section D: Financial Information		
D	<p>Core management and administration costs are those incurred during the day-to-day running of your organisation. This fund will not cover these costs. However, additional management and administration costs incurred specifically for the project can be included in the project budget.</p> <p>Please be realistic with your projected cost.</p> <p>Please ensure that your figures are in the correct columns, and that the totals are correct.</p> <p>Please only enter data in the unshaded boxes.</p>	Essential Information. We have to ensure value for money and that budget costs are realistic, and that the funding we give you is used for its intended purpose.
D 18	<p>Please list ALL sources of income for the project.</p> <p>Cash: Money in the bank that you can withdraw.</p> <p>In-Kind: Support that has a cash value e.g. free venue hire or discounted loan of equipment.</p> <p>Applied: You have applied for funding and are waiting to hear if your application has been successful. Please list the sources of funding and when you expect to hear from them in the 'notes' section.</p> <p>Approved: Funding that has been guaranteed to you for the project.</p>	Full completion of this section is mandatory.
D 19	<p>Please list ALL expenditure for the project. The total amount of expenditure should equal the total amount of income.</p> <p>Bristol City Council will NOT be held liable or provide any additional funding for projects that overspend. All excess expenditure will be the liability of the project leader and their management committee.</p>	Full completion of this section is mandatory. You will need to show us how you intend to spend the money in order to produce the project.

Section E: Declaration		
Statement	Data Protection Act 1998: If you would like more information on the Data Protection Act 1998, please visit http://www.bristol.gov.uk/ccm/content/Council-Democracy/Data-Protection-Freedom-of-Information/data-protection-guide.en	To ensure you know how the data you provide us in your application will be used.
E 20	Your application form MUST be signed by two signatories who are not related to one another. You must also submit the original copy of the application form: the signatures must NOT be photocopied. Individuals: One of the bank signatories from your link organisation must be one of the signatories for the declaration.	To ensure you meet the financial management requirements.