

## **Southend Culture & Wellbeing Small Grants: Guidance Notes on the scheme**

**All applicants are advised to read these Guidance Notes carefully before completing the application form.**

Please note that applying for a grant does not guarantee the receipt of funding.

### **About the Fund**

#### **Southend Culture & Wellbeing Small Grants Scheme:**

- The scheme is aimed at individuals, voluntary and professional organisations and community groups who are running cultural projects, or festivals for the benefit of people in the Borough of Southend-on-Sea.
- This round of funding has been boosted by £10,000 from ActiveEssex & ActiveSouthend-on-Sea to target projects which seek to encourage inactive people to become active. This brings the total amount available in this round to £35,000.
- The scheme offers one-off project support of between £250 and £2,000.
- The definition of a 'project' is flexible. It may be a self-contained project covering a period of some weeks/months or a one day event.
- Applications may be submitted by an individual, voluntary or professional organisation or community group.
- Schools, Further and Higher Education establishments and other departments within Southend on Sea Borough Council are eligible to submit a Culture & Wellbeing Small Grants application.

#### **What we will not fund:**

- 100% of the cost of the project; we expect to see partner contribution(s), either in cash or 'in-kind' (minimum 10% contribution)
- Fundraising events where there is any unallocated profit
- Projects where the main aim is campaigning
- Projects where the main aim is to promote religion
- Applications from full-time or part-time students unless the project is separate from or does not form part of their course studies
- Applications for support towards attending full-time or part-time courses in Further or Higher Education
- Direct support for touring
- Capital applications for buildings
- Current projects in deficit
- Projects which have already taken place or are due to commence within the grant assessment period \*
- Projects whose benefits fall outside of the Borough of Southend on Sea
- Projects for commercial gain

- Events where publicity has already been disseminated for them – this includes e-mails, Facebook and twitter announcements, hard copy publications and media coverage of any sort.
- Projects that are part of the statutory provision

\*It may be possible to provide additional funding to projects currently being delivered whereby bidders are applying for additional funding to upscale or add additional value to the existing project

**Closing date:  
5:00pm Friday 4<sup>th</sup> October 2019**

## Southend Borough Council

Southend-on-Sea Borough Council is a Unitary Local Authority located in Southend-on-Sea in Essex. We serve a population of 181,800 residents (ONS July 2018).

Our gross expenditure is approximately £375m a year and we employ around 1,638 staff to provide a huge range of services to meet the needs of local people.

Southend on Sea Borough Council has a 2050 ambition, a collective vision for the future of our Borough and a strong sense of purpose.

The ambition is grounded in the values of Southenders under the five themes, and 23 outcomes to be achieved by 2023 set out below.



**There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.**

**The variety & quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors.**



**We have invested in protecting & nurturing our coastline, which continues to be our much loved and best used asset.**

**Our streets & public spaces are clean and inviting**



**People in all parts of the borough feel safe and secure at all times.**

**Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.**

**We are well on our way to ensuring that everyone has a home that meets their needs.**



**We are all effective at protecting and improving the quality of life for the most vulnerable in our community.**

**We act as a green city with outstanding examples of energy efficient and carbon neutral buildings, green open spaces, streets, transport and recycling.**



**Even more Southenders agree that people from different backgrounds are valued and get on well together.**

**The benefits of community connection are evident as more people come together to help, support and spend time with each other.**

**Public services are routinely designed, and sometimes, delivered, with their users to best meet their needs.**



**A range of initiatives help communities come together to enhance their neighbourhood and environment.**

**More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity.**



**The Local Plan is setting an exciting planning framework for the Borough.**

**We have a fast evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture & leisure opportunities.**

**Our children are school ready and life ready and our workforce is skilled and job ready.**



**Key regeneration schemes, such as Queensway, seafront developments and the Airport business Park are underway and bringing prosperity and job opportunities to the Borough.**

**Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.**



**It is easier for residents, visitors and people who work here to get around the Borough.**

**People have a wide choice of transport options.**

**We are leading the way in making public and private travel smart, clean & green.**

**Southend is a leading digital city with world class infrastructure.**

This fund will support the delivery of Southend 2050 through supporting projects and events that meet one or more of the following priority areas:

***Pride & Joy:***

- The variety & quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors.

***Safe & Well***

- People in all parts of the borough feel safe and secure at all times.
- Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.

***Active & Involved***

- The benefits of community connection are evident as more people come together to help, support and spend time with each other.
- More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity. *(Please note a minimum of £10,000 of the total funding available in this round has been ring-fenced to projects that target getting physically inactive people active)*

***Opportunity & Prosperity***

- Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.

***Connected & Smart***

- Southend is a leading digital city with world class infrastructure.

## How to apply:

You can either request an application form through emailing [culturalwellbeing@southend.gov.uk](mailto:culturalwellbeing@southend.gov.uk) or by applying on line via [www.southend.gov.uk](http://www.southend.gov.uk)

You are advised to read the checklist at the end of the application form to ensure that you have completed all the necessary stages prior to making your submission. You are advised to keep a copy of your application for your own records. It will not be possible, unfortunately, for any supporting materials to be returned.

## The Award

- Project grants will be paid as set out in the Offer Letter. The total grant amount will not exceed £2,000.
- The amount written in the Offer letter is the maximum we will pay.
- You must complete your activity by no later than 31<sup>st</sup> March 2020 and return the evaluation documents to us within two months of completing your activity. Failure to do so will impact on future payments.
- You must claim any payments which are due to you in line with conditions relating to the payment.
- If you expect your activity to be delayed by more than eight weeks or the event has to be cancelled, you must contact us as soon as possible to explain and we will confirm whether this is acceptable. If we deem that this is not acceptable, we reserve the right to rescind the grant.
- Furthermore, we reserve the right to rescind the grant under any of the following circumstances:
  - Failure to obtain necessary insurance, permits or licences
  - Failure to obtain necessary Disclosure & Barring Service checks
  - If your business or organisation goes into financial administration or you go into bankruptcy or insolvency
  - If you do not follow our reasonable instructions or any special conditions attached to your award
  - If you do not use your award for the purpose for which it was awarded
  - If you changed your award-related activity from the application specifications without requesting permission from us first
  - If you act illegally or negligently at any time during the funded activity, related to that activity
  - If we believe your actions harm the reputation of Southend on Sea Borough Council
  - If you sell or transfer the grant to another person or organisation
- In the event that you are not able to spend all of the allocated funding on your project, this will need to be returned to Southend on Sea Borough Council.

### **How your application will be assessed?**

Applications will be assessed by a panel of Southend on Sea Borough Council officers, which may include representatives from Public Health, Cultural Services and Community Safety. Applications will be assessed against the criteria (Section three of the application form). Decisions about awards will be made within available resources.

The panel will be conscious of the geographic distribution of successful awards and the range of projects supported.

### **When will you know if you have been successful?**

Decisions will be made within 2 weeks of the closing date and you will be informed in writing whether you have been successful or not. Applicants are strongly advised to factor in sufficient time from the assessment period (2 weeks from the closing date) to start their projects.

### **Accepting the offer**

You must accept the grant in the way that we ask you to. This involves you accepting your responsibilities for the grant by signing the acceptance form and returning it to us. We will not make any payments until this has happened. If your grant is for a specific activity and we do not receive the signed acceptance within one month of us sending it to you, our offer of a grant will no longer be valid.

### **Appeals**

THE DECISION OF THE PANEL IS FINAL. However, you are welcome to seek feedback on any decisions if you wish.

Should applicants have concerns about procedural practice then these concerns should be made in writing to:

Cultural Development Manager  
Southend on Sea Borough Council  
Civic Centre  
Victoria Avenue  
Southend on Sea  
Essex SS2 6ER  
Or by email to: [culturalwellbeing@southend.gov.uk](mailto:culturalwellbeing@southend.gov.uk)

### **Working with children and vulnerable adults**

You are responsible for being fully aware of issues about the protection of children and vulnerable adults. You should consider any possible risks involved in the funded activities and take appropriate action to protect everyone involved. If you are an organisation, you must have a written policy and a set of procedures to protect children and vulnerable adults. If your project involves freelance individuals working with children and vulnerable adults, it is the responsibility of the host organisation, employing body or project lead to ensure that all relevant project leaders and staff have been checked through the Disclosure & Barring Service (DBS) procedures. For further advice and information refer to the Disclosure & Barring Service website – <https://www.gov.uk/government/organisations/disclosure-and-barring-service> or telephone: 0870 90 90 811 (8am-6pm weekdays and 10am-5pm Saturdays)

## **Insurance**

Insurance is essential if you are working with the public, in which case you need to have Public Liability Insurance for a minimum of £5 million. This will insure against damage to 'third parties' - the general public – caused through the negligence of someone acting with the organisation's authority, including the action of your volunteers.

When you use contractors, or invite other organisations to take part in your events, make sure that they have the necessary insurance in place as well. This will safeguard you, your employees, volunteers and the public.

Insurance is a complex area, so we advise you do not leave it to the last minute to organise your cover and to ensure that you are suitably insured before work commences. In theory, insurance brokers can access the whole insurance market to find the best cover for you; however, you might want to explore what other cultural organisations have organised for themselves before you decide what is right for you and your organisation.

For further information and guidance you can refer to the following resources:

- Voluntary Resource (provides a selected list of specialist brokers) [www.volresource.org.uk](http://www.volresource.org.uk)
- The British Insurance Brokers Association (they can put you in touch with a broker from their UK network) [www.abi.org.uk](http://www.abi.org.uk)
- Artists Newsletter [www.a-n.co.uk](http://www.a-n.co.uk)
- National Rural Touring Forum [www.nrtf.org.uk](http://www.nrtf.org.uk)
- Voluntary Arts Network [www.voluntaryarts.org](http://www.voluntaryarts.org)
- Charity Commission [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)
- Museums Association Ethical Guide [www.museumsassociation.org/download?id=15717](http://www.museumsassociation.org/download?id=15717)
- Association for Independent museums – [www.aim-museums.co.uk/](http://www.aim-museums.co.uk/)

## **Risk Assessments:**

You are responsible for making sure the appropriate risk assessments have been undertaken to ensure the safety of the public and staff involved.

## **Event licences**

The Licensing Act (November 2005) means that regulated entertainments are required to be licensed. Please contact your local council Public Licensing Department for advice and information. Please remember to factor adequate time into your project planning - you may need to give up to 90 days notice.

## ***Premises Licence:***

This replaces the Public Entertainment Licences (PEL). A Premises Licence will be needed in order to hold public entertainment, e.g. film shows, indoor sporting events, performances of live or recorded music, dance performances or plays and permission to use the building for the sale of alcohol.



A Premises Licence can include the sale of alcohol. In this case the applicant must name a Premises Supervisor who is the holder of a National Certificate for Personal Licence Holders to supervise the serving of alcohol. You will need to confirm who this is when you book your event space.

The facility for voluntary organisations to obtain Occasional Permissions to sell alcohol is withdrawn, as is the facility for publicans to obtain Occasional Licences to sell alcohol on the premises and for interval bars under stage play licences.

### ***Temporary Event Notice (TEN):***

A Temporary Event Notice is required if you intend to carry out a licensable activity on unlicensed premises or wish to operate outside the terms of your existing Premises Licence or Club Premises Licence.

### ***Licensable Activity:***

- The sale or supply of alcohol
- Regulated entertainment (i.e. music, singing or dancing)
- Provisions of late night refreshment (hot food or drink between the hours of 2300 and 0500)

For up to date information on the Licensing Act contact your local council Public Licensing Department or refer to the Department for Culture, Media and Sport's website:

[http://www.culture.gov.uk/about\\_us/tourismleisure/licensing\\_act.htm](http://www.culture.gov.uk/about_us/tourismleisure/licensing_act.htm)

### ***Road Closures:***

If a road closure is necessary, 5 weeks minimum notice is usually required for a minor road closure.

Notice is likely to be much longer where major traffic disruption is forecast. A useful guide to running events affecting public roads and squares can be found at:

<http://police.homeoffice.gov.uk/news-and-publications/publication/operational-policing/event-safety-guide.pdf>

### **Evaluation**

Evaluation is an essential part of developing and delivering a cultural project, and all who receive funding from the Southend Culture & Wellbeing Small Grants scheme will have to complete a compulsory evaluation which is supplied when the grant is awarded. Failure to complete the specified evaluation within specified timescales will result in future instalments being forfeited and the applicant will be barred for all future applications to this grants scheme.

### **Marketing**

All successful applicants are to brand their projects with Southend on Sea Borough Council's branding and logos. Those projects targeting physical inactivity will also need to ensure they use the ActiveEssex & ActiveSouthend branding – all logos will be supplied with the award letter.

## **Additional guidance on completing the application form:**

### **Section One: About the Applicant**

**1.1 Name of individual / organisation:** Refers to the individual, group or organisation applying for the grant.

**1.2 Contact name:** Should be someone who has a good working knowledge of the project. All future correspondence relating to the application will be addressed to the contact name.

**1.3 Address for correspondence:** Please ensure you provide your correct postcode.

**1.4 Have you spoken to a relevant Council officer about your application?** If yes, please state their name(s) and job title(s).

**1.5 Please give a brief overview of your practice and the work you deliver.** If applying as an organisation please state your organisation's key aims.

**1.6 Please give an example of any recent highlights of your work which may support your application** – this should be within the past 12-18 months

### **SECTION TWO: ABOUT THE PROJECT**

**2.1 Project Title:** Please tell us the name of your project; this can be a working title.

**2.1 How much grant funding are you applying for?** This should be the total amount you are requesting from Southend Culture & Wellbeing Small Grants scheme to fund your application proposal.

**2.2 How much funding have you applied for/received from other sources (please also include 'in-kind' support):** Please state how much matched funding (money from other sources) you have either applied for or have received to support your application. You can also include support "in-kind"

**2.3 When will your project start and finish?** – Remember it takes up to 2 weeks for you to hear about our decision, so please give sufficient time to start your project. Applicants should note that projects will need to complete by no later than **31<sup>st</sup> March 2020** to be eligible for this fund.

#### **2.4 Summary of your project:**

Please summarise the specific activities / programmes of work that this grant will allow your organisation to deliver. Use the space provided to give a clear and concise description of what your project is about and what you plan to achieve.

#### **2.5 Please state the expected audience and participation numbers from your proposed programme of work.**

Please summarise the target groups you anticipate will benefit from this project and give an estimation of the amount of individuals you anticipate will benefit from the project. Please specify that number in terms of participants and audience numbers. You will need to back up your choice(s) with evidence in the rest of the application.

## **2.6 How will you publicise and market your project? How will you encourage people to participate/attend?**

Show how you will target your marketing at your identified audience, e.g. if you want to work with young people you may want to work closely with local schools and youth groups in the area.

How will you address the physical, learning, financial and other needs of particular groups in your publicity and marketing? You may want to think about offering concessionary rates, special transport arrangements, etc. Also, has sufficient time and resources been allocated to ensure that any Special Needs are met?

## **SECTION THREE: MEETING THE CRITERIA**

Southend on Sea Borough Council is dedicated to improving the Borough and the lives of our residents. Our ambition is to deliver the best quality of life in Britain. We will achieve this by providing high-quality, targeted services that deliver real value for money.

**It is important in your application for project funding that you take account of this Vision. You should ensure your answers are focused and specific and that you demonstrate how you will be able to contribute to Southend on Sea Borough Council's aims through your activity/s.** *It is not expected that you will be able to contribute to all the points in the vision; however, we would expect you to be able to demonstrate activities for at least one.*

- 3.1 The variety & quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors.
- 3.2 People in all parts of the borough feel safe and secure at all times.
- 3.3 Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
- 3.4 The benefits of community connection are evident as more people come together to help, support and spend time with each other.
- 3.5 More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity.
- 3.6 Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
- 3.7 Southend is a leading digital city with world class infrastructure.

### **3.8 Where will your project take place?**

Describe the geographical area where your project will take place. To be eligible for funding projects must be delivered within the borough of Southend on Sea.

### **3.9 How can you demonstrate that the project will be well managed and run efficiently and effectively?**

Please supply brief information about the people involved and their relevant roles and experience. If this kind of project is new to the applicant/organisation you will

need to demonstrate how previous experience, knowledge and skills can be applied in this new situation.

Please ensure that you address the following:

Describe how you will run the project, e.g.: weekly management meetings, action plans, schedules, etc. Also, include how you will evaluate and monitor each stage of the project and its overall success.

The financial viability of the project will be judged from the budget information submitted under 4.3.

### **3.10 Anticipated outputs and outcomes from your proposed programme of work.**

You will need to demonstrate the expected impact your project will have on your target groups, as well as how your project is intended to improve economic, social and/or environmental wellbeing of the Borough of Southend.

### **3.11 Explain how you will evaluate your project and what measures will be used to determine its planned outcomes and success**

What will you do to ensure you can demonstrate in real terms the impact of your project? How will you gather this information and use it to show the results of your project work?

## **SECTION FOUR: ABOUT THE BUSINESS**

### **4.1 Have you applied for, or do you intend to apply for other funds towards this project?**

Please provide details of any other applications you have made, or intend to make, to any other funding body. Please also provide the anticipated timescale for securing the funding from other sources. Remember to include the financial or support from partners in the Budget at 4.3.

It is valid to use an application to this scheme as partnership funding with the aim of attracting additional investment into the county.

### **4.2 Have you received financial support from Southend on Sea Borough Council for any cultural project in the last 2 years?**

If Yes, please state for what project, the amount of the award and when.

### **4.3 The Budget:**

You will need to show that the project is properly budgeted, is financially viable and offers value for money. The budget should be appropriate for the scale of the project and should clearly reflect the project that has been described. Income targets should be realistic, achievable and related to your marketing plans.

Partners identified in the project proposal should be included in the budget either as financial (£) or 'in kind' support.

The income and expenditure for your project must balance. You should not budget to eliminate a current deficit you may already have or plan for a surplus. Therefore, do not request more grant money than is needed for the project.

Expenditure:

**Fees/salaries** (including preparation) – if the project involves artists / individuals specially contracted or appointed to undertake work please state fees and wages and include payment for preparing work. Also state the fees/wages of other people involved providing administration, marketing/ PR, technical support etc.

**Other preparation costs** – make sure you include any other preparation costs for the non-artistic people involved in the project.

**Materials** – These will mainly be items with a one-off use which are required specifically for the project.

**Venue/site/hire costs** – hire of vans, equipment, instruments, site and venue cost should all be included.

**Marketing/promotion** – include costs of design and print, advertising and any other promotional material.

**Administration** – stationary, postage, telephone.

**Documentation/Evaluation** – include any specific costs involved in documenting the project, video, photographs, and interviews with participants as well as any costs specific to evaluating the project and its outcomes.

**Support 'in-kind'** – please state, and cost out, what is being offered for free, eg: volunteer's time, facilities, materials, use of performance venue, etc. Remember, if you cost support 'in-kind' you will need to put the same figure into your income so that your income and expenditure balance.

### **Income**

Please break your income down under the stated headings.

**5 Safety Issues:** What are the safety issues relating to your project? If you intend to work with children or vulnerable adults, how will they be kept safe? If your project involves children or vulnerable adults, you must have an active protection policy and procedures in place. You are strongly advised to do a risk assessment of your project. This will help you to identify any potential safety issues and problems, and how you will reduce their risk of occurrence.

If you are running a public event, the host venue should have a Premises License (s). If it does not, you must apply for a Temporary Event Licence from your local council Public Licencing Department.

**Please remember to allow sufficient time to apply for licenses - it can take up to 90 days.**

## 6 Disclosure of information

### Data Protection

Southend-on-Sea Borough Council is the Data Controller for the information collected on this form. The information collected will be used to assess the eligibility of your organisation to receive an In-Year Grant. The information relating to the grant award will be shared with the Department of Place, the Department of People, Portfolio Holder, members of the Grants Strategy Working Party and it may be shared within the organisation for mapping purposes. It will also be added to the Council's website. The information in this form will be kept in line with organisational retention schedules. You have the right to request information held about you by Southend-on-Sea Borough Council, and you also have additional rights under data protection regulations which can be found on our organisational privacy statement on our website (<http://www.southend.gov.uk/privacynotice>). The Council has a Data Protection Officer who can be contacted via: [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk)

## 7 Declaration.

Applications can be emailed or posted. Please print name, position and date if emailing your application electronically. Signatures will be required if your application is successful.

**Please note:** the signature(s) must be original, not photocopied.

## 8 Application Checklist.

Please check before mailing that you have enclosed all the information required. If the applicant is an organisation it would be helpful if you could enclose a copy of your latest audited accounts and a copy of your constitution or aims and objectives.

**This guidance is issued by** Southend on Sea Borough Council Cultural Development

### Complaints:

If you have any issues you would like to raise with us, please contact the Cultural Development Team in the first instance by email [culturalwellbeing@southend.gov.uk](mailto:culturalwellbeing@southend.gov.uk) or by telephone on: 01702 212038

### Accessibility:

The information in this form can be translated and/or made available in alternative formats, on request