

Funding Processes – Festivals & Events

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1. FESTIVALS AND OUTDOOR EVENTS FUND

- 1.1 The Festivals and Outdoor Events Fund is an annual funding pot of c. £47,000 (in 2024/25. £52k in 2022/23) which provides grants between £10,000 - £15,000 to organisations or individuals intending on holding an event in Gloucester.
- 1.2 This funding is available to support large-scale outdoor events that have an impact on the city, tourism or the cultural strategy.
- 1.3 The Festivals and Outdoor Events Fund seeks to support events of the highest quality that:
- Respond to clearly identifiable gap / evidence a general lack of this type of activity.
 - Demonstrate evidence of artistic quality
 - Have a robust framework including planning, delivery and evaluation.
 - Evidence project and budget management skills
 - Meet Gloucester City Council Cultural Strategy Objectives
 - Achieve impact through partnership working.
- 1.4 The timeline for Outdoor Events Funding

SEPTEMBER	OCTOBER	NOVEMBER	JANUARY	FEBRUARY	APRIL
Applications open	Application Deadline (6 weeks from opening) Applications are assessed by a panel with representatives from GCC and GCT.	Applicants are informed of the decision subject to cabinet approval F&E Budget for following year is taken to SMT.	F&E Budget is taken to Cabinet	F&E budget is taken to full council	Following approval 80% of funding is released to applicants. The following 20% is released upon receipt of their evaluation.

1.5 New to the eligibility criteria for 2024 is the addition of applicants based in the Southwest with a demonstrable partnership agreement with a Gloucester based organisation.

1.6 The Criteria applications are scored on are:

- Strength of contribution to the Cultural Strategy
- Evidence of Quality (Including the nature and engagement of artists, artistic practice, partners, participants, and audiences
- Evidence of the need or demand for the project
- Evidence of partnership/ support from the cultural sector
- Value of impact to secure match funding
- Evidence of detailed budget and reasonable financial planning
- Environmental sustainability of project
- Accessibility and Inclusion

2. NEW PROJECTS AND COMMISSIONS FUND

2.1 The New Projects and Commissions fund is an annual fund of £25,000 (in 2024/25. £30k in 2022/23). Applicants can apply for grants of £5,000 to £10,000.

2.2 The aim is to encourage new ambitious work to be created or presented in Gloucester and develop capacity and skills in event production.

2.3 The funding is available to endorse projects and enable applicants to leverage in income from other sources. To be eligible applicants are required to identify a minimum of 50% match funding from other sources.

2.4 It is only available to organisations that do not receive funding from the Festivals and Events Budget

2.5 The NPCF Fund seeks to support commissions of the highest quality that:

- Demonstrate a clearly identifiable gap and/or development of an artistic practice.
- Have a robust framework including planning, delivery and evaluation.
- Meet City Council Cultural Strategy Objectives
- Seek to work in partnership to enhance the effectiveness of the project.

2.6 Timeline for NPCF Funding

Round 1	Round 2
January to March	August to October

FEBRUARY	MARCH	JUNE	JULY
<p>1ST Round Application Deadline</p>	<p>Applications are assessed by a panel with representatives from GCC and GCT and scored against the cultural Strategy Criteria</p> <p>Applicants are informed of the decision subject to Cabinet Approval</p>	<p>2nd Round Application Deadline</p> <p>Applications are assessed by a panel with representatives from GCC and GCT and scored against the cultural Strategy Criteria</p>	<p>Applicants are informed of the decision subject to Cabinet Approval.</p> <p>Applicants are informed of the decision subject to Cabinet Approval.</p> <p>Following approval 80% of funding is released to applicants.</p> <p>The final 20% is released upon receipt of the evaluation</p>

2.7 The application will be assessed against the following criteria:

- Strength of contribution to at least one of the Cultural Strategy Objectives
- Evidence of quality of proposed project - including the nature and engagement of artists/artistic practice, partners, participants, or audiences
- Artistic quality – artists involved and the artistic outcome.
- Evidence of the need or demand for the project
- Evidence of partnership/support from Cultural Sector
- The value of the impact of a Culture Fund award to securing match-funding or enabling the project to happen or not.

3. KINGS SQUARE FUNDING

Kings Square budget of £25,000 is part of the Outdoor Events Budget. This budget has been match funded by REEF £25,000 and GCC Asset Management (2023/24 only) £25,000. The budget is then distributed to a number of different projects which are designed to animate the square throughout the year. There is no formal application process for this funding but projects qualify if they are to be held in Kings Square. Projects are assessed by the Festivals and Events team in discussion with Gloucester Culture Trust, the council Head of Culture and Leisure and the Cabinet Member for Culture and Leisure.

4. COMMUNITY EVENTS FUND – New in 2024/25

- 4.1 Designed to support smaller events in Gloucester we propose to set up funding pot for organisations to apply for grants of up to £1,000.
- 4.2 The application process will be a simplified version of the outdoor events fund form and guidance.
- 4.3 The applicant will need to identify how their event meets one of our cultural strategy objectives but overall the application will involve fewer questions and less requirement for match funding from other sources.
- 4.4 The ambition will be to support smaller events to become more sustainable and better resourced while aligning with the cultural strategy for the city.
- 4.5 The indicative timeline for Community Events Fund is as follows.

NOVEMBER	JANUARY	MARCH	APRIL
Proposal for Community Events Fund is demonstrated within F&E Budget for following year and taken to SMT.	F&E Budget is taken to Cabinet Community Events Fund Applications Open.	Community Events Fund Applications are assessed by a panel with representatives from GCC and GCT (alongside the applications for NPCF).	Following approval 100% of funding is released to applicants.