

OUTDOOR EVENTS FUND 2024/25

Information for Applicants

Key Dates:

Applications Open: Monday 18 September

Applications Close: Monday 30 October

All applicants contacted: Thursday 30 November (subject to approval by cabinet)

The Outdoor Events Fund is an annual funding pot of £50,000 which provides grants between £10,000 - £15,000 to organisations or individuals intending on holding an event in Gloucester.

Gloucester City Council also have a fund for New Projects and Commissions which awards grants between £5,000 - £10,000 and will be announcing a new funding pot later this year for Community events who wish to apply for funding up to £5,000. Details for these funding pots will be announced soon via our website [Funding Opportunities - Visit Gloucester](#) with applications opening for events and projects in 2024 & 2025.

The Outdoor Events Fund is designed to endorse events and enable applicants to leverage in income from other sources (including from funding bodies such as Awards for All and Arts Council England, crowdfunding, philanthropy, sponsorship, and ticket sales revenue). Grants awarded from the Outdoor Events Fund will be conditional on the project securing its expected income from other sources and will only be released when evidence is provided that other income has been secured. The event can be brand new or well established / having taken place previously.

Eligibility

To be eligible, the project/event must:

- Take place between 1 April 2024 and 31 March 2025 in Gloucester
- Benefit people in Gloucester through cultural activity or development
- Receive at least 50% (expected or confirmed) of its income from other sources
- Not have already taken place / be seeking funding retrospectively

Who can apply

Organisations can apply for a grant if they:

- Are based in or work primarily in Gloucester
- Are based in the South West with a demonstrable partnership agreement with a Gloucester based organisation
- Are 'not-for-profit' as demonstrated by your organisation's constitution
- Have a bank or building society account

Organisations in receipt of other project funding from Gloucester City Council may be considered if the project proposed is a significant development or innovation on their existing work. Details should be included with the application. Any other funding from Gloucester City Council may not be considered as match funding. Applicants from the South West will need to send evidence of an existing partnership such as a signed contract or partnership agreement along with their application.

Individuals wishing to run cultural projects that meet the fund criteria can apply if they

- Are based in or work primarily in Gloucester
- Can provide evidence that they can demonstrate the above criteria
- Can provide evidence of support from any partner organisations, communities, or individuals that they intend to work with

Please note, as there are a limited number of grants, if an individual or an organisation has been successful in applying for funding already within the same financial year, preference may be given to first time applicants.

Criteria

The Outdoor Events Fund seeks to support events of the highest quality that:

- Respond to a clearly identifiable gap / evidence a general lack of this type of activity
- Demonstrates 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

The application will be assessed against the following criteria:

- Strength of contribution to two of the Cultural Strategy Objectives

- Evidence of quality of proposed project - including the nature and engagement of artists/artistic practice, partners, participants or audiences
- Evidence of the need or demand for the project
- Evidence of partnership/support from the Cultural Sector
- The degree to which the award will be critical as leverage for additional funding and/or the financial viability of the event
- Impact on Gloucester tourism and city status
- Provision of a detailed and realistic budget including breakdown of costs
- Provision of a robust and cost effective to plan to deliver the event in an environmentally sustainable and inclusive manner

Scoring

The panel will score your application separately before discussing the outcome. Each of the following elements will be scored out of 3 with a total of 33 points available:

Section B – About You/ Your Project

- (/3)** Q1 Evidence of quality of project
- (/3)** Q2 Evidence of artistic quality / strong artistic track record
- (/3)** Q3 Evidence of beneficial partnerships
- (/3)** Q4 Knowledge of audience and evidence of demand
- (/3)** Q5 Sustainability
- (/3)** Q6 Accessibility, Equality and Inclusion
- (/3)** Q7 Evaluation

Section C - Gloucester Culture Strategy Objectives

- (/3)** Q8 First strategy objective
- (/3)** Q8 Second strategy objective

Section D – Finance & Funding

- (/3)** Finance & Funding (Income)
- (/3)** Funding & Funding (Expenditure)

Scoring System

0 (Poor) – Does not answer the question, or does not consider any relevant criteria

1 (Moderate) – Addresses some of the criteria but there are gaps or weaknesses

2 (Good) – Meets criteria

3 (Outstanding) – Meets and exceeds criteria

Successful applicants

As part of the condition of funding, successful applicants will use the City Council logo in all its publicity and inform the Culture Team of all activities, including the final event, presentations, performances and any other opportunities, so we can see the work in action.

Gloucester City Council and Gloucester Culture Trust will assist with advice, contacts and support with marketing through their existing websites and social media channels.

GCC will provide an evaluation form to be completed within 6 weeks of your project finishing. This evaluation will be required for release of the final payment (20% of funding) and must include the following:

- An audience and participation survey conducted online or in person (answers must be recorded).
- Detailed final budget of the project.

Awarded organisers will be embargoed from announcing this funding until notified by Gloucester City Council.

Funding will not be released until April 2024