

Guidance for applications to North Tyneside Council for Cultural and Creative Grant Fund

1) Introduction

This guidance sets out the criteria under which businesses will qualify to make an application to the Cultural and Creative Grant Fund and the evidence required to support an application. Funding for this scheme is provided by the North of Tyne Combined Authority Cultural and Creative Zones (CCZ) Programme.

This grant is aimed at enabling cultural and creative businesses to leverage additional funding to grow their businesses, diversify or to expand their customer base.

The grant scheme will be open to applications from all businesses and practitioners within the cultural and creative sector based within the proximity of the Cultural Quarter.

Applications will be considered for each round on a first come first served basis within each priority until all funds are allocated.

2) Purpose of the Grant Fund

The purpose of the Cultural and Creative Grant Fund is to enable businesses within the North Shields Cultural Quarter to secure funding, that they would otherwise struggle to access due to the requirement to provide match funding e.g., Arts Council grants that require 10% match funding. Providing this match funding allows the applicants to leverage additional funds for their Cultural and Creative businesses delivering new projects, content or services or expanding into new markets.

The grant must contribute towards the delivery of a creative output which could take the form of a physical piece of art; a digital projection; a poetry, play, dance or music performance for stage, TV, or radio; an outdoor arts activity; or a community event. This should be seen or exhibited to an audience in the Cultural Quarter contributing to the development of the local economy.

3) Location for the Grant Fund

The North Shields Cultural Quarter will be located in and around Howard Street and Saville Street, in the heart of North Shields, creating a 'cultural corridor' and stronger connections between the town centre and the Fish Quay.

The heart of the Cultural Quarter will be the cluster of buildings at the crossroads of Howard Street and Saville Street including The Exchange, the Globe Gallery, the Business Centre and the North Shields Customer First Centre.

4) Grant Availability and Value

A maximum of 10 grants to support projects within a minimum amount of £3,000 and a maximum amount of £10,000 available to each applicant.

5) Eligibility

For a business to be eligible for grant funding, all of the following criteria must apply. Applicants must:

- Be a legally constituted body or be an individual registered with HMRC e.g. a voluntary and community organisation, a social enterprise, a private business, a registered charity, a statutory or non-statutory public organisation, freelancer etc. For the purpose of this document we will use the word “organisation” to describe all who can apply.
- be able to demonstrate that the project will benefit and be delivered within North Shields Cultural Quarter
- be able to demonstrate that the grant fund will be used to lever in funding from other sources such as Arts Council etc.

Businesses are **not** eligible for support if:

- They are in administration, are insolvent or where a striking-off notice has been made
- They do not qualify under Subsidy Control rules
- They have an outstanding debt with the Council (for example business rates, service charges etc.)

6) Eligible Costs

Direct Costs which are other costs directly related to the delivery of the project

- Fees (e.g., of independent consultants / contractors),
- Accounting and audit costs,
- Marketing, publicity, and evaluation,
- Equipment & consumables used exclusively for the project,
- Project operational costs, exclusively for the delivery of a project
- Other procured goods/services/works directly related to the delivery of the project.
- Direct Staff Costs for staff directly working on the project

Costs which are **not eligible** include:

- Bid writing and project development costs including consultancy fees.
- Bank transaction costs
- Business trips, other travel, and subsistence
- Cost of travel, personal costs, allowances
- Costs that have been claimed from another grant funder.

7) Output

Output: The grant must contribute towards the delivery of a creative output which could take the form of a physical piece of art; a digital projection; a poetry, play, dance or music performance for stage, TV or radio; an outdoor arts activity; or a community event. This should be seen or exhibited to an audience in the Cultural Quarter contributing to the development of the local economy.

Applicants must also be able to demonstrate that they will deliver against one or more of the following outputs:

- **Direct jobs created** - Permanent (minimum of a 12-month contract) full time equivalent (minimum 35 hrs a week) jobs created as a result of the NTCA investment. Verification includes sign-off by a senior rep of the organisation, and details of type of job will be required (e.g. job title, salary, contract type).
- **Direct jobs safeguarded** - An existing permanent job which is at risk of being lost prior to support. At risk is defined as being forecast to be lost within 1 year had it not been for the intervention. Verification includes formal documentation confirming job was at risk, and details of the type of job (e.g. job title, salary, contract type). Part time jobs safeguarded will be reported at a pro-rata basis.

- **Number of enterprises receiving a non-repayable grant** - 25 businesses will receive a grant to be used as match funding to leverage additional funds to grow their business. Verification includes evidence of a grant offer from another funder agreeing to support the overall project proposal.

8) Timescales

Project delivery can commence immediately after a project has been approved. The earliest we currently envisage delivery could start would be September 2023

A project plan is required setting out deliverables and milestones within 12 months from approval.

9) Evidence Requirements

In order for the application to be considered, we require businesses to demonstrate that they meet the eligibility criteria above.

To do this, you will need to declare the following in the application form:

- Company registration number (if applicable)
- Subsidy Control compliance declaration (confirmation that the businesses has not exceeded the allowable limits of public sector funding)
- Confirmation of eligibility to the grant schemes outlined above
- Confirmation of trading figures

Applicants will need to email copies of the following additional evidence after completion of the online application form:

- A copy of the business bank statement within the last 3 months
- A copy of the businesses latest financial accounts
- Evidence of availability of funds from other sources such as confirmation of applications submitted if decision outstanding or grant agreements/ offer letters if funding secured

Audit checks will take place and you may be asked to supply additional evidence to support the information in your application. Should you be unable to provide satisfactory evidence, your application may be refused, or you may be required to return the funding to North Tyneside Council if this has already been paid. We reserve the right to request additional evidence at any time.

10) Grant Application Process

Applications for the grant can be made online and where appropriate, additional evidence must be emailed to business.grants@northtyneside.gov.uk within 48 hours of the initial application.

Applicants will receive a confirmation email once the evidence has been received.

Our panel will discuss your application, score it and decide if it should receive the grant. Before we make our decision, we may have some queries or may need some clarifications. If this is the case, we will contact you and you will need to provide clarifications within a given deadline.

Applicants will then be issued a grant offer letter to be signed and returned within 48 hours.

11) Monitoring

Applicants will be expected to provide complete monitoring forms, evidence of project completion and receipts in order to access grant funds.

12) Payment

Payments will be made directly to approved applicants' bank accounts by electronic transfer. Terms to be agreed.

13) Miscellaneous

The Council reserves the right to withdraw the scheme or vary the terms of the scheme at any time, and without notice, should it be necessary to do so. Where there are exceptional circumstances, the Council reserves the right to award a grant in excess of the stated grant values. The Council's decisions will be final.

Grant income received by a business is taxable therefore funding paid will be subject to tax. Only businesses which make an overall profit once grant income is included will be subject to tax.

The Government and the Council will not accept deliberate manipulation and fraud - and any business caught falsifying their records to gain grant money will face prosecution and any funding issued will be subject to claw back, as may any grants paid in error.

The Council does not accept any liability for any issues that may arise for businesses because of applying for, receiving, or not receiving grant payments under this scheme.

We are required by law to protect the public funds that we administer. We may use any of the information you provide to us for the prevention and detection of fraud. We may also share this information with other bodies that are responsible for auditing or administering public funds. Further information can be found [here](#).

Enquiries about the scheme can be emailed to: Business@northtyneside.gov.uk

14) Subsidy Control

This scheme is covered by Small Amounts of Financial Assistance Allowance – a business is allowed to receive up to £335,000 (subject to exchange rates) in Small Amounts of Financial Assistance over any rolling period of three financial years.

Further guidance on subsidy allowance can be found at <https://www.gov.uk/government/publications/complying-with-the-uks-international-obligations-on-subsidy-control-guidance-for-public-authorities>

A declaration form will need to be completed and signed, showing details of any previous funding received under SAFA/ confirming that you are eligible to receive funding and that any grant will not take you over the SAFA limit.

Cultural and Creative Grant Fund Supporting Information

Overall project aims

North Shields Cultural Quarter will be a vibrant, distinctive creative hub in the heart of North Shields town centre, providing the workspace, skills, and business opportunities needed to grow a thriving creative industries cluster, retaining local talent and attracting investment and jobs to the region. The initial catalytic investment in the zone will be the refurbishment of **The Exchange building**, and the return of the Globe Gallery as a contemporary arts space. The Exchange is an already established music, arts and leisure venue being brought back into full use. It will act as an anchor for the re-development of the area providing the **music, performance and visual arts sector** with collaborative workspace and programmes bringing together businesses and freelancers, the community and young people to access mentoring, business support, skills and funding. Building on the momentum generated by this initial investment, more workspaces will be developed in the zone, stimulating collaboration and growth in other important creative sectors.

Strategic Objectives;

- SO1: **Grow jobs and productivity** in the region's creative industries, supporting freelancers and creative businesses to grow, through investment in creative skills, talent development, bespoke business support and access to new businesses opportunities.
- SO2: Provide an attractive environment for creative people and businesses to thrive by investing in **new, affordable collaborative workspaces**, breathing new life into 'at risk' historic buildings and contributing to the transformation in North Shields and the wider Borough of North Tyneside.
- SO3: Establish a thriving 'Cultural Quarter', with a **strong identity and brand** that can kick start investment in the local area. Using a **programme of large-scale events** to showcase creative content and attract visitors increasing footfall within the Cultural and Creative Zone.
- SO4: Create more **opportunities for young people** to work in the creative industries, by working with schools and colleges to raise awareness of opportunities and pathways into the sector and piloting an '**artist in the classroom**', building upon successful author events, through the new digital infrastructure investment.
- SO5: Increase creative industries **participation in underrepresented communities**, while addressing social challenges (e.g. improving literacy skills, health & wellbeing).
- SO6: Provide **high speed connectivity, and interconnectivity within the CCZ** to futureproof the Cultural Quarter and meet the demands and aspirations of the **Digital creative sector**, adding to the diversity of the sector in North Shields. Improve the digital offer and wireless connectivity throughout the buildings and provide audio visual capability in events spaces including outdoor screening of live cultural events.

Opportunities and Challenges

- North Tyneside and the North East (NE) of England are underrepresented in the UK's creative industries, which are dominated by organisations in the South East (SE).
- North Shields is undergoing a major transformation, attracting £m's of investment from both public and private sector. The CCZ provides an opportunity to build on work already underway in the surrounding streets, providing cultural assets that improve the quality of living, enhance our sense of community and preserve heritage.
- North Tyneside has pockets of creative activity but lacks a physical focal point for creatives to grow together, and sector engagement has identified a lack of shared workspace which creates barriers to collaboration. North Shields Cultural Quarter will provide a focal point for growth, attracting young people and freelancers entering the industry to collaborate and work with commissioners.
- Opportunities are very limited for people especially young people to access creative industries careers in the NE, and too much regional creative talent is lost to the SE.
- Levelling-up is generating growing interest among SE-based creative organisations to tap into NE talent, spreading jobs and wealth by re-locating activities and offices to the NE. There are opportunities in digital, media, film and TV with major players (BBC and Channel 4) committing to investment/re-location projects in the region.

- The NE has a strong creative industries asset base, including two major universities producing a pipeline of talent from its creative programmes, and a growing cluster of creative freelancers and SMEs. These assets provide a foundation to magnify and grow the industry regionally.
- Disadvantaged communities in North Tyneside and the NE face a range of challenges that, evidence shows, can be tackled through better engagement with cultural activity and creative industries e.g. low literacy levels, skills, education and poor mental health.
- Private landlords are not providing creative workspace for businesses to set up and grow due to low financial returns/ market failure.
- Equity: Creative industries activity is spread unevenly across the UK. The NE is missing out on the economic and social benefits of the industry because of these regional disparities. People are denied opportunities to get into the industry.
- Information and finance failures: Aspiring creatives in the NE lack access to information, networks, finance and the opportunities needed to produce content and generate an income.
- Cutting edge Digital infrastructure and superfast broadband capable spaces are not available to rent/use within North Tyneside. Infrastructure costs are prohibitive.

Intended impacts:

- Growth of creative industries in North Shields and NE (more opportunities, start-ups, businesses, jobs)
- Levelling-up of creative industries in the NE
- £4.6m gross GVA pa in regional economy
- 71 FTE gross jobs created (direct and indirect) as a result of the £1.7m NTCA funding
- Increased representation / involvement of NE freelancers and businesses in UK creative industries
- More young people accessing creative industries jobs
- Improved creative skills and educational opportunities
- More people from disadvantaged / underrepresented backgrounds engaged in creative industries
- More vibrant and economically viable Town Centre through increased footfall and spend in the CCZ area.
- Improved literacy levels and health & wellbeing in disadvantaged communities locally and regionally.