

Guidance – Staffordshire Moorlands Small Capital Growth Fund for Arts, Culture and Heritage

11:59PM Monday 16th September 2024

Applications received after this time will not be considered in this round of funding.

Return all completed forms via email:

joanne.blunt@staffsmoorlands.gov.uk

Please Direct Any Questions About The Fund to:

joanne.blunt@staffsmoorlands.gov.uk

Overview and Guidance

The aim of the fund is to support local arts, culture and/or heritage activity in the Staffordshire Moorlands.

A freelance, arts specialist fundraiser will be contracted to support successful applicants. Should your application be successful, you will be allocated a minimum of 1 working day of the fundraiser's time free of charge to assist you in developing funding bids to trusts and foundations, or other aspects of your organisation such as a business plan, governance, policies etc.

You can apply for up to a maximum of £4,000.

No match funding is required for the grant to be awarded, however you can also use the funds to contribute to a larger project. Funding from other sources does not have to be confirmed yet, but will need to be confirmed before the funds from this grant programme are released.

All grant funding will be paid in arrears via claim process i.e. grant is claimed on completion of all works and evidence of paid invoices. Grants may be claimed in instalments on request.

Grants will be funded by the UK Shared Prosperity Fund And/Or Staffordshire Moorlands District Council.

Who can apply?

Grants are available to Unincorporated and Incorporated legally constituted organisations who are located in the Staffordshire Moorlands. The primary focus of the project must be arts, culture and/or heritage activity.

Eligible organisations include:

- **Limited Company (by shares)**
- **Company Limited by Guarantee**

- **Registered Charity.**
- **Charitable Incorporated Organisation (CIO).**
- **Co-operative**
- **Community Benefit Society**
- **Community Interest Company (CIC).**
- **Constituted voluntary or community organisation.**
- **Statutory body (including, town, parish, or community councils)**

All eligible organisations need to provide evidence of being financially stable (solvent) and comply with the Minimal Financial Assistance rules of the UK Subsidy Control requirements. More guidance will be given if your application is successful.

Who cannot apply?

We cannot accept applications from:

- individuals.
- sole traders.
- organisations based outside the Staffordshire Moorlands (i.e. your business address registered on your governance documents does not fall within the boundaries of the district of the Staffordshire Moorlands).

Project Activity & Eligible Expenditure

Grants are primarily available for Capital costs; however small revenue costs may also be considered. We do not expect revenue costs to exceed more than 10% of the total bid amount.

By Capital we mean: lasting, physical assets such as a building improvements or equipment. This does not include digital assets such as websites.

Grants can be used on assets such as a buildings or equipment which are expected to be used for a period of at least one year.

How to Apply

For all enquiries, please email joanne.blunt@staffsmoorlands.gov.uk

Applicants are required to complete the application form and have emailed the form to the email address above by the advertised deadline for funding.

All successful project applicants must have completed their project, spent, and claimed all the grant no later than 31st March 2025.

How We Will Choose Which Projects To Fund

All Applications will be assessed on their own merit, against the key criteria below:

1. The impact this funding will have on the organisation.
2. The impact this funding/project will have on the local community (including the number/range of community users the project will support and any wider impact the project will deliver).

3. The strength of project planning, which is assessed by the applicant setting appropriate targets, identifying risks, and putting appropriate mitigations in place to reduce risk.
4. Value for money.

Each application will be assessed independently against these criteria by a minimum of two staff members of Staffordshire Moorlands District Council with a score from 1-5. The average score will be calculated and projects ranked from strongest to weakest. Staff will recommend that projects are funded from strongest to weakest until there is not sufficient funding to cover the next application in the rankings. Decisions made are final, and there is no right to appeal.

Additional Information

Applicants should note that if successful in a grant award they will be required to procure any items required in compliance with Staffordshire Moorlands District Council's procurement guidelines, which are as follows:

<u>Value of contract</u>	<u>Minimum procedure</u>
£0 - £2,499	Direct award
£2,500 - £24,999	3 written quotes or prices sought from relevant suppliers of goods, works and / or services
Over £25,000	Formal tender process

Any items purchased not meeting these requirements will not be eligible for funding.

The grant award will not cover or include any recoverable VAT incurred by your organisation and you should make your own enquiries of HMRC as to the recoverability of any VAT your organisation incurs.

All eligible organisations need to provide evidence of not being insolvent and comply with the Minimal Financial Assistance rules of the UK Subsidy Control requirements.

Further information including accounts, terms of reference, insurance documents and operating policies will be required if your application is approved, as part of a due diligence check. A Grant Funding Agreement will then be sent, setting out the terms and conditions and required outputs/outcomes.

Where work is to be conducted on a building, evidence of ownership or authorisation from the owner will be required.

For further information please contact joanne.blunt@staffsmoorlands.gov.uk

Guidance on SMART Targets

Applications MUST contain 3 SMART targets so that we can assess the impact that your project will have, and later assess how successful your project has been. If the application does not contain three SMART targets, the application will not be considered for funding. 2 SMART Targets will be acceptable for grants of under £1000.

This is an example of a SMART target.

"We will increase the number of members of our choir by 10% by the end of 2025. We will achieve this by making the entrance to our performance space wheelchair accessible and

advertising this to our local community and engaging with local disability support groups to spread the word.”

This is an example of a target that is NOT SMART

“Increase number of choir members”.

A SMART Target MUST:

- Contain a short explanation of how you will achieve your goal.
- Feature a measurable target either in the form of a number, percentage or an “all or nothing” goal (e.g. make the auditorium wheelchair accessible).
- State a deadline (i.e. when will you achieve your goal by).
- Be clear how it is relevant to the project.
- Demonstrate clearly that the goal is attainable.

Please see the guidance for more information.

SMART stands for the following:

- **SPECIFIC:** Explain clearly how you will you achieve your aims. For example “increase volunteer numbers” is not specific, “increase volunteer numbers by increasing the range of activities we offer to appeal to a broader spectrum of the community” is specific.
- **MEASURABLE:** There must be tangible evidence that you have achieved your goals using a number (e.g. 20%) or an “all or nothing” (e.g. “make the building wheelchair accessible”). For example, “decrease heating bills” is not measurable, but “decrease energy use in the building by 20%” is measurable.
- **ACHIEVABLE:** It should be clear that your goal is achievable. For example, a target of “doubling the amount of rent income to the centre” does not demonstrate how you will achieve your goal. This could be written as: “We will double the amount of rental income to the centre by opening a second office space”.
- **RELEVANT:** It should be clear how the target is relevant to the project. For example, we will create 1 new job by the end of 2026 which will be funded by the increased hire price of our rooms”.
- **TIME-SENSITIVE:** The goal must have a deadline for when you will be able to measure whether or not you have achieved your target. For example, “increased audiences” has no deadline – when will this be achieved? A time-sensitive version for this goal is: By the end of 2025, our average audience will have increased by 20%.

Applications will be strengthened by demonstrating clear, realistic targets that can be measured after completion of the project. Whilst we support ambition and innovation, achievable targets with a clear plan of how they will be achieved will demonstrate strong planning skills and give confidence in your ability to deliver the project.

Some Examples of SMART Targets Could Include:

- We will create 1 new part-time job by the end of 2026 as a result of increased revenue from rental income at the community centre.
- We will increase attendees at our annual festival by 100 for the 2025 event compared to the previous year. We will achieve this by purchasing a digital display board which we estimate will be seen by 10,000 drivers in the run up to the event.
- We will increase monthly room hire income of the community centre by 20% within 6 months of completion of the project. We will achieve this by increasing existing rents

by 5% as a result of the renovation of existing rooms, and by adding one additional room as available for hire.

- We will reduce yearly electricity costs for operating the centre by 30% within 2 years of completion of the project by installing insulation as advised by our energy efficiency survey.