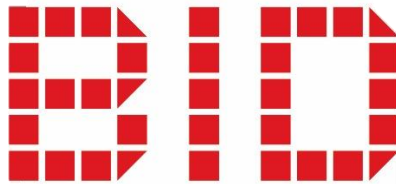


**STOKE-ON-TRENT
CITY CENTRE**



A BUSINESS ALLIANCE

**Stoke-on-Trent City Centre Business
Improvement District (BID)
“CREATE” Fund 2020/2021 Criteria and Guidance
Notes for Applicants**

All applicants should read these guidance notes carefully to assist in their application form.

1. Introduction

When applying for funding, your application should demonstrate how you will achieve the following BID strategic aims:

- Increase footfall within the BID area
- Raise awareness of the City Centre's unique offerings
- Enhance and improve the experience of those visiting the BID
- Deliver a strong marketing offer to highlight Stoke-on-Trent City Centre's hidden gems
- Increase the safety of those visiting the BID area
- Provide a cleaner and greener environment to attract visitors
- Reduce anti-social behaviour and crime within the BID area
- Enhance and improve the streetscape of the BID area

2. Application

- The application process opens from 1 July 2020 to 22 July 2020. Application forms can be downloaded via the link on our website (www.stokeontrentbid.co.uk) and returned via email (hello@stokeontrentbid.co.uk)
- Only one grant will be awarded to an individual/organisation in any one financial year
- The panel will take into consideration whether the organisation applying is 'not-for-profit' or 'for-profit' when making the final recommendation to the board

Stoke-on-Trent City Centre BID Ltd will not fund:

- 100% of the cost of the event / project / initiative. We would expect to see that applicants are achieving partner contribution / sponsorship. This could be in cash or 'in kind'
- Current events / projects / initiatives in deficit
- Projects which have already started or taken place within the funding application period
- Events / projects / initiatives that take place outside of the BID area
- Any public sector organisation events / projects / initiatives
- Any instance where the applicant has outstanding debt/s in dispute with Stoke-on-Trent City Centre BID Ltd

Events / projects / initiatives that have gained previous funding by Stoke-on-Trent City Centre BID Ltd are entitled to apply again in a separate financial year, but must demonstrate how this new funding will build upon their previous event / project / initiative. For example, the funding could look to support further engagement or different / additional audiences or groups.

3. Awarding of funding

1. Judging Panel

- The judging panel will meet two weeks after the application window has closed to assess entries
- Applications will be assessed against the criteria
- Clarification questions may need to be asked for one week after panel meetings
- Recommendations will be made to the BID Board one week after
- Upon the BID Board's decision, all applicants will be informed in writing whether they have been successful or not

2. Further points

- Applicants must factor in sufficient time from the application to start their event / project / initiative
- The decision of the BID Board is final. However, you are welcome to seek feedback on any decision
- Following the application submission, the applicant must inform the BID of any unforeseen circumstances resulting in any change in the application
- Once submitted, the amount of money requested cannot change
- The total amount in the written confirmation of funding is the maximum we will pay
- No funds will be released until the Conditions of Funding Agreement has been signed