



OUR COLCHESTER
A BID to make new history

Our Colchester BID

Create Fund 2021

Funding 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:

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

2. Application

- o Application process opens on Monday 9th August and will close on Tuesday 31st August.
- o PR and business letters will be mailed to all as application window opens or to any expressions of interest received
- o Any requests for funding external projects should be issued the application form and these guidance notes
- o Applicants can carry out an eligibility check to see if they meet base criteria before applying
- o Only one grant will be awarded to an individual/organisation in any one financial year
- o The application panel will take into consideration whether the organisation applying is 'non-for-profit' or 'for-profit' when making the final recommendation to the board
- o Our Colchester Ltd will not fund;
 - 100% of the cost of the event/project/initiative. We would expect to see 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
 - Any instance where the applicant has outstanding debt/s in dispute with Our Colchester Ltd
- o Events/Projects/Initiatives that have gained previous funding by Our Colchester 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 different/additional audiences or groups.



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3. Awarding of funding

1. Judging Panel

- Upon the closing date the judging panel will meet two weeks after window 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 made to the BID Board – one week after clarification
- Upon the BID Board's decision, all applicants will be informed in writing whether they have been successful or not. Applicants must factor in sufficient time from the application to start their event/project/initiative

2. Further points

- The decision of the BID Board is final. However, you are welcome to seek feedback on any decision if you wish
- Following the application submission, the applicant must inform the BID of any unforeseen circumstances resulting in detailing of the application having to change.
- Once submitted, the amount of money requested cannot increase.
- The total amount written 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