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## Cambridge BID – Funding Panel Funding Application Guidance – 1.4.19

### THE CAMBRIDGE BID AND FUNDED PROJECTS

The Cambridge BID is an organisation set up, and funded, by Cambridge businesses and other commercial organisations to enhance the experience of the City Centre – the BID geographical area – and to promote our exceptional city for residents, businesses and visitors alike.

The BID has set aside some limited funding to support applications from external organisations for creative and engaging projects that would support, compliment or add to the BID’s objectives.

The Funding Panel of the BID has responsibility to evaluate applications and the discretion to decide whether to contribute funds to projects that meet one or more of the three work-streams of the BID:

**Welcome**  
**Experience**  
**Support**

Bearing in mind that the entire BID’s funding comes from businesses within the BID area, it is incumbent on the Funding Panel to rigorously evaluate any application on its commercial merits and its response to the work-streams under which the BID operates.

*In the financial year starting in April 2021 and ending in March 2022, the total sum available to be shared between all projects is a maximum of £20,000.*

Thank you for your interest in applying to Cambridge BID for funding and we look forward to helping you turn your idea into a reality.

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### **WHO IS ELIGIBLE TO SUBMIT A PROJECT AND APPLY FOR FUNDING**

Businesses or other organisations, including charities, residents' organisations, within or beyond the BID area (these may also include BID levy-payers who have paid their levy in full).

Examples of events we have supported include Cambridge History Festival, Open Cambridge, Cambridge Jazz Festival, Festival of Ideas and In your Way Festival.

Please note, this grant pot is **not** intended to fund capital projects.

### **WHICH BID WORKSTREAM DOES YOUR PROJECT FIT INTO?**

At the beginning of your application please specify which BID work-stream or work-streams the project fits into – see below:

#### **Experience**

- Create a vibrant and world class destination delivering a variety of promotions and events that animate and entertain

#### **Welcoming**

- Working with key stakeholders within the city to coordinate, organise and deliver a range of projects to create a welcoming, friendly city for all to enjoy

#### **Support**

- Enable greater strategic connectivity for BID businesses and give them the tools required to trade successfully in this world-class platform

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## **PROJECT CRITERIA FOR EVALUATION BY THE FUNDING PANEL:**

### **Who is applying?**

It is important that we know who exactly is applying and the status of that applicant – please ensure also that you provide full and accurate information so that we can contact you.

### **What do you do?**

This is an opportunity for you to tell us a little about yourself or your group – the work that you do outside of your application. Be brief but articulate your activity and/or impact.

### **What do you want to do?**

Please supply a full description of the proposed project. Projects with a stated and measurable social responsibility aspect will be positively considered. Please provide details relating to the project name, start and end dates and description and any other relevant information.

### **Why should we fund your application?**

This is where you need to demonstrate to us why your application should be considered favourably. You will need to put forward a compelling argument that shows alignment with the work of Cambridge BID and then demonstrate other reasons why your project would be worthy of our support.

### **Who will benefit from your proposed activity?**

Who is the project aimed at? Who will engage with and benefit from the project as participants, audience members or in other ways? Is it a general audience, school children, young people, senior citizens or businesses and organisations?

### **What are the wider benefits likely to be?**

Tell us why your idea will be good for the city; perhaps it will increase footfall in a certain area or draw attention and promote some of the less prominent locations in the city. This is where you will be expected to show consideration to how your proposal can have a wider impact.

### **How will you ensure your proposal is credible and high quality?**

The Cambridge BID (as well as any other funders that you will approach) will want to be sure that their reputation will be enhanced by association with your proposal. This is where you should demonstrate thorough thinking behind your proposal, that incorporates how you will deliver a high quality project.

### **How are you going to measure the success of your project?**

It is very important to give full consideration to the ways in which you will measure the success/impact of your project. Bearing in mind the objectives of your activity, the audience you are targeting and the groups/individuals that will benefit, we will expect you to provide at least one (but preferably more) KPI's (key performance indicators). For example; footfall numbers, an increase in sales for participating businesses, surveys prior/post event/activity to gauge impact on targeted audiences etc.

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### **How will the contribution of Cambridge BID be recognised?**

As a funder of your project/activity and in addition to the agreed outcomes, we will want to see that our contribution is recognised, which will help us in promoting our activity. Give some thought to the ways in which this can be done and tell us how.

Cambridge BID have drawn up a 'wish list' with regards to how you can profile the BID support. Please note that not all suggestions below will be relevant in all situations:

- Inclusion of the Cambridge BID logo and a quote by Cambridge BID within all partner press releases promoting the project. Cambridge BID to approve releases before distribution.
- Inclusion of the Cambridge BID boilerplate and contact details for the Cambridge BID press office in the 'Notes to editors' section of all partner press releases promoting the project.
- Option for a Cambridge BID spokesperson to participate in all media opportunities secured by the project partner and their PR team.
- Acknowledgement of the partnership with Cambridge BID on a prominent, project-specific page of the company website.
- Acknowledgement of the partnership with Cambridge BID in all printed and electronic material promoting the project, such as banners, posters, flyers. To include the Cambridge BID logo and website address/link as a minimum.
- Option for Cambridge BID to take a full page within project publicity brochures, without additional charge, for the purpose of advertising and promoting Cambridge BID.
- Promotion of Cambridge BID in campaigns and special events leading up to the main event, for example by displaying or handing out any relevant Cambridge BID leaflets.

### **Managing delivery of your proposal:**

In addition to a completed application form, we would ask applicants to submit a separate project plan. This does not need to be complicated – we are looking to see that you have considered the key milestones/dates with the project. A flow-chart method of listing key milestones and dates from project commencement to completion will suffice.

This should be no more than one side of A4 paper.

### **Marketing and promoting your activity:**

We would expect to see even the smallest application factor some form of promotion – either by way of a press release or use of social media. Give thought to the need you will have to promote your project/activity to certain audiences or stakeholders and how you will do this.

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Will you need support from others in spreading the word? Applicants should submit a further marketing/communications plan and again, this should be no more than one side of A4 paper.

### **What resources do you have to call upon?**

This is an important section of the application, as it will be where you inform us of the human resources that you will be calling upon as part of your project/activity as well as the financial resources that will help you deliver.

### Finances:

Income – we welcome applications from not-for-profit organisations as well as commercial operators. For those with commercial aspirations, whilst encouraging competitiveness we will want to see that this does not unfairly undermine our existing businesses and organisations. We may also wish to come to agreement with you with regards to profit-sharing, so that your activity/project can support the activity of Cambridge BID.

Tell us whether your proposal is commercial and if so, the forecasted net profit you are looking to make as well as how much you require from Cambridge BID and what our funding would be used for. We will also want to see all income from other sources as well as any contribution you are making. This can be in-kind also, taking into consideration your time in organising/delivering the project/activity.

Expenditure – we need to know the total cost of your project and then to see a breakdown of expenditure. Please note, we will not fund the running costs or overheads associated with any proposal.

Provide us with a breakdown of all expenditure, detailing what and how much.

### **BID ADMINISTRATION**

Cambridge BID will review each application as they come in and will respond with a decision within a 6 week time period. Please take this into account when submitting your application.

Cambridge BID may come back to you with questions regarding the application during this process.

- Projects should be delivered **within a year of applying for funding**
- Applications that are not successful in securing funding in one round should not apply again in subsequent rounds unless a significant part of the application has changed.

*WE WISH YOU WELL WITH YOUR APPLICATION.*