

Creative High Streets Fund – Round 2

1. Introduction

Following the success of the first round of the Creative High Street Fund, grants are available again for local organisations and community groups to put on creative and cultural activities in our high street areas.

Creativity and culture are fundamental to who we are and where we live. They help people connect to a sense of place and supports community cohesion, health and wellbeing. They can make us feel good and enrich our lives.

Creativity describes the ‘process through which people apply their knowledge, skills and intuition to imagine, conceive, express or make something that wasn’t there before’¹.

Culture is a broad concept that, when applied to local communities, could include festivals and events, heritage, libraries/literature, museums, music venues, parks and open spaces, theatres and performing arts²

Our high streets are key areas where residents and visitors can actively take part in creative and cultural activities. We are, for a second time, offering grants to local voluntary, community and social enterprise organisations or town/parish councils to **deliver further creative and cultural activities in our high street areas during 2027**.

We believe that there are more brilliant ideas out there in our community and we want to help bring them to life, to ensure creativity and culture is accessible to all.

2. General principles

- Grants are available to voluntary, community or social enterprise organisations and town and parish councils who are based in South Gloucestershire.
- They must be used to deliver creative and cultural activities in any of our 9 high street areas – Chipping Sodbury, Downend, Filton, Hanham, Kingswood, Patchway, Staple Hill, Thornbury and Yate. Check Appendix 1 for maps of the high street areas.
- Applicants can apply for a grant from £1,000 to £5,000 to fund the revenue costs of activities.

¹ [Arts Council England](#)

² [Commission on Culture and Local Government](#), p.7

- The application deadline is **midnight Sunday 24 January 2027**.
- Grants will be awarded in full (subject to registration checks) by **12 March 2027** and must be spent by 31st December 2027. If the grant is unspent, it must be returned.
- Any relevant insurances, licences, notices, permissions, road closures and health and safety risk assessments must be in place prior to the activities being delivered. We may carry out spot checks to ensure this. If you need advice on this, please contact highstreets@southglos.gov.uk.
- Grants will be subject to the availability of funds and are unlikely to be approved if there is already substantial provision of the proposed activity in the area.
- A monitoring process will be in place to ensure the grant is spent as agreed. All successful applicants must engage in this process and therefore all receipts must be kept.

3. How the grant can be used

The grant can be used to fully or part fund the revenue costs for **new or enhanced** creative and cultural activities that will benefit our high streets.

Revenue costs are the operational or running costs of the activity.

These could include (note, this is not an exhaustive list):

- materials and short-term use equipment
- expenses for volunteers
- room hire costs
- marketing or promotional activities
- creative practitioner fees (note that practitioners should be based in/or be close to the South Gloucestershire area in order to support the local creative economy)³
- staff fees (if they are employed solely or partly for delivering the specified activity)

By ‘enhanced’, we mean that all or some elements of an existing activity e.g. an annual summer event, are changed **significantly**, so that it is perceived to be different from the last years’ event (a new theme, new performers, new audiences for instance).

Examples of activities include (but are not limited to): festivals or events, pop up theatre, outdoor music performances, story walks and talks, high street trails, workshops or demonstrations, exhibitions and museum or heritage activities.

4. Exclusions and restrictions

- Grants cannot be made to individuals, businesses or ‘for profit’ organisations. (however, fees could be paid to these stakeholders, e.g. a creative practitioner if they

³ A Creative Practitioner is someone who uses creativity as a central part of their professional work.

are partnered with voluntary, community or social enterprise organisations and town and parish councils).

- Grants will not be given to support activities outside the high streets areas and/or that do not relate to creativity and culture.
- Grants will not be given to cover core costs, that are not directly related to the delivery of the activity, including general running costs, which are already covered by other funding or that should be covered by your own resources.
- Grants will not be given to cover capital costs, i.e. expenses related to acquiring, improving, or maintaining long-term assets of your organisation, things that are not consumed or used up in the short term. These could include property, major equipment, significant IT systems, furniture/fixtures and fittings.
- Grants cannot be used for activities of a political nature or for activities that have already taken place.
- Only one application per organisation will be considered. However, this could cover a series of activities for one high street or the same activity on a number of high streets.
- You must not start the activity or purchase any requested items until you have received your grant offer letter (unless you can otherwise fund these yourselves). We will not pay for any activities already started or items already purchased before our grant offer is confirmed.
- The grant cannot be used as prize money, be redistributed into smaller grants or be used as a way of offering discount for hire fees of venues.
- If your organisation has previously been awarded a Creative High Streets Fund grant, you may apply again in Round 2, but must give details of how the activity will be new or changed **significantly** in 2027.

You must also have received confirmation from the High Streets team that your monitoring and finance reporting for the first grant is completed. If not completed, your application will not be considered.

5. Applying for funding

- If after reading this guidance you feel you are eligible, have a spark of a creative idea and would like to **discuss** it before you apply, please contact highstreets@southglos.gov.uk and we will arrange a time to speak to you. We welcome the opportunity to have these discussions together, because once your application form has been submitted, we will make our assessments based solely on the information you have provided within it.
- The next step would be to formally **express your interest** in applying for a grant by emailing highstreets@southglos.gov.uk with the following details:

- Name of the key contact
 - Organisation name and address
 - Brief description of activity (one sentence)
 - Proposed high street to benefit
- We will then check our grants database to see if you have previously applied for a grant and all your **registration details** are up to date, namely:
 - Contact details
 - Constitution
 - Equalities and Diversity Policy
 - Safeguarding Policy
 - Financial Accounts
 - We will then inform you via email if anything needs updating or to be provided, and we will send you the **Application Form** for you to complete and return by **midnight Sunday 24 January 2027**.

6. Decision making and payment

Applications will be assessed by a delegated South Gloucestershire Council panel using the criteria of:

- the **creativity** of the activity
- how **accessible** and **inclusive** the activity is
- the number of people that the activity intends to **engage** in the high street
- how the activity could positively impact the **health and wellbeing** of those involved
- how the activity aligns with the **council priorities**

We will notify organisations and award grants no later than **12 March 2027**.

Note: Your application will not be considered if the registration requirements have not been met.

There will be no process for appealing against the panel's decision.

7. Public record keeping

Information on all allocated grants are published on the [open data page](#) to meet the council's legal obligations under the local government transparency code.

8. Monitoring of delivery

The spend of the grant money will be subject to monitoring and audit. If a project or activity does not go ahead, or there is an underspend, the awarded funding will need to be returned.

9. Publicity

Any publicity material arising from your activity should include an acknowledgement of funding. You will be sent wording and logos to be used and we ask for all publicity materials to be sent to highstreets@southglos.gov.uk to be approved (allowing 1-2 weeks).

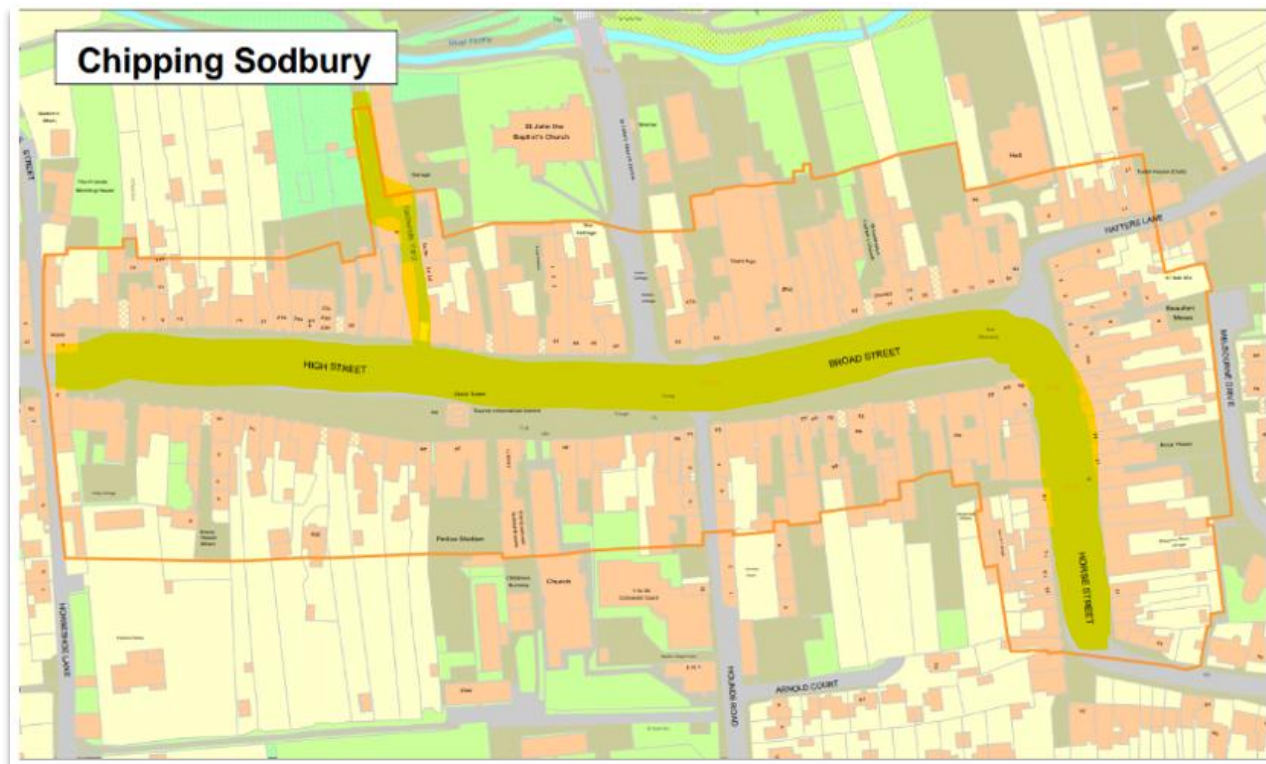
Contact information

High Streets Team
01454 868266
highstreets@southglos.gov.uk

Appendix 1

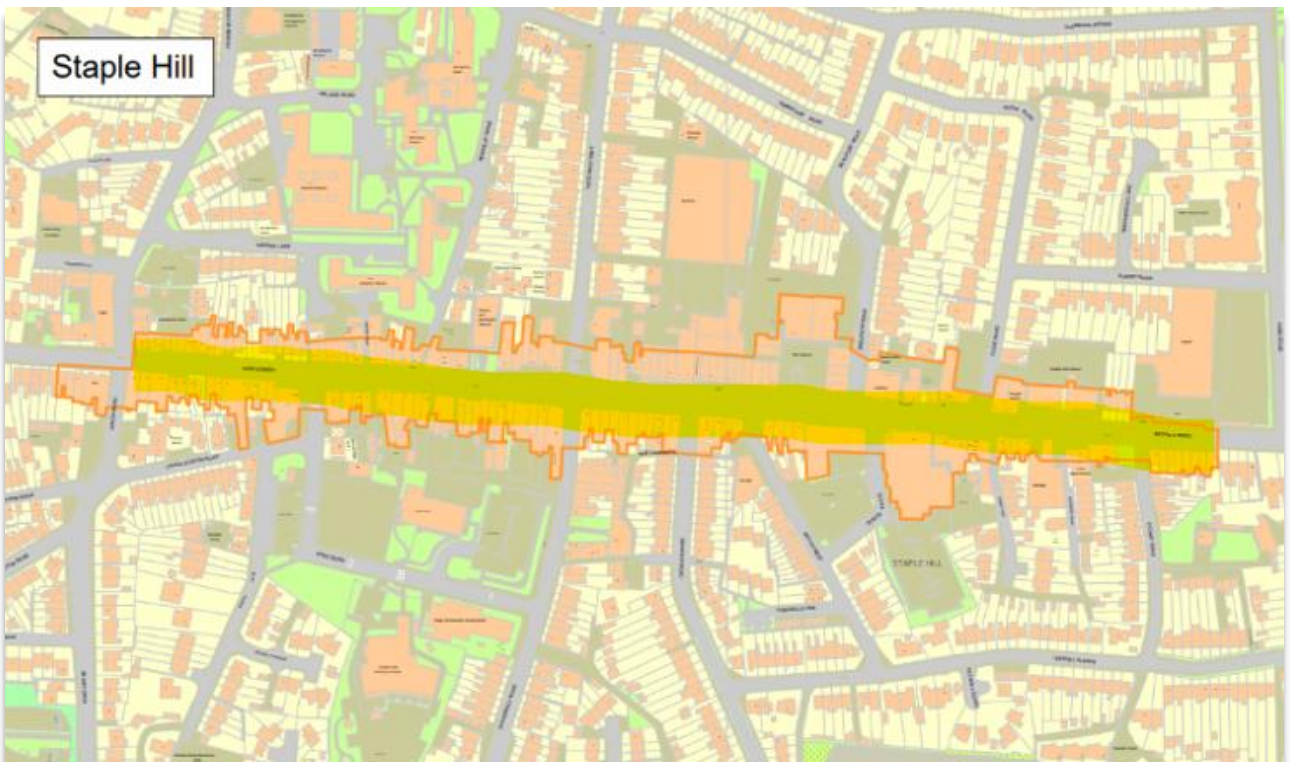
Maps of the high street areas

Highlighted areas are included for delivery of activities.











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