

North East Mayor's**Small Venues Fund**

Preparing applications for grants from £20,000 up to £100,000

When preparing your application, focus on one simple question:

How will this funding help your venue thrive in the future, and what difference will it make for the people who use it?

The strongest applications clearly explain why the investment is needed, how it will be delivered, and the lasting difference it will make.

For grants from £20,000 up to £100,000, you need to provide a bit more information than smaller grants, including:

1. Your venue and the organisation
2. Why the project matters
3. Future impact of your venue
4. Project delivery plans and costs
5. Impact on audiences, artists and communities
6. Inclusion and sustainability
7. Details of any other public funding you have received

**Information**

Use the details below to start collecting the right information to make a strong application. Grant applications will not be accepted until applications open.

1. Your Venue and the organisation

- How your organisation operates
- Venue capacity
- Audience numbers
- Events delivered each year
- Staff and freelancers supported

2. Why the project matters

- The opportunities or challenges facing your venue
- Why investment is needed
- Why this is a priority right now
- Any information that helps explain the need for funding

3. How will this project help your venue in the Future

A key aim of the fund is to help venues build a stronger future.

Tell us how the project could:

- Help secure the future of your venue
- Increase income
- Attract more audiences
- Improve facilities
- Reduce running costs
- Create opportunities for growth
- Deliver benefits that continue after the funding has been spent

4. Project delivery plans and costs

- The project itself
- Detailed project costs
- Any additional funding being used
- Key dates and milestones
- Anything that could affect delivery and how you'll manage it

5. The difference the funding will make

We're interested in the impact on:

- Your venue
- Artists and performers
- Audiences
- Local communities
- The wider cultural and creative sector

You should also estimate where possible:

- Audience growth
- Additional events or activity
- Artists supported
- Additional income generated
- Jobs supported or protected

6. Inclusion and sustainability

- How more people will be able to access or engage with your venue
- How different communities, artists or audiences may benefit
- Any environmental improvements linked to the project

7. Details of any other public funding

As this fund is supported through public funding, we'll ask whether your organisation has received any other public grants or funding.

Don't worry if you're unfamiliar with the term "Subsidy Control". The fund administrator will help determine whether any rules apply to your organisation.

We'll simply ask you to provide information about any public funding you've received or applied for in recent years.

Successful grants

If you receive a grant, we'll ask you to keep records showing how the funding has been spent and what has been achieved.

This might include things such as:

- Invoices and receipts
- Photographs
- Evidence of completed works
- Audience numbers
- Marketing materials
- A short project update or report

We aim to keep monitoring requirements proportionate and straightforward.