

North East Mayor's**Small Venues Fund****Preparing applications for grants up to £20,000**

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 up to £20,000, you need to provide details about:

1. Your venue
2. Why funding is needed
3. Your project and costs
4. The difference the funding will make
5. How you'll measure success
6. 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

- What happened there?
- What kind of events, performances or activities do you host?
- Who comes to your venue?
- Why is it important to your local community?

2. Why funding is needed

- What challenge you're facing or opportunity you'd like to take advantage of
- Why funding is needed now
- What might happen if the project doesn't go ahead

3. Your project and costs

- What you'd like to do
- How the funding will be used
- What the project will cost
- Whether you have any other funding contributing to the project

4. The difference the funding will make

This is one of the most important parts of the application.

We're interested in understanding how the project will help your venue, for example:

- Bringing in more audiences
- Improving facilities or equipment
- Creating a better experience for customers
- Supporting more artists and performers
- Improving accessibility
- Creating new income opportunities
- Helping your venue become stronger for the future

5. How you'll measure success

- What you hope to achieve
- How you'll know the investment has made a difference
- Up to three things you'll be able to measure or track

6. 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.