

COAST TO CAPITAL SPONSORSHIP FUND

GUIDANCE NOTES

Coast to Capital LEP has launched a Sponsorship Fund designed to support organisations looking for funding to organise events that inspire excellence, knowledge sharing, and personal and economic growth in the wider community. All events funded from this are expected to align with Coast to Capital LEP's strategic priorities.

There is a separate fund for sponsorship activities related to Business Support and Enterprise in Education, to find out more contact the Head of Services: malcolm.brabon@coast2capital.org.uk. If you are unsure which fund you should apply for please contact Jamie.watson@coast2capital.org.uk to discuss further.

Calls are open to public, not for profit, voluntary, and social enterprise organisations operating in any sector or industry. The call is open to private enterprises that are running not for profit events which clearly meet the criteria.

This current call will be open for applications from 20th February 2017 until 3rd March 2017; any application received after this deadline will not be considered for funding in this call. Applications should be submitted electronically to Jamie.watson@coast2capital.org.uk. Submissions will be acknowledged within 24 hours. Subject to any changes to deadlines, the project appraisal process will take place throughout the week commencing 6th March. All funding decisions will be posted on the Coast to Capital website no later than 17th of March.

Each bid will need to complete the application form, which can be downloaded from the related resources section of the website. Please ensure that you also use these guidance notes to assist you with completing the application form.

If you should have any questions related to this call please send them by email to Jamie.watson@coast2capital.org.uk. We will publish an FAQ section on the website with any questions asked and Coast to Capital's response.

If your organisation provides different levels of sponsorship packages or opportunities please include these in your bid as Coast to Capital LEP may choose to fund different levels of sponsorship opportunities.

The minimum funding that can be applied for is **£1,000** and the maximum is **£10,000 (inclusive of VAT where applicable)**. All projects must take place in the next 6 months **(by 30th September 2017)**.

Unsuccessful applicants will be given feedback on their bid and any complaints will be dealt with in line with Coast to Capital's complaints procedure.

Coast to Capital will use the criteria below to assess and prioritise proposals. The appraisal panel will also apply their judgment and understanding of the strategic priorities of the organisation in making its final decision on funding allocation.

All projects that are submitted will go through an initial sift review for completeness of information by the Coast to Capital management team, before they are submitted for consideration by the appraisal panel. The management team will be ensuring the following in this initial sift:

1. The project is in the Coast to Capital area
2. The project is applying for at least **£1,000** and no more than **£10,000 (inclusive of VAT where applicable)**
3. The project must take place in the next 6 months (**by 30th September 2017**)
4. The project must align with at least one of the following strategic priorities:
 - a. Skills Development
 - b. Infrastructure Investment
 - c. Housing and Regeneration

Each project will be initially assessed against a set of core criteria by an appraisal panel. The appraisal panel will be the decision making authority for all bids and reserve the right to alter and amend the assessment criteria at their discretion. The appraisal panel will consist of two Coast to Capital employees and one independent member from outside the organisation and who is not associated with any of the bids.

Assessment Criteria

Who Can Apply?

Public, not for profit, voluntary, and social enterprise organisations. Private organisations can apply if they are running events that are not for profit.

How much can be applied for?

Bids should be for a minimum of £1,000 and a maximum of £10,000 inclusive of VAT where applicable.

When can events take place?

Events should take place within 6 months of funding being awarded. Events taking place outside of this window should wait for the next call. For this call events should take place before 30th September 2017.

What can the funding be used for?

Coast to Capital sponsorship funding aims to support events that align with the three main strategic priorities that the organisation has identified as being the key opportunities for unlocking growth in the region, skills development, housing and regeneration, and infrastructure investment.

Within these strategic priorities funding is aimed at supporting events that will build capacity to deliver growth in the Coast to Capital area, particularly through skills development, increasing entrepreneurship, and encouraging innovation. The funding is focused on events that will provide clear benefits to the Coast to Capital area and that inspire excellence, knowledge sharing, and personal and economic growth in the wider community.

Strategic Priorities

Developing the skills of the current and future workforce in the Coast to Capital area is a key issue, the changing nature of work, older workers who work for longer, and the fast pace of technological change create a number of challenges. Areas of skills development include, but are not limited to, STEM, high-level skills, strategic management and leadership, employability skills for young people, re-skilling for older workers, continuous training for the workforce, and digital skills.

High quality, reliable **infrastructure** is key for a functional and growing economy. Coast to Capital LEP prioritises work to support investment in road, rail, other transport, telecoms, digital, broadband and IT, flood defences, and other infrastructure that would support local growth. Coast to Capital LEP is committed to ensuring the area has appropriate investment into local infrastructure by influencing key decisions.

Housing and regeneration is another key component of growth, a mixture of a growing population and rising house prices threatens to undermine the local economy in terms of attractiveness and affordability to workers and to growth more generally. Coast to Capital aims to aid the delivery of housing and employment space in the area, particularly in hard to unlock sites, working with local partners to help provide an attractive place to live and work.

Coast to Capital LEP reserves the right not to fund certain events from the Sponsorship Fund, below is a non-exhaustive list of examples. If you are unsure if your project is eligible, please contact the team at Jamie.watson@coast2capital.org.uk to discuss.

- Activities relating to a political party, or which are of an exclusively religious nature
- Illegal activities, and any legal costs, fines or other charges payable as a result of them
- Activities unrelated to the specified project
- Activities that do not show the required level of professionalism and deliverability, for example but not limited to:
 - Lack of insurance
 - Lack of management team
 - Unsuitable premises
 - Lack of health and safety awareness

Each project will be assessed against the core criteria. These are set out below:

Criteria	Description	Score	Weighting
Strategic fit	<p>Assessment of the strategic fit with Coast to Capital strategic priorities:</p> <ul style="list-style-type: none"> • Skills Development • Infrastructure • Housing and Regeneration <p>Assessment of events ability to build capacity in key areas:</p> <ul style="list-style-type: none"> • Skills development • Entrepreneurship • Innovation <p>Assessment of evidence of need or demand for the event.</p>	0-10	40%
Expected benefits to the region	<p>Assessment against the expected outcomes and benefits to the region which funding is expected to support, which may include but not be limited to:</p> <ul style="list-style-type: none"> • Expected number of attendees • Expected benefits to attendees • Expected benefits to wider stakeholders 	0-10	30%
Deliverability	<p>An assessment of the organisations engagement with the target audience, previous experience delivering the same or similar projects, delivery plan, delivery of the project in the Coast to Capital area, and evidence of appropriate procedures and processes being in place.</p>	0-10	15%
Benefits of levels of sponsorship	<p>An assessment of the benefits to the Coast to Capital LEP at each sponsorship level (where applicable), which may include but not be limited to:</p> <ul style="list-style-type: none"> • Free attendance to the project/activities/event • Prominent display of Coast to Capital marketing materials • Presentation slot at event • Display stand at event • Place on judging panel of competitions 	0-10	15%
Total		Out of 40	100%

Coast to Capital LEP reserves the right to amend the eligibility criteria at any time.

1.Application Details	
<p>1.1 Please describe the event that sponsorship funding is being sought for, how it aligns with Coast to Capital LEP’s priority areas, and how it builds capacity in the region. If there are different levels of sponsorship opportunities available please list them here.</p>	<p>Please give a clear and concise overview of the event, why you are seeking funding from Coast to Capital LEP, how the event benefits the region, and how the project aligns with the strategic priorities:</p> <ul style="list-style-type: none"> • Skills Development • Infrastructure Investment • Housing and Regeneration <p>Please also give details of how the event will build capacity in the following key areas:</p> <ul style="list-style-type: none"> • Skills development • Entrepreneurship • Innovation <p>You can apply for a range of funding, if there are different levels or packages of sponsorship available that Coast to Capital LEP can choose from please briefly list them here. If there are specific benefits that come with the sponsorship, or the different levels of sponsorship, please list them here.</p>
<p>1.2 What research or evidence has been undertaken to demonstrate the need or demand for this event?</p>	<p>Please summarise any research or evidence acquired that demonstrates the need or demand for the event. This may include, but is not limited to, previous iterations of the event (both in the Coast to Capital area and in other locations), stakeholder engagement, surveys, and other market research.</p>
<p>1.3 What are the key objectives and expected outcomes from the event and what benefit it provides to the wider region?</p>	<p>Please summarise the event objectives, the expected outcomes of the event, listing expected benefits to attendees and wider stakeholders.</p>
<p>1.4 Please provide evidence of engagement with the target audience and previous experience managing the same or similar events. Please also provide details showing you have the right procedures in place for running the event.</p>	<p>Please summarise your organisations expertise in this area of work and provide brief details of target audience engagement and previous experience running the same or similar events by your organisation.</p> <p>If the event is new please briefly explain the delivery plan for the event.</p> <p>Please also provide details that show you have the correct procedures in place to run the event, examples would include but not be limited to: appropriate premises, management team in place, appropriate insurance, or health and safety assessments.</p>
<p>1.5 Please show how your organisation and the event focuses on the Coast to Capital area, or locations within it.</p>	<p>Please provide details of how your organisation and the event will support the Coast to Capital area, or locations within, particularly if the event or organisation extends beyond the Coast to Capital boundaries.</p>
<p>1.6 Please list any expected risks associated with the event and how they will be mitigated</p>	<p>Please summarise the key risks to the project that may arise, steps taken to mitigate them, and any exposure the Coast to Capital LEP may have to them.</p>
<p>1.7 If you are a private enterprise please give details on how you event is not for profit</p>	<p>Please give brief details showing that your event is not for profit.</p>