



**NORTH
OF TYNE**
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**COMBINED
AUTHORITY**



**North of Tyne
Culture & Creative
Investment Programme**

Guidance for North of Tyne Culture & Creative Investment Programme Grants



Creative UK is working to build the right environment for the future of the creative industries by helping them raise their ambition, create jobs, grow turnover and build the confidence and networks they need to be truly innovative. We invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success. For further details please visit www.wearecreative.uk

In the **North of Tyne** we are running a **Culture and Creative Investment Programme, funded by the North of Tyne Combined Authority.** Offering a combined package of financial and business support, it is open to freelancers and businesses working in the culture and creative industries in North of Tyne Combined Authority Area (North Tyneside Council, Northumberland County Council, Newcastle City Council). Find out more at www.wearecreative.uk/northoftyne



Grant Investment

The purpose of grants as part of our investment strategy is to enable enterprises to build upon their creative and commercial ideas, creating opportunity for them to become more sustainable or grow their business.

A range of grant options will be available via the Culture and Creative Investment Programme:

- Grants of up to £5,000
- Strategic grants of up to £25,000
- Challenge grants

This guidance explains the eligibility criteria and application process for Grants of up to £5,000 and Strategic grants of up to £25,000.

Timeline

Our programme runs until June 2023 so ideally, we can provide grants to support activity that will be completed by the end of April 2023. This will allow us to make final payments and complete paperwork in May/June.



Eligible activity

You can apply for support towards:

- Diversification to try out a new and potentially high-risk business activity which may lead to new revenue streams
- Working new partnerships or existing partnerships in a different way
- Trying out a new business model or partnerships
- Bringing in short term expertise - digital, marketing, finance
- Investing in product / prototype development
- Capital purchase
- To enable the business to adapt to become greener and more environmentally sustainable
- To acquire new skills within the business, through up skilling the existing workforce or acquiring new staff or supporting internships
- To support investment readiness activity and allow enterprises to explore alternative finance routes

The examples provided above are not an exhaustive list – projects and costs will be assessed for suitability as part of the grant application process.

Please note we cannot fund retrospective activity and costs. Good and services already contracted will not be eligible.

Who is it for?

Cultural and creative SMEs and freelancers who are based in the North of Tyne (Newcastle, North Tyneside or Northumberland). We are primarily looking to support enterprises that are registered and trading in the North of Tyne region and contributing to the local creative and cultural economy.

We will also consider investment into businesses:

- that are looking to relocate to the region and can demonstrate a committed timeframe to do so, and a strong case for economic, creative and cultural impact
- who are registered outside the region, but their main business/trading activity takes place in the North of Tyne area and can demonstrate that the investment will drive significant economic, creative and cultural benefit to the region



What do we mean by the ‘Cultural and Creative Industries?’

We mean businesses working in the Visuals arts, Performing arts, Music, Film, TV, Media, Immersive and Video Games, Advertising & Marketing, Digital & Creative Tech, Creative Software Solutions, Fashion, Architecture, Heritage, Publishing, Museums, Libraries and Galleries.

How much can I apply for?

Grants of up to £5,000

Grants of up to £5,000 are available to fund targeted activity addressing resilience and/or growth.

At this level, support is available for around 30 enterprises.

Strategic grants of over £5,000 and up to £25,000

Larger grants of up to £25,000 will allow us to support some enterprises at a more strategic level.

At this level, support is available for around 12 enterprises.

If you are applying for over £10,000 then you must be:

- 1) a registered sole trader with a UTR number; or
- 2) a Limited Company registered on Companies House.

This level of support is for more established enterprises and where a grant is more suitable than [the repayable finance options we offer](#).

Applicants need to demonstrate a strong case for how their proposal will help to achieve [the objectives and aims of the NoT CCIP programme](#).

If you are applying for over £5,000 and up to £25,000, we recommend that you discuss your idea with us before starting an application. If you have a proposal for a strategic grant please contact Carol Bell, the Strategic Advisor for the North of Tyne Culture and Creative Investment Programme

Carol.bell@wearecreative.uk



Match Funding

We recommend that beneficiaries secure a minimum of 25% cash match. We want our investment to unlock additional and future funding and it is important that beneficiary companies are maximising other private and public investment they can attract.

Subsidy Control

Eligible businesses must not have received more than €325,000 (circa £280,000 as of May 2021) in Special Drawing Rights and/or De Minimis Aid in the last 3 year rolling period.

Application process

Applications to be made via Creative UK application portal.

There is one form for Individuals (capped at £10,000), and another form for Sole Traders and Registered Businesses:

- North of Tyne Culture and Creative Investment Programme application for Grants - Individuals
<http://applications.creativeengland.co.uk/application/328>
- North of Tyne Culture and Creative Investment Programme application for Grants - Sole Traders and Registered Businesses
<http://applications.creativeengland.co.uk/application/327>

You will be asked to provide:

- Contact information for yourself and/company
- Financial information about your business
- An overview of your track record or that of your business
- Information about your plans and the impact they will have on your career and/or your company's long-term sustainability and potential growth.



Deadline

The deadline for applications is Wednesday 12 October at midday. Applicants will be notified in November and should plan for activity beginning from December onwards. Activity should be completed by the end of April 2023 – see timeline above.

Since opening for applications on 1 March 2022, we have had two decision rounds, in Spring and Summer, awarding 24 grants so far. We anticipate round 3 will be our final decision panel. We expect to make a further 14 awards.

Assessment and Selection Criteria

Applications will be assessed by the Culture and Creative Investment Programme team. We may also use external assessors and/or appropriately qualified independent professional advisors.

We will typically consider the track record of your business and its management, the feasibility of your plans, and the impact that our support will have on your future sustainability and/or growth.

We anticipate receiving more applications than we can fund. We will look at the strength of each proposal alongside other applications we receive and think about the range and balance of different activity we're supporting. We want the enterprises we support to contribute to the wider aims of the Culture and Creative Investment Programme. [You can read more about these priorities on our website.](#)

We recognise that applications may contain commercially sensitive information and all proposals will be dealt with in the strictest confidence.





Decisions

Awards of support will be made solely at the discretion of Creative UK, whose decision is final. Due to the volume of applications, we regret that feedback on unsuccessful applications cannot be provided. Creative UK reserves the right to withdraw the grant support offer without notice, at any time.

Payment and monitoring

Grants will usually be paid in two instalments, 50% upfront and 50% upon receipt of interim monitoring information. In specific cases, such as capital purchases, the grant may be paid in full.

We will ask all beneficiaries to provide evidence as to how any grant has impacted your business. Via the North of Tyne Culture and Creative Investment Programme, Creative UK are distributing funds from the North of Tyne Combined Authority. It is important that we demonstrate the value of our support so we can make the case for continued investment.

If you have any questions, contact the Culture and Creative Investment Programme team northoftyne@wearecreative.uk

Not quite ready to apply for Investment?

We have crafted a comprehensive, bespoke business support programme, to support businesses and freelancers in developing new business models, accessing new markets, and bringing new products/services to market. [View upcoming events here.](#)