

Celebrating Communities Small Grants Fund Member Virtual Briefing

25 February 2021



What is the Celebrating Communities Small Grants Fund?

Celebrating Communities is a universal small grant award related to the City Council's role in hosting the Birmingham 2022 Commonwealth Games. The fund has been established to help communities to carry out more localised activities, such as street parties, picnics and community celebrations.

The aim is to excite communities, to drive up local level engagement and to use the Games as the catalyst to celebrate Birmingham's local diverse history and linkages to the Commonwealth.

The grants will enable all 69 wards to show support for the Games in a simple, inclusive and accessible way.

All proposals must comply with the appropriate Covid-19 guidance at the time of the project or event.

Grants may be accessed to run initiatives which deliver against one of the following **three themes**:

- **Get Active**
- **Ready, Steady, Fun**
- **Celebrating Culture**



1 Get Active

We're encouraging communities to get out and get active by participating in sports and recreational activities.

Residents can apply for a grant under this category to fund a project which encourages residents of all abilities and ages to engage in physical activity and improve their health and wellbeing.

Events and/or activities should try to incorporate some of the following elements:

Active mobility

- Provide opportunities for increasing activity through walking and cycling.

Community Games & Sports Days

- Bring your community together for a celebration with sports and arts activities. For example, coordinate a Commonwealth Games themed sports day for residents of all ages to participate in
- Provide communities with the means and opportunities to utilise leisure time in a healthy and productive way.

Active streets and parks

- Develop projects that enable communities to be active and connected in their streets, parks and open spaces.



2 Ready, Steady, Fun

We want to see community projects which help ensure your local area is 'Games ready'. Hosting community celebrations to develop active citizenship and reduce loneliness and social isolation.

Proposals should align with one or more of the following themes:

Games Ready

- Deliver community volunteer projects to get local areas 'Games ready'. For example, spring clean of streets and green spaces, planting Commonwealth themed flower displays, displaying Commonwealth flags and bunting/memorabilia around the local area

Celebrating Communities and having fun

- Work with our diverse communities to ensure that we deliver a range of celebratory events, such as street parties and picnics, that help to connect our citizens and foster civic pride.



3 Celebrating Culture

We would love to see community-led cultural events and initiatives developed that encourage intergenerational activities.

Events and projects should encourage intergenerational activities that focus on:

- **Birmingham's place in the Commonwealth:** an honest acknowledgement of Birmingham's legacy
- The **stories** of Birmingham and its residents
- Birmingham's **unheard histories**
- Engagement between **communities of place and identity**
- Increase **pride** in 'being a Brummie' and sharing the **stories and experiences** of all communities

Creative Communities Small Grants Programme

Birmingham Organising Committee for the 2022 Commonwealth Games, is running a Creative Communities Small Grants programme. Applicants may apply for funding from 'Celebrating Culture' to support a bid into Birmingham City Council's Celebrating Communities Small Grants Fund.

Outputs and deliverables will need to align however it could provide a form of match funding to amplify activity in the local area.



How can I help my community as their Councillor?

Funding: Core Criteria

Celebrating local communities' linkages to the Commonwealth is a key aim of the Fund. Ward councillors **MUST** work with residents and known constituted community groups to their prepare proposals.

Each ward to submit a proposal will need to have an **approved Ward Plan** and be able to demonstrate how the ward will maximise the Games for the benefits of its local residents.

Proposals will need to align to ward priorities, and projects must add value as opposed to replace a lost service.

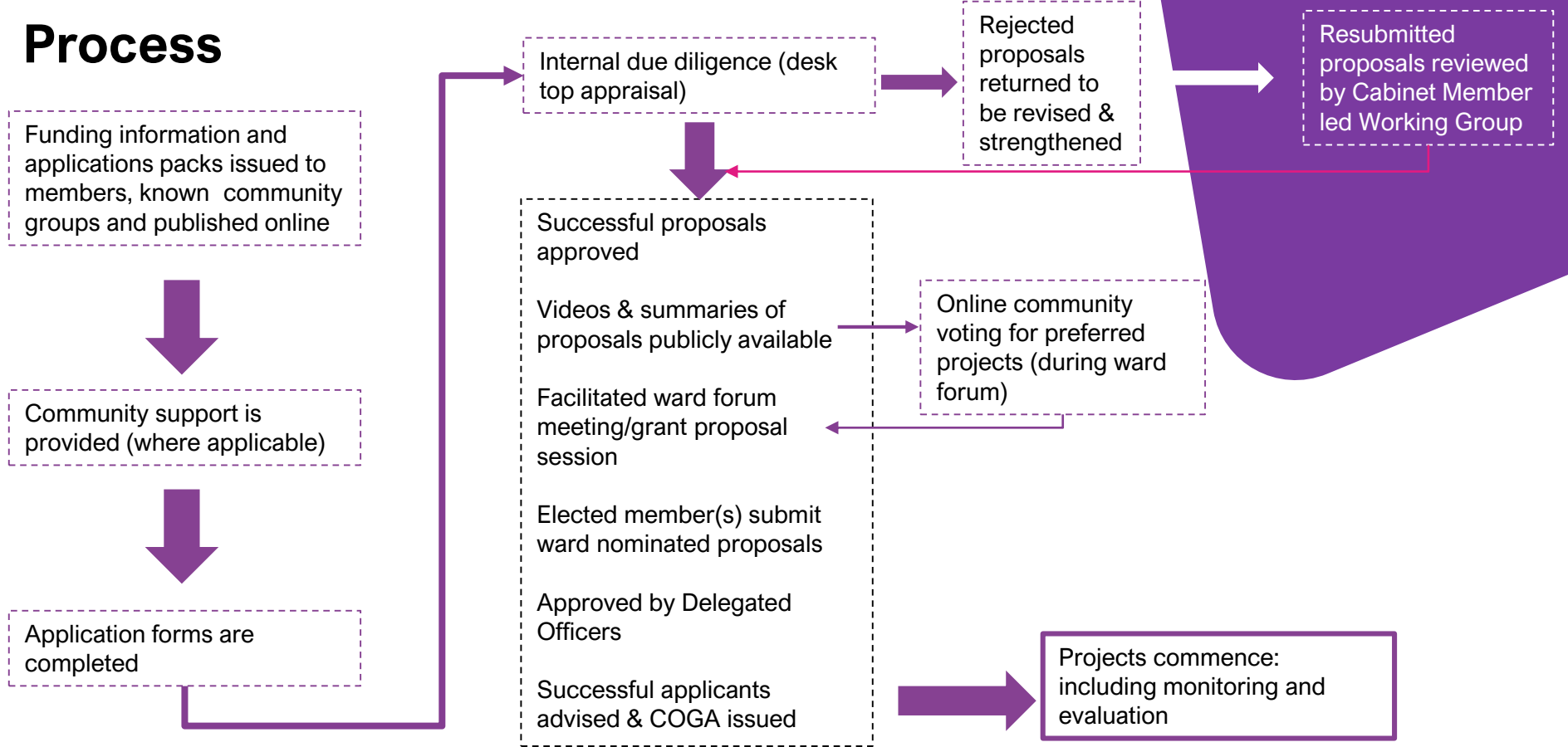
How will successful applications be decided?

- All proposals must be compiled and approved by the **Ward Forum** before submission and be formally submitted by the Ward Councillor as one full set of proposals. This is to ensure the total funding cap is not exceeded by the Ward.
- **A Ward Forum meeting must be held to review all funding proposals**, ahead of the submission date. If the Ward Forum is really not able to meet, then alternative submission arrangements can be agreed.
- We are exploring the potential to use an **on-line voting system** during the Ward Forum meetings.
- Each Ward must complete an application form in full for each proposal within its full set of proposals. There are 3 application forms; one for projects between **£100 and £1000**, one for projects between **£1,001 and £5,000** and one for projects between **£5,001 and £10,000**.
- Bids will be accepted up to a **maximum of £10,000**.
- Requests for funding can be split across financial years between **July 2021 and August 2022** but must not exceed the total allocated to the Ward. Wards are encouraged to work together where it makes sense geographically and/or where it makes sense to do so from a community perspective.
- Successful applicants will be required to complete a **Condition of Grant Aid form**.

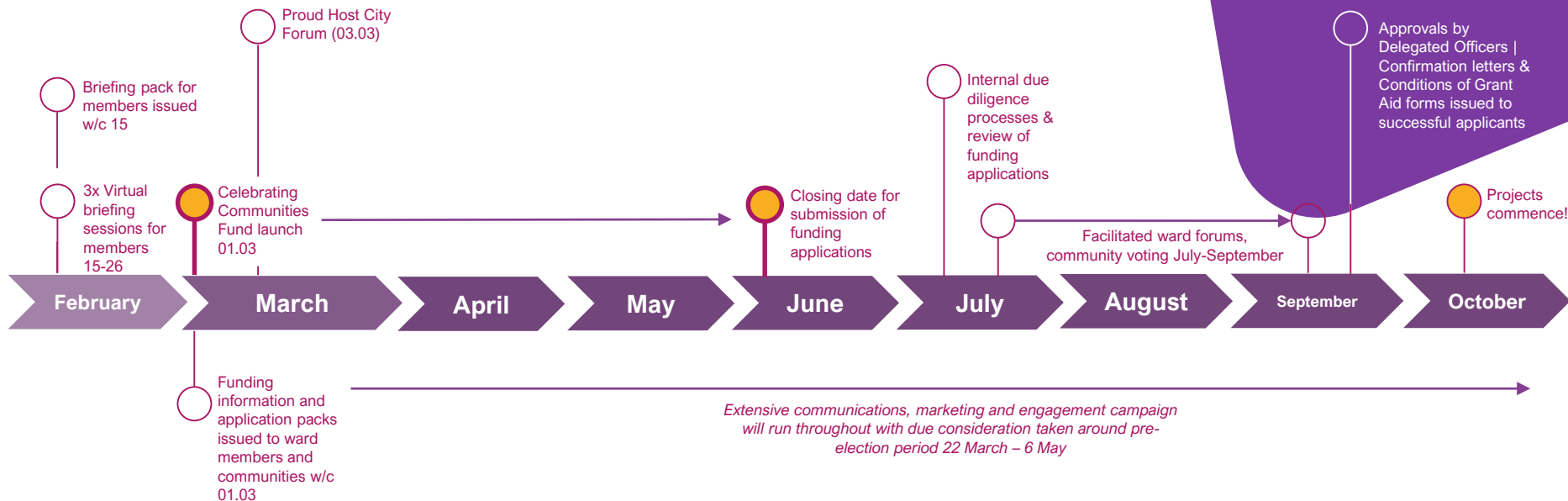


Further information on financial criteria and governance can be found in the detailed briefing note provided

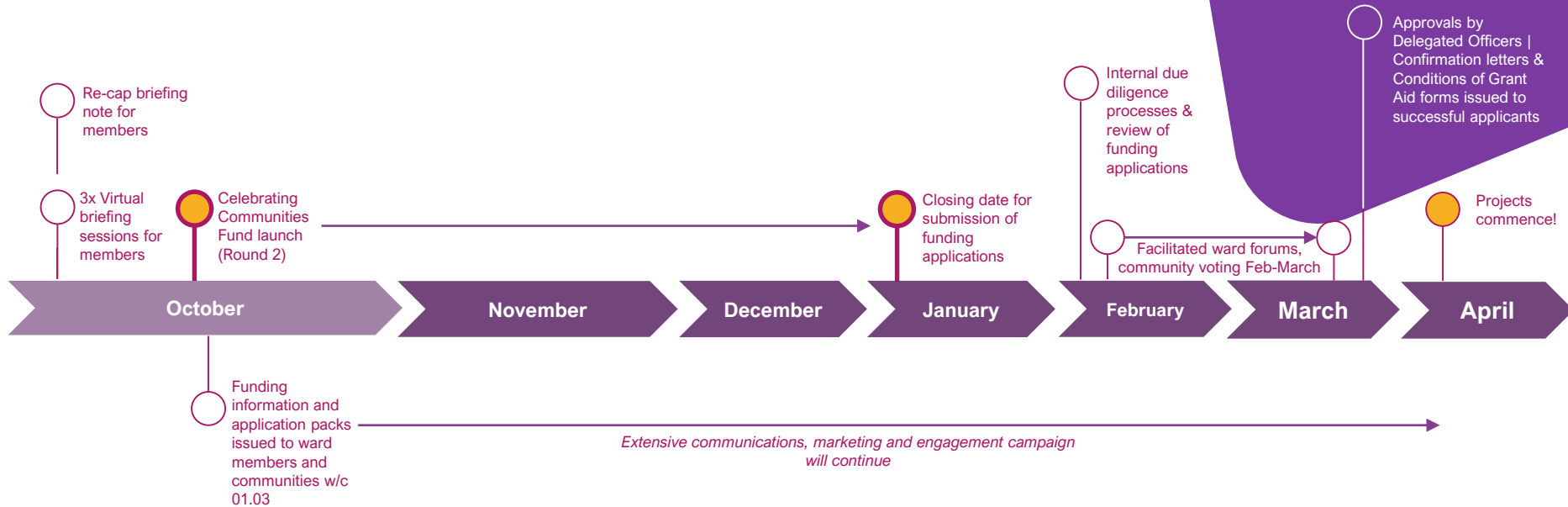
Process



Key dates: Round 1 (2021)



Key dates: Round 2 (2021-2022)



How is the fund being marketed across the city?

Inclusive, accessible and engaging content across physical and digital channels, complying with Covid-19 restrictions.

- Social media campaign
- Press and digital communications activity (including Google Display Network)
- [Radio marketing](#)
- Use of animation and video to explain the application process
- Advertising in local newspapers and print
- Use of advertising space across the City's parks, and in Libraries



Thank you

Should you have questions prior to the member briefing sessions,
please contact:

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