

ROYAL BOROUGH OF GREENWICH FESTIVALS 2024

Application guide and criteria

November 2023

Events and Culture
Communities, Environment and Central
November 2023

Contents

1. Introduction.....	3
2. Brief	4
Festival programme	4
Your event.....	4
Your application	5
Budget.....	5
Submitting your bid	6
3. Online Application Template	7
Festival category	7
Name of your festival	7
Proposed festival delivery dates.....	8
Number of festival days.....	8
Grant amount requested.....	8
Festival description	8
Festival partnerships	9
Audience profile	11
Audience and participant breakdown	12
Equality and diversity.....	12
Monitoring and evaluation.....	13
Marketing and promoting your festival	13
Festival Outcomes (Maximum of 200 words per outcome)	14
Festival outputs.....	15
GDPR and Data Protection Act 2018.....	20
Declaration.....	21
4. Financial Proposal Template.....	22
5. Quality Criteria	26
Guidance for Applicants.....	26
Festival Delivery and Management.....	26
Festival Engagement.....	29
Social Value.....	29
Appendix A: Application Scoring Guidance	31

I. Introduction

- I.1 The Royal Borough of Greenwich would like to invite cultural and festival (not-for profit) organisations to submit proposals for the development and delivery of a range of festival strands as a part of the Royal Greenwich Festivals programme, including but not limited to the following:
- Theatre
 - Literature
 - Music
 - Film
 - Comedy
 - Circus
 - Family
 - Cross Art Form
 - Dance
 - Outdoor/Performing Arts
 - Historical
- I.2 The Royal Borough of Greenwich is committed to encouraging and supporting community-led activities, that showcase the borough's unique cultures. We are seeking to support projects to deliver a programme of high-quality cultural events, through the Royal Greenwich Festivals Fund.
- I.3 Please read the instructions documentation carefully because failure to comply with the information as required may invalidate your quote.
- I.4 The Applicant will be deemed for all purposes connected with this application to have carried out all research, investigations and enquiries and has satisfied itself as to the nature, extent, volume and character of the (in the context of and as it is described in Schedule I - i.e. the Specification) and the extent of the personnel, equipment, assets, plant and machinery which may be required and any other matter which may affect its quote.
- I.5 **All organisations applying for a grant must sign up to the [Royal Borough of Greenwich's Equality and Equity Charter](#) to be eligible for funding.**
- I.6 **Please note that the use of live animals in any capacity is not permitted in the delivery of any events in the Royal Borough of Greenwich.**
- I.7 All quotes must be submitted no later than **12 noon on Friday 5th January 2024**. Applications submitted after the stated deadline will not be accepted.
- I.8 All communication during the application period should be via artsgreenwich@royalgreenwich.gov.uk
- I.9 Should you have any questions in relation to completing your applications please send via the Arts Greenwich email address. All questions and enquiries should only be made to through the email address. Please do not submit questions to individual officer accounts, as this will delay the response whilst the email is redirected to the correct account.
- I.10 We aim to respond to questions within 2 working days.
- I.11 Please be aware that we cannot answer questions or give advice on the content of your proposal.

- 1.12 Each Applicant is responsible for all costs associated with the preparation of their bid - the Royal Borough of Greenwich shall bear no responsibility for the costs incurred by any bidder in the preparation of their quotation, including where no bidder is appointed.
- 1.13 It is expected that the successful Applicants will enter into an Agreement with the Royal Borough of Greenwich in the form set out in the Terms and Conditions which may be amended from time to time until signed by the parties.
- 1.14 Royal Borough of Greenwich reserves the right not to award a grant to any applicant as a result of this process based on the award criteria.
RBG reserves the right to cancel the ITQ at anytime before the closing date and shall not be liable for any cost whatsoever, whether direct or indirect as a result of cancelling the ITQ.

2. Brief

- 2.1 Do you run a cultural or festival organisation that understands The Royal Borough of Greenwich and its diverse communities? Could your activities help us showcase the borough's unique culture? Through the Royal Greenwich Festivals Fund, we are seeking to support projects to deliver a programme of high-quality cultural events.
- 2.2 Music, Dance or comedy, film, or theatre outdoors; if you think you can pull off something spectacular, what are you waiting for? Apply now and help us celebrate the vibrant heritage of Royal Greenwich through the arts.
- 2.3 To support the night-time economy in Woolwich, bids can include events that take place between 6 and 8pm in the high street and public squares in Woolwich.
- 2.4 Please note that as well as creating your own events, the Council will be running it's Holiday Fun Friday events this summer and would welcome any activity you might like to contribute to these as part of your bid. They will all be held in General Gordon Square, Woolwich SE18, every Friday in school summer holidays.

Festival programme

- 2.5 The Royal Borough of Greenwich is committed to providing and supporting world class, high-quality, and accessible cultural festivals, and events for all sections of the community. In 2024 we will further celebrate and cement the borough's reputation as a place with a thriving creative offering, by showcasing a spectacular season of exciting entertainment. In addition, the festivals provide opportunities for residents to celebrate and enjoy the borough, attracting visitors as well as a significant boost to the local economy.

Your event

- 2.6 To apply, your organisation and its proposed events must aim to:
- support the creation of a cultural destination and a sustained cultural landscape
 - widen access, participation and engagement for residents and visitors throughout the borough

- support the cultural and creative economy and skills in the borough
- contribute to ensuring Royal Greenwich is improving the quality of life and health of our residents.

Your application

- 2.7 Please refer to the Assessment Criteria Scoring document before and during completing your application, as it sets out how your application will be scored for sections of the application.
- 2.8 To apply for the Royal Greenwich Festivals fund, your organisation must be a non-profit cultural or festival organization.
- 2.9 In your application, you must share:
- the vision, creativity, and ambition of the festival you're proposing
 - experience and track record in the delivery and management of festivals/events for a public body
 - examples of how you have previously engaged the public to participate in your event.

Budget

- 2.10 Organisations can apply for contracts in one of three ranges:
- up to £15,000
 - up to £30,000
 - up to £90,000 (for large-scale outdoor performing arts).
- 2.11 Only one application can be submitted per organisation. Applicants applying for a contract more than £15,000 must demonstrate extensive experience in festival delivery and substantial match funding.
- 2.12 Organisations will be responsible for all arrangements pertaining to their events, delivery, licensing, marketing, infrastructure, insurance etc.

Key dates in the application process (Subject to change)

- 2.13 Royal Greenwich has set the following timetable to ensure that the evaluation and award process is completed, and the Contract executed prior to the start of the events. Royal Greenwich reserves the right to amend the timetable.

RGF 2024 Application Workshop	Thursday 9 November 2023
Applications open	Tuesday 28 November 2023
Final date for receipt of Applications	Friday 5 January 2024, 12pm
Evaluations	Friday 5 January - Friday 9 th February 2024
Notifying applicants of outcome and Event Management Workshop Date	w/c Monday 12 February 2024
Contract Issue	w/c Monday 19 February 2024
First Grant Payments Made	w/c Monday 4 March 2024
Deadline for event applications	w/c Monday 11 March 2024
Deadline for marketing (Including all event/activities with venues and times)	w/c Monday 1 st April 2024
Royal Greenwich Festivals 2023	Friday 14 June – Sunday 15 September 2024
Final Report Due	Wednesday 16 October 2024
Final Grant Payment	w/c Wednesday 30 October 2024

Submitting your bid

- 2.14 All bids must be submitted by **Friday, 5th January 2024, 12pm** via the Council's online application form system. Bids received after this time or to any other email, will not be considered.
- 2.15 Should you have any questions relating to your bid, they must be sent via the Arts Greenwich email to receive a response. All enquiries will be responded to within 2 working days. artsgreenwich@royalgreenwich.gov.uk
- 2.16 Please be aware that we cannot answer questions or give advice on the content of your proposal.

3. Online Application Template

Name of your organisation:	
Organisation address:	
Postcode	
Organisation/Festival website and social media handles (Publicity)	Facebook:
	Instagram:
	Twitter:
	You Tube:
Primary contact name:	
Job title:	
Telephone/mobile number:	
Email address:	
Registered charity no:	
Company limited by guarantee no.:	
Other registration no.:	

Festival category

Please select the category that your proposed festival will sit within for the Royal Greenwich Festivals 2023 programme. Tick all that apply.

- Dance
 Film
 Circus
 Comedy
 Outdoor/Arts
Music
 Theatre
 Literature
 Family Arts/Theatre
 Other:

Name of your festival

--

Festival partnerships (Maximum of 500 words)

Please reference, if applicable:

- your relevant past/existing partnership experience
- the names of potential partners and their role(s) in the development/delivery
- whether the involvement of potential partners is confirmed
- the roles and responsibilities of any partners.

Festival venues and locations

Please provide all the locations and venues in Royal Greenwich that you are proposing to deliver your festival. Availability and costs for all venues and locations listed below must be determined before submitting this application. Should your bid be successful you will be required to confirm and finalise bookings for venues and locations.

Please note that not all land or community venues in the borough are owned or managed by the Royal Borough of Greenwich. If you are proposing to hold an event in an area that is managed by another organisation, please ensure that you have written permission and have sought leasing costs before you complete this application. You can find contact details for the owners of other venues in the borough below.

- **Berkeley Homes**, Cristyn Sharkey: cristyn.sharkey@berkeleygroup.co.uk
- **Peabody**, Lisa Drew: lisa.drew@peabody.org.uk
- **Greenwich Peninsula**, Kaia Charles: kcharles@greenwichpeninsula.co.uk
- **Community Centres**, Royal Borough of Greenwich. Follow the [link](#) to see the full list of community centres and their locations in the borough. Here you will also be able to access contact information to discuss reservations and make bookings.

Add more boxes as necessary.

Date/s	
Event/activity name	

Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	

Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Estimated festival attendance numbers (Maximum of 250 words)

- How many people are you proposing will attend your festival?
- How has this been calculated/estimated?
- If you are planning more than one event, please include a target audience number for each event.

Audience profile

Contracted organisations are expected to reach festival audiences and participants that reflect the diversity of the Royal Borough of Greenwich.

Please specify the audience that your proposed festival will aim to attract and engage. Tick all that apply.

<input type="checkbox"/> Children 0-10	<input type="checkbox"/> Youth 11-17	<input type="checkbox"/> Adults 18-64	<input type="checkbox"/> Older people 65+
<input type="checkbox"/> Black/Minority Ethnic	<input type="checkbox"/> Families	<input type="checkbox"/> Disabled	<input type="checkbox"/> Other:

How will you ensure that your festival targets and attracts diverse audiences from a cross section of the population? (Maximum of 250 words)

Audience and participant breakdown

Please provide the approximate number of combined audience and participation figures that you hope to reach for each age range below:

0-3	4-10	11-15	16-17	18-19	20-44	45-64	65+	Target

Equality and diversity

Please provide an approximate number of attendees that you hope to reach below. You must have processes in place to record this information, as you will be asked to report on these figures at the evaluation stage of your festival.

Ethnicity Breakdown		Target
White	British	
	Irish	
	Other	
Mixed	White & Black Caribbean	
	White & Black African	
	White & Asian	
	Other Mixed Background	
Asian or Asian British	Indian	
	Pakistani	
	Bangladeshi	
	Other Asian Background	

Black or Black British	Caribbean	
	African	
	Other Black Background	
Other	Chinese	
	Other Background	
Total		

Monitoring and evaluation (Maximum of 500 words)

If you are contracted to deliver your festival, you will be required to provide an evaluation report. You will not be paid your final grant instalment until you have completed this report. In the box below, describe how you will monitor and record:

- audience demographic
- number of attendees to your events
- development and delivery stages
- what worked and what could have been improved.

Marketing and promoting your festival (Maximum of 500 words)

Please note that if you are contracted, all your marketing, including printed and digital materials need to be approved by Royal Borough of Greenwich before you make it public.

Please describe what marketing communications you will use to promote your festival in addition to any promotion provided by Royal Greenwich Festivals.

Festival Outcomes (Maximum of 200 words per outcome)

Your proposed festival will need to meet the Royal Greenwich Festival outcomes. Please use the boxes below to describe how your proposed festival and its activities will meet the desired outcomes.

<p>Outcome 1:</p> <ul style="list-style-type: none"> To deliver a strong festival identity and programme - promoting Royal Greenwich as a cultural destination 	
<p>Outcome 2:</p> <ul style="list-style-type: none"> Support the cultural and creative economy and provide opportunities for skills development. To work to deliver greater value for money where possible (A Strong Vibrant and Well-Run Borough) To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be) 	
<p>Outcome 3:</p> <ul style="list-style-type: none"> Widen access, participation and engagement for residents and visitors throughout the borough To work to ensure there is continued community cohesion in Greenwich and equality of access for all (A Great Place to Be) To encourage young families to stay in the Borough (Great Place to Grow Up) 	

<p>Outcome 4:</p> <ul style="list-style-type: none"> Delivering work in a range of parks, open spaces, and venues across the borough 	
<p>Outcome 5:</p> <ul style="list-style-type: none"> Develop partnerships, benefitting the borough’s artists, organisations, key partners and residents To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be) 	

Festival outputs

Please provide the target numbers for the following outputs. If successful, you will need to have recording measures in place to capture this information. Please ensure that your target numbers are realistic and achievable.

Outputs		Target
Activities and Workshops	Total number of participatory activities/workshops delivered	
	Number of participatory activities/workshops delivered by or with local partners	
	Number of participatory activities/workshops delivered by or with external partners	
Audiences	Total audience numbers at events/performances	
	Number of residents attending events/performances	
Performances and Events	Total number of performances/events delivered during the festival	
	Number of local venues used for performances/events	
	Number of free performances/events offered	
Participants	Total number of participants at events/workshops	
	Number of local participants at events/workshops	
Performers	Total number artists/writers/performers employed (paid or voluntary basis)	
	Number of local artists/writers/performers employed (paid or voluntary	

	basis)	
	Number of artists/writers/performers supported/mentored	
Volunteers	Total number of volunteers	
	Number of residents volunteering	
Training and development	Total number of training and development opportunities delivered through the festival	
	Total number of residents benefitting from festival training and development opportunities	
Partnerships	Total number of organisations supporting or involved in the delivery of the festival *	
	Number of local organisations supporting or involved the delivery of the festival*	
	Number of activities/events that involve local schools	
	Number of local schools involved in the festival*	
	Number of local businesses benefitting or supporting the festival*	
	Number of local businesses and venues included in the programme	
Commissioning	Number of new commissions	
	Number of artists benefiting from new commissions.	
Marketing	Social media reach: Twitter followers	
	Social media reach: Facebook followers	
	Website hits (proposed festival event/page)	
	Number of articles in the press*	

*If applicable

Financial proposal

We need to understand how our funding will be used and the level of match funding that you will raise to support your festival's delivery, if appropriate. Please give a complete budget breakdown for the whole delivery of your festival indicating where allocated funding is Royal Greenwich and where allocated funding is from match funding/other sources of income; using the income and expenditure template as a guide.

Ensure that your budget proposal is realistic and achievable. Please note:

- If you are proposing more than one event, we expect to see a proposed budget for each event
- Other sources of funding from the Royal Borough of Greenwich should be noted but cannot be used as cash match-funding for the purposes of our calculations
- Please only include income and expenditure for events/activities in the borough. For any match funding used for events/activities outside the borough, do not include or only include the relevant portion
- We will be looking for best value for money
- List names/sources of income. Only give costs in relation to the development/delivery of your proposed festival
- Expenditure: please include the type, quantity, duration, and rates of pay

INCOME	Description/Breakdown	Confirmed (Y/N)	Amount (£)
Royal Greenwich Festival			
Earned Income			
Trusts/Foundations/ Sponsorship			
Donations			

Other Funding Sources			
In-Kind			
Total Income			£

EXPENDITURE	Description/Breakdown	Amount (£)	RBG Funding Contribution (£)
<p>Artist Fees & Expenses</p> <p><i>Please provide costs for all artists involved in the development/delivery of your festival.</i></p>			
<p>Production</p> <p><i>Please provide all the production costs for your festival, including licenses/permission, space hire, equipment, etc.</i></p>			
<p>Management & Administration</p> <p><i>Please provide costs only associated with the development and delivery of your proposed festival.</i></p>			
<p>Communications & Marketing</p>			

<i>Please provide the communication, marketing methods and costs you will use to promote your festival to residents and visitors to the borough.</i>			
Other <i>Any other costs associated with the delivery of your festival.</i>			
Total Expenditure		£	

GDPR and Data Protection Act 2018

The contents of this application are protected under the GDPR and Data Protection Act 2018. Information gathered on this form may be shared with external assessors; auditors; and funders. The contact details of your group/organisation may be shared with other organisations and individuals with a legitimate interest in learning more about your work, or for the prevention and detection of fraud.

We might use the data you provide for our own research. We recognise the need to maintain the confidentiality of vulnerable groups and their details will not be made public in any way, except as required by law.

When using personal data, we will make sure the information is:

- Used fairly, lawfully, and transparently
- Used for specified, explicit purposes
- Used in a way that is adequate, relevant, and limited to only what is necessary
- Accurate and, where necessary, kept up to date
- Kept for no longer than is necessary
- Handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction, or damage.

Freedom of Information Act

The Freedom of Information Act 2000 gives members of the public the right to request any information that we hold. This includes information received from third parties, such as, although not limited to grant applicants, grant holders, contractors and people making a complaint.

If information is requested under the Freedom of Information Act, we will release it, subject to exemptions, although we may consult with you first. If you think that information you are providing may be exempt from release if requested, you should let us know when you apply.

Declaration

Before submission, you **MUST** accept the terms and conditions below:

- I declare that the information provided in this application is, to the best of my knowledge, true and accurate.
- I agree that the details of this application can be held by Royal Borough of Greenwich Culture, Tourism and Heritage Office, the details of which may be shared with other relevant departments.
- Declare that I do not, or the organisation I represent does not; owe any outstanding debts to the Royal Borough of Greenwich.
- I agree that if this quote is successful details can be used by the Royal Borough of Greenwich for initial promotional purposes.

Signed:

Date:

Print Name:

Job Title:

4. Financial Proposal Template

Applicants must take care to ensure they provide a cost for each item/element of the financial proposal as specified. When completing the financial proposal, please ensure that:

- A total cost of delivering the event is specified, including a full breakdown of how the total cost has been derived
- All figures quoted in sterling and include VAT.

We need to understand how our funding will be used and the level of match funding that you will raise to support your festival's delivery, if appropriate. Please give a complete budget breakdown for the delivery of your festival indicating where allocated funding is Royal Greenwich and where allocated funding is from match funding/other sources of income; using the income and expenditure template as a guide.

Ensure that your budget proposal is realistic and achievable. Please note:

If you are proposing more than one event, we expect to see a proposed budget for each event

Other sources of funding from the Royal Borough of Greenwich should be noted but cannot be used as cash match-funding for the purposes of our calculations

Please only include income and expenditure for events/activities in the borough. For any match funding used for events/activities outside the borough, do not include or only include the relevant portion.

We will be looking for best value for money.

List names/sources of income. Only give costs in relation to the development/delivery of your proposed festival

Expenditure: please include the type, quantity, duration, and rates of pay

Grant amount requested

Organisations can apply for an amount up to £15,000, £30,000 or up to £90,000

Only one application will be accepted per organisation.

Applicants applying for an amount more than £15,000 must demonstrate extensive experience of festival delivery.

INCOME	Description/Breakdown	Confirmed (Y/N)	Amount (£)
Royal Greenwich Festival			
Earned Income			
Trusts/Foundations/ Sponsorship			
Donations			
Other Funding Sources			
In-Kind			

Total Income			£

EXPENDITURE	Description/Breakdown	Amount (£)	RBG Funding (£)
Artist Fees & Expenses <i>Please provide costs for all artists involved in the development/delivery of your festival.</i>			
Production <i>Please provide all the production costs for your festival, including licenses/permission, space hire, equipment, etc.</i>			
Management & Administration <i>Please provide costs only associated with the development and delivery of</i>			

<i>your proposed festival.</i>			
<p>Communications & Marketing</p> <p><i>Please provide the communication, marketing methods and costs you will use to promote your festival to residents and visitors to the borough.</i></p>			
<p>Other</p> <p><i>Any other costs associated with the delivery of your festival.</i></p>			
Total Expenditure	£		

5. Quality Criteria

Guidance for Applicants

Applicants must respond to the questions below, to describe how they will meet the requirements of the grant.

Questions should be answered in full and should not refer to other documents or appendices.

There is a maximum word limit for some questions. Please adjust as necessary the size of the 'response' box in order to accommodate your response.

Applicants are to note that the quality questions will account for 85% of the total score.

Festival Delivery and Management

1. Festival description (Maximum of 1,000 words) Weighting = 15%

This is a major opportunity to showcase your work to a wide audience and to attract people to see and experience Royal Greenwich's great public spaces and unique venues.

- a. Please provide a full overview of your proposed festival programme (weighting = 10%).
- b. Please provide an overview of your experience and track record of similar delivery (weighting = 5%).

2 Festival partnerships (Maximum of 500 words) - weighting = 20%

- a. Please reference, if applicable your relevant past/existing partnership experience (weighting = 5%).
- b. Please provide, if applicable the names of potential partners and their role(s) in the development/delivery (weighting = 5%).
- c. Please confirm if applicable, whether potential partners have been contacted and if their participation is confirmed or unconfirmed. (weighting = 5%).

d. In brief, please clarify , if applicable the roles and responsibilities of any partners (weighting = 5%).

3. Festival venues and locations - Weighting = 5%

Please provide all the locations and venues in Royal Greenwich that you are proposing to deliver your festival. Availability and costs for all venues and locations listed below must be determined before submitting this application. Should your bid be successful you will be required to confirm and finalise bookings for venues and locations.

Please note that not all land or community venues in the borough are owned or managed by the Royal Borough of Greenwich. If you are proposing to hold an event in an area that is managed by another organisation, please ensure that you have written permission and have sought leasing costs before you complete this application. You can find contact details for the owners of other venues in the borough below.

- **Berkeley Homes**, Cristyn Sharkey: cristyn.sharkey@berkeleygroup.co.uk
- **Peabody**, Lisa Drew: lisa.drew@peabody.org.uk
- **Greenwich Peninsula**, Kaia Charles: kcharles@greenwichpeninsula.co.uk
- **Community Centres**, Royal Borough of Greenwich. Follow the [link](#) to see the full list of community centres and their locations in the borough. Here you will also be able to access contact information to discuss reservations and make bookings.

Add more boxes as necessary.

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name & address	
Time	

Date/s	
Event/activity name	

Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	
Location/venue name and address	
Time	

Date/s	
Event/activity name	
Description (150 words max.)	

Location/venue name & address	
Time	

Festival Engagement

1. Estimated Festival Attendance Numbers (Maximum of 250 words)
a. How many people are you proposing will attend your festival? (weighting = 5%)
b. How has this been calculated/estimated? (weighting = 5%)
2. Audience Profile
c. How will you ensure that your festival targets and attracts diverse audiences from a cross section of the population? If you are planning more than one event, please include a target audience number for each event (weighting = 5%)

Social Value

<p>Festival outcomes (Maximum of 200 words per outcome) Total Weighting 30%) Your proposed festival will need to meet the Royal Greenwich Festival outcomes. Please use the boxes below to describe how your proposed festival and its activities will meet the desired outcomes. Total Weighting 30%)</p>
<p>Outcome 1 To deliver a strong festival identity and programme - promoting Royal Greenwich as a cultural destination (Maximum of 200 words) (weighting 5%)</p>
<p>Outcome 2:</p> <ul style="list-style-type: none"> • Support the cultural and creative economy and provide opportunities for skills development. • To work to deliver greater value for money where possible. (A Strong Vibrant and Well-Run Borough) • To work to improve the cultural offer in Greenwich showcasing local talent. (A Great Place to Be) <p>(Maximum of 200 words) (weighting 5%)</p>

Outcome 3:

- **Widen access, participation and engagement for residents and visitors throughout the borough.**
 - **To work to ensure there is continued community cohesion in Greenwich and equality of access for all (A Great Place to Be)**
 - **To encourage young families to stay in the borough (Great Place to Grow Up)**
- (Maximum of 200 words) (weighting 5%)

Outcome 4:

Delivering work in a range of parks, open spaces, and venues across the borough (Maximum of 200 words) (weighting 5%)

Outcome 5:

- **Develop strategic partnerships, benefitting the borough's artists, organisations, key partners and residents.**
 - **To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be)**
- (Maximum of 200 words) (weighting 10%)

Appendix A: Application Scoring Guidance

Introduction

1.1 Evaluation of applications received will be based on the following stages;

a) Completeness check

Applicant's responses will be checked for completeness and compliance before responses are evaluated. Incomplete or non-compliant responses will be excluded from further consideration.

Submissions that do not pass the completeness checks stage will be considered to be non-compliant therefore it will be disqualified or excluded from the evaluation process.

b) Evaluation of finances

Applicants are reminded that Prices should be inclusive of VAT and should not be qualified in any way.

c) Evaluation of quality

Assessment Criteria

1.1 Please ensure that you reference the Criteria when developing your bid and that your answers are full and complete and give a clear description of what you plan to deliver. Make sure that your bid is realistic and achievable. If you are contracted to deliver your proposed festival, we will negotiate your contract based on the information provided and your performance will be measured against this information.

2.2 In assessing applications, we will take the following essential criteria in to account:

a. Quality criteria:

- The vision, creativity, and ambition of the festival proposal
- Experience and track record in the delivery and management of festivals/events for a public body. Organisations applying for £15,000+ must have extensive demonstrable experience of Festival delivery and production.
- Delivering against the Royal Greenwich Festival's stated outcomes
- Clear demonstration of engagement and participation

2.3 The Quality criteria scoring is out of 5. (The total score available is 75).

0	1	2	3	4	5
No Evidence	Unacceptable Evidence	Insufficient Evidence	Satisfactory Evidence	Good Evidence	Exceptional
Bidding organisation has not provided any evidence to meet the Criteria.	Bidding organisation provided an unacceptable level of evidence to meet the Criteria.	Bidding organisation provided an insufficient level of evidence to meet the Criteria.	Bidding organisation provided a satisfactory level of evidence to meet the Criteria.	Bidding organisation provided a good level of evidence to meet the Criteria.	Bidding organisation provided an exceptional level of evidence to meet the Criteria

2.4 The scoring rationale above will be used to assess all applications submitted. Bidding organisations will only be assessed on the Criteria. Additional information that is not requested within the document will not be assessed. In addition to the Criteria, we will assess the ‘fit’ of Bids with the overall programming for the Royal Greenwich Festivals programme. The Royal Borough of Greenwich will have sole discretion in selecting bids to ensure that the Royal Greenwich Festivals programme has balanced range of content.

b. Financial criteria

2.5 Stability and Sustainability criteria will include:

- Financial stability and sustainability of bidding organisations
- Partnership development
- Match-funding (please see match funding scoring table below)
- Budgeting and value for money

2.6 Please note that we expect proposals funded under this programme to be free of charge and that this funding will mitigate the need to charge audiences.

2.7 **The Financial scoring is out of 5.** (The total score available is 15).

- Bidding organisations must have registered accounts via Charities Commission or Companies House, including satisfactory cash-flow.
- Organisations bidding for over £15,000 must have a record of accounts for the past two years (2020/21 and 2021/22). The Royal Borough of Greenwich will conduct checks to ensure that bidding organisations are financially stable.
- Failure to meet this criterion will disqualify bidding organisations from the Bid stage of the process.

Funding Package	0 Points	1 Point	2 Points	3 Points	4 Points	5 Points
Up to £15,000	0% - 5% match-funding	6% - 14% match-funding	15% - 19% match-funding	20% - 24% match-funding	25% - 29% match-funding	30% and above match-funding
Up to £30,000	0% - 14% match-funding	15% - 24% match-funding	25% - 34% match-funding	35% - 44% match-funding	45% - 54% match-funding	55% and above match-funding
Up to £90,000	0% - 19% match-funding	20% - 29% match-funding	30% - 39% match-funding	40% - 49% match-funding	50% - 59% match-funding	60% and above match-funding

Budget

- 3.1 Organisations can apply for contracts in one of three ranges:
 - up to £15,000
 - up to £30,000 or
 - up to £90,000 (for large-scale outdoor performing arts)
- 3.2 Only one application will be accepted per each organisation. Applicants applying for a contract more than £15,000 must demonstrate extensive experience in festival delivery and substantial match funding.
- 3.3 Organisations will be responsible for all arrangements pertaining to their events, delivery, licensing, marketing, infrastructure, insurance etc. (*'Umbrella' marketing support will be provided*).
- 3.4 **Bidding organisations must sign up to the [Royal Borough of Greenwich's Equality and Equity Charter](#) to be eligible for funding.**
- 3.5 Below sets out how applicants will be scored for key sections of your application, showing the maximum score available for each section.

	Assessment Criteria	Total score available (Min.0 - Max.5)	Percentage Total
I	QUALITY CRITERIA		
1	Festival Delivery and Management	40	40%
2	Festival Engagement	15	15%
3	Social Value	30	30%
II	Financial Criteria		
1	Financial Stability and Sustainability	15	15%
	TOTAL SCORE	100	100%

I.FESTIVAL DELIVERY AND MANAGEMENT		Total score available (Min.0 - Max.5)	Percentage Total
I.Festival Description	a. Please provide a <u>full overview</u> of your proposed festival programme.	10	10%
	b. Please provide us with an overview of your experience and track record of similar delivery.	5	5%
2.Festival Partnerships	a. Please reference (if applicable) your relevant past/existing partnership experience.	5	5%
	b. Please provide the names (if applicable) of potential partners and their role(s) in the development/delivery.	5	5%
	c. Please confirm whether potential partners (if applicable) have been contacted and if their participation is confirmed or unconfirmed.	5	5%
	d. In brief, please clarify (if applicable) the roles and responsibilities of any partners.	5	5%
3.Festival Venues and Locations	Please provide all the locations and venues in the Royal Borough of Greenwich that you are proposing to deliver your festival and confirm that you have already confirmed availability and costings with them	5	5%
		40	40%

II.FESTIVAL ENGAGEMENT		Total score available (Min.0 - Max.5)	Percentage Total
I.Estimated Festival Attendance Numbers	a. How many people are you proposing will attend your festival?	5	5%
	b. How has this been calculated/estimated?	5	5%
2.Audience Profile	How will you ensure that your festival targets and attracts diverse audiences from a cross section of the population?	5	5%
		15	15%

III. SOCIAL VALUE		Total score available (Min.0 - Max.5)	Percentage Total
Outcome 1	To deliver a strong festival identity and programme - promoting Royal Greenwich as a Cultural Destination	5	5%
Outcome 2	Support the cultural and creative economy and provide opportunities for skills development.	5	5%
	To work to deliver greater value for money where possible (A Strong Vibrant and Well-Run Borough)		
	To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be)		
Outcome 3	Widen access, participation and engagement for residents and visitors throughout the borough	5	5%
	To work to ensure there is continued community cohesion in Greenwich and equality of access for all (A Great Place to Be)		
	To encourage young families to stay in the Borough (Great Place to Grow Up)		
Outcome 4	Delivering work in parks, open spaces and venues across the borough	5	5%
Outcome 5	Develop strategic partnerships; benefitting the borough's artists, organisations, key partners and residents.	5	10%
	To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be)	5	
		30	30%

FINANCIAL STABILITY AND SUSTAINABILITY		Total score available (Min.0 - Max.5)	Percentage Total
Financial Proposal	Best value for money. Detailing the budget and breakdown of costs for each event or activity within the borough.	5	5%
	Income: Please list names/sources of income for activities in the borough. Only give costs in relation to the development/delivery of your proposed festival. Expenditure: please include all costs including quantity, duration and rates of pay for activities in the borough. match funding (pls refer to point score info)	5	5%
	Bidding organisations must have registered accounts via Charities Commission or Companies House, including satisfactory cash-flow. Organisations bidding for over £15,000 must have a record of accounts for the past two years.	5	5%
		15	15%