

London Borough of Croydon: GIGS GRANTS Application Guidelines

Please fully read this document before you complete the application form.

London Borough of Culture Legacy Fund: Gigs Grants

Following Croydon's year as the Mayor of London's London Borough of Culture (LBoC), **This is Croydon**, Croydon Council wishes to build upon its legacy of supporting the development of the cultural sector. One of the ways we are doing this is through the **Gigs Grants** microgrant scheme, which is designed to help support the on-going celebration of Croydon's music history and **Croydon-based** venues and creatives during (what can be) the quieter winter months.

Applicants can apply for up to £2,500 toward the delivery of a music-based event taking place between 30 October 2026 – 14 February 2027. This might include bands playing in pubs; a music promoter or venue organising a one-off special event; the inclusion of live music as part of a wider event such as a multi-art form festival/event or a development event. There is a £10,000 pot available for organisations/events taking place within the Growth Zone ([map here](#)) and a £5,000 for the rest of the borough.

To be eligible you must be a Croydon-based venue, arts organisation or creative company and the funded activity must take place in Croydon. Funds can only be paid to limited companies, charities, or CICs, preferably with a business bank account. We cannot fund individuals. Grantees are responsible for ensuring that they have an appropriate music licence for their event and (where applicable) that they hold an appropriate PRS licence.

You must be able to provide at least 10% match funding towards the cost of your project.

At the end of the project, you will be required to submit a brief report outlining what took place, outlining any variation from application stage, how many artists were involved in your event, how many people attended, how you have benefitted from the grant funding, and providing a final budget. This must be completed and returned by Friday 26 February 2027. For Grants up to £1,200 Croydon Council will retain 5% of your award until they have received this report. For Grants above £1,201 Croydon Council will retain 10% of your award until this report is received. Please cash flow accordingly. **If your final report is not submitted with adequate detail in time, you will lose this 5/10% retainer.**

Organisations who did not submit an evaluation report for previous rounds of Gigs Grants will not be eligible for this round.

Legacy Gigs Grants Criteria

Who can Apply?

To be eligible for this funding, you must be a Croydon-based:

- Pub/bar/hospitality venue
- Music/Arts Venue
- Music/Arts organisation
- Voluntary Music organisation
- Faith organisation that hosts secular music events

Applications will not be accepted from individuals.

What can be funded?

Funding is for the delivery of gigs, concerts, and other live music events (such as street and pop-up performances) – a performance/s which is/are open to the public must form the main part of the application. As well as encouraging music development we are keen to use this funding to support the nighttime economy in the borough.

We can fund:

- Musicians' costs and expenses
- Technicians' costs and expenses
- Volunteer/participant expenses
- Rehearsal space
- Exploring new collaborations
- Access provision for Deaf and disabled musicians/audiences/participants
- Any associated one-off licensing/PRS costs
- Hire of instruments/equipment where required
- Marketing and promotion of the event
- Evaluation of the event

With permission, we can fund curated live DJ'ed music events. This should not be for club/party events but rather for the celebration of a particular genre such as hip hop for example. Please email culture@croydon.gov.uk for permission and steer before making such an application.

Funded events should be free to attend or offered at an affordable ticket price.

Your event cannot make a profit.

What cannot be funded?

- Activities/events that happen, are paid for, or start before we confirm the grant
- Activities designed to generate profit (an exception is made here only for the sale of any drink/refreshment that may coincide with the performance and for musician's own merchandise)
- Capital expenditure – such as IT, musical instruments, tech equipment, building repairs
- Core costs – such as rent or bills
- Hospitality/refreshment costs beyond basic artist green room expenses or volunteer/participant expenses (both capped at £100)
- Alcohol/intoxicating substances
- Contributions to higher education costs/project work
- Trips abroad
- Activities where the key purpose is to promote a religious or political doctrine, mission, or another form of proselytising
- Subsidy of another contract (exception for Arts Council or NLHF lottery match funding)
- Events where the ticket price is deemed inaccessible
- Events that do not pay artists Musician Union rates
- Individual activity/ Items that mainly benefit individuals
- Ongoing projects that you cannot maintain beyond the grant (e.g. because of high ongoing costs or the need for specialist skills);
- Prize funds, raffles, competitions or similar;
- Acquisition of land, buildings, or heritage items;
- School projects that primarily benefit pupils and their families and/or take place during school hours;

- Student projects that primarily benefit students;
- Salaries for staff employed directly by the applicant or to allow applicants to employ staff.

Applicants are required to provide details in the application form of any commercial sponsorship or support they already have, or sponsors they intend to approach. The council reserves the right to decline applications or request the return of grant funds if you obtain commercial sponsorship/supporters from companies who may bring the funders into disrepute.

Value for money

We want to ensure that we can fund as many people as possible and that public monies are being spent responsibly. To that end, we ask applicants to respect the process and ensure that they are making reasonable budget decisions.

To note:

- We cannot fund air or any first class travel
- We expect hotel rooms to cost no more than £125
- We expect artist/practitioner day rates to be no more than £350 per day
- We cannot offer free hire of the Braithwaite Hall as part of your Gig
- We cannot support delivery of your event with any Council staff time beyond grant processes and marketing/promotion via our own channels/platforms

The application process

This guide has been designed to help you apply for funding. It will help you decide if your project is eligible for funding and there are also notes to help you complete the application form.

The application process:

- Complete and submit your application, preferably by email;
- We check your application is eligible;
- If eligible, your application goes to the next panel meeting – 12 October. Note: you must submit before 11.59pm on Sunday 4 October to go to the panel;
- We tell you the decision within 5 days of the panel meeting
- Successful applicants return their signed grant agreement
- Start your project
- Finish your activities by midnight 14 February 2027
- Complete your report and submit by 5pm 27 February 2027

We prefer to receive applications and supporting documents electronically.

The grant process opens for applications 9am Tuesday 8 September. Any applications received before that date will be deleted. You should submit your completed application by 11.59pm Sunday 4 October. **We cannot accept late applications.**

You may be contacted during the assessment period if we need more information to assess your application.

If you have any questions regarding your application you can join a Zoom meeting on either:

Tuesday 15 September at 4pm:

<https://us05web.zoom.us/j/82407548346?pwd=kD6dXrWOYfbriKaqUtCwStmv66Bo3Z.1>

or

Tuesday 22 September at 11am:

<https://us05web.zoom.us/j/81251150097?pwd=3HJd6jWUkQIFvyx4AvOQqMb8naH3I6.1>

Note you will be held in the Waiting Room and allowed entry into the Zoom meeting on a one-to-one basis to allow for confidential questions.

All successful applicants will be required to:

- Carry the Croydon Council logo and adhere to the brand guidelines (a pack will be sent to successful grant applicants) on any marketing materials/presentations (if relevant).
- Acknowledge Croydon Council funding on any social media relating to grant funded activity.
- Complete monitoring and evaluation forms. Projects will have 5% of funding retained by Croydon Council until these forms have been completed and submitted (remember to cash flow accordingly).
- Supply, along with all appropriate permissions, photos of their activity to Croydon Council (these will be used by Croydon Council in relation to the grant scheme).

Standard Grants Criteria

Croydon Council is keen to support the local creative and business sectors by awarding grants to organisations and groups that meet the following criteria.

Applications will normally only be considered from groups and organisations that:

- Are properly constituted and can demonstrate that their practices and structures are representative of all relevant interests and are clearly accountable to users, beneficiaries and/or members.
- Can demonstrate the proper conduct of their officers both general and financial and that they keep proper books of accounts together with full written records indicating how any grant monies are used.
- Adhere to all equalities and living wage legislation and work in line with Croydon Council's Equality Policy.

Applications will not normally be considered:-

- Towards religious or political activities, i.e. activities where the key purpose is to promote a religious or political doctrine, mission, or another form of proselytising.
- For work or events that have already taken place.
- For core funding from groups and organisations whose activities fall within the responsibility of another public body e.g. Health. However, contributions to jointly funded projects may be considered.
- For core funding from groups and organisations whose activities fall within the responsibility of schools to fund. However, contributions to jointly funded projects may be considered.
- From recently formed organisations (less than 6 months).
- From groups and organisations that have unsuccessfully tendered for the same project/work as a contracted service (either to the Council or anyone else). *This relates to the specific project/work funding is being requested for.*
- To subsidise contracts (whether with the council or anyone else).
- For large capital projects

As a general rule Croydon Council will not fund:

- individuals
- trips
- holidays and expeditions

How your project will be scored

There is a grant assessment panel of three people all of whom work as part of the Culture, Leisure and Library, Regeneration and CMA teams at Croydon Council. In the event of a tied decision, or no decision, Croydon Council Head of Culture, Leisure and Libraries will step in to make the final decision. The grant programme is being managed internally by the Council as **Gigs Grants** is intended to be a curated programme designed to a) best support delivery of our cultural programme objectives and b) support other creative and regenerative town centre development programmes.

They will score your application against set criteria explained below. Some criteria are worth more points than others, this will be shown as a percentage score – how this is calculated is detailed below.

Judgement	Score	Performance
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Excellent	4	A far-reaching application/response which provides information that is highly relevant, logical and robust.
Good	3	A detailed application/response which provides information that is directly relevant, logical and robust.
Satisfactory	2	The application/response is logical and of a good standard. However, there is a lack of clarity on some aspects.
Unsatisfactory	1	The application/response provides some information that is generally relevant but there are shortfalls in the information provided. This indicates that not all stated requirements would be met and there would be difficulty in delivering the project/event.
Unacceptable/ Poor	0	The application/response does not provide information which is relevant and/or does not answer the question. Or where relevant, no response is provided.

The application proposes an exciting and engaging music event	30%
The project will reach at least two of the programme priorities	30%
The application will reach more than two of the programme priorities (additional points to line above)	5%
The project offers good value for money	10%
The project will be well managed by an experienced project lead/team	10%
The project will be marketed well to audience/participants	10%
Monitoring and evaluation processes are realistic and achievable	5%

Question Guidance

Q1 Your details

Please give us your contact details including your organisational address, you must be a Croydon-based business/organisation to apply.

You must be a registered charity/company, please provide us with your charity or company number.

If you give us an email address, please make sure it is checked regularly throughout the application period as this is the most likely way we'll contact you.

Q1.c/1.d Event venue details

Tell us where the event is taking place, include an address with a full postcode. Tell us if this is a venue licensed for entertainment.

Q2 What does your organisation do?

In 50 words or less, please summarise the purpose of your organisation. For example, you might say "We are a local Fuller's pub that serves a range of drink and food. We are an inclusive venue and welcome families in the restaurant area. We have an upstairs space for events which is used on occasion for music and comedy events."

Q3 What would you like a grant for and why?

In 100 - 200 words tell us what you would spend the grant money on. Please give details – we need to know EXACTLY what it will be spent on. Why do you want to do this? Is it because you have consulted your group or organisation members/users or local residents, and this is what they want. Is it because you have done this activity before and it was very popular? Is it because business is slow in January and this will help give you a boost? If you can which of the criteria does it meet and how?

What you are asking for must fit within the criteria. Please see the [Criteria](#) and [What can be funded](#) sections for more information.

Bad example:	Good example:
We love folk music and so we want to do some live music in our pub during Jan and we will use this to help the local amateur scene too. We cannot afford to do it without the grant.	We wish to run a series of live music gigs in our pub every Thursday night in January. The gigs will be folk music and will include one professional and one amateur/emerging band/musician per gig. We will work with Croydon Folk Club to ensure we can programme excellent quality musicians and with a professional AV company to ensure a high quality sound. We used to run a live programme but had to stop after the C-19 pandemic as resources were not available for the programme to continue. This grant will enable us to bring back a much-missed feature of our pub life and help bolster business during what is normally a very quiet month (supporting nighttime economy). As well as the gig, we will pay the professional musician/s to spend an hour in the afternoon with the amateur/emerging musician to support their music development through a supported rehearsal.
We are a music promoter business and we want to run a live music night to support new acts.	We currently represent 11 artists, 70% of which are Croydon-based and at the starting/early-mid point of their careers. We will organise a live R&B Night at the Front Room on Feb 10th to give 6 of these Croydon artists an opportunity to showcase their amazing talent. This will be a 90-minute concert of really high quality – each artist will have a 15-minute section (circa 4 songs). We will start the night early evening with a one-hour Q&A session from at least 5 music industry professionals which will provide professional insight for young/emerging artists and creative businesses. After this there will be an opportunity for informal networking, whilst on stage there will be an open mic slot for up to 8 new and young artists to get the experience of live performance (1 song each). This event will support the CPD strand of our organisational objectives, better enabling us to support young artists at the start of their career. It reflects the grant priority of providing development opportunities for the emerging sector.

Q4 – Does this project build on a previous London Borough of Culture Ignite, National Lottery Heritage Fund grant, Croydon Loves You, Gigs Grant or LBoC Legacy Grant? And Q5 – If yes, please tell us which bits of your project you would like to repeat and/or build on, and why:

We are happy to build on previous Croydon Council or London Borough of Culture work so long as it reflects the themes of this grant programme. We do not need to see project growth, but we would like to see development. This might be more efficient ways of working, improved marketing, new or increased audiences.

Q6.a - How much money are you applying for?

Please tell us how much money you are applying for from the Gigs Grants programme.

Q6.b - Please outline total the costs of the project.

Use this question to list exactly what you will buy and how much it will cost. You need to list everything – if you need more space please add lines and/or use a separate document/piece of paper.

For example:

Bad Item/activity examples	Good Item/activity examples	Cost
Musicians	Jolly Sailor Singers – donation to local voluntary group	£200
Musicians	Shanties Galore – 1 X professional band with 6 musicians	£1,500
Food	Sandwich/snack tray & 1 drink for amateur and professional group. 12 musicians X £15 per head.	£180
Tech	Hire of sound equipment and technician to operate (quote received)	£900
Marketing	Social media (pub Instagram, Facebook, X) – covered by ongoing operational activity	£0
Posters	Design and print of 30 x event posters (quote received)	£100
Total	Total	£2,880

Q6.c – If your project costs more than the grant you are applying for please outline your other sources of income: Please provide a breakdown of income in pounds and pence. Add lines where needed.

For example:

Funding source	Income
Gigs Grant	£2,500
Pub contribution (taken from behind the bar sales)	£380
Total	£2,880

Or:

Funding source	Income
Gigs Grant	£880
Arts Council England Development Grant funding (confirmed)	£1,500
Ticket sales, 100 tickets X £5 (based on 75% capacity)	£500
Total	£2,880

You must have at least 10% match funds for your project.

Q7 When is this project going to start/end?

Your project should start at least 14 days after the grant decision date and needs to be complete by midnight 14 February 2026. Please allow enough time for event planning, marketing and any licence applications you might require.

Usually, we receive a lot of applications and it takes time to assess them all to make the grant decisions. If you don't have a specific start date please put "when grant decision is made."

Q8 a-b How many people do you expect to attend your event as audience/visitors?; How many do you expect to participate in your project/event as artists, workshop participants, speakers, volunteers, interviewees, etc.? Please give approximate figures of how many people this grant funding will directly benefit. By 'directly benefit' we mean the number of people who will attend your activity/event (as audience/visitors) and the number of people directly involved in delivering the project (as artists, participants, speakers, volunteers etc.). For example, there could be 5 volunteers running the project, and an expected audience of 50 people.

We are not anticipating communities using these funds to deliver large-scale public events, you will not have to reach hundreds of people to be successful, but similarly we will not be likely to give a grant of £2,500 to a project which only benefits a couple of people.

Q9a - Which theme does your project/event support? Please tick all that apply. You must reflect at least two themes to be considered for funding, one of which should be the mandatory theme of providing a high quality music event/performance.

Q9.b – Please explain how your project will meet the priorities for funding. Your response should be between 100 - 250 words. This is your chance to tell us why you would be a good organisation/project to fund.

Bad example:	Good example:
We are an excellent local string quartet. The project will provide opportunity for skill development and future work opportunities.	Our Croydon-based string quintet has an excellent reputation for high quality work, often gaining 4/5 star reviews. These pop-up events will be of similar quality but delivered in a more accessible way to broaden our offer and our audience base. We have been playing together for nearly 10 years. We are all graduates of Guildhall School of Music and Drama and our members also play in other excellent orchestras/ensembles such as the BBC Concert Orchestra; RPO; and the City Chamber Orchestra. This programme offers each of us 4 days' work – one rehearsal day and 6 X half day pop up events. This will be the first time we have presented pop-up performances in non-traditional spaces – it will hone our practice in this area whilst allowing us to widen our business model and hopefully secure work in this genre further afield in the future, making our organisation more sustainable.
A day of hip hop DJs and film screening running 12noon to midnight which will have high quality music, support nighttime economy and provide employment for Croydon creatives whilst celebrating an important music genre in the borough.	Croydon has a long music history and hip hop is a part of that. Our event will celebrate this history through both film (personal archive) and music whilst also supporting ongoing work and young professionals, ensuring hip hop remains a strong part of Croydon's narrative. We will employ 12 Croydon-based DJs (one per hour) to showcase a day of excellent local talent. The early part, 12pm – 4pm, of the day will be led by young DJs

– this will support their career development. One of these DJs is disabled and the grant will support a PA to best enable him to take part. As the early/late evening progresses we will be working with more experienced DJs – all of which have excellent reputations and are well-known and respected in the UK hip hop scene. Including high profile names will encourage visitors from all over London, not just the borough. It will support Croydon's profile and as a consequence support our business - not just on the night but also through reinforcing our brand as an exciting urban venue.

Q10 – How will you monitor and evaluate your project to demonstrate its impact on audiences/participants and on your business/organisation?

How will you demonstrate that your project has been effective in reaching our aims. Your response should be between 100-200 words. Tell us about what tools you will have/things you will do to measuring audience numbers/response and the impact of the event, for example:

You could count/demonstrate:

- Numbers of tickets sold
- Numbers of people coming to the venue (security on the door with a clicker to count)
- Increase percentage in number of people compared to usual February/March evening
- Number of artists employed for how many days
- Number of participants/volunteers
- Increase percentage in bar/food income compared to usual evening February/March evening

You could collect:

- Feedback on social media – before and after the event
- Feedback surveys in person – or email ticket bookers
- Artist/participant feedback
- Seek information on whether this was the first time people had been to your venue, been to see live music, whether they would come again
- Observational analysis – you know your venue/audience better than anyone – were the people at your event older/younger than normal, was your audience more diverse than normal, did they arrive earlier/stay later, were there more group bookings that normal?

You could report on:

- The impact on you and your business – did you learn new things, did it help you build a new customer base, were sales up?
- Has it encouraged you to do more live events in the future, work in partnership more, seek out new collaborations?
- Tell us how grants like these could help you more.

Q11 How will you make sure your project reaches audiences/participants and/or meet the needs of specific groups?

The grant funding is for the benefit of ALL residents in the Borough. How do you make sure your group, activities and events are open and accessible to everyone that would like to attend? Please tell us about any press (press releases, newsletters etc.), marketing (leaflets, brochures, posters, e-flyers, invites etc.), or social media (Facebook, Insta, LinkedIn etc.) activity you intend to carry out.

Groups must not discriminate against anyone but the event can be for a targeted group, for example groups such as 18 – 25-year-olds; Visually Impaired people; or late-night workers.

Talk about any disability access provision in this section.

Please do not hold an event for under-18s in a pub.

Q12 How will you manage your project?

In 150 – 300 words tell us who and how you will manage your project. For grants of £1000+ include how you will manage the budget, and if you have any financial systems to support you (i.e. appointed treasurer/accountant etc.). Your answer should demonstrate some really experience.

For example, you might say: “We will manage the project through a team of four staff members led by Claudette Morgan, our bar manager. Claudette has been the manager for four years and during that time she has organised successful events such as a weekly quiz night, monthly karaoke, as well as occasional live charity gigs from local pub bands in the run up to Christmas. Each member will have a different responsibility such as: marketing, catering, finance, research/booking and hosting the artists. We will also have support from our head office for marketing – they have agreed to use the brewery social media channels to amplify our marketing efforts. We will meet once a week as part of the regular team meeting to agree expenses and ensure each member is up to date with their tasks”.

For those applying for £1,000+ please add more detailed information on financial management, for instance: “Our accounts are managed day-to-day by a company bookkeeper (10 years’ experience) – she deals with all payments, salaries, HMRC, VAT etc. and then independently audited annually by our accountants Smith and Jones Ltd.”.

Q13 – Please tell us about your previous experience in managing projects or events. Please tell us about any skills you have now, or any you think you will develop in running this project. Your response should be between 100 – 150 words and can be presented as bullet points if that is easier.

For example:

- Senior Producer Jane Allot has been with the company for five years and in that time delivered over 50 concerts including: summer outdoor events; community choirs programme; a rural touring project and an emerging artist concert programme.
- Bill Moore is our marketing manager, he has two years’ experience in producing digital content including growing our social media followers from 1,400 to 5,300 in just 18-months.
- The venue will provide all technical support including a technician to operate on the night.

Or:

We are greatly experienced in producing live music. Our venue hosts regular concerts - on average three performances from circa a dozen musicians each week. We have been doing this for over three years. As well as a rotating programme of impromptu gigs, we have regular community singing events and jazz evenings each month which each reach circa 200 people. As such, we have excellent contacts on the touring circuit as well as deep connections to the local community scene. The venue has its own sound/lighting equipment and in-house technician who will support the gigs. There is also a small Front of House team that support all our social media/marketing.

Q14 - Have you applied for any other funding or sponsorship towards this project?

You might have applied to another funder for a different part of the same project. Or you might have applied to more than one funder to increase your chances of getting funding. We ask for brief details of this to make sure we don’t duplicate the funding. If you are still waiting for a decision from the other funder, please give details of when you are likely to hear. You might also have sponsorship from a business or organisation – both cash or in-kind support (for example, free or reduced rate venue hire).

We ask for this information to ensure that there are no conflicts of interest that could make it harder for us to fund your project.

Declarations

We ask you to confirm that you are authorised to submit the application and everything you have written is true.

If successful, you will be asked to sign a Grant Agreement. Please make sure that you have read and understood the Terms and Conditions in this application guidance and within the contract before signing.

Bank signatories and account details

Bank account details will be requested if you are successful with your application. This will confirm that you have a suitable bank account and will enable us to pay the grant as quickly as possible once it's been awarded and the signed grant agreements have been returned.

Monitoring Forms

Applicants must complete a monitoring form by the end of the grant period. This form will help us to know who is apply and help us to understand any gaps in our engagement at reach. You should also submit an evaluation report. You may be asked to take part in a peer learning group to help us reflect on the programme.

If your monitoring form and report is not received by 27 February 2026 you will forfeit the remaining 5/10% of your grant.

Checking your application has been received

We aim to confirm receipt of grant applications within three working days. However, this may take longer if you submit your application on the closing weekend (as the office will not be staffed and also this is when the majority of applications are received).

Advice for Applicants

Help with filling in the form

If you have any problems with filling in the form, or have any questions, please join us online on either:

Tuesday 15 September at 4pm:

<https://us05web.zoom.us/j/82407548346?pwd=kD6dXrWOYfbriKaqUtCwStmv66Bo3Z.1>

or

Tuesday 22 September at 11am:

<https://us05web.zoom.us/j/81251150097?pwd=3HJd6jWUkQIFvyx4AvOQqMb8naH3I6.1>

These sessions will be an informal drop-in for people with enquiries, not formal training/guidance sessions, you do not need to stay for the whole session. You will be held in the waiting room until your question can be answered on an individual basis.

Please note we unfortunately do not have capacity to look at draft applications or support application writing.

Successful applications

Grant award letter and agreement

If your application is successful, we will email you a grant award letter and our grant agreement (the terms and conditions). To accept your grant, you need to sign and return a copy of the grant agreement, preferably by email.

You can sign your grant agreement in several ways:

- Electronically (most touch screen devices will allow you to do this)
- Print the signature page, sign it and scan it to create an electronic copy
- Print the signature page, sign it and post it to the address you will be given in the email when we award the grant (you can also hand deliver it in a sealed envelope)

Your grant agreement will cover areas of obligation, these include:

- Obtaining sign-off of any marketing materials and press releases (if relevant)
- Providing updates and invites to events (where appropriate)
- Taking part in evaluation
- Working with other funders/sponsors
- What will happen in case of cancellation or delay

Payment

Once your signed grant agreement has been signed and returned you will be asked for bank details so you can be issued with an ad hoc payment.

Payments are made via BACS transfer where possible. There are some types of account that we cannot make BACS transfers to, including savings accounts and some building society accounts.