



Cultural Action Area (CAA) Grants Programme

How we make decisions

Applicants are advised to read the application form guidance and attend/watch a recorded webinar or on-

All shortlisted projects that are realistic and achievable or can be supported to be realistic and achievable will be considered to be potentially fundable and will go forward to Stage 3, balancing factors.

Stage 3: Balancing Factors

A panel of at least 4 people with the relevant expertise around cultural actions zones/areas, cultural activity, business improvement districts, placemaking neighbourhoods and economic development will review the shortlisted applications against a set of **F P M**, these will ensure that at least one award representing each of these factors is considered for funding:

- Geographical spread / Represents an area which has had previously limited cultural investment or activity
- Builds on previous activity - such as a Cultural Action Zone GBSLEP pilot
- Represents an innovative or unique combination of organisations that will be piloting a new approach
- Has a good level of additional funding and/or resources (match) to go alongside their CAA application

This stage will result in the recommendation of up to five projects for grant funding per round.

Stage 4: Approval

The above recommendations will be scrutinised by the Authorising Senior Manager with potential 'critical friend' input from the Programme Steering Group, which includes key