



LANE ACTIVATION FUND

CITY CENTRE PILOT



Application Guidance 2018-19





Examples of images representing aspirational exemplar work in lanes from many international locations

Application Guidance

The Lanes Activation Fund (LAF) has been established to help activate and enhance city centre lanes. Applications which succeed will be those that invite people who live and work in the city, as well as visitors, to think about lanes more positively. It will also practically assist lane owners, occupiers, residents and communities to develop them as an integral part of a vibrant city centre.

As this is a pilot the LAF will be available for 2 years, before being evaluated.

In terms of the LAF a lane has three stakeholders: the owner-occupiers of the lane, the businesses and/or community that live in or along the lane and those from the Creative Industries. The fund has been created to enable businesses and/or communities to work with artists and creative industries to develop activity in city centre lanes.

For more information on the City Centre Lane Strategy visit: www.glasgow.gov.uk/laneactivation

Who can apply?

Applicants may be Community Councils or similar local associations, creatives, creative groups/collectives (applying under the name of one creative lead), limited partnerships, not for profit organisations or commercial businesses that do not currently have an active grant contract with Glasgow City Council which covers the area or activity being proposed.

You must have the written permission of the lane owner-occupiers before a LAF grant can be considered. No individual or group can benefit from more than one grant per 12 month period.

Do you need match funding?

No, you are not required to have match funding. Additional funds raised through crowd funding or complementary sponsorship are welcome as indications of local support.

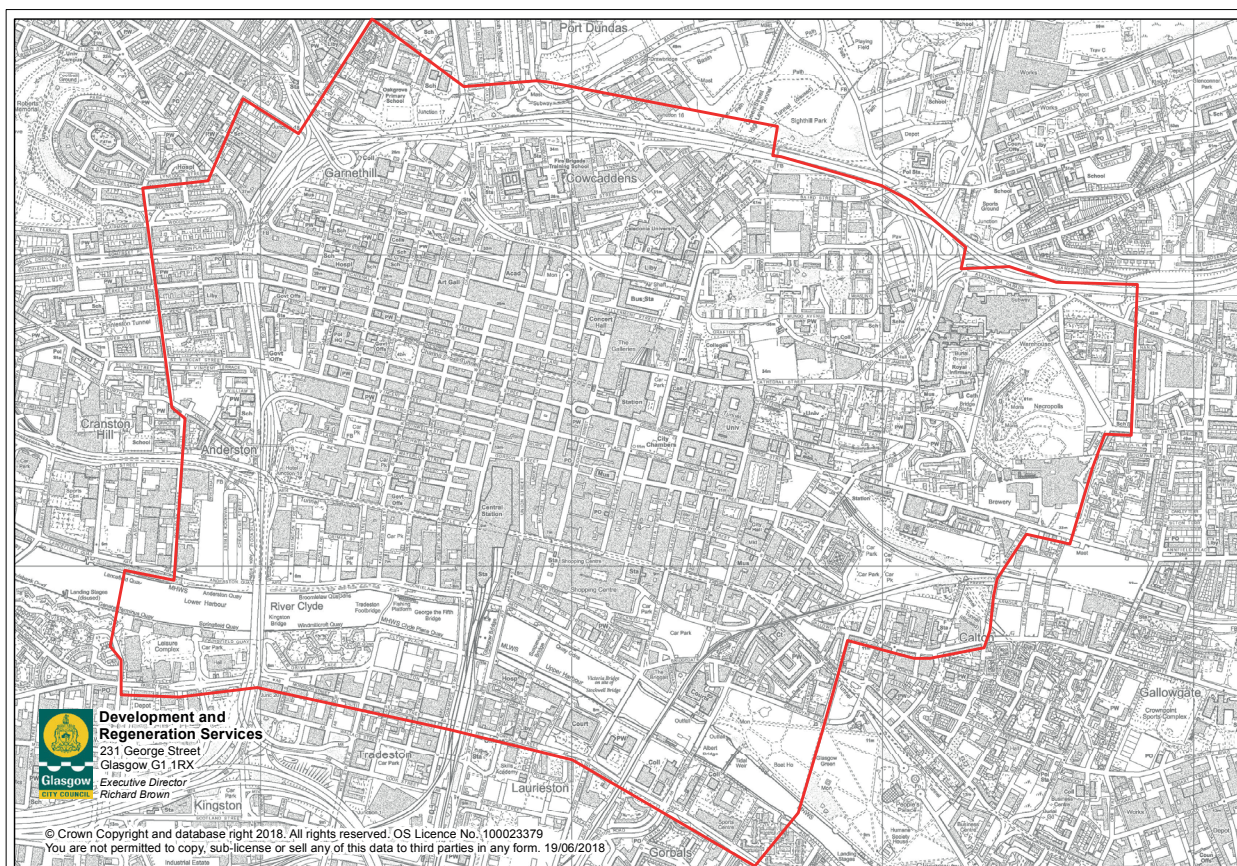
Which lanes are eligible?

Only lanes in the City Centre (see map below) will be considered.

What does the fund cover?

The fund covers events/projects which must be temporary in nature, ranging from a day to three months.

- Festival style projects proposed by local businesses/communities/creatives (such as community fairs) which bring people to the lane and promote collaboration with artists and the creatives industries. They can also bring economic opportunities to local businesses. First time applicants can apply for a maximum of £4,000, second time applications for the same project will be eligible for a maximum of £2,500.
- Pop-up projects proposed by local creatives (either individual or groups) which highlight cultural or community themes. These must be planned in association with either local community groups, residents and/or local businesses. The grant is a maximum of £5,000.
- Equipment: Funding requests towards equipment may be considered, if they support the projects objectives for this type of activity. Applicants must clearly identify why the equipment needs to be purchased rather than resourced in other ways, such as rental which is the preferred option of the fund. Applications asking for funding for equipment, need to attach three reliable quotes and explain how it will be maintained in the longer term.





Ruelle Verte, Plateau Mont Royal, Montreal (images courtesy: Ville de Montréal)

What does the fund not cover?

- Events which compete with each other, either Pop-ups or Festivals in terms of dates or location
- Construction of long-term lane improvements or standard maintenance or repairs.
- Projects that take place primarily indoors or are not visible to the public.
- Projects that support political groups or election campaigns.
- Enrolment events which are limited to certain people or groups.
- Free meals, beverages or transport.
- Prizes for competitions or contests.

What do I need to make an application?

- A clear idea of who your target audience is and how you are going to measure the success of your project: footfall, participation or some combination of this and other factors.
- An application form www.glasgow.gov.uk/laneactivation
- A minimum of two letters of support: one from the lane owner-occupiers and one from at least one community group or business in the same area. (Please be aware that a lane can have multiple property interests. Advice may be required from the property factor(s) on this point).
- A outline narrative of the project which is clear on the expected outcomes.
- Estimated project budget (see application form for headings).
- A clear timetable which delivers the project within 12 months of the date on which the application was made.
- If relevant, images, videos or examples of relevant artistic experience.
- Send it in by the first Tuesday of each calendar month.

What happens next?

Proposals are accepted online and will be reviewed within 20 working days. If the application is incomplete or ineligible it will be rejected. Those that are incomplete can re-apply.

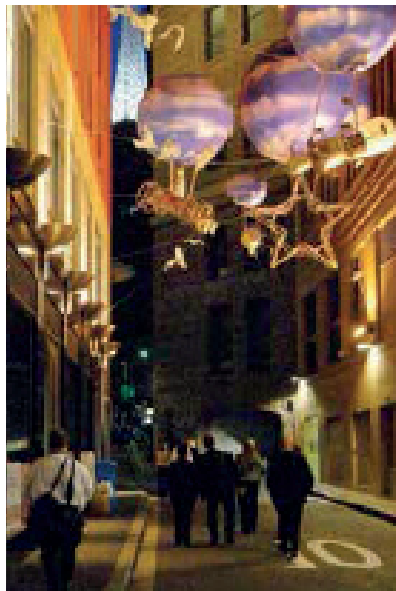
Complete/eligible applications will be judged on four criteria:

- Project idea.
- Project Objectives and how these will be measured e.g. footfall, participation, commercial.
- Links to community groups/local businesses/lane owners demonstrated by letters of support.
- Feasible timeline and realistic budget.

If you are successful you will receive a letter including the conditions of grant which should be signed and returned.



Abercrombie Lane, Sydney



Angel Place, Melbourne
(images courtesy: Sydney City Council)



Seattle Lane exemplar

That fact that your application has been successful does not mean that the required fees, licencing, permits, planning permission or approval for lane closure is granted. All relevant regulatory or statutory steps still need to be taken.

You are required to keep all receipts for reporting.

On completion of the project you should complete the relevant evaluation report and return it within the specified timescale.



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To discuss any potential application further please contact:
Ian Elder, Senior Project Officer,
City Centre Regeneration Team.
ian.elder@glasgow.gov.uk



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