

From creative spark to
outstanding delivery

Guidelines – 24 May 2023



**CULTURE &
BUSINESS
FUND
SCOTLAND**

About the Culture & Business Fund Scotland

Introduction

The Culture & Business Fund Scotland (the C&BS Fund) is funded by Scottish Government and managed by Culture & Business Scotland. It acts as an incentive funding scheme to encourage and enable the development of creative partnerships across the culture (arts and heritage) and business sectors.

The C&BS Fund is designed to support partnerships where a business organisation or unit (including a public sector body) is sponsoring (through cash or in-kind investment) a culture-based project or activity within Scotland. Based on a successful application, the C&BS Fund can provide match-funding of the value of the business sponsorship.

The aims of the C&BS Fund are to:

- support culture and business organisations to come together to build new cross-sector partnerships or cement existing ones with continued support;
- encourage and support businesses that are not yet involved in sponsoring or investing in cultural activities in Scotland to do so;
- encourage and enable businesses who are already involved in sponsorship or investment to continue this involvement with existing and/or new culture sector partners; and
- attract non-Scottish based organisations in the business sector to sponsor arts and heritage activities in Scotland.

The definition of sponsorship

'Sponsorship' is defined as the payment of funds or 'goods in kind' by a business organisation to a culture organisation in exchange for agreed benefits. These benefits might comprise promotion of the business's name, its products or services. The sponsorship must be part of the business's general promotional expenditure and can address the business's promotional work, environmental, social and governance work and/or staff development.

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5 Rose Street
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With support from



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Culture & Business Scotland is a company limited by guarantee and registered in Scotland (SC406905) and a Scottish Charity (SC042631). Our registered office is Thorn House, 5 Rose Street, Edinburgh EH2 2PR.

How it works

C&BS Fund match funding is simple:

- if a culture organisation attracts an eligible business to sponsor or invest in an aspect of their work, then the C&BS Fund could match the value of the sponsorship £ for £;
- C&BS Fund match funding can go towards the sponsored project or a separate aspect of the culture organisations activities;
- the culture organisation must then provide the business with additional benefits relating to the C&BS Fund match-funded activity;
- the maximum match funding that the C&BS Fund can provide is £14,000 and the minimum is £1,000;
- both in-kind and cash sponsorships are eligible for C&BS Fund match funding (for guidelines on in-kind sponsorship please see page 7);
- the sponsorship must come from the business's own funds, goods or services;
- if there is more than one business sponsoring the same cultural activity, a separate application must be made for each business.

To help enable the continuation of business investment in cultural activities the C&BS Fund will consider applications to match fund partnerships with businesses who:

- Are existing partners, supporters or sponsors of the culture organisation applicant;
- Are existing partners, supporters or sponsors of other culture organisations, but wish to expand their partnership with the arts or heritage organisation applicant;
- Have previously been a partner, supporter or sponsor of any arts or heritage organisations or cultural project.

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1: Application criteria and eligibility guidelines

Please note that for all applications, the culture organisation and the business sponsor must be separate legal entities.

For culture organisations functioning as the ‘lead applicant’

The following list defines areas of culture (arts and heritage) activity that applicants should be involved in, in order to be eligible to apply for C&BS Fund match funding.

Animation | Archaeology | Archives & collections | Art & health | Combined arts | Community heritage | Craft | Dance | Design | Fashion | Festivals (including youth, community, film, general, literature, military, music & ethnic) | Film & TV | Galleries | Historic buildings & monuments | Industrial, maritime & transport | Intangible heritage (including stories, traditions & concepts) | Land & biodiversity (including urban green spaces & parks) | Libraries | Literature | Music | Museums | Street arts | Theatre | Visual arts

To be eligible to apply, culture organisations must meet the following criteria

- Any not-for-profit culture organisation (as defined above) registered and based in Scotland can apply as the lead applicant. This includes (but is not limited to) registered charities, SCIOs, CICs and social enterprises. As the lead applicant, the culture organisation must be a properly constituted organisation, with a constitution or Articles of Association, and hold a company bank account.
- Unincorporated (ie. without legal structure) culture organisations may also be eligible for C&BS Fund match funding.
- Cultural trusts and local authorities that have a remit for cultural delivery are eligible to apply.
- Any non-culture and not-for-profit organisation based in Scotland may also apply, but only if the sponsored and C&BS Fund match funded activities are culture related.
- All C&BS Fund applicants must be working towards becoming a Fair Work employer as outlined in Scottish Government’s [Fair Work First Policy](#). We expect culture organisations and their business sponsor to demonstrate that they are delivering fair pay, creating opportunity and have a clear approach to creating dignity at work.

Culture & Business Scotland Fund cannot accept applications from

- Individuals - however, individuals who have a concept for a potential C&BS Fund match-funded activity, can work in partnership with a not-for-profit culture organisation, who can function as the lead applicant.
- profit-making culture organisations (ie. private limited companies, sole traders, partnerships, LLPs etc)
- Local authorities that do not have a remit for cultural delivery

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For business organisations acting as sponsors

The following list defines the sectors that business sponsors should operate in, in order to be eligible to apply for C&BS Fund match funding with the culture organisation as lead applicant:

Business services | Creative industries | Education | Energy & utilities | Engineering | Financial services | FMCG | Health, pharmaceuticals & biotech | Legal | Manufacturing | Media & entertainment | Public sector (but not culture related) | Property & construction | Retail | Technology | Telecommunications | Transport & distribution | Travel & leisure | Wholesale distribution

To be eligible to apply as a business sponsor, business organisations must meet the following criteria

- Any business supporting a cultural activity could be eligible for C&BS Fund match funding, even if not based in Scotland.
- Businesses who are new to sponsoring culture activity, and those who have sponsored previously are eligible.
- Clearly differentiated business units within a parent company may also be eligible.
- Some public bodies may be eligible to apply as a business sponsor if their support of cultural delivery is outwith their normal sphere of activity.

Culture & Business Scotland Fund cannot accept applications where the business sponsor is

- a public body (including public body trading companies) that supports or has a remit for cultural delivery; for example, universities and trusts and foundations are not eligible as business sponsors.
- a local authority

If you have a query on eligibility, please call **0131 243 2757** or email fund@cultureandbusiness.scot

Value of C&BS Fund match funding available

A culture organisation can receive C&BS Fund match funding up to the value of £14,000 in any one financial year. The year runs from 1 April to 31 March.

Applicants can make multiple applications in the same financial year with either an existing or new business sponsors, providing the total sum applied for is £14,000 or under.

Applicants can also make other applications in the same financial year with new or additional business sponsors, providing the total sum applied for in that financial year is £14,000 or under.

Please note that a business sponsor can only receive match funding benefits, through the C&BS Fund, capped at a total value of £14,000 in any financial year. This can be set against sponsorship support for one or a number of culture organisations.

International arts or heritage projects

C&BS Fund match-funded cultural activities must take place within Scotland. The related business sponsorship activities could, however, take place outwith Scotland, in other parts of the UK or internationally.

Eligible and ineligible activities

For the majority of C&BS Fund supported projects, it is likely that the business sponsorship and C&BS Fund match funding will go towards the same cultural activity. However, the C&BS Fund can also support applications where the sponsorship and match-funded activities are different. For example, two separate seasons of work, two different productions or exhibitions, or two different performances or public presentations would be eligible for consideration.

Please note

Any cultural activities, sponsored or C&BS Fund match funded, must not be primarily for the sponsor's own financial and/or commercial benefit.

Cultural activity supported by the C&BS Fund can include the purchase of equipment or additional staffing resource, to enable realisation of the activity.

C&BS Fund match funding cannot be used for a capital project. However, the C&BS Fund can match fund business sponsorship of building or renovation costs, if the matching C&BS Fund is used for cultural activities directly engaging with the public.

C&BS Fund match funding cannot:

- be paid to the business sponsor or be used to pay or reimburse the business sponsor for goods or services;
- be used to match sponsorships from alcohol related businesses for projects that directly engage with young people or children as a target audience;
- be used to match sponsorships from tobacco related businesses;
- be used to pay for corporate hospitality;

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- be used to support commercial trading activities such as attending trade fairs; or
- be paid to any other organisation other than the culture lead applicant.

The C&BS Fund is not designed to match fund the following:

- corporate donations;
- appeal funding;
- corporate partnerships;
- grants or charitable donations from a trust or foundation;
- volunteering of business staff (non-professional skills) to support arts or heritage activities;
- use of business premises for meetings;
- payments or fees to agents, such as sponsorship and fundraising consultants; or
- discounts on goods or services, including free rent for a period of time as part of a lease agreement and free venue hire where the business will gain financially from exclusive catering, alcohol or retail sales.

The C&BS Fund may support projects sponsored by existing business service providers of culture organisations. When this is the case, the C&BS Fund requires proof that a legitimately separate sponsorship agreement, outwith any existing contracted work, is in place.

Guidelines for sponsorship in kind

The C&BS Fund can match in-kind sponsorship (at cost price) of cultural activities. Where all or part of the sponsorship is in kind, the following conditions must be met:

- the in-kind sponsorship is in the form of goods or services the business normally provides - any goods or services that the business does not provide as a part of its operations will not be eligible.
- the value of the goods provided is at cost price and not retail price;
- the C&BS Fund reserves the right to ask for evidence to substantiate this estimated financial contribution; and
- the C&BS Fund will require evidence that goods have been delivered up to the agreed value.

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VAT

Sponsorship is a business transaction for which the business receives, in return, an equivalent value of benefits from the culture organisation and is therefore normally liable for VAT.

Culture organisations that are VAT registered must therefore charge VAT on the value of the sponsorship.

And, for in-kind sponsorships, VAT should also be charged by the culture organisation (where they are VAT registered) on the goods or services provided by the business sponsor. However, the C&BS Fund can only match the sponsorship value exclusive of VAT.

Priorities

A key priority of the C&BS Fund is to reach and support projects right across Scotland, and also across all forms of culture, as outlined in the definitions given on page 4. If demand exceeds available funds, the C&BS Fund reserves the right to prioritise applications to address this.

As an annual rolling programme, the C&BS Fund has a restricted budget from which to make eligible awards and, as such, we cannot guarantee to have the necessary resources to provide match funding to support all applications made.

In the event of high demand for the limited funds available, the C&BS Fund will give priority to:

- businesses sponsoring culture for the first time; and
- culture organisations that haven't secured C&BS Fund match funding previously.

In the event of high demand for the limited funds available, the C&BS Fund will give lower priority to:

- culture organisations that have previously received significant C&BS Fund match funding.

2. Applying to the Culture & Business Fund Scotland

Pre-application support

Culture & Business Scotland can only provide limited pre-application assistance with queries in relation to these guidelines and the eligibility of a proposed business sponsor, however, the [C&BS Fund website](#) contains a number of useful case studies, tips and advice to assist potential applicants.

Online application process

Where possible, all Culture & Business Fund Scotland applications should be completed and submitted online, via our website www.cultureandbusiness.fund.scot. The form may be downloaded to view in advance and can be completed in the numbered stages.

To begin your online application, set up your organisation's profile by clicking the 'Apply now' button at the top of the C&BS Fund section of the Culture & Business Scotland website and following the 'Register' process to open and create a secure log in to your application form – only you (and any colleagues you share your log in with) will have access to your form prior to submission. You can then choose to complete the form in stages if you prefer, returning to it via the 'Log in' button at the top of the C&BS Fund section of the Culture & Business Scotland website. Your application remains live for updating until you submit it.

In line with Culture & Business Scotland's environmental policy to support a greener Scotland, we encourage applications and associated documents to be submitted by email with electronic signatures to fund@cultureandbusiness.scot. Please note that both a PDF and Word version of the application should be submitted.

Postal application process

If you require a paper copy of the application form because you are unable to download and print this form yourself, or complete your application online, please contact us at fund@cultureandbusiness.scot to request a paper version from us.

If you are then unable to email your document, for example because the culture or business sponsor does not have an electronic signature, then two hard copies should be submitted to:

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Please note

At the last stage of completing the application form, applicants must attach:

- the declaration, signed and dated by both parties;
- a signed and dated sponsorship agreement;
- a budget showing all income and expenditure; and
- the culture organisation's child protection and/or vulnerable adults policy, if the sponsored and funded activities involve children, young people and/or vulnerable adults.

The assessment process can only commence on receipt of all of the above.

Submission deadline dates

Completed applications for match funding of between £3,000 and £14,000 must be submitted at least two months before but no more than six months before the sponsored activity and proposed match-funded activity begin.

However, fast-track applications for match funding of between £1,000 and £3,000 may be submitted and considered one month (but again no more than six months) before the start date of sponsored and match-funded activities.

Project start and end dates

Culture & Business Scotland must be notified in advance of the start and end dates of the activities being supported by the business sponsorship and C&BS Fund match funding, and thereafter of any changes to these dates once match funding has been provided.

The accepted start date of the activities being sponsored and match funded will be the earlier of the two start dates, if different activities are being supported by the sponsor and the C&BS Fund.

The accepted end date of the activities being sponsored and match funded will be the later of the two end dates, if different activities are being supported by the sponsor and the C&BS Fund.

It is important to note that the start date for the sponsorship and match-funded activity could be when project development work commences or when the business begins to receive some of the sponsorship benefits rather than the actual date of the arts or heritage proposed activity.

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Application forms

There are two application forms:

- 1 A fast-track application form for match funding between £1,000 and £3,000 (excluding VAT)
- 2 An application form for match funding between £3,000 and £14,000 (excluding VAT)

For all applications, the culture lead applicant must clearly detail how the business sponsor and the C&BS Fund will be jointly promoted and credited, highlighting any additional benefits (for both the sponsor and those participating in the final project or activities) made possible by the match funding. For applications between £3,000 and £14,000 (excluding VAT) the culture lead applicant must provide a more detailed list.

Application assessment timeline

Applications can be made at any time. There are no deadlines or closing dates but applications for between £1,000 and £3,000 must be made a month before (and no longer than six months before) the project start date; applications for between £3,000 and £14,000 must be made a month before (and again, no longer than six months before) the project start date. Applications will be assessed as they are received, with a decision made and communicated no longer than one month from the date of receipt of the fully completed application.

This timeline is dependent on applicants providing satisfactory responses to any queries from Culture & Business Scotland as part of the assessment process. A delay in responding to any queries may delay the assessment process beyond one month and, in a worst-case scenario, extended delays may render the application ineligible in relation to the project start date.

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3. Terms & conditions on receiving match funding

Receiving match funding

- C&BS Fund match funding must be used for the purposes stated in the submitted application.
- Any changes to the original application must be approved by Culture & Business Scotland.

Please also refer to 'Termination' in **4. Reporting and evaluation.**

Announcing and crediting the C&BS Fund

- Successful applicants will receive details on how to publicly acknowledge C&BS Fund match funding. This includes an introduction to the C&BS Fund's PR & media company, who will work with the applicants to widely promote the business sponsor and culture organisation partnership and the C&BS Fund
- The C&BS Fund must be credited in all relevant publicity material, press releases and public presentations relating to the business sponsorship and match-funded activities. These must be received for approval by Culture & Business Scotland no less than 48 hours in advance of issuing.
- The C&BS Fund logo will be provided once funding has been offered. This logo must be featured next to the business sponsor's logo(s) on all related information, and on marketing and publicity materials, adhering to C&BS Fund Brand Guidelines.
- The business sponsor will also receive a business-related C&BS Fund logo to acknowledge their sponsorship of the cultural project.
- Culture & Business Scotland should be invited to launches, openings or associated events relating to the business sponsorship and C&BS Fund match funding, to provide engagement opportunities with the business sponsor.
- Failure to comply with any of the above may preclude recipients from being considered for subsequent funding.

Payment of C&BS Fund match funding

Cash sponsorships

C&BS Fund match funding will be paid in two instalments: 80% on evidence that business sponsorship has been paid and 20% upon receipt and approval of the funded project evaluation.

Evidence of the business sponsorship payment should be a copy of the culture organisation's bank statement, clearly showing the date(s), amount(s) and source(s) of payment.

If the business is paying in multiple instalments, the first 80% match funding instalment will only be made once the full sponsorship has been received by the culture organisation.

All payments must be made directly to the culture lead applicant, not to a third party.

In-kind sponsorships

When sponsorship is in kind, the initial 80% instalment of C&BS Fund match funding will be paid on receipt of a letter signed by the Chief Executive, Director or Chair of the business sponsor, providing a detailed cost breakdown of the in-kind sponsorship and dates for delivery.

On completion of the business sponsorship and C&BS Fund match funded activities, evidence that the in-kind sponsorship was delivered will be required. This will require a further letter from the business and additional evidence detailing that in-kind goods have been received by the culture organisation.

Appropriately signed and dated delivery notes may also be requested before releasing the final 20% instalment (see Section 5).

For culture applicants receiving international in-kind goods, appropriate shipping documentation and customs papers must be provided before any payment can be made.

It should be noted that in the case of in-kind sponsorships, the equivalent monetary value applied for should be calculated at cost price to the sponsor and not retail or trading price.

4. End of project and evaluation

Project completion

The balance of 20% of the C&BS Fund award will be paid upon receipt and approval of a project evaluation.

An evaluation form and certified financial statement must be submitted by the culture lead applicant to Culture & Business Scotland within two months of the end of the project to confirm appropriate use of the sponsorship and match funding.

If the evaluation is not received within two months, Culture & Business Scotland reserves the right to withhold the final 20% payment.

A certified income/expenditure financial statement must be signed and dated by two people, the most senior member of staff/Director/Chair and the project co-ordinator. This is required to confirm that C&BS Fund award and sponsor's money have been used in the way specified in the application.

If the actual spend by the cultural organisation is less than the original agreed budget for the sponsored and match-funded project or activity, then Culture & Business Scotland reserves the right to withhold the final payment or require the return, of the relevant portion of payments made to date through C&BS Fund match funding, as appropriate.

If the business sponsor fails to comply with the delivery of the in-kind sponsorship, then the culture applicant will have to return all C&BS Fund match funds received that were not then matched by the business sponsor.

Evidence and documentation of the project, including photographs, press cuttings, CDs etc should accompany the evaluation. Where appropriate, recipients should provide copyright clearance from the producers of this documentation.

Culture & Business Scotland reserves the right to request further information or a phone interview with both partners following review of the submitted evaluation.

Culture & Business Scotland also reserves the right to share exemplar business and cultural partnership and sponsorship stories and case studies through the Culture & Business Scotland website, training seminars and promotional materials.

Failure to comply with the above may prevent further C&BS Fund applications being considered.

Termination

Without prejudice to any other rights we may have, Culture & Business Scotland shall be entitled to withdraw the offer of C&BS Fund match funding if:

- any of the information given by the culture organisation or business sponsor is inaccurate or misleading or if the match funding awarded (or any part of it) is not used for the purposes for which it was provided;
- the business sponsor fails to pay the financial contribution (or any part of it) it has undertaken to pay, or fails to provide the in-kind sponsorship (or any part of it) it has undertaken to provide
- either the culture organisation or business sponsor enters into any arrangement for the benefit of its creditors or has a receiver appointed over its assets or becomes subject to an administration order;
- either the culture organisation or the business sponsor goes into liquidation; or
- either the culture organisation or the business sponsor ceases or threatens to cease trading.

Effect of termination

Culture & Business Scotland may, at our sole discretion, require the repayment of all or part of the C&BS Fund match funding paid to the culture organisation as at the date of termination. The culture organisation will be liable for the return of all funds.

Post evaluation approval issues

Should Culture & Business Scotland receive information, following the evaluation approval, that indicates financial irregularities, or that the C&BS Fund match funding has not been used as originally stated, then Culture & Business Scotland may, at our sole discretion, require the repayment of all or part of the C&BS Fund match funding.

Changes to the fund

Culture & Business Scotland reserves the right to amend these *C&BS Fund Application Guidelines* and the application process itself. Revised or updated documents will be posted in the [C&BS Fund section](#) of the Culture & Business Scotland website. Previous C&BS Fund recipients or applicants, making a new application, should check the website to ensure they have the latest version of all document before proceeding with an application.

Appeals

If a C&BS Fund match funding application is turned down for any reason other than insufficient funds, an applicant may appeal against the decision in writing, to the addresses noted below, within 14 days of the date of being informed of this decision.

Culture & Business Fund Scotland

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5 Rose Street

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Email: fund@cultureandbusiness.scot

An independent panel consisting of a member of the Senior Management Team of Culture & Business Scotland, who was not involved in the assessment process and a member of Culture & Business Scotland Board will consider the appeal and respond within 21 days of receiving the letter or email fund@cultureandbusiness.scot

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