



Vibrant & Active City Programme 2025 Tourism Grants

Applicant Information

**The deadline for applications is
12 noon on Monday 1st September 2025**

We are delighted to announce that we have UK Shared Prosperity Funding (UKSPF) to support the enhancement of tourism attractions and experiences within Birmingham.

This funding programme will contribute to [Birmingham's Economy and Place Strategy](#) and Birmingham's [Cultural Strategy](#).

Information, Advice and Guidance

Our friendly team is able to offer guidance if required to give all applicants the best possible chance of success. If you have a question email ben.hau@birmingham.gov.uk

You apply for this grant programme by using the [On-Line Application Form](#).

You should read all of this applicant information guide before applying.
A list of all the on-line questions you will find within the on-line application form can be found in the final section of this guide.

Access Support

We want to make sure everyone can apply for our funding.

If you need any of this information in a different format or have any questions, please email ben.hau@birmingham.gov.uk

We will be happy to help you.

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About the Vibrant and Active City Programme

Through this programme we want to invest in the enhancement of tourism attractions and experiences within Birmingham. This initiative is aligned with Birmingham's Visitor Destination Plan to drive the growth of the visitor economy and enrich community spaces through strategic investments in tourism and heritage assets. It includes two capital funding grant programmes:

- 1. Tourism Capital Grants**
- 2. Tourism Event Development Grants**

You can find out more about each strand in the sections below.

Strategically aligned:

Your project should contribute to one or more of the key objectives of [Birmingham's Visitor Destination Plan](#):

- Grow the number of UK and/or international visitors staying in Birmingham
- Increase the length of visits to Birmingham, aiming to boost overnight stays and visitor spending
- Promote connectivity between the city centre, outlying attractions, and the wider region to encourage exploration beyond the core areas
- Support accessible tourism, making Birmingham more welcoming and accessible for all visitors, including those with disabilities
- Promote sustainable tourism by encouraging environmentally friendly practices among local businesses
- Increase awareness of Birmingham's tourism offer, both within the UK and internationally

These objectives aim to increase visitor engagement across Birmingham, foster pride of place and ultimately a welcoming, accessible and sustainable destination attractive to visitors and residents.



Capital Funding Grants

You can only apply for a project focused on physical assets. You can include the purchase of equipment, but this must support the enhancement of a space.

This fund does not include day-to-day operational costs such as salaries and utilities, programming or event delivery, marketing or promotional expenses, short-term or consumable items.

Your project can include expenses associated with planning, executing, and acquiring or enhancing physical assets. These costs include direct expenses like labour, materials, and equipment, as well as indirect costs such as overhead and project management fees. These must be necessarily incurred costs and be appropriate to the scale of your grant request.

1. Tourism Capital Grants

Eligible applicants can apply for a grant of £30,000. In total we will distribute £120,000. We aim to make up to four awards.

This fund is aimed at visitor attractions and experiences to support projects that align with Birmingham's tourism hero themes in the Visitor Destination Plan. Through this strand we will improve physical assets like buildings, rooms, or part of a public space. The grants can also be used to improve visitor welcome, visitor information, interpretation of exhibits, wayfinding, heritage trails and paths, accessibility, sustainability, and new or improved uses of digital technology.

Strategically aligned:

Your project should contribute to one or more of the key objectives of [Birmingham's Visitor Destination Plan](#):

- Align with one of Birmingham's tourism hero themes
- Grow the number of UK and/or international visitors choosing Birmingham
- Promote connectivity between the city centre and outlying attractions
- Support accessible tourism
- Promote sustainable tourism
- Increasing the length of visits to Birmingham, spend and overnight stays
- Increase awareness of Birmingham's tourism offer, both within the UK and internationally

These objectives aim to enhance Birmingham's profile as a leisure destination, increasing quality of experience, accessibility, visitor numbers and spend.

2. Tourism Event Development Grants

Eligible applicants can apply for a grant of £30,000. In total we will distribute £60,000. We aim to make two awards.

This funding opportunity is aimed at Business Improvement Districts within Birmingham who have capital projects that focus on creating or enhancing local events to drive community engagement and cultural tourism. Eligible projects must demonstrate:

- Development or enhancement of event-related infrastructure.
- Support for local cultural, heritage, or community events.
- Increased engagement and participation from local communities and visitors.

Information for all applicants

Projects we can and cannot support

We can support:

- New projects
- A new version of a project which has happened before
- Existing projects (as long as there is no double funding, the grant can be separately monitored and reported, and the project meets the funding criteria)

All projects must:

- Have a start and end date with clear things you want to achieve in that time
- Be located in places and spaces relevant to the people that will take part or the people that will benefit from the project

You cannot apply for:

- Projects that take place outside of the Birmingham City Council area
- Ongoing overheads or running costs outside of your project
- Activities or services that have already taken place or will take place before we can make a decision on your application
- Cash prizes and re-granting
- Fundraising and donations
- Political or religious activities
- Regular repair or maintenance activities

You do not need to have any match funding or in-kind contributions to apply for a tourism grant under the Vibrant & Active City programme.



Dates

You must send us your application before **12 noon on Monday 1 September 2025**. We will let you know the decision approximately 6 weeks after this date.

Project delivery cannot start until the grant award agreement is signed; we recommend allowing two weeks for this to happen.

All project delivery, spend, evaluation and reporting must be completed and sent to us before 31st March 2026.

Who Can Apply?

This grants programme is only open to Birmingham organisations. Your organisation must be registered at an address with a Birmingham City Council postcode. You can check that your organisation's registered address has a Birmingham City Council postcode by visiting [the government's find your local council webpage](#)

Your organisation can be:

- A registered charity
- A Community Interest Company (CIC)
- A charitable incorporated organisation (CIO)
- A limited company

New organisations constituted in the last 12 months or without a full year's accounts can apply.

Your organisation must have:

- A signed governing document (Constitution or Articles of Association e.g. set of rules).
- A committee or board with at least three unrelated members
- A bank account in the name of your organisation or group which requires two signatories (dual authorisation)
- A copy of the most recent annual accounts and balance sheet
- Experience of managing similar projects and budgets

Your organisation must also have:

- Sufficient income to meet any ongoing costs such as maintenance after the capital project is completed



- Permission and consent in place to carry out your project.
 - For leaseholders with less than 12 months left on the lease, we may ask you to contact your landlord to confirm that a further lease will be made available.
 - If you are undertaking works on a building that you are the leaseholder for, you must provide two pieces of evidence with your application:
 - A copy of your tenancy or leasehold agreement
 - A letter or email from the freeholder to confirm that the works are allowable.
- Any necessary building/ planning or other statutory consents in place including a copy of the Listed Building Consent where applicable

New organisations constituted in the last 12 months or without a full year's accounts can apply.

The following are not able to apply:

- Organisations without a legal entity such as unincorporated associations
- Organisations and groups registered outside the Birmingham City Council area
- Schools and educational establishments

If you have any questions about who can apply, please email ben.hau@birmingham.gov.uk

How To Apply

Read the Full Applicant Information and Guidance on these calls before attempting to complete the application form. This Applicant information can also be downloaded as a PDF.

Applications must show us:

- How you have worked out your project costs
- That you have considered any permissions and licences that might be required to successfully deliver your project
- That your project can be realistically achieved within the grant timeframe
- That you have planned your project in a way that makes it possible for lots of different people to benefit (so it is Equitable, Diverse and Inclusive)
- That you have tried to make your project as environmentally sustainable and climate friendly as possible

The people working on your project must be paid [the Birmingham Living Wage](#) or more.

Using Artificial Intelligence (AI)

We do not discourage the use of AI in funding applications. However, it is important that your application reflects your organisation's authentic voice and clearly

communicates your intentions, ensuring that any AI-generated content is meaningfully adapted.

Information, Advice and Guidance

Our friendly team is able to offer information and guidance to give all applicants the best possible chance of success. If you have a question email ben.hau@birmingham.gov.uk

Programme Outcomes and Outputs

The Vibrant and Active City Programme is focused on achieving specific UKSPF output and outcome indicators.

Your project must deliver at least one output and one outcome.

Outputs

As a result of the Vibrant and Active Programme, we want to:

- create or improve amenities/facilities
- create or improve tourism, culture or heritage assets
- support local events or activities
- engage people as participants and audiences

Outcomes

As a result of the Vibrant and Active Programme, we want to:

- Increase the number of people using facilities/amenities
- Increase the number of visitors
- Increase the number of people engaged in the local area/activities
- Create organised volunteering roles as a direct result of the grant funded project

You will be required to identify baseline data where appropriate, track progress and collect evidence to show how you achieve these goals throughout your project.

There are other additional UKSPF indicators that might also be achieved through your project. A full list of the UKSPF indicators 25-26 are attached to this information document below.



UKSPF_Indicators_25
-26.xlsx

Alternatively, the indicators can be downloaded from

<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

Navigate to the above web page and select:

Shared Prosperity Fund 2025-26: Output and outcome indicators.



How we choose which projects we give grants to

Marking

- We will check that your organisation or group is eligible to apply
- We will check that your project activities are eligible for the grant programme strand
- We will judge how well your project will achieve the programme outcomes and outputs and the impact it will have

Discussion

A group of people will then look at all of the marking together, discussing whether it is fair, and challenge it if needed. They will agree the final funding recommendations between them.

The recommendations will be scrutinised by the Head of Birmingham City Council's Cultural & Tourism Development Service.

If your application is successful, the Council may not necessarily award the full amount requested. For example:

- If some costs are not eligible for funding
- High competition for funding.

If we decide not to fund your application, we will write to you to let you know. We will explain our decision and offer you a feedback session with a culture officer.

Award

If you are successful, we will send you an offer letter and the Conditions of Grant Aid. The Conditions of Grant Aid need to be signed by your organisation and Birmingham City Council; we recommend allowing two weeks for this to happen.

Project delivery can't start until the grant award agreement is signed.

If you have any queries about this programme, how to apply or your proposed project please email your enquiry to: ben.hau@birmingham.gov.uk. Be sure to include 'Tourism Grants' in the subject line.

Questions contained within the On-Line Application Form

All of the question you will need to answer in the on-line application form are also included here to make it easier for you to prepare your answers before you start your application.

Lead Contact Details

1. Full Name
2. Telephone Number
3. Email Address
4. Organisation Name
5. Address
6. Postcode
7. Company or Charity Number

Your Proposal

1. Proposal Title
2. Provide a clear overview of your project. Tell us what will happen in your own words. Max 200 words required.
3. Estimated Start Date
4. Estimated End Date
5. Ward in which the activity will take place
6. If your activity takes place in other additional areas, please name the location(s).
7. How will your project align with the Birmingham Visitor Destination Plan priorities listed at the top of this page? Max 250 words.

Project Management

1. Tell us about the management of the project. This includes overseeing the delivery, budget and achievement of project outputs and outcomes.
2. Who will manage the project? This could be one person or a group of people. What experience do they have of managing similar projects and budgets? If they have not managed a budget of this size before, who included in this application will support them with managing the budget?
3. Tell us about any individuals or organisations you will work with to deliver your activities? Max 500 words
4. Tell us what risks your project might have and how you will try to stop them happening. Max 250 words
5. Will everyone working on the project be paid the Birmingham Real Living Wage? For the real cost of living, please visit Real Living Wage link at the top of this page.



Proposal Timeline

1. Please outline below your proposed project milestones and the target month for each. Please complete as many fields as necessary, leave the remainder blank and proceed to the next page.

Financing

1. Is UKSPF being used to leverage other funding
2. Is your organisation VAT registered?
3. Total value of request (£)
4. Proposal Budget Headings

Outputs and Outcomes

1. Proposed Outputs
2. Proposed Outcomes