



THE ARCH COMPANY

ARCH DAY 2021 **PROSPECTUS**



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CREATING A BUZZ AROUND YOUR BUSINESS WITH ARCH DAY 2021 ON SATURDAY, 3 JULY

01

**ARCH DAY 2021 IS COMING. APPLY
FOR YOUR MATCH-FUNDING
GRANT NOW SO YOU CAN GET
INVOLVED AND SHOWCASE YOUR
BUSINESS.**

Arch Day 2021 is taking place on Saturday, 3 July and this year we're even more excited to showcase the resilience and diversity of our unique community. From farms to brewing companies, personal trainers to mechanics, The Arch Company is proud of the diverse range of small businesses and charities beneath our famous railway arches, and the 25,000 people employed within them.

SUPPORTING GRANTS TO GET INVOLVED

Arch Day 2021 is the culmination of our [#loveyourlocalarches](#) campaign to encourage the public to support our tenants.

Working with the community action charity Groundwork, who will be helping to run Arch Day, we will be providing match-funding grants to support all our tenants to run activities and offers on the day.

Remember, Arch Day 2021 will help you to:

- Attract new customers
- Support the local community
- Entertain and explain your services for greater business awareness

02

SIGN UP, JOIN IN, SUCCEED

**READY TO SHOWCASE YOUR
BUSINESS AND PLAN FOR THE
BEST ARCH DAY YET? READ ON TO
EXPLORE HOW WE CAN HELP GET
YOU THERE...**

WHAT IS ARCH DAY 2021?

It's a celebration of every business owner that operates beneath our famous railway arches. Get involved, showcase your unique businesses, boost the community and enjoy a fun day of promoting and getting to know each other.

WHO CAN APPLY FOR A MATCH-FUNDING GRANT?

Anyone that runs a business operating from properties across The Arch Company in England and Wales. Individual business owners and groups of owners are encouraged to sign up. To make sure everyone can come along, only one project or event per area.

WHO IS PROVIDING THE FUNDING?

The Arch Company

HOW MUCH CAN I APPLY FOR?

The levels of grant funding that you can apply for is between £100 - £2,500.

Grants can be used to match-fund activities on Arch Day 2021. Please clearly explain how you will use the funding and what you hope to achieve.

WHAT IS THE MATCH-FUNDING REQUIREMENT FOR THIS PROGRAMME?

Our grants match what you've already raised. For example, if you apply for £500, you must have secured £500 to promote your business on Arch Day 2021 already.

WHAT SHOULD I CONSIDER BEFORE I SUBMIT MY APPLICATION?

Please have a clear plan and consider the following:

- Are you applying as an individual business owner or as a group?
- How will your activities engage with the local community?

- How will your activities link with our #loveyourlocalarches campaign?
- Have you explored other ways to raise money and awareness to help maximise your matched grant? For example, contacting the local media or your local Business Improvement District (BID)?

HOW WILL MY APPLICATION BE JUDGED?

The grant fund is limited so only the strongest applications will be approved. Your application will be judged against the aims of Arch Day as set out in this prospectus: to attract new customers, to support the local community, and to entertain and explain your services for greater business awareness. The more tenants you have involved in a group application, the stronger it will be.

HOW CAN I PROMOTE MY ACTIVITIES?

We've got you covered. If your application is successful, we'll give you a range of marketing materials including:

- Digital Pack: Free logos, social media and web banners.
- Printed Pack: Funded through your grant - just let us know what you need.

WHEN WILL I RECEIVE THE MONEY?

We'll give you 80% of your grant upfront and the remaining 20% once the project has finished.

Please be prepared to keep track of things as you go. We may ask for:

- Your income and expenditure including receipts and invoices.
- Your project outputs (how many activities you ran and how many people took part).
- Photos of your project.
- What happened during your project (Was it successful? What worked well? What did you achieve? Would you run the activities again?).

WHAT COULD I DO WITH THE FUNDING?

Absolutely anything additional to your usual activity that fires your creativity. We realise that every business owner beneath the arches has a unique service, so reflect your passion in your projects.

We'd like you to use your funding wisely and considerately. You're welcome to use it to fund extra staff working on your project or event and the costs of additional activities related to Arch Day 2021 that you wouldn't normally incur.



03

NEED A FEW IDEAS TO KICK-START YOUR CREATIVITY?

HOW ABOUT...

INDIVIDUAL BUSINESS OWNERS

Get savvy with snacks, special offers and social

Feel like no one knows your name even though you work hard each day? If you're tucked away in an arch in a quiet area, you might just need a few incentives to encourage people in.

Here are a few tasty and tempting ways to create a buzz around your business:

- Run a one-time only special offer for Arch Day 2021 and hang bunting and balloons to let people know a fun event is taking place.
- Offer free snacks and drinks to encourage people to stay a while.
- Promote your event on social media and eat, sleep, tweet, repeat Arch Day 2021.

THE THREE MARKETEERS

Join forces to thrive as a small group

Team up with neighbouring properties and use Arch Day 2021 to promote your services together.

Here are a few ways you can combine your efforts:

- Arrange some live entertainment to create intrigue around the event. From local bands to street artists, let your imagination run free.
- Run a community project that goes live right outside your collection of shops. Create a mural painting with members of the community or plant a garden together on the day.
- Pump it up - work with a local arch gym to supply some sports equipment so you can take part in an Arch Day challenge - run, cycle, row your way to business success!
- Offer free snacks and drinks to encourage people to stay a while.
- Promote your event on social media and eat, sleep, tweet, repeat Arch Day 2021.
- Create bespoke hampers for a [#picnicinthepark](#) to celebrate National Picnic Day (Saturday, 3 July).

CREATIVE CLIQUE

Show the community how you're a cultural asset

From watercolours to watering cans, we know there's a huge range of creative outlets under our arches. You brighten everyone's world with paintings and plants, so how about using your fund to illustrate this?

Here are a few ways you can use Arch Day 2021 as your blank canvas:

- Form a creative clique of potters, designers and photographers and apply for funding to hold a day of education and entertainment, showing people your craft and getting them involved with fun immersive projects.
- Give away free arts and crafts materials to encourage people to stop by.
- Hire a retro ice cream van and let people create their own ice creams from menu of creative tastes. You could also hire a local photographer to capture the day and then send the shots to the local press.

SAMPLE SHOWCASE

Whip up your best cakes, condiments and curries

Can anyone resist a sample? Gather a few likeminded food/drink business owners and arrange a tasting session or simply give away some free samples and ask for feedback on your creations.

Here are a few ways you can create a satisfying recipe for Arch Day:

- Set up a small selection of trade stands and market stalls so that people can have a food crawl.
- Fund additional staff and order some branded aprons and gloves so you look the part.
- Align your marketing to your social media channels and live stream Arch Day to pull more people in.



04

WHAT DO I NEED TO DO NEXT?

START PLANNING...

Think about whether you'll be more succesful flying solo or teaming up with neighbouring arch businesses for a joint funding project. Assign someone as project manager and plan out what you need to buy and what needs to be done to make the most of the day.

Then complete the form [here](#) by midday on Monday, 17 May 2021. Good luck!

WHEN WILL I KNOW IF MY APPLICATION HAS BEEN SUCCESSFUL?

We will let all applicants know if their bids for funding have been successful by Friday, 21 May 2021. If your application is unsuccessful, we will provide you with feedback and support with resources so that you can consider other ways to fund your activities.



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