



**THE ARCH COMPANY**

# **ARCH DAY 2023** **PROSPECTUS**



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# CREATE A BUZZ AROUND YOUR BUSINESS WITH ARCH DAY 2023 ON SATURDAY, 8 JULY

**ARCH DAY 2023 IS COMING. APPLY  
FOR YOUR MATCH-FUNDING  
GRANT NOW SO YOU CAN GET  
INVOLVED AND SHOWCASE YOUR  
BUSINESS.**

ARCH DAY 2023 is taking place on Saturday, 8 July. We are excited to showcase the diversity of our customers and the communities that surround their spaces. From farms to brewing companies, personal trainers to mechanics, The Arch Company is proud of the range of small businesses and charities beneath the railway arches, and the 25,000 people employed within them.

## **SUPPORTING GRANTS TO GET INVOLVED**

ARCH DAY 2023 is the keystone of our [#loveyourlocalarches](#) campaign to encourage the public to support our customers.

Working with the community action charity Groundwork London, who will be helping to run ARCH DAY, we will be providing match-funding grants to support our customers to run activities and offers on the day.

We provide financial support to help make your event or activity even better.

ARCH DAY 2023 will help you to:

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

# 01

# 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 2023?**

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

### **WHO CAN APPLY FOR A MATCH-FUNDING GRANT?**

Anyone that runs a business or charity operating from properties across The Arch Company in England and Wales. Individual business owners and groups of owners are encouraged to sign up. Where possible, we invite you to join up with other arches to create an area-wide event.

Please note you must be meeting all the terms of your lease, including being up to date with your payment (or on a payment plan), for your application to be successful.

### **WHO IS PROVIDING THE FUNDING?**

The Arch Company.

### **HOW MUCH CAN I APPLY FOR?**

The level of grant funding that you can apply for is between £100 - £1,500.

Grants can be used to match-fund activities on ARCH DAY 2023 and must take place on Saturday, 8 July. Please clearly explain how you will use the funding, what you hope to achieve and the positive impact you envision this having on your business and/or local community.

If there are other customers of The Arch Company in your area then you may apply as part of a larger group. Group applications are able to access more funding in order to create larger, collaborative events. The maximum grant per customer is £1,500 with an upper limit of £7,500 for a joint event (i.e. five customers claiming the maximum £1,500).



Amount of Customer per Application	Eligible Grant Size per Event
One Customer	£1,500
Two Customers	£3,000
Three Customers	£4,500
Four Customers	£6,000
Five Customers or more	£7,500

### 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 2023 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?
- 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 independently by Groundwork, against the aims of ARCH DAY as set out in this prospectus: to support the local community, attract new customers and entertain and explain your services for greater business awareness. The more arch businesses you have involved in a group application, the stronger it will be.

### HOW CAN I PROMOTE MY ACTIVITIES?

The more you can spread the word about your event, the more successful it will be! In the run up to the event you can put up posters, contact local media, speak to your existing customer base to spread the word and use social media channels like Facebook, Instagram and Next Door. Some of the budget from your ARCH DAY 2023 application can be used to support these activities.

In addition, if your application is successful we will provide you with a free Event Activation Pack which include logos, social media and web banners, as well as guidance on how to make the most of your events through marketing and communication, including email templates, marketing design advice and example promotional campaigns.



## 03

**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?**

This year's theme is community. From greening to murals, get creative and give back to your local community. 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 2023 that you wouldn't normally incur.

**NEED A FEW IDEAS TO KICK-START YOUR CREATIVITY?****LET'S TAKE A LOOK BACK AT ARCH DAY 2022...****STRONGHER  
Bethnal Green, London**

StrongHer, an East London gym created especially as a training space for women, created taster sessions of five of their most popular and accessible classes throughout the day. Alongside this, they provided games, t-shirt printing and refreshments to engage all of their community and network with new and potential customers.

Match-funding allowed them to try something new, have more staff present to support the day and properly promote it to the community.



## **BUREAU OF SILLY IDEAS** **Brixton, London**

This arts organisation delivered a day of fun for the community, creating games, live music and with a barbeque too. They collaborated with arch neighbours to add additional value to the event and promote to different audiences.

Through match-funding they were able to unify their business community, collaborate with new partners and demonstrate the value they add to events. This has incentivised them to develop events within the space further.

## **THE TURNING TIDES PROJECT CIC** **Crediton, Devon**

The Turning Tides Project aims to encourage access to music and the arts a reality for people with learning disabilities and autism. Through their ARCH DAY event, their tearoom became a creative space with flower pounding, fabric dyeing and other community arts projects. They connected with potential new customers, offered samples and highlighted their broad range of services to a wider base than their usual customers.

## **SOUVENIRS UPON TYNE** **Newcastle-Upon-Tyne**

Souvenirs upon Tyne created a celebration event to promote their shop being dog friendly and used the day to raise awareness of the war in Ukraine. They tasked their community with an engaging art competition gathering Pet Portraits through social media. The winners were announced on ARCH DAY with a variety of prizes given out from local businesses. Throughout the day, they also distributed free cat and dog products, Ukrainian flags and sold charity paraphernalia, all in support of a good cause.

## **WHAT ELSE MAY BE SUPPORTED?**

We are keen to support new ideas especially around business-to-business engagement, you may like to:

- Create a new event concept to give you an opportunity to broaden your customer base.
- Showcase what you do by having potential customers visit your site and/or see how you develop your products.
- Creating taster sessions or learning experiences for new clients to engage with.

STRONGHER



BUREAU OF SILLY IDEAS



THE TURNING TIDE PROJECT



# 04

## WHAT DO I NEED TO DO NEXT?

### ATTEND OUR APPLICATION WORKSHOP...

Our application workshop will take place on Monday, 13 March, at 2pm. This will be a one hour online session where Groundwork London will provide guidance and training on planning your events, writing your applications, and submitting your applications using their online application portal.

Please register for the event [here](#)

### AND START PLANNING!

Think about whether you'll be more successful 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, 20 March 2023. 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 Monday, 3 April 2023. 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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