



**THE ARCH COMPANY**

# **ARCH DAY 2022** **PROSPECTUS**



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**CREATE A BUZZ  
AROUND YOUR  
BUSINESS WITH  
ARCH DAY 2022 ON  
SATURDAY, 9 JULY****ARCH DAY 2022 IS COMING. APPLY  
FOR YOUR MATCH-FUNDING  
GRANT NOW SO YOU CAN GET  
INVOLVED AND SHOWCASE YOUR  
BUSINESS.**

Arch Day 2022 is taking place on Saturday, 9 July and this year we're excited to showcase the diversity of our customers and the communities that surround them. 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 2022 is the culmination 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 all our customers to run activities and offers on the day.

Remember, Arch Day 2022 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 2022?

It's a celebration of every business owner that operates beneath our famous 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 - £2,500.

Grants can be used to match-fund activities on Arch Day 2022. 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.

#### 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 2022 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 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, and use social media channels like Facebook, Instagram and Next Door.

Some of the budget from your ARCH DAY 2022 application can be used to support these activities. In addition, if your application is successful we will provide you with a free Digital Pack (free logos, social media and web banners) to add to the printed materials funded by your grant.

#### 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 2022 that you wouldn't normally incur.



# 03

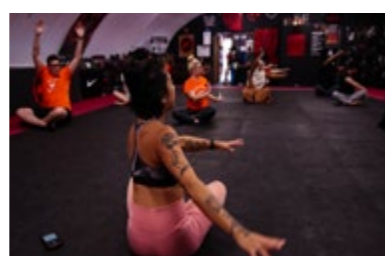
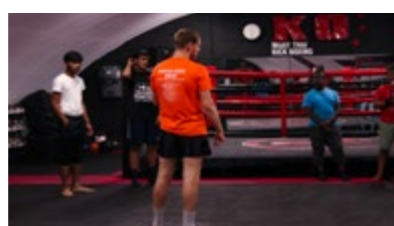
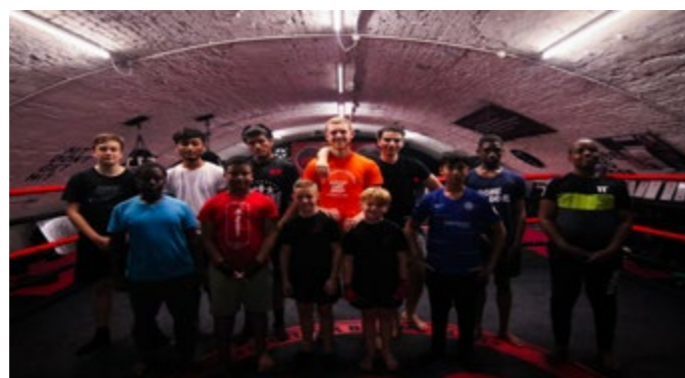
## NEED A FEW IDEAS TO KICK-START YOUR CREATIVITY?

### LET'S TAKE A LOOK BACK AT ARCH DAY 2021...

#### **KO COMMUNITY PROJECTS OPEN DAY** Tower Hamlets, London

The London community gym put on an incredible showcase of events, including a yoga showcase, youth classes, inspirational speakers and a DJ to finish. The event was attended by the Mayor and Deputy Mayor of Tower Hamlets.

The day was a great success showcasing their arches and community programmes, raising their profile in the local community.



#### **BRYTER DIGITAL'S PLATFORM YARD DAY** Canterbury, Kent

The Kent based digital agency celebrated the day with the launch of their newly transformed 50-meter outdoor yard. The space was transformed into a trademarket for local artists and fashion designers they support in their ground level shop 'Platform', to sell their wares to the public.



#### **COLLABORATIVE DESIGN AND BUILD LTD** Bath, Somerset

Local families and organisations were invited to meet staff and take part in a co-design activity using offcuts from their workshop. Visitors were also able to take a tour of the space and try their hands at the games hosted outside, including pingpong.

The aim of the event was to get to know more people and organisations locally and the team hope to continue running similar events in order to develop these relationships.



# 04

## WHAT DO I NEED TO DO NEXT?

### 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 Tuesday, 31 May 2022. 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, 10 June 2022. 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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