



REALISE YOUR SOMERSET PROJECT FACTSHEET

We are looking for innovative and bold ideas that transcend physical and digital boundaries as the Somerset Belt comes alive. Spark the next vibrant youth zone, where everyone from all walks of life can come together to explore common interests or innovative experiences. So round up your tribe, collaborate with one another, and draw up your best ideas to bring this space to life. Go through the Somerset Belt Masterplan and get cracking on what you want to place in this space. *(Please see the attached Somerset Belt Masterplan for more details.)*

The Realise Your Somerset Project initiative will support unique and experimental programming projects that are in line with the Somerset Belt Masterplan. Due to COVID-19, we encourage you to come up with projects that leverage technology to deliver innovative digital experiences, using Somerset Belt as a virtual setting or involving its communities. The support includes:

- Financial Support;
- Venue Support; and
- Marketing & Outreach Support.

Eligibility Criteria	
Who can apply?	<p>Realise Your Somerset Project is open to all legal entities, including Youth Sector Organisations, social enterprises, social service agencies, associations, schools, Institutes of Higher Learning, and companies whose business interests include reaching, engaging and developing youths.</p> <p>Youths, who have ideas and want to organise them in the Somerset Belt, may also apply.</p>
What are the criteria?	<p>The project must be organised exclusively in the Somerset Belt, and must have youths as the primary target group.</p> <p>The project must embody the principles of the Somerset Belt Masterplan. In addition, projects will be assessed along the following criteria:</p> <ul style="list-style-type: none">• Co-Creation Projects should demonstrate elements of co-creation by youths, with youths and for youths in the conceptualising, planning and/or execution processes.

	<ul style="list-style-type: none"> • Uniqueness and Innovativeness Projects should demonstrate unique and innovative elements, e.g. new ideas that can be piloted in Somerset Belt, or ideas that have never been done in the Belt. Digital platforms and elements are strongly encouraged to offer novel experiences, but these must connect youths to Somerset Belt. • Creative Expression and Experiences Projects should enable youths to explore diverse interests and aspirations. This includes both creative expression by youths and delivering compelling experiences within spaces or digitally across Somerset Belt. • Community Building Projects should either (i) build on existing communities and create opportunities for mixing communities across the Belt; or (ii) bring new communities into the Belt to experiment, offering creative experiences that build social networks. In light of COVID-19, projects should also aim to help youths and society to emerge stronger and more resilient.
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FINANCIAL SUPPORT

Seed funding will be provided to projects that reflect the principles of the Somerset Belt Masterplan and which fulfil the criteria above. Calls for proposals will be held on a quarterly basis, where those interested can submit their proposals to the Somerset Belt Taskforce for funding consideration.

Somerset Belt Call-for-Proposal (Season 1)

The first season of the Somerset Belt Call-for-Proposal will open from 14 May – 30 June 2020 for projects taking place from 1 July – 31 December 2020. For the first season, we are looking for proposals that will:

- **Reimagine Somerset Belt as a digital space for youths.** Projects may range from virtual concerts & festivals, to AR/VR experiences set within Somerset Belt.
- **Gather youths in the creative industry to activate Somerset Belt as their creative canvas.** Projects may range from arts collectives using Somerset Belt to create art, to makers & buskers festival across the Belt.

In view of COVID-19, the proposals should take into consideration the latest advisories on safe distancing measures and incorporate necessary plans in their project execution.

Projects must be carried out within 6 months from the approval date.

Funding Amounts (Season 1)

Funded initiatives within Season 1 are supported at three levels based on the evaluation criteria, outreach and potential scalability at Somerset Belt.

Tiers 1 & 2 are organised on a cost-sharing basis, with funding capped at 80% of supported project costs identified by MCCY/NYC. The partner will be responsible for cost recovery, sponsorship efforts and income generation for the project. As an incentive, the partner will be allowed to keep any excess funds after cost recovery efforts.

Supported project costs include costs that are directly related to the project, including costs for logistics and production (e.g. equipment and materials), advertising and publicity, and professional services (e.g. events management services, PR agency, etc.).

Costs that are long-term in nature (e.g. capital expenditure) and costs incurred in the applicant's day-to-day business operations (e.g. inventory, annual salaries) are not supported.

The project tiers and support provided are as follows:

Tier	Criteria	Support
1	<ul style="list-style-type: none"> • Multi-dimensional initiative that features different modalities in engaging youths. • Activates a variety of spaces across Somerset Belt. • Potentially reaches more than 5,000 youths (including participants and audience, and online outreach). • Includes innovative use of digital platforms/ elements • Branded as a "Somerset Signature". • Go through a pitching process to a panel of judges. 	Funding of more than \$50,000, capped at 80% of supported project costs
2	<ul style="list-style-type: none"> • Event activation that creatively engages youths in Somerset Belt. • Reaches more than 2,000 youths (including participants and audience, and online outreach). • Includes digital elements as part of proposal. • Branded with Somerset branding. 	Funding of up to \$50,000, capped at 80% of supported project costs
3	<ul style="list-style-type: none"> • Event activation that creatively engages youths in Somerset Belt. • Reaches up to 2,000 youths (including participants and audience, and online outreach). • Ground-up initiatives or short-term placemaking projects led by youths, for youths • Includes digital elements as part of proposal. • Branded with the Somerset branding. 	Funding of up to \$10,000, capped at 100% of supported project costs

VENUE SUPPORT

Applicants not requiring financial support can apply for subsidies for venue rental, for projects that meet at least one of the evaluation criteria.

The venue support will apply to venues managed by NYC, i.e. Red Box, Youth Park and Skate Park, and *SCAPE's event spaces. Support can be up to 100% of the rental value for non-commercial partners, while commercial partners will be provided with discounted rates.

This is administered by the Somerset Belt Taskforce on an ongoing basis and interested partners can submit their proposals for consideration any time.

MARKETING & OUTREACH SUPPORT

Applicants not requiring financial support can apply for marketing & outreach support, for projects that meet at least one of the evaluation criteria. The marketing & outreach support include areas such as:

- Marketing and social media channels available through NYC, *SCAPE, and the Somerset Belt Taskforce;
- Marketing assets along the Somerset Belt, such as *SCAPE outdoor LED screen, notice boards and lamppost banners; and
- Networks and databases of NYC and *SCAPE.

This is administered by the Somerset Belt Taskforce on an ongoing basis and interested partners can submit their proposals for consideration any time.

How to Apply?

Look out for upcoming Partners' Meet sessions where the Somerset Belt Taskforce will share more on upcoming highlights for Somerset Belt. Interested partners can expect networking opportunities with other collaborators, as well as co-creation opportunities with the Somerset Belt Taskforce.

If you have a ready project idea, please email your Project Application to somersetbelt@nyc.gov.sg and indicate "Realise Your Somerset Project Application" in the email subject. Please see the attached application form.

If you have an idea and would like to explore it further with the Somerset Belt Taskforce, free to contact us at somersetbelt@nyc.gov.sg. We would love to hear from you!