



Stratford District Economic Funding Eligibility Criteria and Guidance Notes



Applicants

Market Town Vision Groups, Chambers of Trade & Commerce, Town & Parish Councils, Business Improvement Partnerships and other Community Groups

Eligible Projects

Festivals and Events held in Stratford on Avon District that support the local economy, specifically involving businesses from the local area*.

Due to limited resources we are unable to fund:

- Applications for events/festivals which previously been funded by SDC
- Village Fetes
- Social, cultural and religious festivals and events
- Promotion of products, services and suppliers from outside the locality*

Scheme Overview

Funding will be available to support Festivals and Events taking place before 1st October 2010 that:

- Promote the vitality of the local economy
- Promote local products and services*
- Engage, promote and involve local businesses*
- Increase visitor numbers to the local area
- Develop the profile of the local area as a premier visitor destination
- Closing date for applications is **Monday 26th October 2009**.

It should be noted that priority will be given to applications for 'new' festivals and events, however, applications for existing events/festivals will also be considered.

Amount Available

Up to £2,000 per applicant. There is a total budget available of £20,000.

How will the project support the local business Economy?

Events should have the potential of achieving high attendance, thus increasing visitor numbers into the Market Town and generating income for town centre/local businesses. It should involve and engage with retailers and businesses from not only the Town but also the surrounding hinterland to maximise the benefit to the local economy.

Outcomes

This funding has been made available by central Government to address the current economic downturn. The event must deliver a minimum of 3 measurable outcomes that demonstrate Economic benefits.

All outcomes proposed should be in support of Stratford on Avon District Council Corporate Strategy **Aim 3 – A District where business and enterprise can flourish**

1. Increased economic vitality of the four main market towns

E.g. Additional town centre retail income generation of £X on the event/festival day.

2. Expanding local businesses are able to remain in the District

E.g. 75% of stall holders and suppliers will be from the local Market Town or surrounding hinterland.

3. Increased value of the visitor economy across the whole District

E.g. Substantial local promotion using a variety of media to achieve X number of visitors (estimated numbers) attending the Festival/event.

4. Improve the skills of the working age population

E.g. Provide opportunity for new skills development in events management for X local residents

Grant Decision

Applicants will be scored from the information provided in the application form and prioritised against:

- Location
- Type of event
- Promotion of local businesses, products and services
- Support for visitor economy
- Quality of application
- Value for money
- Sustainability of event

All applications will be subject to approval by the Strategic Director and Portfolio Holder for Community Services, who reserve the right to decline, amend or agree proposals.

Grant Award

Stratford District Council will provide a one-off grant towards the total costs of staging the event. This offer of payment is one off funding and does not constitute a formal arrangement or an obligation by SDC to fund this or similar events on an on-going basis.

The applicants will secure all additional funding required to deliver the Event including any shortfalls which may be incurred.

Events/festivals will not be funded retrospectively.

Any residual funds from the event should be used by the applicant/group for future local events that support the local economy and Aim 3 of Stratford on Avon District Council's corporate objectives.

In the event that the Festival is cancelled or postponed, the amount awarded will be paid back to Stratford District Council in full.

Monitoring requirements

A report must be provided by successful applicants to Stratford District Council within 8 weeks of the event to include:

- A summary of the event
- Promotional activity
- Achievements against the agreed outcomes
- Number and range of participating businesses
- Activities involved
- Plans for the future sustainability of the Festival

Payment

Payment will be made by BACS within 14 days of the signed terms & conditions being received and approved by Stratford on Avon District Council

****Definition of local is within a 30 mile radius.***

Additional Information for Monitoring Purposes Only

<p>1. Is your project directed at, or of particular relevance to, a particular group of people?</p>	<p><input type="radio"/> YES (please tick below as appropriate)</p> <p><input type="radio"/> NO (go to section 2)</p> <p><input type="radio"/> Disadvantaged people living in rural areas</p> <p><input type="radio"/> Disadvantaged people living in urban areas</p> <p><input type="radio"/> Unemployed people</p> <p><input type="radio"/> People living on low income</p> <p><input type="radio"/> Disabled people</p> <p><input type="radio"/> Women & girls</p> <p><input type="radio"/> Refugee & asylum seekers</p> <p><input type="radio"/> Other (please specify)</p>
<p>2. Is your project directed at, or of particular relevance to, people from a specific ethnic background?</p>	<p><input type="radio"/> YES (please tick below as appropriate)</p> <p><input type="radio"/> NO (go to section 3)</p> <p>WHITE</p> <p><input type="radio"/> British</p> <p><input type="radio"/> Irish</p> <p><input type="radio"/> Other</p> <p>MIXED</p> <p><input type="radio"/> Mixed Ethnic Background</p> <p>BLACK OR BLACK BRITISH</p> <p><input type="radio"/> Caribbean</p> <p><input type="radio"/> African</p> <p><input type="radio"/> Other Black</p> <p>ASIAN OR ASIAN BRITISH</p> <p><input type="radio"/> Indian</p> <p><input type="radio"/> Pakistani</p> <p><input type="radio"/> Bangladeshi</p> <p><input type="radio"/> Other Asian</p> <p>CHINESE OR OTHER ETHNIC GROUP</p> <p><input type="radio"/> Chinese</p> <p><input type="radio"/> Other Ethnic</p>

<p>3. Is your project directed at, or of particular relevance to, people of a specific gender?</p>	<p><input type="radio"/> YES (please tick below as appropriate)</p> <p><input type="radio"/> NO (go to section 4)</p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Female</p>
<p>4. What ages are the people who will benefit from your project?</p>	<p>Please give approx % under each age group (to add up to 100%)</p> <p><input type="radio"/> 0 - 5 _____%</p> <p><input type="radio"/> 6 - 10 _____%</p> <p><input type="radio"/> 11 - 18 _____%</p> <p><input type="radio"/> 19 - 25 _____%</p> <p><input type="radio"/> 26 - 59 _____%</p> <p><input type="radio"/> 60+ _____%</p>

The information given on pages 4 & 5 will be used for monitoring purposes only.



Stratford District Economic Funding



Application Form for Events and Festivals that support the local economy

1. Name of Group

2. Contact Details

Title First Name

Surname

Position held in group

Contact Address
(incl. full postcode)

Telephone number

Email

3. Name of the Event / Festival

4. What date(s) will the event take place?

5. Where will the activities take place?

6. Description of the event

11. Will the event promote local products and services?

Yes

No

If yes, please give details of what products and how this will happen:

Please give further details below of how you are working in partnership with local businesses/organisations to develop your event/festival - (include a list of business/organisation names and how the local community is essential in making your event a success!)

12. How many local businesses will be involved in the event?

13. Please tick the types of local businesses that will be involved:

- Post Offices/village stores
- Health & beauty
- Local retail stores
- Catering and accommodation
- Media and creative services
- Professional and business services
- IT services
- Wholesale & trade outlets
- Local manufacturing
- Sole traders / local tradesmen
- Agriculture
- Other Retail
- Clubs and leisure
- Arts & Crafts
- Other (please specify)

14. Please give details of the activities they will undertake/be involved in:

15. Please tell us approximate number of people expected to attend the event:

Local residents

Visitors to the area

16. If your event will develop the profile of the local area as a visitor destination, please explain how:

17. Please give details of any promotional activity you have planned for the event?

18. Will the event provide any opportunities for local people to acquire new skills?

Yes

No

19. If Yes, please provide details?

20. Do you plan to run this event on a regular basis?

Yes No Not known/undecided

21 If Yes, how will this be funded?

22. Please give up to 3 measureable outcomes that will be achieved by your event (please see guidance notes for examples) that relate to our Corporate Aim – A District where business and enterprise will flourish.

Please attach any additional information which you feel is relevant to your application (e.g. photographs, evidence/letters of support, quotations.)

Signed declaration:

I confirm that if successful in our application that we agree:

1. to acknowledge SDC (Stratford on Avon District Council) & WCC (Warwickshire County Council) as supporters of the event/festival on all marketing materials/press releases.
2. to supply copies of all marketing materials and press releases to SDC as part of our monitoring requirements as listed in the eligibility criteria and guidance notes.
3. that in the event that the Festival is cancelled or postponed, the amount awarded will be paid back to SDC in full.
4. to the terms and conditions as set out in the 'Eligibility Criteria and Guidance Notes' as set out on pages 1-3 of this document.

I confirm that, to the best of my knowledge and belief, all the information in the application is true and correct.

Signed Dated / /

Print name

Closing date for applications is **Monday 26th October, 2009.**

Please return this form, enclosing an original copy of your group's most recent bank statement (this will be returned to you) and a copy of your group's constitution to:

Nancy Singleton
Community Services
Stratford on Avon District Council
Elizabeth House
Church Street
Stratford-upon-Avon
CV37 6HX

