

Promoting Cheltenham Grant Fund

Application Guidance

The Fund

The Promoting Cheltenham Grant Fund is a programme which will provide grant aid (typically up to £20,000 maximum) to support events, projects and initiatives that will stimulate economic and business growth to Cheltenham by attracting more visitors to the town.

The Grant

Grant applications will be prioritised on the basis of their relevant merits and will be awarded to projects that meet one or more of the following themes:-

- Increased visitor numbers;
- Increased business attraction, retention or expansion;
- Increased community engagement;
- Increased number of new residents.

What can the grant cover?

Those expenses **reasonably** incurred for the promotion of an approved project or activity will be considered.

How will applications be assessed?

Grant applications can be made throughout the calendar year and will be assessed by the Council biannually. Successful applications will be approved by the Council in September and March each financial year.

Application Criteria

1. The project supports one or more of the Grant's themes;
2. The project is intended to have lasting economic benefits for Cheltenham and the local community;
3. The project is existing or new, but must go beyond the routine activity of your organisation;
4. The project will involve participation by Cheltenham's community;
5. Your organisation is equipped to keep appropriate records and to submit reports in respect of the project or activity, including evidence of expenditure incurred on the project;
6. Other partners are actively being sought to assist in funding the project;
7. The project will have measurable economic results (e.g. the number of attendees, revenue generated for the organisation that will remain within the community, etc.)
8. The project has yet to incur any direct costs;
9. The project will take place in Cheltenham.

If you can answer “Yes” to **all** of the above-mentioned criteria, you may be eligible for funding to assist with the costs of your planned activity.

What can help to make your application successful?

Your application **MUST** clearly demonstrate the following:

- How your project focuses **on one or more** of the identified themes
- How your project is **consistent with your organisation’s aims and objectives**.
- How the **success of your project will be measured**. In what manner will the project produce economic results for Cheltenham and how will this be measured by your organisation?
- The degree of **community involvement and support**. The project should be one that generates excitement and support within the community, or that has the potential to create new and lasting economic benefits to Cheltenham.
- Your project’s **lasting benefits to the community**. Once the project’s life span has expired, what continuing benefits are likely to flow from the existence of the project?
- For **on-going projects**, can you demonstrate **sustainability** of financial support and organisation?
- How your project is **not solely reliant on public funding**. The project budget in your application should also illustrate how you plan to raise additional financial support to complement grant funding from the Council.
- If your project is eligible for other funding, how will the Promoting Cheltenham Grant Fund **complement and add value to** those other sources of funds?

Payment and Accounting

Large and small projects/events must properly account for expenditure and income. All receipts and invoices must be maintained. Cheltenham Borough Council reserves the right to audit any project for which grant funds were issued.

All payments will be made only **after** receipt of a claim form and final written report.

Within **two** months (60 days) of project completion, a project-end report and claim form **must** be submitted. The report must include information about whether the project’s goals were met, how its success was measured, the level of community engagement, sustainability of the project as well as any partnership and stakeholder involvement.

More details on what to include in the project-end report and claim form will be provided in a Letter of Agreement, which must be signed by a representative of your organisation. The final grant payment will not be issued until the above report and claim form is submitted and deemed complete and accurate.

Application Tips

1. If you answer all questions completely, we will be able to process your application faster. Missing or incomplete information will slow the processing of your application and may result in its rejection or delay until the next decision deadline. Attach additional typewritten or hand PRINTED sheets if you need more space.
2. It is the applicant's responsibility to ensure that the proposed project or activity complies with all planning, licensing, highways, health and safety and any other relevant legislation. If applicable, attach a list of all permits required and standards known to apply to your project, and describe how your project complies with them.
3. Sign and mail or fax the original completed form and any supporting documents to:

Promoting Cheltenham project co-ordinator
Municipal Offices
Promenade
Cheltenham
GL50 1PP
4. Retain copies of all documents for your own records.

APPLICATION FORM

Section A:

Applicant Information

- 1) Full legal name of your organisation.
- 2) Mailing address (with postal code, telephone, fax, e-mail)
- 3) Aims & Objectives of your organisation
- 4) Contact information

Section B:

The Project / Event

- 1) Describe the Project or Event
- 2) Grant theme to which your project/event
- 3) When will this event take place (Date, Time and Location) or When is the expected completion date of the project.
- 4) The project or activity complies with relevant legislation Photocopies of permits (if applicable) are attached.
- 5) Attach a detailed description of the project or activity (use additional paper if you need more space).

Be sure to include information on:

- Goal(s) of the project/activity;

- How the project/activity relates to the grant themes;
- Target audience (who will participate, who will benefit);
- Level of community support/involvement;
- How the project/activity complements the objectives of your organisation;
- How the project is intended to provide lasting benefits in promoting the community;
- How results of the project/activity will be measure;
- How the project/activity will be promoted and communicated, both in the community and outside the community.

6) Attach a detailed Marketing Plan

Section C: The Budget

- 1) Have you applied for funding from other sources for this project?
- 2) If yes, indicate the source and amount received (or expected to be received)
- 3) Attach a detailed budget projection for the ENTIRE Event or Project

Section D: Applicant Declaration

To be added

Signature of Treasurer (if applicable)