

Cheltenham Borough Council
Cabinet – 18 October 2011
Promoting Cheltenham Fund

Accountable member	Leader of the Council
Accountable officer	Richard Gibson, Policy and Partnerships Manager
Accountable scrutiny committee	Economy and Business Improvement Overview and Scrutiny Committee
Ward(s) affected	all
Key Decision	No
Executive summary	<p>On 26 July, Cabinet agreed to create the Promoting Cheltenham Fund which is a pot of funding worth £179,000 to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham.</p> <p>The funding would be allocated in two tranches; phase 1 was launched at the end of July with a closing date of Friday 30th September.</p> <p>The grant assessment panel met on Friday 7th October to assess the phase 1 applications and to make recommendations to cabinet. The panel comprised the Leader of the Council, the Cabinet Member for Finance and Community Development, the Cabinet Member for Sport and Culture, representatives from the council's Economic and Business Improvement Committee and Cheltenham Business Partnership.</p>
Recommendations	Cabinet to approve the list of projects to be funded from the Promoting Cheltenham Fund as set out in appendix 2 – “List of projects and recommendations.”

Financial implications	<p>The fund comprises £160,275, of new homes bonus supplemented by £18,731 of unspent LAA performance reward grant, giving a total fund of £179,006, for economic development purposes to help tackle the recession and promote the town as a place in which to do business.</p> <p>Contact officer: Andrew Sherbourne Principal Accounting Technician E-mail: andrew.sherbourne@cheltenham.gov.uk Tel no: 01242 264337</p>
Legal implications	<p>The grants will be formalised by agreement based on the Community Giving Grant template, which will be adapted as necessary to include terms, if any, imposed by the County Council on transfer of the funding.</p> <p>Contact officer: E-mail: @tewkesbury.gov.uk Tel no: 01684 272695</p>

HR implications (including learning and organisational development)	None
Key risks	If funding is allocated to an organisation that subsequently goes onto use the funding on a fraudulent basis.
Corporate and community plan Implications	The proposed allocations set out in appendix 2 will enable the council to deliver on the following outcomes: <ul style="list-style-type: none"> • Cheltenham is able to recover quickly and strongly from the recession • We attract more visitors and investors to Cheltenham. • Our residents enjoy a strong sense of community. • Arts and culture are used as a means to strengthen communities, strengthen the economy and enhance and protect our environment.
Environmental and climate change implications	None identified

1. Background

- 1.1** On 26 July, Cabinet agreed to create the Promoting Cheltenham Fund which is a pot of funding worth £179,000 to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham. The funding would be allocated in two tranches; phase 1 was launched at the end of July with a closing date of Friday 30th September.
- 1.2** Organisations across Cheltenham were invited to apply for a single award typically up to a maximum of £20,000 though larger bids for multiple events could be considered.
- 1.3** Organisations were asked to deliver one or more of the following outcomes:
- Increased visitor numbers;
 - Increased new business investment;
 - Increased retention, investment and expansion of existing businesses;
 - Increased recognition of the Cheltenham brand on a national/international scale.
- 1.4** The guidelines stated that successful projects must produce economic outputs which are measurable (e.g. the number of attendees; revenue generated for the organisation, revenue generated for other businesses) but also have lasting economic benefits for Cheltenham and the local community.
- 1.5** In total 19 applications were received, with a cumulative request for £409,000, which were assessed by the grant assessment panel met on Friday 7th October. The panel comprised the Leader of the Council, the Cabinet Member for Finance and Community Development, the Cabinet Member for Sport and Culture, Cllrs. Tim Cooper and Malcolm Stennett from the Economic and Business Improvement Committee and John Forward and John Leamon from Cheltenham Business Partnership.

2. Reasons for recommendations

- 2.1** The reasons for the recommendations are set out in appendix 2 - List of projects and recommendations.

3. Performance management –monitoring and review

- 3.1 Once approved, the council will enter into written agreements with the successful applicants which are based on the community giving grant template. This specifies that the grant recipient will submit a project monitoring report, summarising the project achievements, outcomes and lessons learnt to the grant administrator on completion of the project.

Report author	Richard Gibson, Policy and Partnerships Manager, 01242 235354, richard.gibson@cheltenham.gov.uk
Appendices	1. Risk assessment 2. List of projects and recommendations
Background information	

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	I	L	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	If the commissioning division does not put proper controls in place for the management of the partnership small grants funds, then we run the risk of funds being used inappropriately or even fraudulently	Policy and Partnerships Manager	Apr 2010	3	3	9	reduce	Implement and monitor small grants protocols	ongoing	Policy and Partnerships Manager	Implementation of grant protocols has reduced the likelihood to 2.