

## Rent Support Assessment Process

## Appendix 2

<b>Date of rent support assessment:</b>	17/5/19
<b>Carried out by:</b>	Richard Gibson, Jon Whitlock, Helen Down
<b>Name of Applicant:</b>	Cheltenham Spa Bowling Club
<b>Is the applicant a legally constituted, not-for-profit voluntary and community sector organisation?</b>	Yes - Community Amateur Sports Club
<b>Name /address of property</b>	Cheltenham Spa Bowling Club St George's Square Ambrose Street Cheltenham GL50 3HQ
<b>Current rent</b>	The organisation currently pays rent of £1700 per annum. The new lease offered is £3650 per annum which is an increase of £1950 (53%).

<b>Rent Support outcomes</b>	<b>Submission</b>	<b>Proposed score against the sub-elements (up to a maximum of 20% per outcome)</b>
<p><b>Cheltenham's environmental quality and heritage is protected, maintained and enhanced.</b></p> <p>This could include</p> <ul style="list-style-type: none"> <li>• Promoting bio-diversity</li> <li>• Responding to climate change</li> <li>• Promoting sustainable living</li> <li>• Protecting and enhancing parks, gardens and open spaces</li> <li>• Protecting and enhancing the built environment</li> </ul>	<p>St George's Square is often identified as a key open space in the west of Cheltenham town centre and Conservation area in many of the reports on the town centre.</p> <p>The bowling green attracts many compliments and when in use adds an extra dimension to the pedestrian and traffic movements normally associated with a town centre.</p> <p>The local newspaper often refers to the 'immaculately maintained bowling green in Ambrose Street'.</p> <p>The level of maintenance of the green and regular painting of the surrounding railings enhances the Square and provides an attractive foreground to the Grade 2 listed Cheltenham Chapel.</p>	<p>The applicant has provided sufficient evidence that their services will support Cheltenham's environmental quality and heritage.</p> <p>The proposed activities will have a positive impact on the following:</p> <ul style="list-style-type: none"> <li>• Protecting and enhancing parks, gardens and open spaces</li> <li>• Protecting and enhancing the built environment</li> </ul> <p><b>The recommended discount is 8%</b></p>

Rent Support outcomes	Submission	Proposed score against the sub-elements (up to a maximum of 20% per outcome)
<p><b>Sustain and grow Cheltenham's economic and cultural vitality.</b> This could include:</p> <ul style="list-style-type: none"> <li>• Helping people into employment</li> <li>• Helping businesses to get established</li> <li>• Supporting cultural activity</li> <li>• Providing advice and information</li> <li>• Supporting tourist activities</li> </ul>	<p>As a voluntary organisation we have limited scope for paid employment, but we actively promote tourism on our website in order to attract touring sides from across the country. Attracting visiting clubs is an essential part of our operation and we provide links to local tourist information sites, hotels and attractions. We attract between three and seven teams a season, consisting of an average of twenty players plus a similar number of the groups non playing visitors who visit local shops and attractions.</p>	<p>The applicant has provided sufficient evidence relating to economic and cultural vitality.</p> <p>The proposed activities will have a positive impact on the following:</p> <ul style="list-style-type: none"> <li>• Supporting cultural activity</li> </ul> <p><b>The recommended discount is: 4%</b></p>
<p><b>People live in strong and safe communities.</b> This could include</p> <ul style="list-style-type: none"> <li>• Enabling local residents to meet together and socialise</li> <li>• Engaging residents in positive social networks</li> <li>• Enabling local residents to contribute their time and efforts into community activity</li> <li>• Enabling local residents to feel safer in their communities</li> <li>• A place for young people to meet and feel safe</li> </ul>	<p>The club is predominantly run by and for local residents who give their time and efforts to maintain and run the premises and activities. Outside the summer bowling season we offer a range of social activities for our members and social members. Our activities create an opportunity to meet members of other bowls and social clubs in the town on a regular basis.</p> <p>Our Club has been actively involved in tackling the problems with the adjoining churchyard and hosted all the meetings of the Friends of Jenner Gardens Group before and during the restoration of the site. Our members continue their involvement by co-operating with local residents in opening and locking the gardens on a daily basis.</p> <p>We have also supported the Council's project for improvements to the West End environment and our club provided accommodation for public meetings in association with this scheme.</p>	<p>The applicant has provided sufficient evidence across a range of community issues.</p> <p>The proposed activities will have a positive impact on the following:</p> <ul style="list-style-type: none"> <li>• Enabling local residents to meet together and socialise</li> <li>• Engaging residents in positive social networks</li> <li>• Enabling local residents to contribute their time and efforts into community activity</li> <li>• Enabling local residents to feel safer in their communities</li> </ul> <p><b>The recommended discount is 16%</b></p>
<p><b>We will work to strengthen the emotional and physical wellbeing of all Cheltenham residents</b> This could include:</p> <ul style="list-style-type: none"> <li>• Enabling local people to be active</li> <li>• Helping local people make healthy lifestyle choices</li> <li>• Reducing the harm caused by alcohol</li> <li>• Improving mental health</li> <li>• Improving health &amp; wellbeing into</li> </ul>	<p>The bowling green and original pavilion were built in 1924 as part of a country wide initiative to provide healthy activity and exercise for the population following the first world war. This followed concerns over the poor state of health of many recruits for the armed forces. Cheltenham Spa Bowling Club has occupied the site since 1924 and continues to provide the same exercise and recreational facilities for a wide age group ranging from teenagers to ninety-year-old players.</p> <p>We currently have 90 bowling members and 60 social members. During the summer season we play fixtures that bring almost</p>	<p>The applicant has provided sufficient evidence in relation to health and wellbeing issues.</p> <p>The proposed activities will have a positive impact on the following:</p> <ul style="list-style-type: none"> <li>• Enabling local people to be active</li> <li>• Improving health &amp; wellbeing into older age</li> </ul> <p><b>The recommended discount is 8%</b></p>

Rent Support outcomes	Submission	Proposed score against the sub-elements (up to a maximum of 20% per outcome)
older age	<p>1000 players and visitors belonging to teams that play against our club members.</p> <p>Social activities in the club provide activities and the opportunity for our older members to meet throughout the year to socialise and receive support from other members during times of illness or bereavement.</p> <p>We have welcomed visits by third party groups to provide an interest for residents who have difficulty in being active outside the home.</p>	
<b>Summary and recommended rent support grant</b>		<b>Recommended discount: 36%</b>

Financial considerations	Panel assessment
Will the grant award will support the financial viability of the operation of the building?	<p>Yes, the proposed rent support grant of 36% will reduce the market rent by £1314 per annum.</p> <p><b>If Cabinet agree to apply a 36% rent support grant, the applicant will pay £2336 per annum, which represents an increase of £636 per annum on the rent being paid currently.</b></p>
Has the organisation got reasonable longer-term plans to sustain activities being delivered from the building beyond the term of the grant?	<p>Yes. The Club is working continually to review and reduce operating costs as well as to attract and increase the level of membership. The Club also has new performing rights and copyright licenses to play music at the programme of social events to increase revenue from club activities during the autumn and winter months outside of the bowling season.</p>

**Proposed cabinet recommendation:**

**A rent support grant of 36% of the current market rent totalling £1314 per annum.**