

## **Promoting Cheltenham Grant Fund Application Guidelines 2012**

### **Introduction**

The Promoting Cheltenham Grant Fund 2012 is a pot of funding worth £141,500 to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham.

### **Who can apply**

Any statutory agency, public body, constituted voluntary sector, community or neighbourhood based organisation can apply for a single award typically up to a maximum of £20,000 though larger bids for multiple events may be considered.

Organisations can make more than one grant application, though they will ultimately receive only one.

### **What we are looking to support**

Projects must deliver one or more of the following outcomes and a set of assessment criteria set out on page 3:

- 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
- The increased recognition, viability and sustainability of local commercial areas

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.

Projects can be existing or new, but must go beyond the routine activity of your organisation.

Projects must involve and benefit Cheltenham's community.

Projects must take place in Cheltenham.

### **Making an application**

Please complete all pages of the application form. Incomplete applications will not be considered. We want to encourage applicants to complete their applications on a computer as hand written applications maybe difficult to read. If you require any help with completing the application forms please let us know as soon as possible and we will provide assistance.

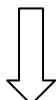
Your grant application should also be accompanied by a copy of your last annual accounts (audited where this is a requirement for your organisation) and a copy of your constitution.

Your application must clearly demonstrate the following which will form the basis of the assessment criteria:

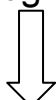
- How your project will deliver **one or more** of the five identified outcomes.
- How the **success of your project will be measured** – in what manner the project will produce economic results for Cheltenham and how will this be measured by your organisation.
- Evidence that there is a **need** for your project.
- The degree of **community involvement and support** – how the project will generate excitement and support within the community, or show the potential to create new and lasting economic benefits to Cheltenham.
- The 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 **projects that will run beyond the initial 12 months**, how the organisation will ensure the sustainability of financial support.
- How your project is **not solely reliant on public funding** – the project budget should illustrate how you plan to raise additional financial support or support in-kind to complement the grant funding from the Council.
- If your project is eligible for other funding, how the *Promoting Cheltenham Grant Fund* will **complement and add value** to those other sources of funds.

### **Possible timescales**

Agreement from Cabinet -**17<sup>th</sup> April**



Grant programme opened – **20<sup>th</sup> April**



Closing date for applications – (+ 10 weeks) **29<sup>th</sup> June**



Assessment panel – **1<sup>st</sup> week in July**



Agreement from Cabinet – **17<sup>th</sup> July**