

Cheltenham Borough Council
Cabinet – 17 July 2012
Promoting Cheltenham Fund

Accountable member	Leader of the Council, Councillor Steve Jordan
Accountable officer	Richard Gibson, Strategy and Engagement Manager
Accountable scrutiny committee	The Overview and Scrutiny Committee
Ward(s) affected	All
Key Decision	No
Executive summary	<p>Promoting Cheltenham Fund is a pot of funding to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham that was successfully allocated in 2011-12.</p> <p>The Council's agreed budget for 2012-13 included a sum of £141,500 for the Promoting Cheltenham Fund. This fund has been bolstered with an additional £15,000 that was not drawn down in 2011-12 to give a total fund of £156,500 for 2012-13.</p> <p>On 17 April 2012, Cabinet agreed the application guidelines and process which went live on 20th April and closed on 29th June. In total, 42 applications were received requesting £532,000 worth of funds.</p> <p>The grant assessment panel met on Friday 6th July to assess the applications and to make recommendations to Cabinet.</p>
Recommendations	<p>Cabinet to approve the allocation of £96,350 from the Promoting Cheltenham Fund to those projects identified as “green” in appendix 2 – “List of projects and recommendations.”</p> <p>The Leader of the Council to allocate the remaining funds to those projects identified as “amber” in appendix 2 – “List of projects and recommendations”, subject to seeking recommendations from the assessment panel.</p>

Financial implications	<p>The fund comprises £156,500 from the Government's new homes bonus to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham. Any funding not spent at the year end will be requested to be carried forward.</p> <p>Contact officer: Andrew Sherbourne Principal Accounting Technician E-mail: andrew.sherbourne@cheltenham.gov.uk Tel no: 01242 264337</p>
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Legal implications	<p>The grants will be formalised by agreement based on the Community Giving Grant template.</p> <p>Contact officer: Donna Ruck E-mail: donna.ruck@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 – see appendix 1
Corporate and community plan Implications	<p>The proposed allocations set out in appendix 2 will enable the council to deliver on the following outcomes:</p> <ul style="list-style-type: none"> • Cheltenham has a strong and sustainable economy • 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 17 April 2012, Cabinet agreed the details for the 2012-13 Promoting Cheltenham Fund which is a pot of funding worth £156,500 to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham. The application process went live on 20th April and closed on 29th June.
- 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
 - Increased recognition, viability and sustainability of local commercial areas
- 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 42 applications were received, with a cumulative request for £532,000. The applications were assessed by the grant assessment panel met on Friday 6th July 2012. The panel comprised the Leader of the Council, the Cabinet Member for Sport and Culture, Cllrs. Malcolm Stennett and Klara Sudbury, John Leamon from the Chamber of Commerce and John Forward from Cheltenham Business Partnership.

2. Reasons for recommendations

Cabinet promoting cheltenham fund

17 April 2012

2.1 The following declaration of interests were recorded:

- John Forward (Chair of Cheltenham Business Partnership): non-personal interest in the Christmas Lights bid submitted by Cheltenham Business Partnership. John agreed not to take part in any discussion about the bid.
- John Leamon: Has been consulted on the development of the Cheltenham Hospitality Association's bid, but no direct interest.

2.2 None of the interests were directly pecuniary.

2.3 Due to the large number of applications, the panel initially assessed the 42 applications against the 5 outcomes set out in the application guidelines:

- 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
- Increased recognition, viability and sustainability of local commercial areas

2.4 Each project was given a Red, Amber or Green assessment depending on the number of positive answers. The table below sets out the panel's assessment of each application. Out of the 42:

2.5 15 were Red – and no funding was awarded.

2.6 12 were Amber – the panel were interested in the project but would like to see more information before considering the application again.

2.7 3 were Amber+ – indicating that the panel would like some questions answered before releasing the agreed level of funding.

2.8 12 were Green – indicating that the panel were happy to recommend approval for the amounts shown in appendix 2.

2.9 In total £96,350 was recommended to be allocated leaving a sum of £60,000 to be allocated between the amber projects subject to more information being received and a second assessment panel. These projects though have collectively bid for £173,110.

2.10 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, Strategy and Engagement Manager, 01242 235354, richard.gibson@cheltenham.gov.uk
Appendices	1. Risk assessment 2. List of projects and recommendations
Background information	

Risk Assessment

Appendix 1

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	Strategy and Engagement Manager	Apr 2010	3	3	9	reduce	Implement and monitor small grants protocols	ongoing	Strategy and Engagement Manager	Implementation of grant protocols has reduced the likelihood to 2.