

Appendix 2- List of projects and recommendations

Project	Description	Cost of project	Amount requested	increased visitor numbers	increased new business investment	increased retention, investment and expansion of existing businesses	increased recognition of Cheltenham brand	Increased recognition, viability and sustainability of local commercial areas	Red-Amber-Green assessment	Recommendation	Notes from Panel	Amount
BMX Project	Renovate the old BMX Track off Arle Road, to make it a Regional Standard Track to cater for today's youth	90,000	10,000	Not defined	Not defined	none	maybe but not clear	none		do not fund	Panel were supportive of the project but felt that it did not meet the criteria for PCF and instead the applicant should apply for heath funding	0
School Link in China	Promote job opportunities and training to teachers to teach English in China. Promotion of tourism of Cheltenham	11,080	9,860	limited potential	none	limited potential	maybe but not clear	none		do not fund	Panel felt that economic benefits were not clearly realised in that the project was more aimed at enabling teachers to visit China	0
Big Green Bundle	Create a more sustainable business environment in Cheltenham	21,610	19,010	none	none	some potential but not clear	good potential	none		further information to be sought	Panel were uncertain about how the project would specifically benefit Cheltenham businesses in that it potentially is a project on a national scale.	0
Imperial Square Historic Railings	Reinstatement of the historic railings around Imperial Square	450,000	1,600	limited potential	none	none	maybe but not clear	none		do not fund	Panel were supportive, but felt that the project would be best funded from the Environmental Improvement Fund	0
TEDxCheltenham	A programme of local self organised events that bring people together	6,000	2,500	some potential	not clear	not clear	some potential	none		further information to be sought		0
Cheltenham Poetry Festival	Poetry Festival with an extensive outreach programme	27,700	10,000	yes – good evidence provided	some evidence	some evidence	yes – good evidence provided	none		part-fund		5,000
Bells Restoration Project	Restoration of the 12 bells at St Mary's Church	130,000	20,000	some potential but not clear	not defined	not defined	not defined	some potential but not clear		do not fund	Panel were supportive, but felt that the project would be best funded from the Environmental Improvement Fund	0
Cheltenham Design Festival	Launch a second Design Festival, 4-day as well as supporting the continuing good work of our Design Academy.	103,000	20,000	yes – good evidence provided	yes – good evidence provided	yes – good evidence provided	yes – good evidence provided	some potential		part-fund		10,000
Promoting Cheltenham in Gloucester and vice versa	To identify 2 or 3 events pa that each town will promote on behalf of the other	£5,000	5,000	some potential but not clear	some potential but not clear	some potential but not clear	some potential but not clear	none		further information to be sought	Panel were supportive in principle but requested more information about what Gloucester City were contributing	0
Impress Printmaking Festival	A month long International Printmaking Festival involving artists, galleries, the university and the public.	41,725	10,000	some good evidence	some potential but not clear	some potential but not clear	some potential but not clear	none		part-fund subject to further information	Panel were supportive but before funding could be released assurances to be sought that the funding will be used in Cheltenham	5,000
Christmas In Cheltenham	Town Centre Christmas Lights Switch On	17900	7,000	some good evidence	some evidence but not clear	some good evidence	none	some good potential		part-fund		5,000
The Cheltenham App	Town's First dedicated app promoting events taking place across the borough	14,500	7,250	limited evidence	limited potential	none	none	none		do not fund	Panel felt that the proposal did not demonstrate how it could meet the outcomes	0
Rebuild of Platform 2 at Cheltenham Race Course Station	The establishment of a second platform and the introduction of training and mentoring partnership with local colleges and training organisations	50,000	20,000	some good evidence about the economic benefits of heritage railways	some potential through training and building contract	some potential	some good potential through heritage railways	some potential		part-fund		10,000
Pittville Gates Restoration Project	Restoration of the entrance to Pittville Park as well as learning and creative activities involving the local community and schools	178,727	30,000	some potential	limited potential apart from building contract	limited potential	limited potential	some potential		do not fund	Panel were supportive, but felt that the project would be best funded from the Environmental Improvement Fund	0
Midsummer Fiesta 2013	Free community event in Montpellier Gardens	8,500	2,000	some good evidence	none	some good evidence	none	some good evidence		fund-in-full		2,000
Gustav Holst Interpretive Display Board	To place an Interpretive Display Board at the entrance to Imperial Gardens to provide information on Gustav Holst and Birthplace Museum.	1,800	1,700	some potential	none	limited potential	good potential to further promote Cheltenham's link to Holst	some potential		further information to be sought		0
Cheltenham Folk Festival Programme and Audience Development	To increase the awareness and involvement in traditional English Folk music and dance on both a local and national level	63,800	15,000	some good evidence	some good evidence	some good evidence	some good evidence	limited evidence		part-fund		10,000
Cheltenham Dance Festival	Deliver a programme of organised activity in Cheltenham's open and public spaces to promote dance to wider audiences	22,000	10,000	some good evidence	some good evidence	some good evidence	some good evidence	limited evidence		fund in full		10,000

Cheltenham International Music Project	Purchase a vehicle to take musicians on tour to help promote Cheltenham music and tourism globally	26,430	20,000	unclear about the evidence	unclear about the evidence	unclear about the evidence	unclear about the evidence	none		do not fund		0
Wrestling Rampage 2013 - European Heavyweight Title Showdown	To engage young people with sport by providing free wrestling training sessions for young people over 16 and a Title showdown event with wrestling superstars from around the world	15,000	12,000	some potential	limited potential	limited potential	some potential	none		further information to be sought	The panel were interested about the opportunity create a wrestling event/festival. They would like to see more information and whether the applicant would like to work with the Town Hall manager to take this forward	0
Suffolk Traders Community Website Project	To create a brand identity for the Suffolks area of Cheltenham. Creation of a website developed to integrate local business websites and create a community platform to provide customers/visitors with local information	7,200	4,800	some potential	none	some potential	some potential	some good evidence		part-fund		3,000
Connect Streets	Extend existing project to include Tivoli and the Suffolks and further develop the existing South Cheltenham history project, as well as starting guided tours of the area	11,000	9,200	some potential	some potential	some potential	some potential	some potential		further information to be sought		0
Marketing Campaign Project FOR Butterware - Online Ordering for sandwich shops	Marketing campaign for an online service allowing sandwich shops and other lunch-to-go businesses to sell online, this software is new, unique and founded in Cheltenham	4,867	2,940	none	none	some potential	limited potential	none		do not fund		0
Being British	exciting hands on exhibits based on local historical characters as well as a small café and shop for souvenirs	63,860	20,000	some potential but no evidence	no evidence	no evidence	no evidence	none		do not fund	The panel were interested in the project but felt that it did not explain how it would meet the PCF criteria. The panel suggested the applicant speak with the Museum and Art Gallery Manager about further joint-work	0
The Ukulele Festival of Great Britain 2013	To capitalise and improve on the success of the three ukulele festivals held in Cheltenham to date	30,000	12,000	some good evidence	some good evidence	none	some good evidence	some good evidence		part-fund		10,000
Alternative guided walk of Cheltenham	The project is to develop and carry out a series of guided walks in Cheltenham.	4,000	500	unclear	none	none	unclear	some potential to promote the lower High Street		do not fund		0
MEANTIME/Viability and Visibility	To improve the financial viability of the Meantime arts project through engaging a consultant to help devise a marketing/fundraising and communications strategy	30,500	12,000	some potential	none	limited potential	some potential	some potential		further information to be sought		0
Breathing Life into the Italian Garden	Refurbishment of an area of Sandford Park	10,000	9,500	some potential	limited potential	limited potential	limited potential	some potential		do not fund	Panel were supportive, but felt that the project would be best funded from the Environmental Improvement Fund	0
Enhance the Area of Montpellier and promote awareness	Creation of a new website for the Montpellier Association	9,393.40	7,000	some potential	none	some potential	some potential	some good evidence		part-fund		4,000
Cheltenham Creative Enterprise Centre	Seeking to create and secure the future of office space in the centre of Cheltenham for small new and creative businesses	19,990.97	19,990.97	unclear about the evidence	unclear about the evidence	unclear about the evidence	unclear about the evidence	none		do not fund		0
Cheltenham Open Studios (COS13)	Visual art's event	26,770	9,500	some potential	some potential	some potential	some potential	none		further information to be sought	The panel were supporting of the open studios event, but were uncertain about how additional funding from PCF would help the project develop.	0
Cheltenham Comedy Festival 2012	A festival of comedy attracting some of the biggest names on the national comedy touring circuit	20,900	4,850	some good evidence	some good evidence	some good evidence	some good evidence	some good evidence		fund in full	The panel were impressed by the quality of the application and the reasonable sum of money requested	4,850
Behind Closed Doors	Unique series of 6 exhibitions that take place in a diverse variety of locations. Each linked to key Cheltenham events offering an insight into people, stories and businesses.	35,200	21,200	some potential	none	some potential	some potential	some potential		further information to be sought	The panel struggled to fully understand the concept though could see the potential.	0
MYSHOP	MYSHOP is a new deli which is bringing top new brands to Cheltenham	35,000	25,000	no evidence provided	no evidence provided	no evidence provided	no evidence provided	no evidence provided		do not fund		0

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