

Cheltenham Borough Council

Cabinet – 18th October 2011

Agenda Item 12-Promoting Cheltenham Fund

Appendix 2 - List of projects and recommendations

- 1.1** The grant assessment panel met on Friday 7th October to assess the 19 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, Cllrs. Tim Cooper and Malcolm Stennett from the Economic and Business Improvement Committee and John Forward and John Leamon from Cheltenham Business Partnership.
- 1.2** The following declaration of interests were recorded:
- Cllr. Webster: Member of the Friends of St. Mary's and Member of Cheltenham Festivals
 - Cllr. Cooper: member of Friends of Pittville and Bath Road Traders
 - John Forward (Manager of Regent Arcade): potential (non-personal) financial interest in the By Local proposal as it was seeking funding to pay for rent on premises at Regent Arcade. Has also been consulted on the development of the Northcliffe Media bid.
 - John Leamon: Has been consulted on the development of the Cheltenham Motorsports bid.
- 1.3** None of the interests were directly pecuniary.
- 1.4** The panel assessed the 19 applications against the criteria set out in the application guidelines
- How the project would deliver one or more of the four identified outcomes.
 - Evidence that there is a need for the project.
 - The degree of community involvement and support
 - How the organisation will ensure the sustainability of financial support and plans to raise additional financial support or support in-kind to complement the grant funding from the Council.
- 1.5** 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 19:
- 1.6** Four were Red – and no funding was awarded.
- 1.7** Four were Amber – indicating that the panel were seeking further reassurances about the project before funding would be released.
- 1.8** Eleven were Green – indicating that the panel were happy to recommend approval for the amounts shown below.
- 1.9** In total £150,100 was recommended to be allocated leaving a sum of £28,900 to be allocated as part of the second tranche in March 2012.
- 1.10** The panel were also keen to seek cabinet's views on the viability of using this funding to create a self-sustaining pot, whereby grant recipients are encouraged to re-invest any surplus from their activities back into a grant pot that could be used to support future events and festivals.

ENDS

Promoting Cheltenham Fund – List of projects and recommendations

| Project | Description | cost of project | amount sought | visitor numbers | new business investment | support for existing business | support for Chelt brand | evidence of need | comm. involvement | addition financial support | R-A-G assessment | Recommendation | Notes from Panel | Amount |
|---|---|-----------------|---------------|-----------------|-------------------------|-------------------------------|-------------------------|------------------|-------------------|----------------------------|------------------|----------------|--|--------|
| The Everyman (and Cheltenham) Heritage Experience | The Everyman will raise its profile as a heritage attraction to encourage people to visit the newly restored theatre on a guided tour as part of a specifically created Cheltenham Heritage Experience package | 17,400 | 13,400 | Yes | unclear | unclear | Yes | unclear | unclear | unclear | Green | Partially fund | Panel generally supportive but not bowled over by the project, recommended partial funding as some questions marks over added value of the project | 5,000 |
| Cheltenham Poetry Festival | To broaden the outreach programme of the poetry festival (which had a successful first year in 2011) as well as taking the children's poetry slam, workshops, readings, film showings, public space art events to an even wider audience | 25,000 | 10,000 | Yes | Yes | unclear | unclear | unclear | Yes | unclear | Green | Partially fund | Panel recommending the amount requested to fund the outreach project | 5,000 |
| Cheltenham Design Foundation | To support Cheltenham Design Foundation which educates and inspires 14-16 year olds through its design academy, works to improve the design understanding of local businesses through its Master Classes and promotes new creative thinking through the Design Festival | 90,000 | 20,000 | Yes | Yes | unclear | Yes | unclear | Yes | unclear | Green | Partially fund | Panel generally supportive and felt proposals were of value but some question marks over the broad value that the design festival will have | 5,000 |
| Cheltenham Film Festival 2012 | In 2012, the film festival will stage a series of high profile exclusive events throughout the year approx 1 event every 2 months to help establish a genuine reputation for Cheltenham as a film festival town. | 22,800 | 12,000 | Yes | Yes | unclear | Yes | unclear | unclear | unclear | Green | Partially fund | | 5,000 |
| Re-ordering St. Mary's Parish Church | To install 2 toilets (one for disabled people) a kitchenette for serving light refreshments and provision for a display area to help the church become more visitor-friendly | 85,000 | 20,000 | Yes | unclear | unclear | No | unclear | No | unclear | Red | No | Panel supportive of the friends work but felt that the proposal would not meet many of the criteria of the promoting cheltenham fund | 0 |

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|---|---|-----------------|---------------|-----------------|-------------------------|-------------------------------|-------------------------|------------------|-------------------|----------------------------|------------------|---|---|--------|
| FAB - Fashion and Beauty in Cheltenham | Glos Media will work in partnership with retailers, businesses, local schools and colleges to put on an annual fashion festival that will promote Cheltenham's status as a regional shopping destination | 45,000 | 35,000 | Yes | unclear | Yes | Yes | unclear | Yes | Yes | Amber | Partially fund subject to submission of further information | Panel supportive of the concept but requested additional information from the applicant about the financial feasibility of the project as they had requested £35k | 15,000 |
| Pittville heritage boards: Understanding Pittville | To install three heritage boards describing the history and importance of Pittville and the significance of Pittville Gates | 4,350 | 4050 | Yes | unclear | Yes | No | unclear | Yes | unclear | Green | Yes | | 2,500 |
| Cheltenham Folk Festival expansion and audience development | to add another concert and workshop venue to increase numbers, introduce a schools outreach programme, increase advertising and promotion, increase town dressing banners, attract major folk performers and create town centre fringe events | 63,250 | 20,000 | Yes | Yes | unclear | Yes | unclear | Yes | unclear | Green | Yes | | 15,000 |
| Olympic Torch Relay and celebration event | To provide an extended celebration and entertainment event to celebrate the visit of the Olympic Torch to Cheltenham on 23 May both at the evening venue and along the route | 20,000 | 20,000 | Yes | unclear | unclear | Yes | Yes | Yes | unclear | Green | Yes | | 15,000 |
| Prince of Wales Music and Beer Festival | To put on an outdoor music and beer festival to be held over 2 days at the Prince of Wales stadium with 90% of the bands coming from Cheltenham | 37 - 42,000 | 15,000 | unclear | unclear | unclear | No | No | No | Yes | Red | No | The panel were not convinced that the location was right for a beer/music festival and the application failed to set out a convincing case for the project. | 0 |

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|--------------------------------------|--|-----------------|---------------|-----------------|-------------------------|-------------------------------|-------------------------|------------------|-------------------|----------------------------|------------------|-------------------------------|--|--------|
| Midsummer Fiesta 2012 | to increase the scope and marketing of the event to attract even more visitors and to provide opportunities for more local businesses, performers and local organisations to reach new audiences. | 11,200 | 5,000 | Yes | Yes | unclear | Yes | unclear | Yes | unclear | Green | Yes | | 2,500 |
| Sustainable Street Expo 2012 | To bring together motor sports, motor manufacturing and transport industries in the context of sustainability and a low carbon future | 300-350,000 | 20,000 | Yes | Yes | unclear | Yes | unclear | unclear | Yes | Green | Yes | | 10,000 |
| Cheltenham Time Bank | To bring together existing time banking activities in Cheltenham creating a new time bank to work across the town. This will facilitate the exchange of time, services and support between individuals and organisations | 23,255 | 18,255 | No | No | No | No | unclear | Yes | unclear | Red | No | The panel are supportive of the efforts to establish a Cheltenham-wide time bank but unfortunately the project did not meet sufficient criteria for the fund | 0 |
| By Local | To support a shop in Regent Arcade that offers local artists and craft-makers the chance to sell their produce at affordable rates promoting local pride and sense of community | 32,000 | 20,000 | unclear | unclear | Yes | No | unclear | unclear | No | Amber | No - encourage bid in phase 2 | The panel welcomed the work of the By Local collective but were unconvinced that the project could sustain itself beyond the initial year of funding. The panel suggested that the applicant make another application in phase 2 with a more convincing business plan. | 0 |
| Bath Road Christmas Lights Switch on | To make the Bath Road look attractive and inviting during the Christmas period and to hold a grand lights turning on event at the 3 local pubs | 8,232 | 6518 | unclear | Yes | Yes | unclear | Yes | Yes | Yes | Green | Yes | | 4,100 |

