

## **Promoting Cheltenham Grant Fund 1<sup>st</sup> Quarter Review**

### **Funding**

£179,000 to support events, projects and initiatives that will stimulate economic and business growth in Cheltenham.

### **What we were looking to support**

Projects must have delivered to 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.

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.

### **Successful Projects**

- Everyman Theatre - The Everyman (and Cheltenham) Heritage Experience
- Cheltenham Poetry Festival – Outreach Project
- Cheltenham Design Festival
- Cheltenham Film Festival
- Northcliffe Media FAB – Fashion and Beauty Event
- Friends of Pittville – Understanding Pittville Project
- Cheltenham Folk Festival
- Olympic Torch Relay and celebration event
- Midsummer Fiesta
- Cheltenham Motor Sports Ltd - Sustainable Street Expo 2012
- Bath Road Traders – Christmas Lights Event
- Cheltenham Festivals
- Holst Birthplace Museum – Holst Discovery Project

### **Unsuccessful Projects**

- The Stable Company – Mini farm
- Friends of St. Mary's Church
- Friendly Forests - Festival
- Fair Shares Gloucestershire – Time bank
- By Local
  
- Pittville Park Ice rink project - cancelled

## Project updates

ORGANISATION	PROJECT	FUNDING ALLOCATED	FUNDING RECEIVED TO DATE	PROJECT UPDATE/OUTCOMES
<b>Bath Road Traders</b>	Bath Road Christmas Lights Event  <b>25<sup>th</sup> Nov 2011</b>	£4,100	4,100 01/02/12	<b>Project completed</b> <ul style="list-style-type: none"> <li>• <b>Increased visitor numbers</b> -More than 1000 people lined Bath Road, 100% improvement on the previous year.</li> <li>• <b>Increased retention, investment and expansion of existing businesses</b> - More than 6 businesses on Bath Road recorded their best ever trading in one day.</li> </ul>
<b>Everyman Theatre</b>	The Heritage Experience	£5,000		Trained tour guides in place. There is a small charge (£5). There were 75 tours between October and the end of December and it is hoped to maintain at least 4 per week.
<b>Cheltenham Poetry Festival</b>	Cheltenham Poetry Festival  <b>18-22<sup>nd</sup> April 2012</b>	£5,000	£1,250 6/12/11	Leaflets and advertising materials are printed and have been distributed. Poetry workshops with elderly groups in nursing homes will start after Easter.  Looking at cost effective ways to promote event on a wider scale
<b>Cheltenham Design Festival</b>	Cheltenham Design Foundation  <b>20-22<sup>nd</sup> April 2012</b>	£5,000	£4000 05/03/2012	Programme completed and brochures have been printed and distributed. Tickets are now on sale and final preparations for marketing and media publications are being made locally, there will also be national coverage in the Guardian. 20 x 14-16 year olds successfully completed the design academy over 20 Saturday sessions between September and April 2012. Launch event taken place.
<b>Cheltenham Film Festival</b>	Cheltenham Film Festival 2012	5,000	£2,500 31/10/11	Events: <i>The Whistleblower</i> , (1987) (With Nigel Havers / Michael Caine) / Filmed on-location in Cheltenham- <i>Champions</i> , 1984 (With John Hurt) / Filmed on-location at Cheltenham Racecourse. A celebration of Cheltenham Film Festival's patron Simon Pegg. Local historical footage event / A compilation of sourced footage that we are steadily drawing together.
<b>Northcliffe Media Ltd t/a Gloucestershire Media</b>	FAB - Fashion and Beauty in Cheltenham  <b>19-24<sup>th</sup> March</b>	£15,000		Event completed awaiting feedback and report detailing outcomes
<b>Friends of Pittville</b>	Pittville heritage boards: Understanding Pittville	£5,000		Begun researching best design for the heritage boards, begun researching what other walking tours are available - guided, self-guided Researching the different media used by others, e.g. MP-3 players, QR codes (see below) Started to assemble images for the heritage boards and leaflet Established what the borough council is planning in way of tree and wildlife walks in Pittville Identifying potential designers for heritage board and leaflet content. Secured comment on and input to content from local secondary school pupils, in principle, from headteacher.

<b>Cheltenham Borough Council</b>	Cheltenham Folk Festival  <b>10-12<sup>th</sup> Feb 2012</b>	15,000		Festival has taken place, awaiting final report detailing outcomes.
<b>Cheltenham Borough Council</b>	Olympic Torch Relay and celebration  <b>23<sup>rd</sup> May 2012</b>	£15,000		Project is progressing well
<b>Cheltenham Borough Council</b>	Midsummer Fiesta 2012  <b>7<sup>th</sup> July 2012</b>	£2,500		2 steering group meetings have been held so far with the following results: <ul style="list-style-type: none"> <li>• Steering group membership and leads for each area of work agreed. Planning meeting dates set for the rest of the planning time and timeline for decision making agreed.</li> <li>• Agreed to host a world record attempt for the largest tea dance. This will be heavily promoted by the Music Festival. 300 + couples needed to break the current record.</li> <li>• Agreed to have an Olympic theme and to approach National Governing Bodies for Olympic sports (hockey, golf etc) and provide tasters in these sports to encourage healthy lifestyles.</li> <li>• Site plan has been agreed. • List of potential bar and food caterers to be assembled ready for selection.</li> <li>• Social media sites to be updated</li> <li>• Business sponsorship raffle has launched</li> </ul>
<b>Cheltenham Motor Sports Ltd</b>	Sustainable Street Expo 2012  <b>8-9<sup>th</sup> Sep 2012</b>	£10,000	£2,001	Following extensive representations and discussions, acknowledging public concerns around the over use of Imperial Gardens for the 2012 event, they will withdraw from any use of Imperial Gardens. Plans are now being drawn up to relocate the event to the Inner Promenade. The plans will be set out in a traffic management plan that will need the agreement of Gloucestershire Highways, Gloucestershire Constabulary and others as appropriate.  Cheltenham Motorsports hope to announce the first of their major sponsors in the next couple of weeks.
<b>Cheltenham Festivals Ltd</b>	Cheltenham Festivals; Jazz, Science, Music and Literature	£50,000	£45,000 23/12/11	A revised business plan was submitted in December 2011. It was agreed that encouraging residents from less prosperous areas of Cheltenham into the town centre for Festivals was a key aspect as was promoting Cheltenham's local talent. It was also agreed that attracting visitors from further afield was important.
<b>Holst Birthplace Museum</b>	Holst Discovery Space	£6,000		First stage progressing well, room cleared waiting to hear on securing further funding from Heritage Lottery Fund.