

March 2021



# Community Pride 2021 Application guidelines

## Community Pride 2021 – application guidelines

In 2021 we have a pot of funding, worth £30,000, to allocate to local good causes and we are now inviting applications for funding to support community pride projects across Cheltenham.

The funding will be made available to support community-owned projects that will build up community pride and enable local groups to be more influential in supporting their communities and improving their neighbourhoods.

Cheltenham Borough Council has adopted a [place vision for Cheltenham](#).

We want Cheltenham to be a place:

- Where all our people and the communities they live in thrive;
- Where culture and creativity thrives, celebrated and enjoyed throughout the year;
- Where businesses and their workforces thrive; and
- Where everyone thrives.

These are the ambitions that we want Cheltenham to be known for.

- Cheltenham enables business growth by being better connected.
- Champions physical and mental wellbeing.
- Internationally renowned for its culture, heritage, food and sport.

Additionally, Cheltenham Borough Council and its partners have committed to highlighting and addressing the issue of children growing up in poverty and the inequality between them and their more affluent peers through the [No Child Left Behind project](#).

This year we want to use our community pride fund to support our place vision and our ambitions for Cheltenham.

Therefore up to £30,000 will be made available via community pride grants to match-fund community-led projects, up to the value of £5,000 to fund the following:

- Community-led projects that enable local businesses and their workforces to thrive
- Community-led projects that enable people and communities to thrive and that support physical and mental wellbeing
- Community-led projects that enable culture and creativity to thrive in Cheltenham
- Community-led projects that target inequality and help to reduce the impact of children growing up in poverty.

Up to £4,000 will also be made available via **Community Building grants** to community and voluntary sector groups to run small-scale projects, events and activities to help them support the well-being of their neighbourhood up to the value of £300.

The closing date for Community Pride Applications is **Friday 18<sup>th</sup> June 2021**.

Community Building applications are on a rolling grants process and applications are welcomed at any time.

**For application forms and guidance please visit:**

<https://www.cheltenham.gov.uk/communitypride>

### **Who can apply?**

Any parish council, constituted voluntary sector, community or neighbourhood-based organisation can apply. The awarding criteria will seek to distribute this funding evenly across the different areas of Cheltenham.

### **How much can be applied for?**

For the **Community Pride grants**, any group may apply for a single award up to a maximum of **£5,000**. Please be aware that as there is only £30,000 available in total, the council will look to fund only those projects that offer the best value for money.

Funding will be allocated on a 50% match-funding basis; in that the council will fund 50% of the agreed costs of the project, with the other 50% of costs being met by the organisation through either match-funding or contributions in-kind. These are defined as non-cash contributions to a project, typically donated goods and services, which are necessary for the project and would otherwise have to be purchased for the project to go ahead.

We recognise that for many community organisations, there will be the need to organise fund-raising activities. Consequently the award will be held open for 12 months from the decision by Cabinet to allow for other funds to be secured. We will only pay the grant once you can demonstrate that the other funding is in place.

### **Implementing projects**

The applicant organisation will be responsible for the project management and delivery of the successful schemes. Consequently the Council will be looking for applications that demonstrate clarity of both planning and delivery of the projects with an understanding of what permissions will be required to see the successful implementation of the project.

### **What we will fund**

**Projects need to be accessible at no-cost to the general public and need to create a lasting legacy for the local community. We will only fund time-limited projects up to a maximum of 12 months from the project start date.**

Applications must be accompanied by evidence that the applicant will secure the necessary permissions to enable the work to proceed.

### **What we won't fund**

- Any events or activities of a political nature
- Ongoing revenue commitments
- Projects being delivered outside the boundaries of Cheltenham borough.
- Projects that cannot demonstrate that the necessary permissions will be achieved within the appropriate timescales

### **The assessment criteria**

In early July, a Community Pride panel, which will include the Leader of the Council, a representative of the VCS and the relevant Cabinet Member, will assess all submitted applications. They will consider the information you supply on the proposals form to assess the following:

- The project's contribution to our place vision and ambitions
- The project's value for money in terms of its community benefits versus the amount of grant requested
- That the project will meet an identifiable need or build on an opportunity
- What will the project achieve
- What the longer-term legacy of this project will be

We will be looking for reassurances that the applicant has thought about all the different types of licences and permissions that might be required to deliver the project. These might include event type permissions and licences as well as highway permissions and planning permissions. We have attached a guide to the types of permissions needed for public events at the back of this document.

We are also looking for assurances that the project deliverer will put in place a robust system for collecting, monitoring and assessing the impacts of the project and for reporting and sharing this information.

Where projects involve working with children and young people, we will also ask you about what measures you have in place to safeguard their wellbeing.

Groups will also need to have current and relevant liability insurance in place before any agreement can be signed and you will be expected to provide copies to prove this. Applicants will be held liable for any damage caused to public property and the council will not accept any liability for claims for damage, loss or injury resulting from this work.

The intention is that recommendations from the panel are discussed by Cabinet and final decisions will be communicated to bidders shortly after the meeting.

## More information about Community Building grants

### Why community building grants?

Throughout our work we are adopting a “strengths-based” approach to thinking about how we maintain and improve the things that make Cheltenham special. We know that the amount of funding that the public sector bodies have to do this, be it through local councils, schools, the police, and the health service is shrinking.

A strengths-based approach starts from a place of possibilities, strengths and capacities as opposed to problems or deficiencies. Cheltenham Borough Council wants to provide small amounts of money to our local communities so that they can identify and harness their significant skills, powers and resources.

These themes might be picked up in practical projects such as:

- Purchasing equipment to enable the group to be more effective;
- Using technology and social media to create a sense of community; or
- Organising community events that will build a strong sense of community resilience.

Alternatively community groups might want to use the funding to acquire specific support such as:

- Identifying, recruiting and supporting volunteers;
- Participating in training courses for volunteers and paid staff to develop specific skills such as fund-raising, management structures, governance and accountability;
- Accessing specific advice and support to enable them to take on public assets and/or public services, including looking at new organisational models;

### Who can apply?

Any parish council, constituted voluntary sector, community or neighbourhood-based organisation can apply. The awarding criteria will seek to distribute this funding evenly across the different areas of Cheltenham.

### How much can be applied for?

Any group may apply for a single award up to a maximum of **£300**. We will expect the group to contribute to the success of the project and match the grant with energy, time and commitment measured at £12/hour, or through meeting any additional costs incurred.

### What we won't fund

- Any events or activities of a political nature
- Projects being delivered outside the boundaries of Cheltenham borough.
- Projects that cannot demonstrate that the necessary permissions will be achieved within the appropriate timescales

### The assessment criteria

We are looking for projects that have been well thought out and can demonstrate the following:

- That the project, event or activity will build community spirit
- What the event or activity will achieve
- How success will be measured
- The amount of funding requested and any additional volunteer time or cash that is contributed

## **How to apply – for both community pride and community-building grants**

### **Can an organisation make more than one grant application?**

The council will treat the two grant funds separately so an organisation may submit applications to both and success in one will not jeopardise the other application. However, within the two funding pots, no more than one award will be awarded to any one organisation.

### **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 can be 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.

### **Agreements and performance management**

Before the project can start, the council will enter into a project agreement with the provider which will set out various obligations on the two parties. This is very important as the way in which the money is used will be subject to inspection and audit and your monitoring plans will help us ensure that your project is progressing along the right tracks.

### **Grant payments**

For successful applicants, payments will generally be made in arrears on receipt of a completed performance management report and claim form. However, we can arrange advance payments to help with cash flow but this will be subject to checks and you will be liable to repay this if your project does not make satisfactory progress.

### **Other considerations**

Please be aware that as this is public money, the funding will be subject to inspection and audit. Any fraudulent activity will be quickly identified and reported to the police.

**Completed community pride applications must be returned no later than Friday 18<sup>th</sup> June to:**

[communityservices@cheltenham.gov.uk](mailto:communityservices@cheltenham.gov.uk)

# Sources of support

## **Information about community development issues**

Helen Down / Louise Forey

Cheltenham Borough Council

01242 264376 / 264297

[Helen.down@cheltenham.gov.uk](mailto:Helen.down@cheltenham.gov.uk) / [Louise.forey@cheltenham.gov.uk](mailto:Louise.forey@cheltenham.gov.uk)

## **Guidance on funding and setting up voluntary & community groups:**

Angela Gilbert, GRCC

01242 227737

[angelag@grcc.org.uk](mailto:angelag@grcc.org.uk)

## **Information about urban design and landscape issues**

Howard Barber

Cheltenham Borough Council

01242 264117

[Howard.barber@cheltenham.gov.uk](mailto:Howard.barber@cheltenham.gov.uk)

## **Information about licensing of public events**

Lois Krog

Cheltenham Borough Council

01242 264172

[Louis.Krog@cheltenham.gov.uk](mailto:Louis.Krog@cheltenham.gov.uk)

## **Guidance on safeguarding of children and vulnerable adults**

Tracy Brown

Cheltenham Borough Council

01242 264142

[Tracy.Brown@cheltenham.gov.uk](mailto:Tracy.Brown@cheltenham.gov.uk)

## Guidance on Permissions and Licences for public events

For particular events, applications will need to be accompanied by evidence that the applicant will secure any necessary permissions to enable the event to take place.

Examples of licences, permissions and requirements that may be needed for public events are:-

- Temporary Events Notice (TEN) – this will need to be applied for if the event site is not already covered by a licence and the event will be attended by more than 499 people at one time. A TEN will cover activities that involve the sale of alcohol, regulated entertainment (i.e. live/recorded music etc.) and the supply of hot food and drink after 23:00. A TEN should be submitted to the licensing section at least 10 working days in advance of the event date. See [http://www.cheltenham.gov.uk/info/860/licence-alcohol\\_entertainment\\_and\\_events/142/temporary\\_event\\_notices](http://www.cheltenham.gov.uk/info/860/licence-alcohol_entertainment_and_events/142/temporary_event_notices)
- Markets Licence – a Temporary Markets Licence may be required if your event will have stalls offering goods to customers. Markets held on a public highway will require street trading consent whereas markets in parks will require the consent of the relevant parks manager. Applications for street trading consent will take at least 28 days to process due to the consultation period and may, depending on the outcome, go to committee.
- Music Licence – A licence will usually be required from PRS for Music (Performing Right Society Ltd) if you are planning to use recorded or live music at your event .
- Food Hygiene Certificate – this is required even if you are supplying food to members of the public on a not for profit basis. Most caterers will have this but it is your responsibility to check.
- Licence to hold a lottery - If you intend to have a raffle or tombola certain licensing conditions may apply. The simplest form of raffle or tombola is where a cloakroom type ticket is used. Permission is not required for these activities. If however you are selling printed tickets to the public, in advance of your event or where the prizes are not on display then a licence to hold a lottery may be required. As the event organiser you must ensure that all stall holders comply with the above guidance.
- Public Liability Insurance – Cheltenham Borough Council requires a minimum indemnity of £5,000,000 for public events on its land. Additional insurance may be taken out for other things such as bad weather but you need to consider if this will be cost effective. If you are using entertainers or outside contractors at your event then you must check what insurance cover they have.
- First Aid – All events on council parks and gardens will require a minimum of two dedicated first-aiders and a stocked first aid kit. More first-aiders may be required depending on the size and nature of your event.
- Risk Assessments – when running a public event it is the event organiser's responsibility to ensure that everyone concerned with the event is not put at risk. Identify all the things that have the potential to cause harm in the first instance. From this consider the chances of harm actually befalling anyone (the risk) and then plan, introduce and monitor measures to adequately control the risks.

Any event on land managed by Cheltenham Borough Council must be approved by the council through the application process (see below) to ensure that it will be safely run and doesn't clash with any other events or activities. Smaller events such as a community picnic that have little or no impact on the space may not need an application, however, always check with the council first who will want to make sure that the activity will not present a problem for other users of the space.



More information is on the council's website:

[http://www.cheltenham.gov.uk/info/463/parks\\_and\\_open\\_spaces\\_events/278/events\\_held\\_on\\_council\\_land/2](http://www.cheltenham.gov.uk/info/463/parks_and_open_spaces_events/278/events_held_on_council_land/2)

If the proposed event will entail any objects to be placed on a public highway (i.e. promotional stands etc.), consent for these will have to be obtained from the licensing section subject to the Council's Street Trading Policy which can be accessed here:

[http://www.cheltenham.gov.uk/info/200129/licences\\_and\\_street\\_trading-streets/107/objects\\_on\\_the\\_highway](http://www.cheltenham.gov.uk/info/200129/licences_and_street_trading-streets/107/objects_on_the_highway)