

## **Area South Revenue Grant Request (Executive Decision)**

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*Lead Officer:* Natalie Fortt, Regeneration Programme Manager  
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### **Purpose of the Report**

For members to consider the request for community grant funding towards Town Centre Events on behalf of Love Yeovil Marketing Group.

### **Public Interest**

Community grants are available in each area to voluntary and charitable organisations, not-for-profit groups, Parish or Town councils and other organisations that benefit the wider community. Applications are encouraged that meet a clearly identified local need.

### **Recommendation**

That members support the application for up to £7,500 from the community grants budget.

### **Background**

The Love Yeovil Marketing Group (LYMG) was founded with the aims of positively promoting Yeovil, organising seasonal & thematic events and attractions, creating an enjoyable, varied and exciting shopping experience and monitoring consumer experience and evolving a programme in response to this feedback.

The group is currently run by volunteers and relies on the input of committee members to achieve its goals. The group have recently launched a new website, however, whilst the group has achieved much since its inception, there is a recognition that it now needs to employ someone to help organise events, populate the website and input more time to the social media platforms including Facebook and Twitter. The volunteers are all employed full time elsewhere and do not have the necessary time to continue organising such big events. A focus is needed to drive the projects forward, to enable the website to blossom and to give focus to the events the group currently support.

### **Evidence of Need**

Shopping habits are changing and many of the recent studies in to Britain's High Streets have shown that in order to survive, High Streets need to offer an 'experience' to shoppers. With online shopping becoming popular the only way to keep large numbers of shoppers coming to the town is to offer something in addition to retail such as leisure opportunities, Markets and events.

The Yeovil Refresh has also made reference to the successful delivery of key town centre events and the benefits they bring in generating extra footfall and in aiding a positive perception of the town centre. Some businesses have reported that they have seen an increase of 30% in footfall on events days.

## Project

A group have built a centralised digital hub (website & social media) which allows the local events to be publicised at no cost. Love Yeovil social media platforms are performing well, the Facebook page currently has 2,318 followers and 2,300 likes. These figures have approximately doubled from 12 months ago. Interest in the group and ad-hoc attendance at meetings has increased attracting voluntary input from an arts representative, film and media, evening and night time economy reps and legal and finance sector reps. LYMG and Yeovil Chamber are also jointly re-launching the BA20 forum in order to attract further town centre retailers. The forum offers an opportunity for engagement outside of core retail hours and they will also invite guest speakers from key partner organisations.

LYMG supports the Yeovil Town Council Super Saturday event and organises the Lantern Parade and Stage Show that complement the Christmas Light Switch on, financial contributions total more than £5,000 for those two events.

However, in order to continue to support the Yeovil Town Council events, the Yeovil Half Marathon and put on new events, the group need to employ someone part time. The post will enable a more focussed engagement with the retail, evening and night time sector, will deliver events for the town centre whilst working in partnership with key stakeholders and will continue to develop the online presence, creating a one stop shop for retailers and visitors alike. The post holder will also focus on income generation via sponsorship and grant funding in order to sustain the role beyond this initial funding.

The businesses in the town will benefit by seeing more activity on the ground and by having a dedicated person who 'joins the dots' and co-ordinates town centre activities.

The group will be match funding the community grant from their own funds that are generated through contributions from local businesses. It is recommended therefore to award a one-off revenue grant of £7,500 or up to 30% of the total project costs.

## Assessment Scoring

Below is the summary table from the grant assessment form. It is recommended that funding is only awarded to projects scoring 22 points or more.

Category	Score	Maximum score
<b>A Eligibility</b>	<b>Y</b>	
B Equalities Impact	4	7
C Evidence of Need	5	5
D Capacity of Organisation	14	15
E Financial need	5	7
F Innovation	2	3
<i>Grand Total</i>	<b>30</b>	<b>37</b>

## Funding Breakdown

### Project Costs Breakdown

Salary for Events Co-ordinator post 18.5 hours	12,000
Salary on costs	3,600
Seed funding for events	8,000
Advertising for role	1,000
<b>Total</b>	<b>24,600</b>

Funding Sources	% of Funding of the Total Project Cost	Amount of Funding	Status
Parish Council	30	7,500	Pending
Own Funds (LYMG)	39	9,600	Secured
SSDC (Area South)	30	7,500	This application
<b>Total Project Cost</b>	<b>100%</b>	<b>24,600</b>	

The total does not include the non-financial support from volunteers to administrate the selection process.

### Financial Implications

The uncommitted 2018/2019 revenue grant allocation stands at £10,680. If members agree this award of £7,500 it will leave £3,180, available for other community projects.

### Grant Conditions

The grant would be subject to all the standard grant conditions.

The grant offer would be made based on the information provided in the application form and would represent up to 30% of the total project costs (the final payment may be reduced if the costs of the total project are less than originally anticipated, however payment will not exceed the grant amount approved at committee).

### Corporate Priority Implications

#### Economy

To promote a strong economy with thriving urban and rural businesses we will:

- Work with businesses and use our assets to grow our economy.
- Capitalise on our high quality culture, leisure and tourism opportunities to bring people to South Somerset.

#### Health and Communities

To build healthy, self-reliant, active communities we will:

- Help people to live well by enabling quality cultural, leisure, play, sport & healthy lifestyle facilities & activities.

**Carbon Emissions & Adapting to Climate Change Implications (NI188)**

None.

**Equality and Diversity Implications**

None directly from this report.

**Background Papers**

None