

WILMSLOW TOWN COUNCIL



COMMUNITY GRANT APPLICATION FORM

Name of Organisation:

WBG Wilmslow Ltd

1. Contact Details

1.1 Address of Organisation:

Number 2, 50A Alderley Road

Wilmslow

Cheshire

SK9 1NT

1.2 Contact Name(s)/Position(s):

WBG Wilmslow Ltd

1.3 Contact Telephone Number(s):

0161 254 1111

1.4 Email address:

info@wbg-wilmslow.co.uk

2. Organisation /Club Profile

2.1. Applicant Aims and Objectives (Mission Statement).

Please detail your aims and objectives. Please include in this details of how your organisation benefits the local community of Wilmslow.

Wilmslow Business Group (WBG) represents the business community in Wilmslow and has 3 objectives: to make Wilmslow the best it can be – a town that we can be proud of; to provide a forum for Wilmslow businesses to network with one another and ultimately do business with one another; and to provide support to Wilmslow businesses

2.2 Is the Organisation a registered charity or intending to apply for charitable status?

Yes Intending to Register No

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2.3 Charity Registration Number:

N/A

2.4 If Your organisation is not a registered charity please indicate which of the following applies to you:

Voluntary Organisation

Community Group

Not-for-profit organisation

Social Enterprise

2.5 Please give details of your membership and the geographical area the Organisation covers/draws its membership from.

We have over 100 members; all of whom are Wilmslow businesses

2.6 Is membership restricted in anyway?

No, but member companies have to understand that we are working to improve Wilmslow

2.7 Background information about the Organisation
(Please supply any leaflets/brochures/etc)

3. Previous funding

3.1 Has your organisation ever received funding from Wilmslow Town Council before?

3.2 Please State:

Date

April 2015

Amount

£ 9000

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4. Your Project or Event

4.1 How much money are you requesting? £12,000 per year, for two years .

4.2 Please give full details of how the grant would be used. Please give detail of the grant you are requesting. Please itemise the costs in terms of project/ event expenditure or items that would be purchased. *Please include quotes for items where applicable.*

We are asking the Town Council to match-fund the Wilmslow Business Group Events Team. Wilmslow Business Group will contribute £12,000; and a further £12,000 will be secured through sponsorship of events etc. These funds will be used to cover the salaries of the Events Team.

The Town Council's grant will enable the Events Team to continue their work.

4.3 If the funding is for an event and you make a profit, please indicate how this will be used:

Any additional funds raised by the Events Team will be used to continue to grow the Events Calendar.

4.4 Please state how it will benefit the Wilmslow Community.

By enabling the Business Group to plan, organise and manage key events in Wilmslow, bringing interest and vibrancy to the Town Centre.

4.5 Have you, or do you intend to apply for grant support from any other source?

Yes

No X

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4.6 Please attach a breakdown of anticipated sources of funds.

Included in the Detailed Submission Document: £12,000 from WBG membership subscriptions; and £12,000 from sponsorship of events

4.7 If a grant were forthcoming, would the Organisation be prepared to perform/contribute at/to a Wilmslow Town Council organised function? Please give details:

We would continue to work closely with the Town Clerk and the Town Council Events Committee.

5 Monitoring

5.6 Events: Please identify the people you expect to benefit from your project / event.

Age Range	Current	Forecast
Young people up to 18 (total)		
Young people up to 18 with a disability		
Young people up to 18 from an ethnic minority group.		
Adults 18-64 (total)		
Adults 18-64 with a disability		
Adults 18-64 from an ethnic minority group		
Senior citizens 65 and over (total)		
Senior citizens 65 and over with a disability		
Senior citizens 65 and over from an ethnic minority group.		
Total (unable to forecast as above)		

Our events attract people of all ages. The Wilmslow Motor Show brought 25,000 people into the town centre in 2015.

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Supporting Documentation attached *(Please tick to indicate attachment)*

	Tick
Breakdown of anticipated funding	
and Audited accounts for the last 12 months	
or Most up-to-date accounts	
or New start-up groups – financial statement regarding proposed budget	
and Recent Bank Statement (see 7)	

6 Additional Information

Please add any additional information that is not covered elsewhere on the application form but that you consider to be relevant to your application.

Without the continued support of the Town Council, the Business Group Events Team will be in jeopardy – and therefore so will a number of key events in the town centre.

**Submission by Wilmslow Business Group (WBG)
to Wilmslow Town Council (WTC)
for continued financial support
to**

**Ensure the work already successfully undertaken by the
WBG Events Team can be continued throughout
2016/17 and 2017/18**

Submitted by:

Catherine Mackenzie, Chairman of Wilmslow Business Group

John Mills, Board Member of Wilmslow Business Group

Tel: 01625 537943

Mobile: catherine@mackenziemarketing.co.uk

February 2016

Submission by Wilmslow Business Group (WBG) to Wilmslow Town Council (WTC) for continued financial support in 2016/17 and 2017/18

Executive Summary

Wilmslow Town Council has matched the Wilmslow Business Group's funding of an Events Team over the last two years. Our long term aim for the Events Team is that it should be self-financing, generating income from sponsorship of the events.

The Events Team's presence has been felt throughout Wilmslow – within businesses and also within community groups.

WBG has set the 2016 Events Programme, which is detailed within this report, and is keen to continue to part-fund and support the Events Team to ensure that we can deliver innovative events in Wilmslow to ensure interest and vibrancy in the town. Following discussions with the WTC Events Committee, we suggest that WBG takes responsibility for the organisation of the Christmas Lights Switch On; whilst WTC takes responsibility for the delivery of the Community Awards. We also suggest that the WTC sub-contracts to WBG the organisation of the Community Awards.

The resources within the Events Team have changed. They are currently a full time Events Manager, and we are looking to recruit a full time Events Administrator. We will only be able to afford the Administrator if the WTC continues to match-fund the Events Team to the level we have requested. Recruitment of the Administrator will enable us to extend the events calendar past the four events currently listed for 2016: Food & Drink Week, Art Trail, Motor Show and Christmas Lights Switch On.

WBG suggests that we continue to fund the Events Team in the same ratio as before: one third from WBG subscriptions, one third from sponsorship of events, and the final third from the WTC. We therefore ask the WTC to contribute £12,000 in 2016/17 – we also ask for the same level of funding in 2017/18 to provide certainty to the Team. Should the WTC like to sub-contract the organisation to WBG of the Community Awards there would be a further charge of £12,000 per year.

Submission by Wilmslow Business Group (WBG) to Wilmslow Town Council (WTC) for continued financial support in 2016/17 and 2017/18

Background

In 2014/15 Wilmslow Town Council matched the Wilmslow Business Group's funding of an Events Team at £7,000. In 2015/2016 the Town Council again matched the Business Group's funding of the Events Team at £9,000. In each case the Town Council's funding equated to one third of the annual cost of the Events Team members' salaries. Wilmslow Business Group contributed the remaining two-thirds, with half of that coming from Business Group subscriptions and the other half from monies raised through the events (sponsorships etc). Since the Events Team's formation the Business Group has also managed the Team, provided office accommodation, stationery and other resources for the Team.

As part of our original Grant Application, the objectives of the Events Team were set out to the Town Council:

We plan to run four key, innovative events. Our objectives for any of the events are:

- *To make Wilmslow a place that we can be proud of*
- *To deliver value for money, exciting and innovative events for Wilmslow residents – of all ages*
- *To showcase Wilmslow businesses (retail, leisure and others) and other Partners*
- *To attract into Wilmslow people from surrounding towns*

The Business Group is grateful for the Town Council's support over the last two years. This paper summarises the work that the Events Team has undertaken and the benefits that has brought to Wilmslow.

The Business Group plans to continue to fund the Events Team; and we would like to ask the Town Council to consider continuing its support of the Events Team during 2016/17, as well as 2017/18 on a matched-funds basis.

Wilmslow Business Group

Wilmslow Business Group (WBG) represents the business community in Wilmslow and has 3 objectives:

1. To make Wilmslow the best it can be – a town that we can be proud of and as a consequence is vibrant and sustainable
2. To provide a forum for Wilmslow businesses to network with one another and ultimately do business with one another
3. To provide support to Wilmslow businesses through understanding best practice and providing relevant workshops

WBG has 100 members from a broad range of businesses – retail, leisure, business services, professional practices, property and construction. Membership is growing; and through the work of the Events Team more retailers and leisure operators are becoming involved in the Business Group.

To ensure strong governance the WBG became a Limited Company in May 2014. We have a highly experienced Board which is accountable to the membership as a whole. This Board and the Business Group is chaired by Catherine Mackenzie, who runs a growing marketing consultancy - Mackenzie Marketing Ltd. Amongst the other Board members are Simon Carr, General Manager of Hoopers, a flagship retail business in Wilmslow; Andrew Ford, Director of Castletons Accountants; and John Mills, who takes responsibility for the Events Team and has also supported the Town Clerk in the development of WTC's community events.

Wilmslow Business Group & Wilmslow Town Council

The Wilmslow Town Strategy Document states within the Vision for Wilmslow section that *“Wilmslow will continue to be a forward thinking, dynamic and welcoming town with a strong community spirit”*. It goes on to state under the section ‘objectives for realising this vision’ – Objective 4 – Community:

- *“To encourage ever increasing community involvement in the life of the town, fostering a sense of common purpose and civic pride*
- *To make the best use of existing assets*
- *To continue to be a community that is safe and welcoming”*

We strongly believe that the events that we have organised during 2014 and 2015 meet all these three criteria.

The events clearly involve using the Town’s existing assets: physical assets, human assets, performing skills and business assets. All of our events are organised professionally and offer a safe and welcoming environment to all who attend. Most importantly the events embrace all sectors of the community and where possible increase community involvement at all levels within the town, bring more visitors into the Town, create a sense of common purpose for Wilmslow residents and are something we can all be proud to be associated.

We appreciate that any funding received from the WTC as well as fulfilling the above criteria has to assist in the attainment and implementation of the Council’s Strategic Priorities contained within its’ Corporate Plan. WTC’s web page clearly states that its role includes:

- *To support and encourage community initiatives.*
- *To support the economic vibrancy of the town*

We will demonstrate within this document that funding received from the Council will clearly assist the Council in meeting one or both of these objectives.

We would ask that WTC contributes one third of the Events Team salary costs – a third will be matched by WBG subscriptions and a third from sponsorships etc from events. Any monies received from WTC will ensure stability and longevity for the Events Team and thereby the programme.

2015 Events Programme

Food & Drink Week – March 2015

We developed and delivered a new event in 2015 – the Food & Drink Week. 25 companies were involved in the Week which started with a Gourmet Evening at Chili Banana and finished on the Saturday with the Artisan Market. We secured sponsorship from Castletons Accountants.

The Events Team worked with local food and drink retailers and leisure operators to encourage them to organise events throughout the week and offer food discounts. The Team marketed the Week of events, designed and printed leaflets and programmes. We worked with local news outlets to market the Week.

Wilmslow Art Trail – June 2015

We organised the Town's second Art Trail which took place between Friday and Sunday. The event included 25 venues and almost 40 artists, including businesses and community locations.

All marketing materials were written, designed, produced and distributed by the events team. 20,000 leaflets publicising the event were produced which included a town center map of the trail. As well as these promotional leaflets, 2,000 quality brochures were produced which went into greater detail about the locations and artists. Leaflets were distributed at markets in the area including the Wilmslow Artisan Market, Knutsford Market and the Treacle Market in Macclesfield as well as via libraries, other public buildings, local art galleries, at the Art Trail venues and via the artists' networks of contacts and followers.

The Events Team successfully applied for a small grant from the Evans Arts Trust towards the cost of producing the brochures and also obtained small sponsorship contributions from Castletons Accountants.

The Events Team organised the launch event which was attended by artists, venue hosts, sponsors and invited guests including WTC Councillors. This included distributing invitations; liaising with the venue; dressing the venue; and serving the refreshments.

Wilmslow in Bloom – June/July 2015

We continued to support the community organisations involved in Wilmslow in Bloom. We provided design support for the logo and marketing collateral.

Wilmslow Motor Show 2015 – September 2015

We organised the Motor Show which brought 25,000 people into Wilmslow, despite terrible weather. Complete Vehicle Maintenance sponsored the event. We extended the Motor Show to bring in a boat, jet skis and motor bikes.

The Events Team worked closely with Cheshire Police and Cheshire East Council to organise the Super Car Parade, which is seen by many as one of the highlights of the event. The Team liaised with all of the dealerships who we brought into town, marketed the event, and ran the event on the day.

Wilmslow Community Awards – November 2015

We developed the concept of Community Awards, and launched them in the summer of 2015. There were twelve categories, most of which were sponsored by a local business. The Awards were judged by the Chairman of WBG, the Chairman of WTC, the Headmaster of Wilmslow High, and each Award sponsor joined the Panel for their Award. The process culminated in an Awards Ceremony at Wilmslow Leisure Centre which was compered by Annabel Tiffin. The Awards were incredibly well-received and created a real community feel.

2016 Events Programme

In setting the 2016 calendar of events the WBG has kept to the forefront of the planning process the objective that any events must meet both the WBG objectives and the WTC strategic priorities. Our events are:

- Wilmslow Food & Drink Festival - March 2016
- Wilmslow Art Trail – June 2016
- Wilmslow Motor Show – September 2016. This will be extended to a larger event to cover other areas, such as a Fashion Show etc.

We have suggested to the WTC Events Committee that WBG takes over the organisation of the Christmas Lights Switch-On, as it is a community event which fits with the WBG objectives. We anticipate that the Town Councillors may wish to specify reindeer for the Switch-On event -- if that is the case, we would ask WTC to pay for them.

We have also suggested to the WTC Events Committee that WTC takes on responsibility for the Community Awards which aligns more closely with WTC's objectives. The Community Awards require a significant level of resource; and as we have experience of planning, organising and managing the Awards, we would offer for WTC to sub-contract the organisation of the Awards to WBG. The external costs for the Awards was approximately £6,000; and the time costs for the WBG (ie. Events Team's salaries) were approximately £6,000. Therefore should WTC wish to sub-contract the organisation of the Awards to WBG we would ask for a fee of £12,000 per year, and WTC would be the event sponsor.

Submission by Wilmslow Business Group (WBG) to Wilmslow Town Council (WTC) for continued financial support in 2016/17 and 2017/18

Funding of the Events Team

Our long-term vision for the Events Team is that they will become increasingly self-financing through generating sponsorship of the events. As we have suggested previously, this will take some time.

Therefore the funding that the WBG and WTC allocated to the Events Team was fully spent at the end of 2015. WBG is still fully committed to the Events Team and how they can deliver interest and vibrancy to Wilmslow. WBG will therefore continue to fund the Events Team.

WBG would ask WTC to again match-fund the Events Team in 2016/17 and 2017/18.

As WTC knows, the members of the Events Team during 2015 moved on at the end of the year. The Team found the roles demanding of their time. We have therefore increased the level of resource to a full time Manager. **To increase the events programme and have a greater impact on our vision to develop a self-financing Events Team, we believe that we will need to provide additional resource very soon. However, without the WTC support we will not be able to add further resource. If we have the additional resource we will be able to extend the events programme past the currently planned four main events.**

The salary costs of the Events Team, with Employers NICS, in 2016/17 will be circa £36,000:

Team Members	Salaries
BD & Events Manager – Full time	£25,000
Events Apprentice/Administrator - Part-time	£8,000
TOTAL	£33,000 + Employers NICS

- We have targeted the Events Team to generate a third of their salary costs from sponsorship of events (approx. £12,000);
- WBG have allocated £12,000 to the Events Team's salary costs; and
- **We would ask WTC to match-fund the WBG's £12,000 per year contribution and to provide this level of support in 2016/17 and 2017/18.**