

Please complete all sections of this application form by 4th August 2024

Contact Details

Name of organisation/ group:	<i>Congleton Partnership</i>
Address:	<i>Congleton Town Hall</i>
Postcode:	<i>CW121BN</i>

The contact person should be someone from your organisation who can discuss the application. Please give an alternative person in case the first contact person is unavailable.

	First Contact	Second Contact
Name:	<i>Cathy Dean</i>	<i>Peter Aston</i>
Position:	<i>Partnership Officer</i>	<i>Chair</i>
Daytime phone no:	<i>01260 270350</i>	██████████
Evening phone no:	██████████	██████████
Email:	<i>Cathy.dean@congleton-tc.gov.uk</i>	████████████████████

About your organisation

What type of organisation are you? Please mark all boxes that apply:

- Unregistered community group/ club/ society:
- Registered charity
Charity Number if applicable: *Insert charity number here*
- Other type: *Please state here*
- Do you have a constitution or a set of rules? Yes No

What does your organisation or group do?

The Partnership is an association of organisations and individuals committed to working together in order to improve the quality of life for Congleton Town (and surrounding area) residents and ensure continued prosperity for local businesses. It provides the interface at Town level for private, public and the third (voluntary and community) sectors.

Details of Grant Requested

What project or attraction are you planning to deliver in Congleton Town Centre?

Describe your event, when and where it will take place, who it is aimed at
Congleton Partnership partners with Congleton Town Council to run an annual green fayre in the closed high street and Town Hall. The aim of the fayre is to educate and give a platform for the towns

businesses, services and groups which help residents live more sustainably and promotes 'greener' living which is often better for health & wellness as well as the environment.

Is this a new event, or building on a previous event that you have organised within Congleton Town Centre or elsewhere?

What activity would the grant pay for?

This will be the 5th annual Green Fayre, the 3rd one that has been held in the Town centre closing of the High Street. Repair Café and Big Clothes Movement are holding bumper events within the Town Hall and up to 30 stalls will be on the closed high street. The event takes place on the same day as the Makers Market which helps to give both events increased footfall. The grant money will be used to advertise the event via Facebook and Instagram ads platform to reach a wider audience to increase visitor numbers.

How do you anticipate that the grant money will increase footfall in the town centre?

Describe how you think this investment could encourage people to come into the town
At past events we engage in a number of promotional activities including a web page describing the event, Facebook event page, Eventbrite listing, organic social media posts etc but due to budget constraints we do not do any paid advertising apart from a advert in the Chronicle. Through paid advertising on Facebook & Instagram we will be able to increase our reach through targeting demographics (location and/or interests) and pages with our target audience. Organic exposure to social media posts is low, we want to use paid ads to leverage the power of the platforms.

How do you intend to make sure people know about your event

Describe how you intend to tell people about your event and what help you may need.
Social Media Posts both Congleton Partnership and Congleton Town Council Platforms.
Advert and press releases in local press. Local radio interviews. Inviting and sharing with local groups/schools etc Providing digital promotional material for stall holders to share with their networks. Banner on Aldi roundabout.

How will you ensure that your event is inclusive and accessible?

Describe any actions you will take to ensure your event can be accessed and enjoyed by all members of our community.

The event takes place in the town centre and Town Hall, the level is flat with dropped kerbs outside to enable wheel access with accessible toilet in the foyer of the town hall. The event should be accessible to all.

What measures will you take to introduce environmentally friendly practices to your event/minimise the carbon footprint?

Describe any actions you will be taking to promote good environmental practices and/or minimise the carbon footprint of the event.

We actively encourage visitors to the event to walk or use public transport. We rely on digital promotion of the event instead of leaflets which can be wasted. We use reusable

cable ties for any notices at the event. Recycle bins are put around the event. We encourage reusable cups/water bottles and have free water stations that are available in the town hall.

Your Budget

How much will the project cost in total? £ 3350.00

As well as this grant, please tell us where the other funds for this project will come from. Please mark secured funds with an **S**. If you have applied elsewhere for funding, please tell us where and indicate when you will know the outcome of these applications. Please be aware that the total pot is £6,000 and we hope to be able to support up to 12 town centre events. We will ring-fence the funding for successful applications and will need proof of purchase to release the funding. You can count volunteer time towards your 20% match funding.

Grant	Amount (£)	Secured (S) or Outcome Date
<i>Congleton Partnership</i>	<i>£1500</i>	<i>S</i>
<i>Congleton Town Council</i>	<i>£1500</i>	<i>S</i>
<i>Name of organisation</i>	<i>£</i>	<i>Secured or date</i>

What will the UKSPF funding from CTC pay for?

Item	Total Cost (£)	Amount you are asking CTC UKSPF to pay for (£)
<i>Digital Advertising Campaign</i>	<i>£350</i>	<i>£350</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
Grand totals:	£	£

If a grant is made, please provide the payee details below:

Account name: *Congleton Town Council Ref Congleton Partnership*

Bank: [REDACTED]
 Account No: [REDACTED]
 Sort code: [REDACTED]

If by Cheque Payee Name:

Signed: *Cathy Dean*

Date: *02/08/2024*

Send your completed application to:

CTC UKSPF Town Centre Funding
 Congleton Town Hall

CTC Shared Prosperity Fund Application – Town Centre Events Boost
Please keep a copy of this application form for your records

High Street, Congleton, CW12 1BN

Tel: 01260 270350 ext 3

Email: info@congleton-tc.gov.uk