**PROPOSAL FOR SUPPORT FROM**

**WARRINGTON BUSINESS IMPROVEMENT DISTRICT**

**Information for applicants**

Funding applications for events should be received where possible at least 3 months before an event. If not possible please take into consideration the below dates of meetings for approval purposes. We will not be able to accept any application if they are not approved by both The M&E steering Group and the BID Board.

The Marketing and Events Steering Group will meet the third Monday of the month to review any applications that have been submitted. Please ensure applications are submitted one week prior to the meeting so they can be included in the agenda. The Steering Group will then make recommendations to the board on whether to approve or reject the application. The BID board meetings are as follows where a decision will be made:

Thursday 6th January 2022 Thursday 10th March 2022 Thursday 5th May 2022

Thursday 7th July 2022 Thursday 8th September 2022 Thursday 10th November 2022

Other in kind support may also be made available (eg PR support/management expertise/promotional space etc.)

There is a scoring system for marking the application forms. This is weighted against the following criteria for a reoccurring event

Section 1 Collaboration/Town Centre Wide Offer 25%

Section 2 Commercially Viable/self-sustainable 30%

Section 3 Ambition/Impact/Innovation/Perception changing 20%

Section 4 Track Record/Evidence of previous success/KPIs (If Applicable) 10%

Section 5 Professional branding/PR/collateral 15%

Applications should be submitted in writing to Warrington BID: [warringtonbid@groundwork.org.uk](mailto:warringtonbid@groundwork.org.uk)

Applications will be discussed at BID board meetings where you may be invited to make a presentation.

Financial support of between £1,000 and up to £10k is available depending on the funding round and date of the event. Additional operational, in-kind, practical or marketing support may be requested in addition or as alternative to financial support.

Please note that funds are limited and smaller grants or requests for non-financial support may be more successful.

Successful applications will need to demonstrate a track record, professional marketing and communication planning, collaborative approach to partnership working and show how they meet the aims and objectives of the Warrington BID.

You will be asked for copies of insurance, event management plans, health and safety certificates, risk assessments etc as additional evidence.

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| **YOUR CONTACT DETAILS** | |
| Applicant name |  |
| Position in organisation |  |
| Company/Organisation |  |
| Address |  |
| Telephone |  |
| Website |  |
| Email |  |
| Twitter |  |
| No. of Twitter followers |  |
| Facebook |  |
| No. of Facebook followers |  |

About your project.

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| **GENERAL INFORMATION** |
| **Project Title** |
|  |
| **Description** |
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| **When would this take place? (Date/s)** |
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| **How much funding are you applying for? (£)** |
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| **Is there other (non-financial) in kind support that the BID may be able to provide? (Promotional support/advice/space etc) If so, please explain.** |
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**Section 1**

**Collaboration/Town Centre wide offer 25%**

We want to know how you are working in partnership with other organisations and across the whole BID area. 25% of the available scoring is based on this section of your application.

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| **COLLABORATION / TOWN CENTRE WIDE OFFER** |
| **Who is your target market? Or which offer are you addressing?** |
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| **Do you already have a location secured?**  *Please include details of locations/spaces identified.* |
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| **Does this project involve collaboration with other organisations? Please detail their involvement** |
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| Section 1 | Collaboration | 25% available | Score: |

**Section 2**

**Commercially viable/self-sustainable 30%**

Tell us about your budget for this event. Please include all costs of the project, identifying which parts you have and which parts you have not secured funding. Please also detail the sources of funding, for example private investment, business investment, business loan, grant, gifts in kind etc. Please use separate sheets if necessary. We are interested in seed funding events that can become self sustainable and lever additional support and sponsorship.

30% of the available scoring is based on this section of your application.

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| **COMMERCIALLY VIABLE/ SELF SUSTAINABLE** |
| **Total project costs?** |
| Budget:   |  |  | | --- | --- | | **Expenditure** |  | | **Item** | **Cost** | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | **Total** |  | | **Income** |  | |  |  | |  |  | |  |  | | **Total** |  | |
| **Total requested from Warrington BID?** |
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| **Please detail contributions from other sources? *This includes grants from other bodies, use of own funds etc.*** |
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| **Please detail any “in kind” support you have for your project?** |
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| **What barriers are there to making your idea happen?** |
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| Section 2 | Financially Viable | 30% available | Score: |

**Section 3**

**Ambition/Impact/Innovation/Perception changing 20%**

We are interested in ambitious, perception changing events that enhance the town centres economic vibrancy, raises its profile and fits in with our new future looking place narrative.

20% of the available scoring is allocated to this section of your application.

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| **AMBITION/ IMPACT/ INNOVATION/ PERCEPTION CHANGING** |
| **How will your event generate greater footfall and increased sales for businesses in the town centre?** |
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| **How will your event enhance the profile and reputation of Warrington town centre?** |
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| Section 3 | Ambition/Perception | 20% available | Score: |

**Section 4**

**Track Record/Evidence of previous success able to report/evaluation against KPI’s 10%**

We need to report back on the success of your event. Please outline your experience and how you have measured previous success. What key performance indicators will you use?

10% of the available scoring is allocated to this section of your application.

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| **TRACK RECORD/ PREVIOUS SUCCESS/ KPIS/ MEASURABLES** |
| **Please provide detail of previous experience/ events (if applicable)**  *For example press cuttings, marketing materials, branding, social media feeds, statistics, footfall figures,* |
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| **Please provide the names, telephone numbers and email addresses for two references/ supporters for your project who can talk about your experience and previous projects.** |
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| Section 4 | Experience/KPIs | 10% available | Score: |

**Section 5**

**Professional Branding/PR/Collateral 15%**

We are looking for high quality branding and a clear communication and marketing plan with a track record in delivering footfall.

15% of the available scoring is allocated to this section of your application.

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| **PROFESSIONAL BRANDING/ PR/ MARKETING COLLATERAL** |
| **What is your marketing/ communications plan for this project/ event?** |
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| **If successful in achieving support from Warrington BID, how will we be credited, profiled, recognised?** |
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| Section 5 | Marketing/Branding | 15% available | Score: |

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| **EXTRA INFORMATION** |
| **If you have already spoken to somebody from Warrington BID/ BID Board about the idea- who was it? What advice was given to you?** |
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| --- | --- | --- | --- |
| Section 1 | Collaboration | 25% available | Score: |
| Section 2 | Financially Viable | 30% available | Score: |
| Section 3 | Ambition/Perception | 20% available | Score: |
| Section 4 | Experience/KPIs | 10% available (If applicable) | Score: |
| Section 5 | Marketing/Branding | 15% available | Score: |
|  |  | Total marks out of 100% | Score: |