



Committee and date
StrettonDale Local Joint
Committee

27 June 2013

7.00 pm

Item No

11

Public

StrettonDale LJC grants

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Summary

This report considers the devolved funding allocated to StrettonDale Local Joint Committee (LJC) for the period 1st April 2013 up until 31st March 2014.

The Committee has a total budget of £15,042.00, for the year to fund projects in the local community served by the LJC for the 2011/12 year. This budget consists of £14,000 LJC funding, £980 of arts funding, £62.00 carryover from the 2012/13 budget

Priorities in the previous year were youth based projects; support for the development and implementation of parish plans and support for heritage events. It is proposed to add 'community buildings' to these priorities for funding in 2013/14.

Six applications have been submitted for this round requesting a total of £7349.79.

Recommendations

- A. It is recommended that the applications from those organisations and their projects as detailed in Appendix A to this report are eligible to be awarded funding.
- B. It is recommended that the applications be considered by the committee and a decision on the level of funding awarded to each project is made at the meeting on 27th June 2013.
- C. It is recommended that the committee considers and agrees its priorities for LJC funding at the meeting on the 27th June 2013

Report

Background

The StrettonDale LJC is responsible for the award and expenditure of a devolved budget.

The total amount available to StrettonDale LJC is calculated as follows:

StrettonDale LJC allocation	£14,000.00
Arts grant allocation	£980.00
Carry forward from 2012/13	£62.00

TOTAL BUDGET 2012/13 £15,042.00

1. The Constitution governing Local Joint Committees states :
 - a. Each Local Joint Committee (LJC) has a delegated budget which will be confirmed on annual basis.
 - b. The LJC must use standard guidelines and application forms when granting funding to third parties
 - c. The LJC budgets will be subject to Shropshire Council's audit procedures
2. All projects have been assessed against criteria in the LJC Financial Procedure Notes and guidelines. On that basis all the applications listed in Appendix A are recommended as eligible for approval but members may wish to consider the level of support to offer and whether there are any conditions they would like to apply.
3. The Committee is also asked to note that the overall budget is based on the total population of the LJC area
4. Six applications have been received requesting a total of **£7349.79**.
5. If the Committee are to approve all the grants to their full level, the remaining budget for the year would be **£7692.21**

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Draft Medium Term Financial Plan 2011/12 – 2013/14, Appendix 5. Report to Cabinet 13th January 2011.

Locality Working Local Joint Committees. Report to Cabinet 9th December 2010.

LJC application forms for the projects listed

Human Rights Act Appraisal

The recommendations contained in this report are compatible with the provisions of the Human Rights act 1998

Environmental Appraisal

Not applicable

Risk Management Appraisal

All funding applications are assessed against agreed criteria which will minimise any risks associated with these projects

Community / Consultations Appraisal

None

Cabinet Member – to be confirmed

Local Shropshire Council Members

Councillor David Evans

Councillor Lee Chapman

Councillor Cecilia Motley

Councillor Tim Barker

LJC Parish and Town Councillors

Councillor Hilary Claytonsmith

Councillor Lynne Gray

Councillor Mel McFarland

Councillor Paul Harris

Councillor Steve Pennington

Councillor Allan McVittie

Co-opted Members

Nicola McPherson, Richard Hubbard – StrettonDale Area Partnership

Richard Wilson - Acton Scott Parish Meeting

Appendices

Appendix A - Applications for consideration 27 June 2013

APPENDIX A

StrettonDale LJC (20). Grant applications for LJC meeting, 27th June 2013.

Budget available £15,042.00

Projects requesting funding totalling £7349.79

Ref	Organisation and contact	Summary and potential outcomes	Total cost	Requested	Match funding confirmed
SD 20.17	Leebotwood Village Hall (Mary Wilson)	<p>With this application we are requesting funding to purchase a second hand container to act as additional storage for the building, which has been desired since the refurbishment and extended use of the hall from 2009 onwards. The hall is now extremely well used. Regular users include weekly; dancing, table tennis, art, drama, yoga, YFC, computer classes, and monthly meetings and events including whist, and committee meetings.</p> <p>We have recently invested in new chairs and increased the size of the car park which has helped with the bookings.</p> <p>An additional storage area is needed so that we are able to use the main hall more flexibility and better meet the needs of the people using it. Some groups want the hall completely cleared and furniture has to be stored in the Foyer area which is not ideal and could be a hazard to users. Groups have complained about this issue so we are trying to find a way to meet their needs.</p>	£600	£350 (58% of total costs)	£250 (42%) From own funds
SD 20.18	Pitstop (Suzan Williams)	<p>Through Pit stop we are aiming to create a friendly environment within which families can meet and interact together. We hope that it will also provide connections within other organisations in the community including the schools, toddler groups and Busy bees pre-school. Pit stop itself runs on a monthly basis and each 2hr session is organised around a theme and includes a range of crafts, games and other activities which involve individuals across the generations from the youngest to the oldest. Our time together also includes a two-course meal which has proved to be very popular with the families.</p> <p>We believe that we are providing something unique within the community at this time and although Pit stop itself has only been running for six</p>	£1191.78	£711.79 (60% of total cost)	£480 (40%)

		<p>months it is proving to be very popular. At our first session we had over fifty adults and children and even though the numbers have levelled out to between 40-50 we still feel that the purpose of what we are doing is quality and not quantity.</p> <p>During the first year preceding being ordained I spent a considerable amount of time listening to the needs of the community via various sources including the local toddler groups and the primary school. It was during this time that we discerned the need for a project like Pit stop to provide the opportunity for families from the local community to meet together in a non-threatening and relaxed way.</p> <p>Our long term aim is to link up with other service providers within the community including our local health visitor and sure start centre to try and provide a means through which families can get to know about Pit stop through different sources. We have also co-ordinated our holiday events with the Silvester Horne Institute so as not to clash with events that they are putting on.</p> <p>It would be easy for organisations seeking to meet the needs of the local community to assume that the local population is predominantly elderly but we have found this not to be the case with the addition of affordable housing to the stock of properties available in the last few years there has been an influx of families who are looking for ways in which to form links and primarily put down roots in the local community and believe that Pit stop maybe one of the ways in which this could be encouraged to happen.</p>			
SD 20.19	Church Stretton CIC (Sara Eastwood)	<p>The Visitor Email initiative was developed last year by Sara Eastwood as part of her Leader Funded Marketing and Development role of which one element was to increase Visitor Footfall into the town. The objective of the Visitor Email is to encourage Visitors staying in and around the AONB to pursue holiday activities which are close to home and sustainable and to encourage them to eat and shop in Church Stretton town centre (being the only market town in the AONB).</p> <p>If we can inspire visitors already staying in and around the AONB to spend more of their holiday time in the AONB and less time travelling around to other tourist attractions further away e.g. Powys Castle, then the businesses within the AONB will also potentially benefit from these same visitors spending money in the cafes, pubs, shops in the area too so it will help boost the local economy.</p>	£3000.00	£920.00 (30% of total project costs)	£2080 (70%) CIC Own Funds AONB SDF grant scheme

		<p>HOW IT WORKS:</p> <ul style="list-style-type: none"> • We recruit Accommodation Providers (AP) in and around the AONB and offer them a quick and easy way to inspire their guests for a great day out (currently we have 60 Accommodation providers signed up) • We are primarily looking to target Holiday Let Accommodation Providers because they are more likely to want to tap into a free service which gives them the opportunity to add value to their guests. • We send the AP our Visitor Email (4 per year) which they simply forward to any guests staying with you during the following quarter. • The Visitor Email will provide their guests with timely and relevant reasons to do activities within the AONB. • The Visitor Email will encourage Visitors to click through to a variety of established websites so they can get more information about interesting things to see and do within the AONB. It will also provide information on local festivals & events and carry promotions they can use provided by local businesses encouraging the Visitors to spend their holiday money in the area. • There is no wastage as all we do is send the AP the Visitor Email and all they do is forward it onto their guests. We do not therefore have to worry about dead data because the end user data is still owned by the AP. • For this project, we will be looking to recruit AP's in an around the AONB to join although we won't exclude other AP's who actively seek to receive it. <p>BENEFITS TO THE ACCOMMODATION PROVIDER:</p> <ul style="list-style-type: none"> • The AP's are quickly and easily able to add value to their guests by sending them timely and relevant information about a beautiful area of Shropshire within easy reach of their accommodation. • The AP keeps the control and don't have to provide us with their data. We send the AP the Visitor Email which the AP can then chose to forward to whomever they want, whenever you want. • It saves the AP time telling your guests verbally about this area of Shropshire when they arrive as the Visitor will already have received lots of information via the Visitor Email before they get to there. • The Visitors should appreciate the AP being proactive in providing 			
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		<p>them information of things to do in the local area thus enhancing their first impressions and feelings of goodwill towards their AP.</p> <p>BENEFITS TO THE VISITORS:</p> <ul style="list-style-type: none"> • The Visitor Email should provide Visitors with inspiration for things to do in the local area. Things they may not necessarily have researched before coming (unless they are specifically coming for that activity) e.g. A family staying in Church Stretton because they want to visit both Shrewsbury and Ludlow may not necessarily have thought of picking winberries on the Long Mynd or spotting Red Kites? • Visitors can benefit from promotions we have negotiated with local businesses thus saving them money. • Visitors will feel even more secure about their impending holiday knowing that their AP has gone the extra mile to make them feel welcomed and knowledgeable about things to do on their visit to Shropshire. <p>BENEFITS TO LOCAL BUSINESSES</p> <ul style="list-style-type: none"> • By keeping Visitors in already staying in and around the AONB in the AONB means that local businesses will get more of the Visitors holiday purse <p>Local businesses will have the opportunity to provide and advertise promotions and offers on the Visitor Email giving Visitors even more reasons to spend their money in the local area</p> <p>In 2012 the Church Stretton Town Council won some Leader Funding to fund a Marketing and Development Manger. As part of her deliverables to increase hits to www.churchstretton.co.uk and increase advertising revenue, Sara Eastwood came up with the idea of the Visitor Email targeting Accommodation Providers (APs) within one hour's drive time of Church Stretton area.</p> <p>We contacted just over 300 AP's and currently have 60 opted into receiving this Visitor Email (20% take up). Approximately 20 of these APs are within the AONB, approximately 20 are around the AONB and approximately 20 are further afield but still within Shropshire.</p> <p>We have sent out three Visitor Emails and are consistently achieving a 60-65% open rate (so of the 60 AP's we send the email too, 36-40 AP's are opening the email to read it and forward it on – it may be more because if they have security on their system it may not register when</p>			
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		<p>they open it. When you compare this to the industry average for Tourism Email Marketing Campaigns measured by Mail Chimp which says open rates are 28% see: http://mailchimp.com/resources/research/email-marketing-benchmarks-by-industry/</p> <p>After Visitor Email no 2 we also surveyed our AP's and proved a need for this type of free information service as results showed that 100% of our responders found it useful.</p>			
SD 20.20	Medieval Stretton (Bob Welch)	<p>Funding is requested towards the community Celebration of 800 years of Church Stretton's Thriving Community, since the granting of Market Rights by King John in June 1214. It is being organised by a Co-ordinating Committee, which is aiming to involve as wide a range of community organisations as possible to achieve an ambitious range of objectives:</p> <ul style="list-style-type: none"> a) involve residents of all ages in learning about the town's heritage; b) To run a year-long series of events and workshops in schools and community organisations to involve residents in preparing medieval costumes, banners, music, dance, drama, games and food, building up to the Medieval Celebration itself on June 20th – June 22nd – see attached programme; c) To promote cross-generational community cohesion and well-being in a series of family friendly events; d) To enhance the local economy by attracting in a significant number of visitors, not just for this celebration but to interest them in the rich heritage of the area, prompting repeat visits; e) To inspire the next generation of economic growth, drawing on the adaptability of the last eight centuries; f) To have a good time. <p>Fund-raising events on a medieval theme are already under way, having started with a medieval meal, with another planned, plus costume and musical events.</p> <p>Following the Celebration, an evaluation will be undertaken of its impact on residents and a on visitor numbers and levels of satisfaction.</p> <p>In recent years, there has been an upsurge of interest amongst both residents and visitors in the heritage of the town and surrounding area. A Visitor Survey in 2009 identified this interest, leading to the Time-line and historical plaques around the town. This has been reinforced by the town's participation in the annual national Heritage Open Days</p>	£14,000	£1500 (11% of total project cost)	£1500 (11%) From fundraising and Town Council. Heritage Lottery bid currently being submitted

		<p>programme since 2012 and the highly successful Jubilee Exhibition last year, charting the town's development over the last 60 years.</p> <p>A wide range of community organisations and businesses have indicated their willingness to support this 800th Celebration event as a means of cementing "heritage" as a key selling point for this historic market town, This event will add to the growing schedule of festivals across the Shropshire Hills, which are increasingly being seen as a key element in attracting repeat visitors to the area and, this, vital, to the local economy.</p>			
SD 20.21	Mayfair Youth Club – South Shropshire Youth Forum (Richard Morley)	<p>South Shropshire Youth Forum (SSYF) has been leading on youth provision at the Mayfair centre since January 2010. The main focus has been to develop semi-structured activities at the Mayfair centre; encouraging existing users and welcoming new individuals and groups to develop their own ideas and projects. Projects have included residentials, issue-based workshops, personal skills development (such as cooking), peer-led activities and teambuilding sessions such as ice skating trips. Youth club also is an opportunity to support young people with additional needs and have helped quite a number of young people with personal/social problems and issues.</p> <p>Last year we delivered projects based on the needs of young people including the delivery of first aid training, a bike project in partnership with Plush Cycles, arts activities, sports, fundraising activities (including sponsored events and a bingo evening, cookery sessions, we also spent time helping young people explore issue based subjects such as bullying. We also delivered an 8-week community project with pupils from Church Stretton school and delivered practical intergenerational sessions with pupils and day care residents from the centre.</p> <p>The Youth club has been well attended following a successful recruitment drive last September. Currently we have 49 young people aged 11-16 on our register and regularly have over 20 young people attend weekly sessions.</p> <p>This year we'd like activities to start from the new academic year in September and continue to deliver youth club sessions to the end of March. Activities would include:</p> <ul style="list-style-type: none"> • 24 weekly youth club sessions – activities based on needs of young people – including similar activities as previous year. • Setting up and the formalising of a young people led Youth Forum (being done in other areas) with a constitution. 	£5507.00	£2500 (45% of total project costs)	£843 (15%) From donations, fundraising and in kind contributions. Application to Co-op currently being submitted.

		<ul style="list-style-type: none"> Now we are registered with British Red Cross, young people want to complete a Baby-sitting course (there has been a delay in the processing of our application due to BRC, but we have already delivered the First aid element of this course in February). <p>Last year 49 young people benefited from an open drop in youth club at the Mayfair with one-to-one support, activities, workshops and project work combined. The young people involved have come from areas within the catchment area of Church Stretton school and beyond.</p> <p>Young people attending our youth activities identified key themes for young people:</p> <ol style="list-style-type: none"> 1) somewhere to chill and meet friends 2) someone to chat to about personal problems – our youth workers have always provided a sounding board for young people, 3) want to get involved in local community activities. 4) want to look at ways to make a bit of money – enterprising <p>We are proud of the fact that due to the successful of engagement of young people who attend, we know their needs and backgrounds. Around 25% of young people for example, come from dysfunctional families/complex homes. Many young people also face many multi-faceted difficulties in their social and personal lives and young people feel as if they can trust our team to help support them and listen to them with their problems.</p> <p>Both these projects have been developed by young people and we will offer support and structure to enable them both to be a success. We will also have staff on hand to still provide the one-to-one support and will also actively seek to recruit more young people onto the projects.</p> <p>The Mayfair Centre also has a wide range of facilities and equipment including an IT suite, spacious comfy activity room decorated by young people; sports, music and art equipment together with lots of games and resources, so the centre is an ideal place to base the groups.</p>			
SD 20.22	Ticklerton Village Hall (Bruce Orme)	Over the last few years, the Village Hall Committee have improved the hall's toilets and general standard of facilities. The kitchen is what needs some upgrading with kitchen unit improvements, and alterations, another cooker and a fridge is also required. The aim of the project is to make the kitchen area a modern, well equipped room that can cope with functions that require catering. It is an important facility for the Eaton Under Heywood Parish, providing an affordable Hall for hire, which in turn helps	£2280	£1368 (60% of total costs)	£912 (40%) From own funds via fundraising

		<p>raise funds for the local church.</p> <p>The hall provides a nice building with ample parking, that is not too big and not too expensive to hire. The hall is used for many activities within the community. The hall committee have had numerous comments that the kitchen facilities could do with updating to make more people and groups hire the facilities, It is used by locals for meetings, parties, dances, meals, after weddings and funerals. It is also used for events to raise money for the local Church, St Ediths, via the annual fete.</p> <p>With improved kitchen facilities, the Village Hall will get more use and the revenue will increase and therefore help with longer term survival of the building. Fundraising is getting harder to do with less people willing to help out.</p>			
		Totals	£26,578.78	£7349.79	