



Agenda

Community Engagement Forum Partnership Board (Tadcaster & Villages)

Venue: The Ark, 33 Kirkgate, Tadcaster LS24 9AQ

Date: Monday 16 January 2017

Time: 7pm

To: District and County Councillors
Councillors Don Mackay (Chair), Mrs Liz Casling, Keith Ellis, Andrew Lee, Chris Metcalfe, Richard Musgrave and Richard Sweeting

Co-opted members
Steve Cobb, Bea Rowntree, Kirsty Perkins, Trevor Phillips and Avis Thomas.

1. APOLOGIES FOR ABSENCE

2. DISCLOSURES OF INTEREST

A copy of the Register of Interest for each Selby District Councillor is available for inspection at www.selby.gov.uk.

Board members should declare to the meeting any disclosable pecuniary interest in any item of business on this agenda which is not (in the case of Selby District Councillors) already entered in their Register of Interests.

Board members should leave the meeting and take no part in the consideration, discussion or vote on any matter in which they have a disclosable pecuniary interest.

Board members should also declare any other interests. Having made the declaration, provided the other interest is not a disclosable pecuniary interest, the member may stay in the meeting, speak and vote on that item of business.

If in doubt, Board members are advised to seek advice from the Monitoring Officer.

3. MINUTES

To confirm as a correct record the minutes of the Partnership Board meetings held on 14 November 2016 (pages 1 to 7 attached).

4. CHAIR'S REMARKS

To receive any updates and announcements from the Chair.

5. BOARD MEMBERSHIP

To consider any appointments to the Partnership Board (currently 3 vacancies for co-opted members).

6. UPDATE ON PREVIOUS ACTIONS / DECISIONS

To consider any updates from actions and/or decisions made at the previous meetings that will not be covered by subsequent agenda items.

7. CULTURAL STRATEGY FOR TADCASTER

To consider the scoping study report commissioned by the CEF and produced by DepArts Limited (pages 8 to 39 attached).

8. BRIDGE OPENING CELEBRATIONS

To receive an update from the Tadcaster & Rural Community Interest Company about the celebrations to mark the reopening of the Tadcaster bridge.

9. BUDGET UPDATE

To consider the current CEF budget and spending to date (pages 40 to 41 attached).

10. FUNDING APPLICATIONS

To consider applications for funding, using the Funding Framework (pages 42 to 44 attached):

10.1 Selby Swans Gymnastics Academy; '*Meeting the Need*' (pages 45 to 50 attached).

10.2 Age UK Selby District; '*Securing the Future*' (pages 51 to 62 attached).

10.3 Children's Reading Festival; '*Selby District Children's Reading Festival*' (pages 63 to 69 attached).

10.4 Tadcaster Community Library; '*Community Development*' (pages 70 to 74 attached).

- 10.5 Tadcaster & Rural Community Interest Company; ‘*Tadcaster Today 2017*’ (pages 75 to 81 attached).
- 10.6 Tadcaster & Rural Community Interest Company; ‘*Business Forums 2017*’ (pages 82 to 89 attached).
- 10.7 Tadcaster & Rural Community Interest Company; ‘*Visit Tadcaster 2017*’ (pages 90 to 96 attached).

11. UPDATE FROM THIRD SECTOR PARTNER AND NEW COMMUNITY DEVELOPMENT PLAN FOR 2016-19

To receive an update from the Community Engagement Partner and to agree the new Community Development Plan (pages 97 to 109 attached).

12. PROPOSED CEF PROJECTS

To consider two proposals from the Development Officer for CEF projects:

- 12.1 ‘Give It A Go Event’ (pages 110 to 113 attached)
- 12.2 ‘Strictly Community’ (pages 114 to 117 attached)

13. FUTURE FORUMS

To agree topics and venues for future public forums (page 118 attached).

Dates of next meeting
<p>Partnership Board – Monday 13 March 2017 at 7pm The Ark, 33 Kirkgate, Tadcaster. LS24 9AQ. <i>Deadline for funding applications and agenda items is Thursday 2 March at 12 noon.</i></p>
<p>Forum – Monday 27 February 2017 at 6.30pm Proposed venue is Ulleskelf Village Hall.</p>

Gillian Marshall
Solicitor to the Council

For enquires relating to this agenda, please contact Daniel Maguire, Democratic Services on 01757 705101 or email dmaguire@selby.gov.uk.



Minutes

Tadcaster & Villages Community Engagement Forum (Partnership Board)

- Venue: The Ark, 33 Kirkgate, Tadcaster LS24 9AQ.
- Date: Monday 14 November 2016
- Time: 7pm
- Present: District and County Councillors
Councillors Don Mackay (Chair), Chris Metcalfe, Richard Sweeting and Keith Ellis.
- Co-opted members
Bea Rowntree and Avis Thomas (Vice-Chair).
- Apologies: Co-opted member Kirsty Perkins.
- Officers present: Gill Marshall (Solicitor to the Council, Selby District Council), Janine Jenkinson (Democratic Services Officer, Selby District Council) and Chris Hailey-Norris (Development Officer Association of Voluntary Service (AVS)).
- Others present: Sara Gott (Chair, Friends of Tadcaster Library), Alison Wadsworth (Secretary, Friends of Tadcaster Library) and David Gluck (Executive Officer of Tadcaster & Rural Community Interest Company).
- Public: 1

34. DISCLOSURES OF INTEREST

Avis Thomas declared a non-pecuniary interest in agenda item 9 - Future Projects that could be delivered by the Tadcaster and Rural Community Interest Company, by virtue of being a Director of Tadcaster and Rural Community

Interest Company. She remained in the meeting during consideration of this item, but did not participate in the discussion or vote.

35. MINUTES

The minutes of the Partnership Board meetings held on 22 September 2016 and 27 October 2016 were confirmed as correct records.

RESOLVED:

To confirm as correct records the minutes of the Partnership Board meetings held on 22 September 2016 and 27 October 2016.

36. CHAIR'S REMARKS

There were no remarks from the Chair.

37. UPDATE ON PREVIOUS ACTIONS / DECISIONS

The Development Officer explained that further to the change of community development partner, he would be refreshing the Tadcaster & Villages CEF Community Development Plan (CDP) and presenting it for adoption at the next Partnership Board meeting.

RESOLVED:

To note the update.

38. BOARD MEMBERSHIP

The Board considered ways of raising awareness of the vacant positions to encourage people to join the Partnership Board. It was suggested that an item be included in the Tadcaster Today publication and posters could be advertised in shops.

It was agreed to consider Board membership again at the next Partnership Board meeting.

RESOLVED:

To ask the Democratic Services Officer to include Board Membership as an agenda item for the next Partnership Board meeting.

39. BUDGET UPDATE

The Board noted the current CEF budget, as presented in the agenda.

RESOLVED:

To note the CEF budget update.

40. TADCASTER LIBRARY

Ms Sara Gott, provided the Board with an update on the work of the Friends of Tadcaster Library (FoTL). She reported that the FoTL had become a registered charity and officers had become Trustees. A Business Plan had been submitted to North Yorkshire County Council (NYCC) and negotiations in relation to the building survey, and Service Level Agreement (SLA) had been submitted. The Board was informed that Tom Jenkinson and Jenny Brookes from NYCC, Stronger Communities Team had provided support and assistance in relation to the lease arrangements. Ms Gott explained that FoTL were in the process of recruiting new volunteers; currently there were 11 volunteers running the library sessions. FoTL volunteers had received training and were now running a Wednesday afternoon session from 2pm to 6pm. Further volunteer recruitment would be promoted through social media; it was suggested that a FoTL interest story could be featured in Tadcaster Today. The Board was informed that originally the intention had been to employ a paid volunteer coordinator in post for six months; however there had been further discussion about the post continuing and taking on additional duties, including applying for funding.

The Board was informed that the majority of income generated by the FoTL came from users of the library and therefore the more people that used the service, the higher the income. Ms Gott explained that the closure of the River Wharfe Bridge had detrimentally impacted on the library's footfall and it was hoped that the re-opening of the Bridge would increase the number of people using the service. With regard to funding, Ms Gott indicated that FoTL intended to make a future application to the CEF.

The Development Officer agreed to meet with Ms Gott to provide support with submitting a funding application to the CEF and to discuss ways the CEF could assist FoTL with fundraising and volunteer recruitment.

The Board congratulated the FoTL on its work and achievements to date.

RESOLVED:

To note the update provided.

41. FUTURE PROJECTS THAT COULD BE DELIVERED BY THE TADCASTER AND RURAL COMMUNITY INTEREST COMPANY

The Partnership Board considered proposals submitted by the Tadcaster and Rural Community Interest Company (T & R CIC) which asked the Board to commission a number of projects to be delivered by the T & R CIC.

With regard to the Tadcaster Conservation Area Appraisal, the Solicitor to the Council advised the Board that Selby District Council would be undertaking a programme of Conservation Area appraisals throughout the District, including in the Tadcaster area and therefore the project may duplicate the work planned.

Some concern was raised regarding the lack of details provided in the project briefs, and Board members felt there was insufficient information to make a

decision on the proposals. The Development Officer was asked to complete a CEF project brief application form for each proposal and to submit the completed forms for consideration at the next Partnership Board.

RESOLVED:

To ask the Development Officer to complete CEF Project Briefs, including costings for each of the proposals, and to submit the applications for consideration at the next Partnership Board meeting.

42. UPDATE FROM THIRD SECTOR PARTNER AND NEW COMMUNITY DEVELOPMENT PLAN FOR 2016-19

The Development Officer circulated a handout that detailed potential themes for future CEF Forums and events.

Board members considered the following:

A Village Revitalised	A Forum event held a Bolton Abbey about the development of a resident project to save the historic church and tower.
Eye to Eye	An interactive workshop covering all aspects of eye health, vision screening, reducing the risk of blindness, and support services for people who have sight problems.
Grass Roots Organisation Training Event	CEF initiative to provide additional support and development opportunities for a range of small community based groups and ideas across the Tadcaster and Villages CEF area.
'What a load of old rubbish!'	An opportunity to discuss and tackle the issue of fly tipping with key agencies.
Addressing Transport Needs	An opportunity to address questions to a panel of transport providers.
'Give it a Go' family event	An event to encourage people to try something new, a new sport or activity.
Caring for Carers	An opportunity to receive practical support and information about the range of services available for carers.
Strictly Community	A campaign to encourage groups to submit CEF project proposals at a Forum event, before being considered by the CEF Partnership Board.

The Board highlighted that fly-tipping was not an issue in the Tadcaster and Villages CEF area and therefore agreed not progress this idea.

There was some discussion regarding volunteering and ways of encouraging residents to get involved with volunteering opportunities. The Development Officer explained that the key to engaging people was to make them aware of the variety of volunteering opportunities open to everyone. The Development Officer

explained that the 'Give it a Go' event involved promoting the diversity of volunteering opportunities available to people of all ages and skills.

The Board suggested that 'volunteering / building a sustainable community' be incorporated into the CDP as objectives.

Councillor Metcalfe explained that Selby District Council and North Yorkshire County Council were both working on the same priorities as the CEF and he requested that the Development Officer explore opportunities to work with partners to maximise the CEFs outcomes.

The Development Officer was asked to draft a project proposal for the CEF to host a 'community day' that aimed to encourage residents to become involved in volunteering opportunities.

RESOLVED:

- I. **The Partnership Board agreed it was supportive of the Forum and project proposals, with the exception of 'What a load of old rubbish!' and asked the Development Officer to draft further detailed proposals that included details of partner organisations that could be involved and for the proposals to be considered at the next Partnership Board.**
- II. **To ask the Development Officer to draft a project brief for the development of a 'Community Day' to be presented at the next Partnership Board.**

43. 'PROJECT TADCASTER' UPDATE

Councillor Metcalfe provided the Board with an update on 'Project Tadcaster'. He explained that the project had been superseded by the new PLAN Selby and that Selby District Council would be engaging with Tadcaster Town Council to develop plans.

The Board was informed that David Gluck, Executive Officer of Tadcaster & Rural Community Interest Company had been making arrangements to deliver a celebration event in Tadcaster to mark the re-opening of the River Wharfe Bridge. The Bridge was scheduled to re-open on Friday 27 January 2017 and a day of celebrations would be held on Sunday 29 January 2017.

The Board was informed that further details regarding the celebration day would be published to the <http://tadcasterbridge.co.uk/> website on Friday 18 November 2016.

It was confirmed that £9,800 had been secured from the Lottery 'Celebration Fund' to fund the celebration day. The Board was informed that all funding for the events would be sourced from private rather than public funds.

The Partnership Board welcomed the update.

RESOLVED:

To note the update provided.

44. FUNDING APPLICATIONS

The Partnership Board considered the following funding applications:

Selby Community Recycling and Arts Project CIC (SCRAP)

The application was for £911 to fund start-up costs for a project that supported people with learning and / or physical disabilities to develop skills, knowledge and experiences that lead to new employment opportunities. The application explained that applications had been submitted to the other four Community Engagement Forums for a £911 contribution. The application stated that it was anticipated that after the first year, the project would generate sufficient income to cover the cost of replacements and associated costs.

Board members considered the application. Concerns were raised in relation to: the sustainability of the project, the lack of evidence to indicate that the project would provide clear benefits to the residents of the CEF area, and in relation to part of the funding being to support revenue.

RESOLVED - To refuse the application on the grounds that there was a lack of evidence that the project would be sustainable or provide extensive benefit to residents of the CEF area.

Harrogate District Hospice Care – Just ‘B’ Young People’s Emotional Wellbeing Support

The application explained that the £911.25 funding would be used to support young people at Tadcaster Grammar School to develop their emotional health and wellbeing by working with individuals and groups to promote resilience in the face of difficulties.

The application explained that the funding would be used to employ an experienced worker who would deliver support for one day per week at Tadcaster Grammar School. The project would pilot a model of support which could be rolled out across the STAR cluster of schools.

The Board considered the application. It was pointed out that a significant number of pupils that attended Tadcaster Grammar School came from outside the Tadcaster and Villages CEF area. Board members also felt that given the project related to education and health, there were more appropriate bodies that the applicant could apply to for funding.

RESOLVED - To refuse the application, on the grounds that there was not enough evidence that the funding would benefit residents in the CEF area and other suitable funding sources were available.

45. FUTURE FORUMS

Themes for future Forums had been discussed previously under agenda item 10 - Update from Third Sector Partner and New Community Development Plan for 2016-19.

RESOLVED:

- I. To note that the next Partnership Board meeting would be held on Monday 16 January 2017 at 7 pm.**
- II. To note that the next Forum meeting would be held on Monday 28 November 2016 at 6.30pm.**

The meeting closed at 9 pm.

Tadcaster Cultural Strategy

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Executive Summary

This report is the result of a series of consultations, surveying and research around the current arts and cultural offer in the town of Tadcaster, North Yorkshire and a series of recommendations based on our findings and what we know about the cultural landscape locally, in the region and nationally.

Through this process we have sought to understand:

- The current arts and cultural provision available to residents in the town and immediately surrounding
- Whether there exists an appetite for a further offer which extends and augments that is currently available?
- The elements that would constitute a programme of activity to meet local demand whilst being financially viable in the current economy
- The potential wider benefit to local people and inward investment a programme of arts and culture could offer

The first section of this document is given over to the findings from our research and consultation and highlights a number of key findings:

- 89% of respondents to our online survey live within 2 miles of Tadcaster town centre
- Of these people over 50% attend arts events at least twice a year and over 75% attend cinema/film screenings at least twice a year
- That there exists a potential audience of over 34,000 people who already engage in the arts in some way and would offer a broad target market for a cultural programme for Tadcaster

This information has been interpreted into a series of recommendations around the kinds of artforms and events that could form a cultural programme for the town and practical information around finance and implementation. In summary these are:

1. A year-round mixed artform programme that consists of:

Stand Up comedy

Live music

Film screenings

Family events

Theatre, Plays and Drama

Artistic responses to animating the town centre which support local businesses

Large scale outdoor events

2. A consolidated approach to communications and marketing so audiences know how and where to find information

3. Developing partnerships with organisations who can support the delivery of a cultural activity

4. A process of embedding meaningful monitoring and evaluation alongside the cultural activity

Selby Arts
December 2016.

The logo for DepArts, featuring the word 'DepArts' in a stylized, lowercase, orange-brown font. The 'D' is significantly larger and more prominent than the other letters.



The Current Situation

There is a good level of offer and engagement in terms of community events within the town currently. The Carnival is clearly seen as a key cultural highlight and is well supported by the community. The Community programme at the Riley Smith Hall is very strong with a wide variety of community classes taking place on a weekly basis that are well attended by a cross section of the local community. The numbers of people engaged at the Riley Smith Hall would be envied by many a professional venue in much bigger towns / cities and this should be maximised in terms of further engagement with those patrons as potential audiences for professional presentations across the town.

There is a significant lack of any sort of professional offer currently in terms of Arts & Culture events in the town, our enclosed research and subsequent recommendations focus particularly on this offer and we strongly suggest that our recommendations in this report work in conjunction with the existing offer already in place in terms of community events rather than being seen as replacing it.

The key message that came out of our research was that people in the town want more, there is a clear sense that there wasn't enough happening currently in terms of professional delivery and if there was then people would be only too happy to attend.

One caveat we would like to add at this point is that we have not included any specific reference to the Tour De Yorkshire in terms of potential events around the tour coming to the town, on the advise of the CEF and Selby District Council as this is being dealt with via separate channels via Welcome To Yorkshire and the Tour organisers. We would say that there is an obvious and significant opportunity around this event in terms of additional high quality Arts and Culture activity taking place in and around the town during the Tour's visit to Tadcaster.

Market Potential

Questions to answer:

In the development of any approach to developing an arts and culture it is important to first explore the potential market for events, in this instance we sought to understand:

- Is there an appetite for arts and culture from residents within the town and the areas immediately surrounding?
- If an appetite does exist, is this being satisfied with the current programme of events?
- If not, what kinds of events would be of interest?
- What are the likely numbers of people who have a propensity towards these type of events, and how often can we expect they will attend?
- What are the actual and potential barriers to regular attendance to an arts and cultural offer?
- Competitor analysis i.e. is this appetite being satisfied elsewhere?

Methodology:

We have sought to bring together quantitative and qualitative data from a number of sources to give us the clearest picture of the arts and cultural attendance and appetite in Tadcaster through:

- Individual consultation:
detailed conversations with a number of people from the town involved in the current offer as delivers/ producers or as audiences
- Postcode and data mapping through Audience Agency:
the national audience development and data agency for England, through Audience Agency we are able to gather detailed information about people living in the area and their propensity to engage in the arts
- Desk research and our existing market knowledge of the local and regional offer:
We have augmented our existing detailed knowledge of arts and cultural providers in North Yorkshire with further specific research around proximity to Tadcaster to understand what areas of interest are already catered for, taking into account what most audiences consider an 'acceptable' travel time to an event
- Online survey of potential audiences
To ensure we have the views of as many people as possible, we initiated a large-scale online survey which provided a host of information about current habits and what people would like to see

Audience Agency Spectrum mapping

Audience Agency is supported by Arts Council England and provides national data, research and consultancy around audience behaviours.

Audience Spectrum is a new segmentation model created by Audience Agency, based on the most accurate and up-to-date information, which segments entire English population into 10 profiles according to their attitudes towards culture and what they like to see and do. This is then mapped to individual households; so every address in England is categorised into one of these ten segments.

For the purposes of this report, we have focused on 3 key segments that we know:

- Have a propensity towards, and already engage in, some form of arts and culture
- There is high representation of in Tadcaster and the surrounding area
- Are good prospects for developing loyalty and repeat attendance

These are:

- Commuterland Culturebuffs
- Dormitory Dependables
- Trips and Treats

Further in this document, there is a brief 'pen portrait' for each of these segments, but a detailed breakdown (and details of the other seven) can be found at: <https://www.theaudienceagency.org/audience-spectrum>

In order to give some context, the table below shows all 10 Spectrum segments and the numbers of households in Yorkshire and Humber, compared to the national baseline:

Audience Spectrum segment (adults 15+)	Yorkshire and the Humber		England		Index
	Count	%	Count	%	
Metroculturals	12,164	0%	2,040,551	5%	6
Commuterland Culturebuffs	356,939	8%	5,219,090	12%	69
Experience Seekers	279,311	6%	3,402,649	8%	82
Dormitory Dependables	609,598	14%	6,898,423	16%	89
Trips & Treats	843,784	19%	7,230,031	17%	117
Home & Heritage	431,706	10%	4,233,838	10%	102
Up Our Street	472,169	11%	3,445,591	8%	137
Facebook Families	742,053	17%	5,285,075	12%	141
Kaleidoscope Creativity	318,581	7%	4,211,946	10%	76
Heydays	300,349	7%	1,845,686	4%	163
Unclassified	38,444	-	460,141	-	
Adults 15+ estimate 2013	4,366,654	100%	43,812,880	100%	100

When we compare this data for Yorkshire and the Humber with a number of postcodes in and around Tadcaster (as detailed below), we can see that representation is significantly higher. Thus if we develop an arts and cultural offer that is likely to be appealing to these segments, we put ourselves in the position of having a large target audience, in a close proximity who are already positive towards, and actively engaging with, the arts.

In developing a strategy it is helpful to see, the individual postcodes where these audiences are based, in order that we can make a judgement on how likely they are to travel to Tadcaster town centre for events. This is also useful when thinking about marketing and promotional strategies to ascertain the areas where concentrating our efforts is likely to yield maximum return on investment. Below are 12 postcode areas - all within a 25 minute or less travel time from Tadcaster - where there are good numbers of our potential target audiences:

Postcode	Commuterland Culturebuffs		Dormitory Dependables		Trips and Treats		Total households in postcode
	%	# of households	%	# of households	%	# of households	
LS24 8	13	186	23	334	27	390	1448
LS24 9	18	659	27	1030	20	753	3749
YO23 7	54	250	22	100	7	32	461
LS23 7	38	170	24	105	17	75	444
LS23 6	34	1185	19	672	14	501	3458
YO26 7	27	250	35	321	9	84	915
YO23 3	7	177	33	813	7	177	2461
YO19 4	22	131	43	264	6	38	609
LS22 5	59	969	17	284	6	105	1640
LS25 6	6	195	28	838	24	737	3024
YO8 9	11	589	29	1523	25	1308	5293
YO8 5	8	222	27	741	32	895	2792
TOTALS		4983		7025		5095	

This is a total of **17,103 households** who already have some engagement in the arts.

Broken down further,

- If we assume two adults in each household, then this represents potential **audience of 34,206 for events targeted at adults**
- Dormitory Dependables and Trips & Treats both have a propensity to attend as a family, so, acknowledging the diverse make-up of families in the district, a conservative estimate of a 'family' group of 3 people per household for events then we can assume a potential audience of events for children and families of **36,360**



About the Segments:

1. Commuterland Culturebuffs

Attending arts and cultural events form an integral part of the social and family lives of Commuterland Culturebuffs. They have amassed experiences of a wide range of artistic offerings, have a broad cultural frame of reference and are knowledgeable about the arts. They can afford to pay for high quality artistic events which provide them with opportunities to spend time with their families, socialise with friends and peers, and provide learning or self-improvement opportunities for themselves and their children.

Commuterland Culturebuffs enjoy a high standard of living, with 43% of households having an annual income above £50,000, and a further 37% with an income between £25,000 – £50,000. They are:

- Affluent and settled with many working in higher managerial and professional occupations
- Keen consumers of culture, with broad tastes but a leaning towards heritage and more classical or traditional offerings

- Often mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort
- A group willing to travel and pay for premium experiences, their habits perhaps influenced by commuting
- Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children
- Tend to be frequent attenders and potential donors

2. Dormitory Dependables

Dormitory Dependables make up one of the largest proportions of the population and 87% have participated in arts and cultural activities in the last 12 months. They are warm to museums and the arts, and in particular to popular and mainstream events. A small increase in their individual engagement could potentially have a big effect on audiences overall. They are very keen on live music events and have a particular preference for the heritage offer.

Dormitory Dependables tend to be quite comfortably off, being either successful people in senior management positions, or highly experienced in lower managerial, supervisory or technical roles. About two thirds of households have an income of over £25,000 per year.

- 87% have participated in arts and cultural activities in the last 12 months
- A significant proportion of arts audiences are made up of this dependably regular if not frequently engaging group
- Most live in suburban or small towns and show a preference for heritage activities alongside popular and more traditional mainstream arts
- Many are thriving, well off mature couples or busy older families
- Lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family or social outing than an integral part of their lifestyle

3. Trips & Treats

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

This group enjoy active lives which involve arts and cultural engagement for predominately social and educational reasons.

Live music, musicals, film, pantomime, circus, carnival, plays/drama, museums, galleries and street arts feature most highly in their choices. Around half have attended museums, galleries or heritage sites in the last 12 months.

With an average level of education for the population, this group are mostly employed in mid-level professions or lower management, with some in supervisory roles in highly skilled trades (having undertaken apprenticeships).

Their salaries while not high, offer them a comfortable standard of living in the main. Some are still paying off mortgages so have higher outgoings, others have paid them off (but may still be supporting older children in one way or another).

Attendance by Artform:

Audience Agency's Audience Finder Dashboard collects real-time and annual data based on actual attendances, in order to present the most accurate data about the attendance patterns of each of the segments.

Segment	Most popular artforms	Ave frequency of attendances per year	Ave ticket yield	Ave party size
Commuterland Culturebuffs	1. Plays/ Drama (21.9%)	2.8	£25.70	2.56
	2. Live music (19.8%)			
	3. Musical theatre (11%)			
	4. Dance (8%)			
	5. Christmas show (7.7%)			
Dormitory Dependables	1. Live music (18.6%)	2.24	£21.93	2.61
	2. Plays/ Drama (17.7%)			
	3. Musical theatre (13%)			
	4. Christmas show (9.7%)			
	5. General entertainment inc comedy (8.6%)			
Trips & Treats	1. Live music (17.3%)	1.93	£20.72	2.58
	2. Plays/ Drama (15.8%)			
	3. Musical theatre (15.5%)			
	4. General entertainment inc comedy (10.8%)			
	5. Christmas show (10.5%)			

*Based on Audience Finder 2015/16 figures

From this, we can see that there are a number of key artforms that are frequently attended by our target audiences, these are:

- **Live Music**
- **Plays and drama**
- **Musical theatre**
- **Stand up comedy**
- **Christmas/ Festive shows**

This is largely reflected in our local surveying and consultation data as detailed below.

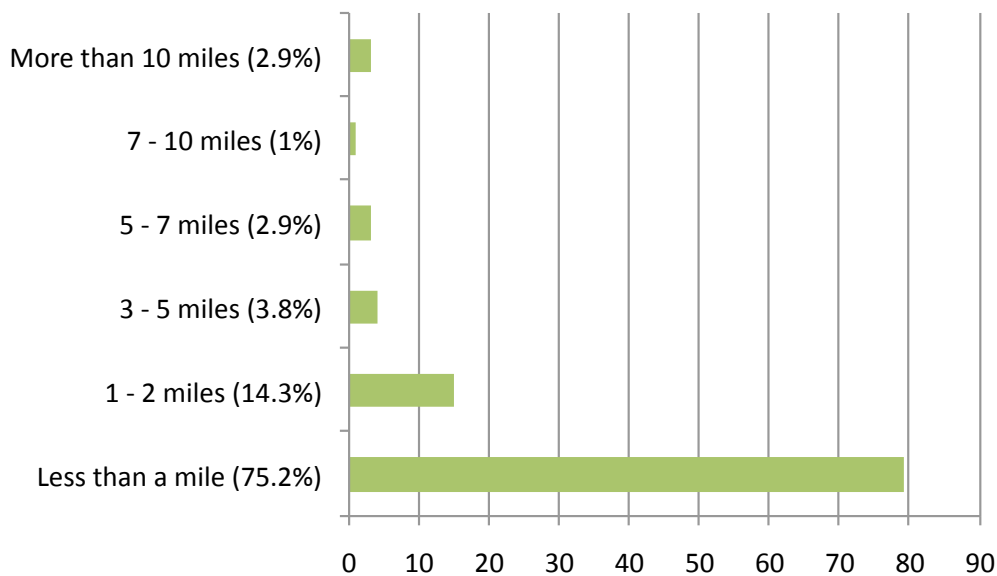
Local Research

Below is a summary of the results of the online survey created and distributed to Tadcaster residents and surrounding. The survey was active for 3 weeks, and during this time we had 106 responses – it is generally accepted that over 100 responses represents a statistical accuracy and reliability. However, we would recommend that this is repeated annually to ensure an accurate picture and that this is distributed through a wider range of channels so that more opinions can be sought. (please see recommendations for more in this area)

1. Location of respondents

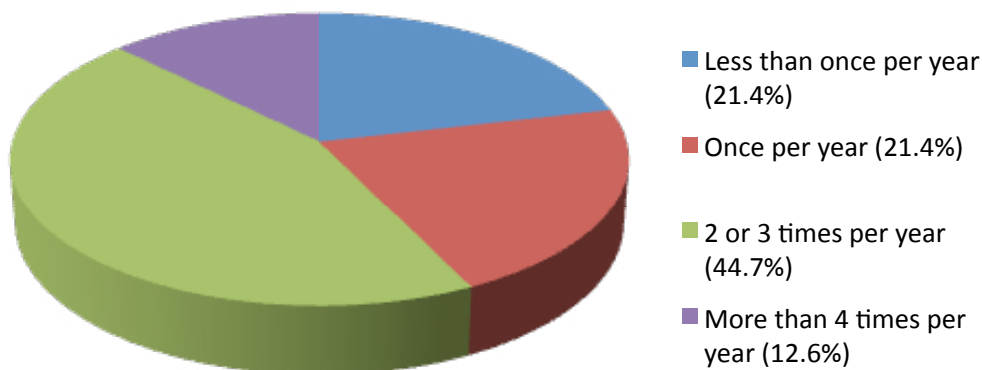
It was important to be sure that we were gathering the responses of people living locally as the primary beneficiaries of any cultural strategy for the town. As can be seen from the chart below, 93% of respondents live within 5 miles of the town centre

- How close to Tadcaster Town Centre do you live?



2. Current attendance

How often would you say you attend live events in TOTAL?



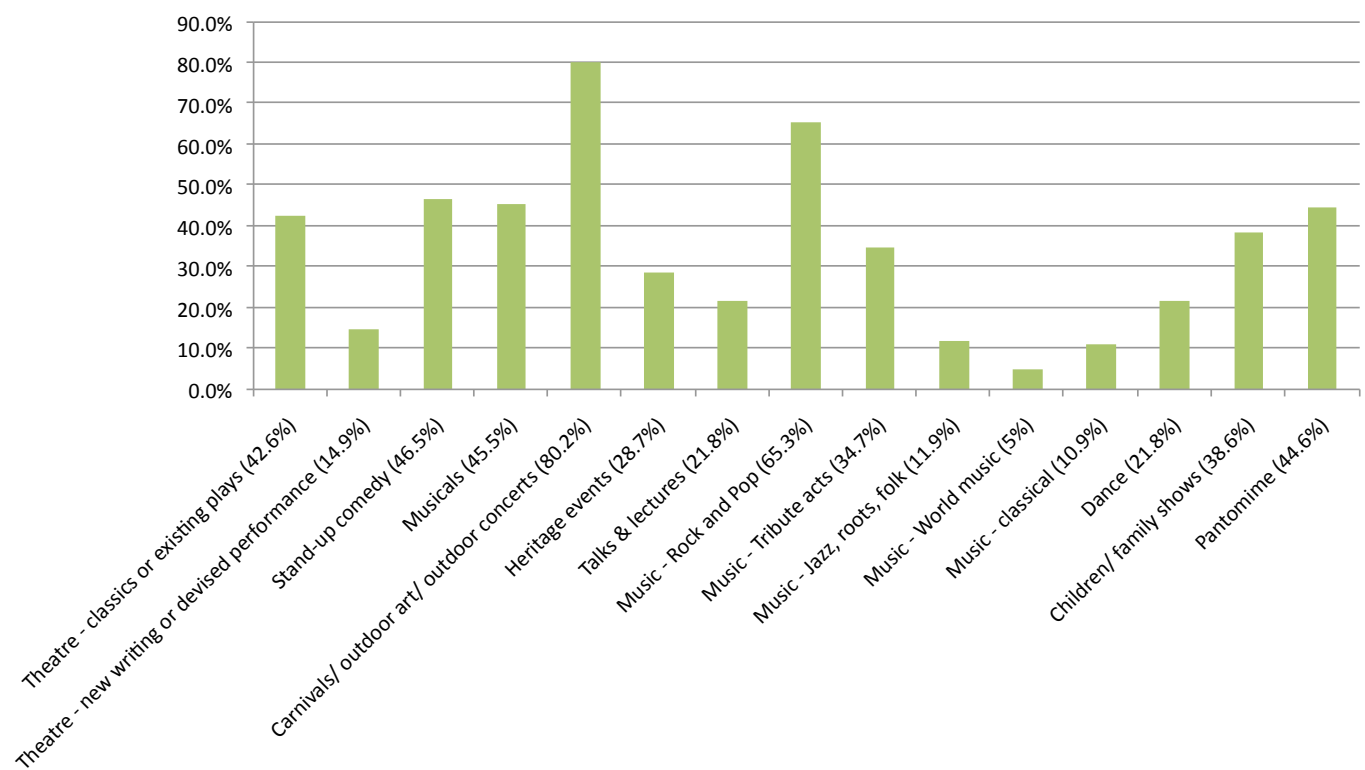
It appears that people who responded survey attend events in line with, or more frequently than, Audience Finder data – which is hugely positive in terms of developing an arts and entertainment programme for the town, as over 50% of people already have this as a part of their leisure time.

3. Artform attendance

It is also important to know what kinds of events people are currently attending, as current behaviours are generally the best indicator of future attendance.

In terms of marketing and audience development this is also useful, as if we employ a booking system which is able to track what events people have attended, we can use this to streamline our promotional activities; targeting information to people who it will be most relevant.

- What types of cultural/ live events do you attend ANYWHERE? (select all that apply)



The information provided by respondents generally mirrors the artform attendance patterns of the Audience Agency segments. Types of events attended most frequently are:

1. Carnival/ outdoor arts
2. Live music (rock and pop)
3. Stand up comedy
4. Musicals
5. Pantomime
6. Theatre
7. Children/ family shows

As previously noted, Tadcaster Carnival is a key date in the annual calendar for the town; it is therefore unsurprising that this is the most popular artform.

Any cultural strategy and events programme for the town should be centred around what we know about the interests of the community the strategy should serve, taking into account what we know about national population data – this will ensure that there are healthy numbers of audiences that would support a sustainable and reliable year-round arts programme.

Therefore we would recommend a mixed artform programme that includes:

Live music

Stand up comedy

Theatre

Children & family shows (including an annual Festive offer)

We will expand on this further in the programming recommendations section – however, we have not included Musicals in this list. This is largely due to the logistical complexities and financial resources involved in presenting musical theatre; which tends to make them difficult to present for ‘runs’ of any shorter than a week. Additionally, many of the large scale venues locally host a range of visiting West End touring shows and audiences for this type of work are probably better served by these venues.

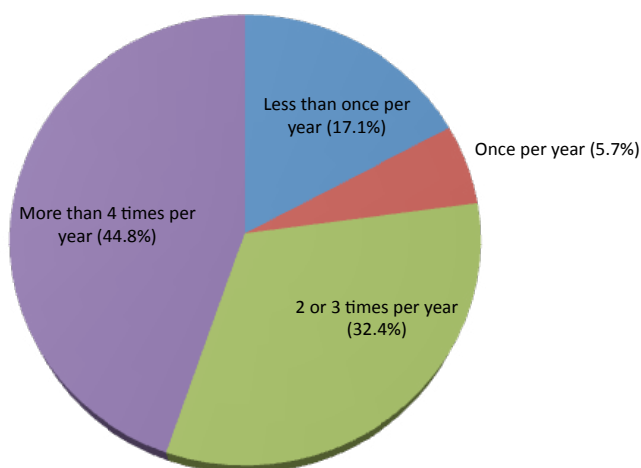
4. Cinema and film screenings

Many building-based cultural organisations run a mixed programme of film screenings and live events – once the initial infrastructure is in place, film screenings are fairly inexpensive to present and can be less resource intensive, due to:

- Most film releases have a national marketing and promotional campaign (including TV advertising) that is financed and delivered by the distributor, thus there is already interest and awareness meaning that a campaign for screenings is more around making potential audiences aware that you are showing it
- Screening fees are often much less than the performance fee for an artist or company (unless you wish to screen the film immediately on release – see recommendations)

Often film screenings can also present a more familiar ‘entry route’ into arts attendance and cultural buildings for first time audiences so are useful in developing loyalty and growing a database of potential audiences.

- How often would you say that you go to the cinema/ attend film screenings?

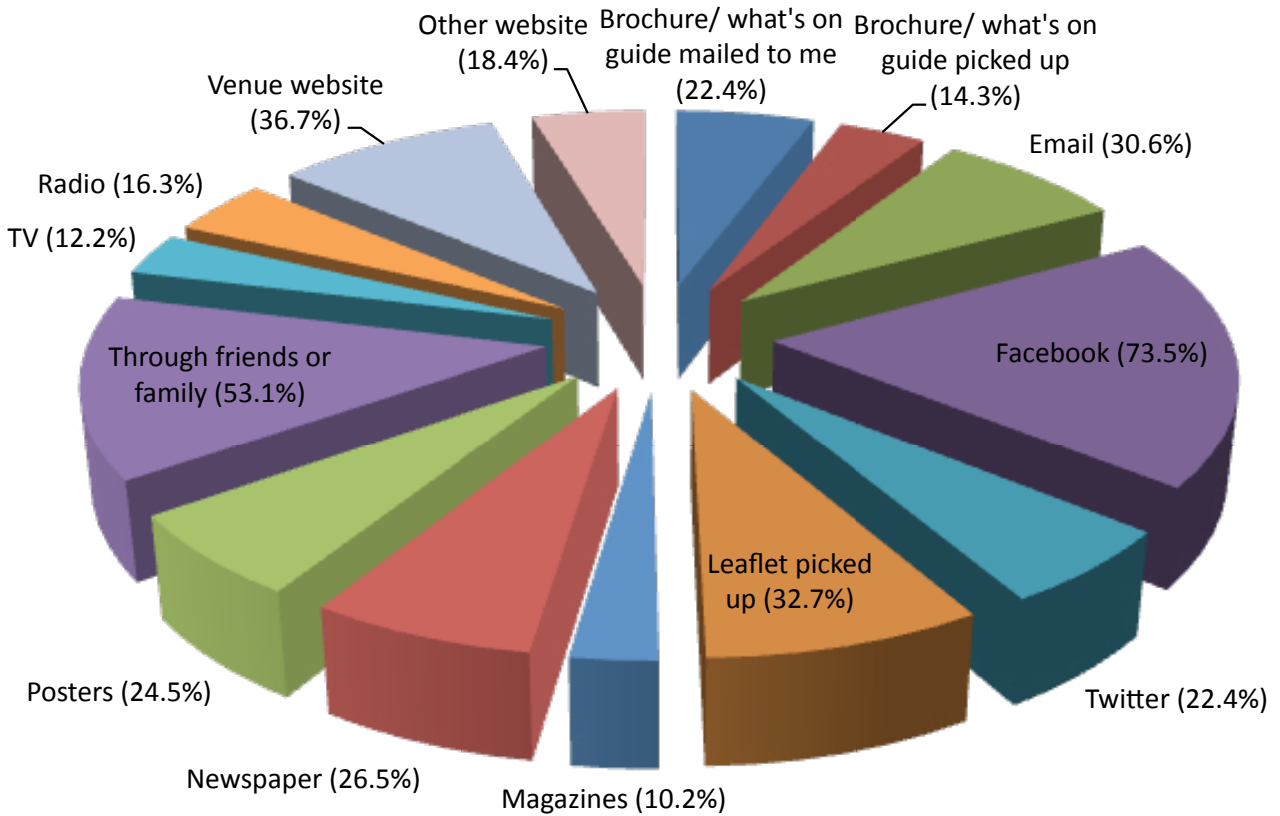


We can see that over **three quarters of respondents (77.2%) attend film screenings at least twice a year** – there is clearly an interest and appetite for film, which could be considered as part of a varied artistic programme.

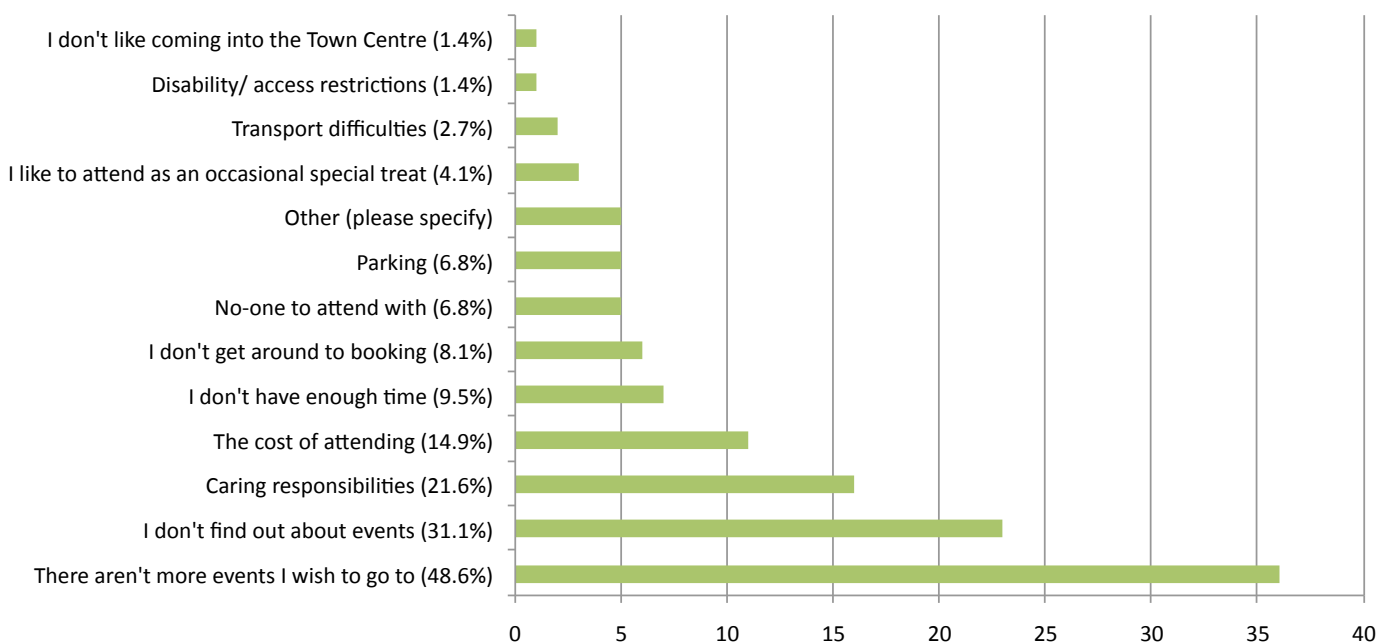
5. Communications methods and barriers to attendance

Knowing about the sorts of events people attend and are interested in, we also sought to understand how they find out about events – and if there are any barriers that might prevent them attending more frequently (or at all).

- Where do you usually find out about cultural and entertainment events in your area? (select all that apply)



- Are any of the following reasons why you might not attend more cultural events in Tadcaster? (select all that apply)



It is clear that people are finding out about events through a range of communications channels – which would be true of most campaigns working across the marketing mix. However facebook and word of mouth are markedly higher than any other methods; this is strong evidence that these comms methods are working, but does potentially present an issue as it is likely that messages are only reaching people who are already engaged in some way and their immediate networks.

This lack of clarity around how and where to find information was reflected in the face to face consultation undertaken in the town, where the general consensus was that marketing is a problem and many people felt they didn't know when things were going on. Responses from the survey suggest a similar picture as almost **a third of people said that they don't find out about events.**

It is also important to note that almost half of people said that their attendance is limited as there aren't more events that they would wish to go along to. We know that of these people, 57.3% are attending live events twice a year more, so we can safely assume that a cultural appetite does exist but that people are traveling further afield to meet this. This is further emphasised in the comments that people left (please see below).

When thinking about a programme of events for the town, we must ensure that this is developed alongside and effective marketing and communications approach which:

- Reaches people who are not already engaged, but have the potential to be
- Is consistent and reliable, so people know where to get information
- Works across a number of online and offline platforms
- Does not just rely on familiarity but contains key messages around why we think people might want to attend i.e. the 'why' is as important as the 'what'

6. Age of respondents

For the scale of this survey, we had a good 'spread' of respondents in terms of ages – the largest proportion (approx. 65%) were between 35 and 54; but based on what we know about the high representation of Commuterland Culturebuffs, Dormitory Dependables and Trips & Treats in the area this is unsurprising, and furthermore suggests that we have gathered significant responses from the groups of people likely to be our target audiences.

7. Other points to note

The survey also gave respondents the opportunity to tell us anything else they felt about the current arts and culture offer in Tadcaster – it is fair to say that the overwhelming response was that currently the offer is limited and people would very much like to see more happening in their town.

Below is a 'word cloud' based on all the comments people left, the more a word occurs the larger it appears in the infographic – this again reflects the appetite for 'MORE'.



Below is a selection of comments that were left:

- “Great town with fantastic venues just needs more events”*
- “There needs to be much much more!”*
- “There is erythromycin little to go to.”*
- “Need more bands and comedy”*
- “There isn’t any, occasionally a musical at Riley Smith Hall”*
- “It would be nice to have some interactive art installations”*
- “More family friendly low cost events are needed”*
- “It would be great to do something cool like a pop up cinema, or a drive in movie! I think Tadcaster’s outdoor events calendar is pretty good, but it would be great to have more film and music events which are aimed at people in their 20s-50s”*
- “More the better. But if was not on Facebook never seems much advertising”*
- “I regularly travel to Wetherby to visit their small cinema. The films are old and new and there is rarely a spare seat. To have something similar in Tadcaster would be a huge boost for the town.”*



Recommendations

1. Programming, Events and artform

- Comedy Programming -

Research indicates that there is a clear interest in, and appetite for, Stand Up Comedy in the town – therefore this represents a good prospect for reliable attendance and should form a strong part of the Town’s annual cultural programme. The ways that stand up are ‘booked’, presented and promoted also align well with the current situation in Tadcaster.

• Technical infrastructure

Stand Up tends to have very basic tech requirements; generally one basic lighting state, a quality PA system with radio mic and sometimes a screen and projector. All of these items can be hired fairly inexpensively and are pretty transportable – therefore the resources required to make a space ready to present comedy are not huge, and along with the Riley Smith Hall, there is the potential to animate other non-traditional venues in the Town through a programme of stand up as well.

• Marketing and promotion

We would suggest that for the first couple of years at least that the programme focus on ‘known’ names which present an easier ‘sell’ to audiences. This does not necessarily mean the likes of Sarah Millican, Alan Carr or Eddie Izzard – TV programmes such as ‘8 out of 10 cats’, ‘Live at the Apollo’ and ‘Michael McIntyre’s Comedy Roadshow’ often showcase more up and coming comedy talent, therefore audiences already have an awareness of these artists and whether their individual style of comedy is to their taste.

Equally, these acts who have had some TV coverage tend to have an active online presence and lots of clips of their work on YouTube, so a marketing strategy can focus on directing audiences to what already exists rather than having to create materials.

• **Relationships with promoters**

There are several large comedy promoters who represent a significant number of artists at all stages of their careers. Traditionally relationships with these promoters take time and effort to establish, but once they have been developed - and artists have had a good time working with a venue/presenting partner - promoters will regularly approach you about a number of artists they represent when putting together tours.

It is also often the case that artists themselves will develop a connection and fondness for a venue and will include a small scale space on their tour - despite being able to sell out arena sized venues. A good example of this is Alan Carr's relationship with The Ropewalk in Barton-on-Humber who have supported his career from the early days and thus he wanted to include this 150 seat venue in his 2014 tour: <https://www.the-ropewalk.co.uk/newsletter-2/>

• **Touring patterns**

The pattern for touring comedy is often that artists are on the road for significant periods performing across the country and looking to fill as many nights of the week as possible. Whilst weekends are often allocated to the bigger venues with larger capacities, they will often look to visit newer and less established venues that fit with the geographical route of their tour during the week - therefore it is often possible to secure performances from 'known' names and benefit from the profiling generated around these big scale tours.

• **Deals and finance**

On the scale we are looking at, generally comedy promoters will ask for a small guarantee against a box office/door split (an agreed % of ticket income, usually around 70%, to the artist) - therefore the financial risk in programming comedy can be lower as the payment to the artist is a proportion of what is actually sold rather than being in a position of having to be certain of selling a specific number of tickets to meet the fee.



- Music Programming -

Like comedy, there is clearly an interest in live music – it is likely that a programme of folk, roots, rock and pop would have broad appeal and draw audiences from all the audience segments listed above.

• Technical Infrastructure

There is likely to be some initial outlay required to establish a music programme in order to acquire a quality PA which touring music acts would be accustomed to. But, in the early stages this could be hired in for gigs to keep the costs down – and often for a small additional fee hire companies will set it up as well, so that artist and bands can essentially 'plug in and play'.

• Marketing and promotion

Marketing around music events does require a certain amount of knowledge, which is largely around being able to communicate about the style, genre and influences of a band or artist in a language that is understood and accessible to people interested in that type of music.

However, many bands who tour on the small scale are accustomed to performing in multi-venue venues and supporting them to refine this language. Equally, most will also have a YouTube channel or Bandcamp page where potential audiences can see/listen to them... and will be able to provide useful touchstones/ references of mainstream popular artists that help this process i.e. 'If you like the music of James Taylor or Paul Simon you'll like what we do'. In the initial development/ piloting of a music programme it will be important to work with the right kinds of artist and partner with organisations further along in this journey (see below).

• Finance and resources

Once the initial PA is in-place presenting music is fairly straight-forward, artists will usually arrive a few hours before to do a sound check, have a break and then will do the gig – meaning that venue where it is happening will still be available for other things that might be happening during the day.

The deals for music performances, tend to be very similar to comedy – again, mitigating significant financial risk.

Audiences are used to the bar being open before, during and after a music gig; therefore music also offers the potential of significant extra income to support the costs associated with the event.



- Film screenings and Event cinema -

As previously noted, many mixed artform programmes will feature film screenings, taking advantage of the potential significant income this can generate and as an accessible entry route for developing audiences.

• Technical infrastructure

Clearly when audiences attend cinema/ film screenings there is an expectation of a good level of image and sound quality – but again, this can be hired on an event by event basis until a reliable and regular income has been established.

• Marketing and promotion

One of the major strengths of marketing films is that the distributors and production companies behind the films will implement a high profile marketing and PR campaign, meaning that audiences are already aware of the film and whether they want to see it – making the approach of marketing much more just being around letting people know that it is on at your venue.

• Booking film

It is likely that the earliest we would be able to screen any new releases is 2 months after the release date – almost all film distributors have an agreement with the big cinema chains (Odeon, Vue, Picture Houses etc) that to have the film on or close to the release date the film must be shown a number of times over a number of days.

After this initial period, the film is then available to be screened by smaller cinemas and independent initiatives – hence most arts centres do not screen titles immediately on release as they do not have the space or resources to commit to the number of screenings required. However, there is evidence to suggest that film audiences are loyal and often will wait to see films in a venue/space where they feel more of a connection and enjoy the ambience rather than the sterilised atmosphere of cinema chains.

Booking of films is generally through the distributor, or many titles are also available through Filmbank UK (<http://www.filmbankmedia.com/>). In both cases screening fees are usually around £100 versus a box office/ door split of around 35-45% to the distributor. Liaison with the distributor is usually done via phone or email, Filmbank is an online ordering service, in either case invoicing and payment is after the screening.

• Event cinema

In recent years the popularity of 'event cinema' has grown significantly; this includes everything from sing-a-long Rocky Horror to films screened in atmospheric, immersive spaces complete with actors, costume and set dressing. There are a number of companies specialising in this, including Leeds-based Sneaky Experience: <https://sneakyexperience.co.uk/> These type of events will appeal to a range of audiences, both for cinema and live events, it is therefore worth considering a number of higher profile event cinema events alongside a regular screening programme.



- Family events -

We know that the target audiences we have identified also have a propensity to attend events as a family and that almost 40% of respondents told us that they regularly attend family shows. Family theatre provides an entertaining and engaging way for families to share social time together.

This also provides an opportunity to connect the large numbers of children and families engaging in participation activities at Riley Smith Hall in a professional programme. These families already access the venue and are interested in performance and creativity so are likely to get a lot out of watching high quality family theatre.

• Technical infrastructure

Many small-scale family theatre companies develop work that is designed to fit flexibly into a range of spaces and be performed on stages of various sizes and tech capabilities. They would likely expect some basic lighting to be able to create visual effects – and again this could be hired fairly inexpensively on an event-by-event basis.

• Marketing & promotion

Marketing and communication with families is centred around ensuring that families have all the practical information required to deliver a stress-free day out, coupled with feeling confident that children will enjoy and be entertained by the event. There is much information available around marketing for families and supporting them into arts attendance through Family Arts Standards – a national resource around developing and advocating for family focussed cultural activities: <http://www.familyarts.co.uk/family-arts-standards/>

• Booking children and family shows

There are many artists and companies making and touring high quality family performance. In the initial development of a cultural programme it is wise to look for more ‘familiar titles’ such as adaptations of fairy tales or well-known children’s stories – helping parents feel confident that their children will enjoy and understand it.

Most companies will work on a fee per performance model – it is worth connecting with those who are based in the region as they will likely have a commitment to touring locally, keeping travel and accommodation costs lower will also benefit this programme as fees will be lower. We have listed below a number of companies who make high quality family performance who are based in the region

Horse+Bamboo - <http://www.horseandbamboo.org/>

Tutti Frutti - <http://tutti-frutti.org.uk/>

M6 Theatre - <http://www.m6theatre.co.uk/>

Tell Tale Hearts - <http://www.telltalehearts.co.uk/>

Whalley Range All Stars - <http://www.wras.org.uk/>

In addition, there are numerous artists and companies who make family work alongside work for adults. We would recommend developing partnerships with other venues and networks programming children’s shows, to book work together and benefit from economies of scale this can facilitate.



- Theatre, Drama and Storytelling -

42% of respondents told us that they attend plays/drama, so it would make sense to include a theatre and storytelling element to a programme of arts and culture for the town.

• Technical infrastructure

Theatre probably has more technical requirements than the other areas of programming we have suggested; most theatre companies, even those working on the small scale, will have a number of sound and lighting effects as part of their plays which would need to be achieved with the equipment in place in the venue. However, most companies will be able to provide a detailed list of the lighting and sound requirements for their work, so this can be taken into consideration at the point of booking. If an ongoing working relationship were to be established with a local Audio-Visual Provider (see below) they could support with this process and providing an accurate estimate for the costs associated with achieving this.

• Marketing & Promotion

As with children and family shows, familiar titles can be useful in engaging audiences and establishing a theatre programme; and once a dialogue has been developed with audiences more adventurous attendance can be encouraged.

This also provides an opportunity to encourage cross-over from the thriving participation programme at Riley Smith Hall – engaging theatre companies to deliver workshops and engagement activities alongside the performance, introducing potential audiences to the themes, ideas and stories of the play.

• Booking Plays/ Drama

Theatre companies tend to work on a model of touring where they will identify a period of time and take the same show up and down the country during this time, scheduling performances as close to each other as possible. Financial deals vary significantly – from box office splits where companies will take a percentage of tickets (usually 70% to the company), a fixed fee for performance, a guarantee against a box office split or a ‘first call’ model wherein 100% of ticket income goes to the Company until an agreed amount is reached then any income above this goes to the venue/presenting partner hosting the performance.

We have identified a number of networks and partners who can support delivery (see below), for Theatre this is particularly useful as these partners are well connected with national touring companies and can help broker bookings.

For illustrative purposes, here are some companies/ shows that could sit within a theatre programme for Tadcaster:

London Classic Theatre – with a 15 year history of touring classic plays to small-scale venues LCT would be a good connection for bringing well-known plays to Tadcaster:
<http://www.londonclassictheatre.co.uk/index.php/2013/01/the-importance-of-being-earnest/>

Mikron Theatre – with a long history of creating plays for theatres and non-traditional spaces, Mikron Theatre have a loyal following and extensively tour fun and accessible new plays in Yorkshire:
<https://www.mikron.org.uk/shows>

LipService Theatre – a comedy theatre company who create stage spoofs of everything from Swedish Noir television to the novels of Jane Austen:
<http://www.lipservicetheatre.co.uk/shows>

The John Godber Company – Wakefield based John Godber company are responsible for the presentation and touring of the works of comedy and socially engaged playwright John Godber:
<http://www.thejohngodbercompany.co.uk/>

Paines Plough – one of the most prevalent companies developing and touring new writing on the small scale, Paines Plough often have a number of plays on the road at any one time and are committed to reaching audiences outside large metropolitan centres:
<http://www.painesplough.com/>

Red Ladder Theatre – a theatre company with a 50 year history, recently the Company have developed a number of productions with accessible themes designed to create entry routes into theatre attendance.

Wrong 'Un – a one-woman suffragette musical written by Chumbawamba founding member Boff Whalley: <http://www.redladder.co.uk/whatson/wrong-un/>

Playing the Joker – a play about voice of rugby league, Eddie Waring; his life and his commitment to growing a national profile for the game: <http://www.redladder.co.uk/whatson/playing-joker/>

Some examples of theatre work with opportunities for audience engagement:

'Tiny Heroes' by Dan Bye – a show about everyday acts of 'heroism', absolutely located with a sense of place, in the lead up to the performance Dan spends a number of days in the area meeting people and gathering stories of 'Heroism' – a selection of these will be included in the shows, so potential audiences feel invested and want to see the show:
<http://www.danielbye.co.uk/tiny-heroes.html>

'Putting the Band Back Together' by Unfolding Theatre – a play with music about being in a band featuring Ross Millard from The Futureheads. For each of the shows a 'guest band' is engage of local amateur and professional musicians who perform in the show, creating local support and attendance at the performance:
<http://www.unfoldingtheatre.co.uk/puttingtheband.html>



- Animating the town centre to support local economy -

Clearly it has been a challenging year for traders and businesses in the town centre and surrounding – there are lots of ways that an arts and cultural strategy can animate the town centre, increase footfall and encourage consumer spend. There is also significant potential, with many of the events above, to partner with local eateries, bars and social spaces to offer ‘dinner and a show’ deals supporting the local economy. Below are some suggestions for town centre interventions:

Visual art trail/ temporary gallery spaces

A partnership project between town centre café shops and spaces for a weekend/ weeklong event where they allocate a section of their premises as a gallery space. Artists are invited to exhibit, and sell, their work in a range of unusual spaces – an information map is created with details about all the works on display and where they can be seen. As well as providing exciting visual content for audiences, they are encouraged to patronise shops and businesses they may not have otherwise.

Saltaire Arts Trail is a key event in Bradford cultural calendar – this weekend event is slightly different as residents in the village open up their homes as gallery spaces (as well as shops and businesses) – drawing significant numbers of visitors as well as strong attendance from local people.

<http://www.saltaireinspired.org.uk/saltaire-arts-trail/>

Empty premises takeover

Offering over an empty/disused premises or shop in the town centre to a company or group of artists to create installations, host events and inhabit the space. This is a well tested approach in many locations and can take a number of forms... from handing over a space to create a piece of work that is exhibited in that building to longer residencies where artists make work and share performances.

Bradford Council have offered over a disused shop to Brick Box who have hosted creative conferences, performance and immersive events in the space: <http://thebrickbox.co.uk/projects/ivegate/>

Heart Of Glass are in the process of delivering a similar project in St Helen’s: <http://www.heartofglass.org.uk/vacated-landmark-shop-the-focus-of-prototype-project/>

It is important to note that a significant period of residency is probably ambitious for year one, and is likely to be most effective wherein a strategy of fundraising is undertaken in partnership with artists, in order that they can realise the full ambition and potential of this. However a small commission for an installation on a high street shop should be achievable in year 1 and a useful approach to testing the viability of a larger residency project.

Promenade or Site-specific Theatre

There are many companies and artists who are dedicated to telling stories and making theatre outside traditional performance and cultural venues. This can be anything from a performance of an existing play that 'promenades' through specific locations in the town – or a new story that responds to local ideas, stories and place.

In 2014 Halifax Festival commissioned Encounter Productions to develop a new piece for Streets in the Sky – a row of uninhabited terraced houses in the town centre. The Company undertook significant research with local people to create a new play specifically for this location:
<http://www.encounterproductions.org/The-Streets-In-The-Sky>

Roseville by Alison Andrews & A Quiet Word – led audiences on a walking storytelling piece, bringing to life the history and character of a generally overlooked road on the outskirts of the city centre: <https://leeds-list.com/culture/preview-roseville-at-the-new-roscoe-pub/>

Boy Meets Girl by Zest Theatre is an existing the show that the company have already developed, which is adapted slightly to animate the town centre/ space it is being performed:
<http://zesttheatre.com/boymeetsgirl/>

Large-scale outdoor performance

Drawing large numbers of audiences into the town centre through a large-scale outdoor spectacular – combining visuals, storytelling, music, lighting and impressive sets/structures these events can attract thousands of people for a breathtaking experience that will be talked about for months/years and attract regional and national print and media coverage.

Options range from pre-existing shows which can be bought 'off the peg' to projects where companies will develop a new piece in collaboration with local residents, or with large community choirs.

Leeds-based Slung Low are experts in outdoor event theatre, White Whale was a new version of Moby Dick which played for a week to 400 people a night:
<https://www.flickr.com/photos/leedsinspired/sets/72157646755892210/>
<https://www.theguardian.com/stage/2014/sep/08/the-white-whale-review-moby-dick>

England's largest learning disabled theatre company Mind the Gap created Irresistible for the London 2012 Cultural Olympiad – the show premiered at The Cow & Calf on Ilkley Moor and has since been performed at a range of urban settings and festivals nationally and internationally including Centenary Square in Bradford:
<http://www.mind-the-gap.org.uk/productions/irresistible/>

Tangled Feet created Collective Endeavour as a celebration of the Rugby World Cup, performed in Millennium Square in Leeds on the eve of the first game – the piece featured a community cast of 300 people and was enjoyed by over 2000 people in one night:
<http://www.tangledfeet.com/productions/27-collective-endeavour>

2. Consolidate/ coordinated approach to communications and marketing

Almost a third of survey respondents told us that one of the barriers to them attending more events is that they don't find out what's going on, therefore alongside any arts and culture programme it is important to develop an effective and reliable approach to marketing; ensuring that our potential audiences know where to look to find out about events.

Consistency of approach

As has been previously noted, there are a number of comms methods that appear to be working well in attracting audiences but run the risk of only reaching people who are already engaged in some way and missing new potential audiences. Therefore, at the same time as developing a new programme, it is well worth think a little bit about what an approach to marketing could look like that works across the marketing mix that will reach new and existing audiences and the viability of this across a longer programme of activity.

If we establish a dialogue with audiences through a particular medium, it is not unrealistic that they will expect that they will always find out about events through this channel. It probably makes sense to consider a marketing campaign in 2 'strands':

1. A foundation of core activity which happens for every event, maintaining a reliable consistency
2. More specific/ one off initiatives that target a particular group of people or link very directly to a theme or idea of a specific event

Strand 1 is likely to include:

- Printed promotional materials (posters, flyers, banners etc) with a regular distribution strategy
- Social media posts and sharing of links (facebook, twitter, instagram)
- Email 'newsletters' with what is coming up
- Features in local print media and radio
- Exit flyering at other cultural events
- Mutli-buy ticket offers to encourage groups of friends, families etc. to come along together
- Listings on various what's on websites (netmums, dayoutwiththekids, goyorkshire, welcometoyorkshire, skiddle, wherecanwego)

Examples of things that could be part of Strand 2:

- Paid for advertising/editorial in a publication relevant to the event e.g. fRoots for an upcoming music gig
- Direct mailings/ emails to groups who have an interest in the subject matter e.g. for 'Playing the Joker' we would likely contact all the local rugby clubs/ supporters associations
- Family activity sheets/ make at home activities related to a particular children's show
- Exclusive post-show Q&A's for selected groups, early bookers etc
- Dinner and a show deal with a local business
- Posting in specific facebook groups where members share an interest relevant to the show e.g. Al Murray's Pub Landlord show we might choose to post in local CAMRA groups



Data capture

Implementing a robust way of capturing information about people who do attend events will be important for any cultural programme and collecting some key information at the point of booking will be useful for a number of reasons

- **Repeat audiences/ building loyalty**
If we have the contact details and preferred communication methods for audiences who have attended before, we can keep them up to date with future events in a way and at a time that suits them – making them more likely to attend other events and develop loyalty towards an arts and culture offer in their town.
- **Assessing return on investment**
By asking audiences how they found out about the event we can begin to develop a picture of which marketing initiatives are most effective and where to best devote time and resource
- **Ensuring representative engagement**
Through gathering some basic postcode and background information about audiences, it is possible to see whether there are any geographical locations, people from a specific audience segment etc. who are not accessing the current programme and then develop a strategy to address this

Coordinated approach to selling tickets

It is important that we make buying tickets as easy as possible for potential audiences, and that there are different methods for booking that acknowledge the requirements of various audiences. Equally, like the approach to marketing, if the desire is for audiences to view the events as a 'programme' their also needs to be a consistency about how they book.

1. Online

There are a number of ticketing sites such as Eventbrite, TicketSource and Yasody who will provide an online booking service for a small % of ticket income – these sites often also allow you to gather information about people booking.

2. Over the phone

For a further charge TicketSource will also provide a phone booking system managing the process and gathering the same level of information as for those who book online.

3. On the door

Some audiences, particularly those for live music, will expect to be able to pay for tickets on the door; it is therefore important that this is included in the event management planning – and that there is a system in place to gather the same information as for those people who book in advance.

Independent information point

It was particularly noted in the consultations that there are a number of facebook groups/ pages where events and information are shared, and that this can cause confusion around where to access information and who it is coming from. It is worth considering, if not in the initial implementation of a cultural strategy, then in the longer term ambitions establishing a central point of information that is a step removed from a single provider and provides an overview of everything that is going on.

There are various examples of this, a useful one to look at is Leeds Inspired – event organisers upload their own events, the only prerequisite being it must be an arts, entertainment, day out event in Leeds district. Leeds Inspired is supported by the local authority but is not attached to them and serves a wider remit, having a listings website and a presence on facebook and twitter having amassed 13,000 likes and 33,000 followers:

<http://www.leedsinspired.co.uk/>

Facebook: <https://www.facebook.com/LeedsInspired>

Twitter: @LeedsInspired

Ambassadors/ word of mouth

Our consultation has demonstrated the value of word mouth endorsement as a key motivator for arts attendance – this is definitely not unique to Selby and is reflected nationally, particularly around the audience segments we are looking to attract.

It is worth considering the development of an ‘ambassador’/ community advocate/ local engagement specialist scheme alongside a cultural programme, these types of schemes exist in a number of guises, however arts organisation Fuel, created a useful and comprehensive guide to developing an ambassador scheme through their New Theatre in Your Neighbourhood project:

<http://www.fueltheatre.com/news/local-engagement-specialist-handbook>

3. Develop partnerships with organisations who can support delivery

Clearly it is a significant step to go from very little cultural activity to a year round programme of arts events and we would strongly recommend partnering with networks, organisations and consortia who have specific expertise and can support the implementation and delivery of a new arts and cultural strategy.

• Film Hub North

Film Hub North exists to support the development and screening of independent film in the North. They provide support, guidance and resources to members - and have previously administered grants for organisations to seek support for their film activity. Members are also invited to exclusive screening days when a number of films are shown well in advance of national release to support members in planning what they will screen.

<http://www.showroomworkstation.org.uk/info/filmhubnorth>

• Rural touring schemes

Rural touring and non-traditional touring is well-established in England supporting new venues and communities to present work and artists to connect with new audiences. These schemes could provide a rich vein of work to programming and new artists to bring to Tadcaster.

National Rural Touring Forum (NRTF):

Black Country Touring (BCT):

Operating across the Black Country (Dudley, Sandwell, Walsall and Wolverhampton) BCT programme theatre and dance into a range of community venues, village halls and non-traditional spaces. They could be a useful connection in terms of links to artists whose work is more flexible to fit a range of spaces.

<http://bctouring.co.uk/>

Small Venues Network (SVN):

A consortia of 11 theatres and arts centres in Yorkshire and North Lincolnshire who programme shows collaboratively, share learning and skills and implement joint audience development initiatives. On 14 and 15 March 2017, SVN will be holding a 2 day conference to talk about the development of the consortia so far and extend an invitation for other venues to join.

<https://www.smallvenuesnetwork.org.uk/about-svn/>

Spot On Lancashire:

The rural touring initiative in Lancashire, Spot On put on shows in libraries, theatre venues, community centres etc. and work with a diverse range of artists and again would be a useful link for programming.

Creative Scene On Tour

Creative Scene is the Arts Council England Creative People & Places project for North Kirklees (<http://www.creativepeopleplaces.org.uk/>) - they have developed two local touring circuits; one for children and families and one for adult audiences in community centres and pubs respectively. This could be an opportunity to programme collaboratively with Creative Scene, so that artists perform on their circuits and come to perform in Tadcaster whilst they are in the region.

<http://www.creativescene.org.uk/>

• **A cultural organisation for the area**

Research and consultation has demonstrated the current lack of provision, however the current perceived gap is unsurprising considering that there aren't currently any established professional arts organisations based from or operating in Tadcaster. Were this the case, we would recommend engaging them as a core delivery partner – who could take a strategic and operational lead in establishing and managing a programme of activity and advocating for further inward investment into the town.

Following a recent successful application to Arts Council for funding to deliver the first inaugural Selby Arts Festival in the summer of 2017 – the organisers are in the early stages of establishing 'Selby Arts' a separate entity with a commitment to developing & supporting the year-round cultural ecology across the whole Selby District including Tadcaster. "Selby Arts" will be launched in January 2017. It is important to note that the team behind Selby Arts have also prepared this report and that should be taken into consideration around any decision making in this area – but it would be remiss not to reference these plans here and the logical potential for future partnership working between the CEF, the community of Tadcaster & Selby Arts going forward.

• **An Audio-Visual specialist/ company**

As has been detailed in the relevant sections, the implementation of any cultural activity would require an amount of technical expertise and infrastructure – we would strongly recommend engaging a specialist provider in this area on a 'retainer' type arrangement, which would yield a number of benefits including opportunities to: 'buy' the equipment and people to support delivery as a 'package', negotiate preferential rates for regular hires, engage them to assess artists technical specifications at the point of booking in order that this information can be factored into negotiations, have a consistent and reliable provider in order that artists know they will have the best experience when they come to Tadcaster and are eager to return.



4. Embed meaningful evaluation and monitoring

Alongside a new programme of activity it will be important to implement a robust method of evaluation and monitoring which can be done in a standardised way across different events gathering a mixture of qualitative and quantitative data.

Indigo Cultural Consulting's Experience Survey is an approach to capturing feedback from audiences across individual and a series of events. It has been adopted by large and small arts organisations across the country, meaning that results can be compared like-for-like with other cultural providers to give the clearest sense of how audiences are experiencing your events: <http://www.indigo-ltd.com/healthchecks/ukexperiencesurvey/>
Experience Survey is £500+vat per year.

Embedding feedback and evaluation within the delivery and planning will mean:

- Reporting to funding bodies is easier as there will be a host of information to draw on
- It is possible to compare different events and programme strands to understand what is working for audiences
- If there are issues with how audiences are experiencing events these will be picked up more quickly and addresses
- The ability to demonstrate the actual and potential value of arts and culture in Tadcaster – which is particularly important in pursuing support and funding from bodies whose priorities aren't around the arts; economic impact, education and skills, wellbeing, addressing social exclusion etc.



Other Interesting Examples

Below are examples of a couple of organisations that have positioned arts and culture at the heart of their town and developed a loyal audience base through a varied mixed artform programme.

The Met Bury and Ramsbottom Festival

The Met is a busy arts centre in Bury, with a busy and very well-attended programme of live music, theatre, family shows and comedy. Every year the organisation also delivers Ramsbottom Festival taking the very best of their programme elements outdoors as well as attracting a host of big named acts.

<http://themet.biz/>

<http://ramsbottomfestival.com/about/>

Barnaby Festival

Barnaby Festival is a response to the fact that there is no dedicated performing arts venue in Macclesfield and to a report that referred to Macclesfield as the least cultured place in Britain. The Festival has a very small number of paid roles and the largest part is delivered by dedicated volunteers driven to make arts and culture a part of life in their town.

<https://barnabyfestival.org.uk/>



Finance and Fundraising

1. Pricing Approach

Pricing for events across the town should be varied, ensuring the ability to generate income to continue to support arts and culture events taking place on a regular basis but also to ensure price does not become a barrier to engagement. We would suggest a dynamic approach to pricing on a event by event basis, some events should remain free to access particularly things like the large outdoor events such as the lantern parade where the sense of community engagement is vital to the overall feel of the event. Other events in venues such as the Riley Smith Hall could range in price with a top ticket price of £20 for high profile music, comedy acts. Pay What You Decide for a number of events may also be a viable option in terms of growing audiences. This model sees patrons give a donation at the end of the event based on how much they feel it is worth, the average donation for arts & culture events national via Pay What You Decide is £10.

2. Arts Council

Grants for the Arts is Arts Council England's open access funding programme for individuals, art organisations and other people who use the arts in their work. They offer awards from £1,000 to £100,000 to support a wide variety of arts-related activities, from dance to visual arts, literature to theatre, music to combined arts. Grants for the Arts falls into two categories

Applications for under £15,000 with a 6 week turn around time

Applications for over £15,000 with a 12 week turn around time

<http://www.artscouncil.org.uk/funding/grants-arts>

All Arts Council Applications must have at least 10% match funding from other sources as a minimum with the average successful application having around 40% match from other sources, which can include potential ticket income

Our recommendation would be that the town via the CEF or other such supportive organisation applies for an initial under £15,000 application to ACE to deliver a pilot project of activity, testing and data gathering, to be closely followed by an over £15,000 application for a year long programme of activity to take place across the town.

3. Other sources of Income

There is significant potential for ongoing sponsorship of key events within Tadcaster, our view is that local is the best fit to start with and the breweries should be key targets as potential sponsors for some of the arts and culture programme. We would also recommend looking into other possible community pots of funding that may be available to support arts & culture activity within the town, the below links provide useful information about potential suitable pots of funding to apply for:

<http://www.idoxopen4business.co.uk/northyorkshire/Search?bcr=MTIzNA>

<https://www.biglotteryfund.org.uk/funding/funding-finder>

<http://www.artscouncil.org.uk/funding/other-sources-funding>

Tadcaster & Villages Community Engagement Forum

Financial Report. 1 April 2016 to 31 March 2017

Balance carried forward from 2015/16	£67,650.00
Grant from SDC for 2016/17	£20,000.00
Total budget for 2016/17	£87,650.00

This is the total budget available at the start of the financial year.

Ref.	Date Agreed	Date Paid	Paid to	Details	Actual	Committed
T1505	21-Mar-16	19-Apr-16	Tadcaster Triathlon	Austria Trip	£1,000.00	
		22-Apr-16	First Tadcaster Girl Guides	Visit Tadcaster website - Year 2 costs	£700.00	
T1512	21-Mar-16	26-Apr-16	Tadcaster Computer Services	Painting CCTV posts in Tadcaster	£360.00	
		27-Apr-16	BK Parnaby	Banners for Tour de Yorkshire event	£650.00	
N/A	N/A	28-Apr-16	Kuhnel Graphics	Car Park Management	£780.00	
		05-May-16	Tadcaster CIC	Contribution to Tour de Yorkshire event	£1,084.55	
T1516	26-Apr-16	18-May-16	Kirsty Poskitt	Gateways Project	£338.04	
T1517	15-Feb-16	14-Jun-16	Tadcaster Town Council	Contribution to Carnival 2016	£2,000.00	
T1508	21-Mar-16	23-Jun-16	Tadcaster Carnival	Warming the Tadcaster & Villages CEF	£1,000.00	
T1515	11-Jul-16	11-Aug-16	Yorkshire Energy Doctor CIC	Bilbrough Dance School	£928.00	
T1519	22-Sep-16	19-Oct-16	Bilbrough Village Hall	Business Forms start up	£1,000.00	
T1509	21-Mar-16	20-Oct-16	Tadcaster & Rural CIC	Visit Tadcaster website - upgrade costs	£4,260.00	
T1508	21-Mar-16	20-Oct-16	Tadcaster & Rural CIC	Tadcrafters	£4,270.00	
T1522	22-Sep-16	20-Oct-16	Tadcrafters CIC	Funding for CIC core running costs 2015/16	£1,000.00	
T1506	21-Mar-16	Tadcaster & Rural CIC		Traffic Light equipment	£4,929.00	
T1511	N/A	North Yorkshire County Council		Painting railings in Tadcaster	£3,000.00	
T1518	11-Jul-16	BK Parnaby		Memories of the Flood	£1,228.80	
T1521	22-Sep-16	01-Dec-16	Tadcaster & Rural CIC	Tadcaster Events Calendar	£3,400.00	
T1524	22-Sep-16	DepArts Limited			£3,000.00	

T1523	22-Sep-16	01-Dec-16	Tadcaster & Rural CIC	Tadcaster Christmas Illuminations 2016	£1,000.00
N/A	N/A	19-Dec-16	Reach Studios	Forum Flyer design	£35.00
N/A	N/A	12-Dec-16	Riley Smith Hall	Hire of hall for November Forum	£100.00
N/A	N/A	12-Dec-16	Distinctive Catering	Refreshments at November forum	£60.00

Total Actual Spend to date £31,734.59

Remaining Commitments not paid £4,388.80

This figure is the remaining budget available to spend (the total budget minus actual spend and commitments yet to pay).

Total budget remaining £51,526.61

This figure is the total budget available minus actual spend.

Total balance remaining £55,915.41



Allocation of Funding Framework

All funding applications will be considered by the CEF Partnership Board and their recommendation will then be authorised by Selby District Council to ensure the following:

- There has been a logical and justifiable allocation of funds.
- The application meets all necessary criteria including personal identifying checks for the purposes of detecting fraud.
- The decision is compliant with the Council's Constitution and legal framework.

If a CEF Partnership Board has set up a Funding Sub Committee, the Sub Committee may make an initial recommendation to the Partnership Board who must then make a final recommendation which will be authorised by Selby District Council.

How often can organisations apply?

If an organisation has been granted funding they cannot apply again for the same application or project for another 2 years. They may apply for funding for another application or project but they must be able to demonstrate that it is a completely separate application or project to the one they were originally funded for.

If an organisation is unsuccessful in their application for funding they are welcome to re-submit an application at any subsequent CEF meeting however they will need to consider how to address the reasons for refusal before resubmission.

Is match funding required?

Match funding is not required for applications, however as the maximum small grant allocation is £1,000 you may need to seek funding from elsewhere if your application will cost more than that amount. If an application is approved on the basis that part of the funding will be provided from elsewhere then it will need to be demonstrated when this funding will be received before the CEF funding can be allocated

When making the recommendation members of the Partnership Board will evaluate the merits of each application by the information and detail provided in accordance with the criteria listed below:

Consideration of Applications

Applications cannot be considered until an application form is completed and submitted to the Partnership Board. This will allow the full details of an application to be discussed and properly considered. No funding is to be agreed to grants or projects where an application form or project brief has not been provided. This is to ensure the Council fulfils its requirement to comply with its Access to Information rules.



Small Grant (typically £300 to £1,000)

A grant is funding used to purchase an item or fund a one-off event /activity.

For applicants to be awarded funding, the following must be demonstrated:

- How the application meets at least 2 of the objectives in the CDP for the CEF area.
- How the project benefits the CEF area including residents of the area.
- That funding would have extensive and detailed benefits for one or more defined groups (not an individual) in the CEF area.

The following organisations are not eligible to apply for small grant funding:

- A Parish Council that raises its own precept (Parish Councils may be partners in CEF projects).
- A school – (parent–teacher associations (PTAs) are eligible to apply)
- A commercial organisation generating a profit
- Another statutory or public service – (funding will not be granted to another statutory or public service to assist it to carry out its statutory duties. i.e. where the funding is intended to replace statutory funding. However, the CEF may fund a grant/project if the statutory or public service was providing a service outside of its statutory remit)

Applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.

Project Funding (usually over £1,000 for a specific piece of work)

A project is a piece of planned work or an activity that is completed over a period of time and intended to achieve a particular purpose.

To be awarded funding the following must be demonstrated in your project brief:

- How the application meets at least 2 of the objectives in the CDP for the CEF area.
- That funding would have extensive and detailed benefits for one or more defined groups (not an individual) in the CEF area.
- That clear evidence for a high level of need and extensive community consultation is provided.

All organisations are eligible to apply for Project Funding however any applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.



Note – projects exceeding £5,000 will be subject to Selby District Council procurement rules.

Funding cannot be provided for continuous work and it should not be expected that a CEF can continuously fund a project or scheme. Applicants should look ensure their project or scheme is self-sufficient once they have received funding from the CEF.

Procedure for Urgent Applications

This procedure will only be used if the application is deemed to be urgent and consideration of the application cannot wait until the next Partnership Board meeting. In order for an application to fall into this category, valid reasons for urgency must be demonstrated before the application can be considered.

The application must still fulfil the criteria listed above and state why the application cannot wait until the next Partnership Board meeting.

The Chair must agree to the reasons for urgency.

- First Action would be to consider whether an additional meeting can be arranged with the application and agenda being published on the Council's website.
- If it is not possible to call an additional meeting, the relevant Director should co-ordinate consultation with Partnership Board members to reach a decision through email. The application can only be agreed if there are **no objections** from any Partnership Board members. If the application is agreed, the decision would be published on the Council's website in the usual way. The funding decision would be listed (to note) on the next agenda of the Partnership Board.
- If there is any objection from a Partnership Board member, then the application **cannot be agreed** and it must be considered at a Partnership Board meeting.

Funding Events

If a funding event is held, the following rules must be abided by with regard to applications:

- Each funding proposal agreed must with the proviso that an application form must be fully completed before any funding is allocated.
- There must be a written record of all the decisions taken at the event which must include the following information:
 - Name of applicant.
 - Details of proposal.
 - Amount of funding allocated.
 - Reason for decision (applications agreed must still abide by the criteria for grant and project funding).



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.1

Section one: About your organisation

Q1.1 Organisation name

Selby Swans Gymnastic Academy

Q1.2 Organisation address

What is your organisation's registered address, including postcode?

20 Gowthorpe, Selby, YO8 4ET

Telephone number one

07940251613

Email address (if applicable)

selbyswansga@gmail.com

Telephone number two

01757709000

Web address (if applicable)

Facebook selby swans gymnastic academy

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Mrs	Stacey Marie	Nixon
Position or job title		
Coordinator / trainee coach		



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise	
Charity	
Voluntary or community group	X

Other		Please describe	
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When was your organisation set up?

Day	5	Month	September	Year	2016
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Q1.5 Reference or registration numbers

Charity number	
Company number	
Other (please specify)	

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

X

Q1.6 Is your organisation VAT registered?

Yes		No	X
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Section Two: Grant information or Project Brief (separate document)

Please see the Allocation of Funding Framework and application guidance form to check whether you will need to complete a Grant information form or a Project Brief.

Q2.1 What is the title of your application?

Selby Swans GA – meeting the need

Q2.2 Please list the details of your application (500 words limit)

We run a small gymnastic group that started with 80 children, we now have 122 children from 5-18 years.

We supply general gymnastics this consists of floor, beam and vault.

We are a group of mums who started the club the only paid person is our level 2/3 coach Mark who we currently need to run the club, everyone else our volunteers.

We rent Brayton night school gym one night a week and only charge to cover cost of the hall and coach.

We do lots of our own fundraising to buy new equipment.

Our aim is to be able to run more nights and lower our waiting list that is 600 plus.

Long term our aim is own our own building so we can do gymnastics more times a week including holidays and weekends.

Our project is more than gymnastics it's also developing a community for friendship, support and confidence building .



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.3 Is there a specific date your applications needed to be funded by?

1 Nov 2016

Q2.4 Which two objectives in the specific Community Development Plan will your application meet? (250 word limit for each objective)

Which objective?	How will you achieve this?
<p>Objective 1: Health and Wellbeing</p> <p>Objective 2 Education and Learning</p>	<p>Developing services for young people.</p> <p>Gymnastic is fun but also helps children develop confidence and friendship while been active and learning a new skill.</p> <p>We already have a waiting list of 7 children in your Tadcaster and Villages CEF area. By receiving more funding and support we can provide more opportunities for more children. As can be seen from our waiting list of total 618 we are providing something that is clearly wanted in our area.</p>



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.5 Please outline how the application will benefit the specific CEF area and why there is a need for your proposal? (500 word limit)

We put a notice on Selby SOS about starting a gymnastic club, we had an overwhelming response.
We opened with 122 children attending and a further 600 on our waiting list.

We are constantly being approached by parents who want their children to join. This has increased even more with the recent Olympics
We have no drop outs apart from families moving away from district.

The joy the children have from taking part is evidence enough. This summer every child came to our fundraiser Selby Swans Fun Day and secured sponsorship for our inflatable obstacle course raising a total of 3 k

We show what can be achieved through enthusiasm, dedication and a desire to create new opportunities for our children to enjoy.

The children have an amazing time and we want to offer more time, better equipment and encourage health and fun rolled into one.

We welcome children regardless of ability.

We are there to encourage supportive a listening and provide fun.

We also provide a network of support for parents – bringing them together and sign posting them to other services when needed.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.6 How much funding are you requesting?

£1,000 based on current cost

We need a coach for every session to run

By opening an additional night, we can provide for a further 120 children approx 25 from each CEF area

In the mean time myself and one other volunteer are training to become coaches in our own right, reducing the need for a paid coach in the future.

Please provide a breakdown of the different cost elements associated with your application:

Cost Element	Cost (£)
38 weeks paid coach 4 hours a week to expand the need	6.5k
Total Cost	6.5k

Q2.7 Is the total cost of the application more than the amount you are requesting?

Yes	X	No	
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If yes, where will you get the other funding from and has this been secured?

We have applied to the other 4 CEFs.

We also do our own fundraising that will help fund hours needed and equipment
We have done two bag packs in Selby this summer, a ladies night and we have just done a Selby Swans Fun Day raising 3k



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.2

Section one: About your organisation

Q1.1 Organisation name

Age UK Selby District

Q1.2 Organisation address

What is your organisation's registered address, including postcode?

50 Micklegate Selby North Yorkshire YO8 4EQ

Telephone number one

01757 704115

Email address (if applicable)

jackie@ageukselby.co.uk

Telephone number two

07912074346

Web address (if applicable)

www.ageuk.org.uk/selbydistrict/

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Mrs	Jacqueline	Mook
Position or job title		
Chief Officer		

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise	
Charity	√
Voluntary or community group	

Other	Please describe
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When was your organisation set up?

Day	18	Month	10	Year	1984
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COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q1.5 Reference or registration numbers

Charity number	1139928
Company number	7428157
Other (please specify)	

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

Q1.6 Is your organisation VAT registered?

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.

COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Section Two: Grant information or Project Brief (separate document)

Please see the Allocation of Funding Framework and application guidance form to check whether you will need to complete a Grant information form or a Project Brief.

Q2.1 What is the title of your application?

Securing The Future

Q2.2 Please list the details of your application (500 words limit)

Some 5 years ago this organisation opened a tearoom/resource centre to provide a sustainable income and a hub for local people. Our current lease on this building will expire on December 2017 and due to the poor footfall in that area we are now trying to relocate to a busier area within the town. The management of Age UK Selby District has now decided to take a brave step forward and we wish to purchase a property on the other side of the street to our office base, on Micklegate. The benefits are to Provide a central hub for older people, group activities and a deliverable, laundry service to people aged 50 plus who live in and around the District of Selby.

These premises would also provide an office base for our two Welfare Rights Advisors. The purchase price of the property is £190,000 and needs a £10,000 renovation to make it fit for purpose. We have £100,000 match funding and therefore need to raise the other £100,000. The shop premises has a flat which we are able to rent-out with immediate effect and this along with the income raised through the tearoom and the laundry service, would create sustainable funding to support the extensive services that we provide across the District of Selby.

Our services are:

- Three social centres, two at Drax Power Station and one at our current tearoom
- Two mini buses out each day of the week providing rural shopping trips to Selby
 - A weekly trip to places of interest
 - A District-Wide home-visiting Advice & Information Service
 - A District-Wide Home Support Service
 - District-Wide Telephone Befriending Service
- District-Wide Community Navigation Service, working in partnership with DIAL and funded by Selby District Council & NYCC
 - District-Wide Home From Hospital Service
 - District-Wide transport home from hospital
 - Connecting you, supporting people with technology
- Keep your pet- service using volunteers to look after pets whilst older people are in hospital
 - Wheelchair advice
 - An extensive office based Advice & Information



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.3 Is there a specific date your applications needed to be funded by?

January/February 2017

Q2.4 Which two objectives in the specific Community Development Plan will your application meet? (250 word limit for each objective)

Which objective?	How will you achieve this?
<p>Objective 1: Health & Well-being</p>	<p>Age UK Selby District's primary objective is to maintain older people's Health & Well-being and protect end of life deterioration. Our extensive range of services within the District are to promote and support:</p> <ul style="list-style-type: none"> Independent living and healthier lifestyles Financial, housing and benefit advice Target those who are lonely & Isolated People to remain safe & well People to feel part of the community and socially included Falls prevention & Healthy eating Access to transport Warmer homes and Housing Issues <p>All these services are designed to alleviate and avert crisis situations, which may lead to hospital admissions and undue pressure on social/health related services.</p> <p>We are in a prime position of reaching older people who may be deemed vulnerable, lonely or isolated. Our home visiting services, advice & Information is dedicated to reduce financial deprivation and social exclusion. We are working alongside community groups and individuals, to open up opportunities for people to become community assets in their own right.</p>



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

<p>Objective 2: Promoting the Economy & Transport Services</p>	<p>Age UK Selby has a proven track record of providing services that are a boost to our local economy as follows:</p> <ul style="list-style-type: none"> • Home visiting welfare benefit advice/information • Processing and monitoring benefit claims • High success rates with Attendance Allowance • Provision of District-Wide transport services • Transporting patients home from hospital <p>Our income maximisation programme not only reduces financial deprivation, it promotes a better quality of life and improves health & well-being. The additional income that is brought in through the above is spent locally and within the District.</p> <p>Our two mini buses are used daily, to bring older people into the town from the outlying villages, to shop in the local supermarkets We also bring older people home who have been discharged from hospital and escort people to Hospital/GP appointments.</p> <p>Lastly, our presence within our charity shop and tearoom is providing a foot-hole for the general public. These venues are the central core for all our work, information and service provision. We are sourcing food and drink beverages from our local supermarkets, therefore, we are contributing to the prosperity within our local community.</p>
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Q2.5 Please outline how the application will benefit the specific CEF area and why there is a need for your proposal? (500 word limit)

We will be providing a hub to local people, in a busier area, which will be a noted presence for those seeking our support, advice and Information. We will also be able to continue in business and create a sustainable income that will support the many services that we provide within the District.

We have identified the need for both the tearoom and the laundry service. The tearoom has held

COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

a variety of social events, that has given so many people of all age groups, much enjoyment. Last year we won the trip advisor certificate of excellence and we have been rated a 5 for food hygiene with Selby District Council. The new tearoom will have internet access and we will host through our connecting you project computer lessons for people 50 plus. We have identified many older people who would like to learn how to contact families who have moved away, or simply order shopping on line, or find out what is happening locally.

The need for a laundry service has been highlighted via our home support services. There are many older people who are either frail or have a disability, who can't undertake the task of washing, ironing and drying clothes. Transport and general frailness is often an issue for older people therefore being able to collect and deliver washing to people is a service that older people require to enable them to live independently.

The organisation is very fortunate in having 30 members of staff and approx. 60 volunteers, who are all dedicated in providing services to meet the needs of older people living in our local community.

Q2.6 How much funding are you requesting?

Please provide a breakdown of the different cost elements associated with your application:

Cost Element	Cost (£)
The purchase price of the building is-	£190,000
Estimated legal and renovation costs	£10,000
Requested amount	£5,000
Total Cost	£200,000



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.7 Is the total cost of the application more than the amount you are requesting?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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If yes, where will you get the other funding from and has this been secured?

I am going to ask £5,000 from each CEF and if all agreed to pay this sum then 25% of the total £100,000 being sought from other bodies would then be available. If we were successful this would demonstrate to other potential funders the confidence that our local District has in the organisation and in-particular this scheme.

We are using £100,000 of our reserves and I intend to apply to various trusts in the hope that I can reduce the other £100,000 needed for this project. If this fails a loan will be needed to secure the remainder. Please note that our cash reserves are total £315, 525 of which: (restricted £31,050 one off legacy) (Designated £120,000) (Unrestricted £164,475)

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	Securing the Future
Project Manager	Mrs Jacqueline Mook
Document Author (if different from Project Manager)	
Organisation Name	Age UK Selby District



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

The basic aim is to invest some of our unrestricted reserves into a resource which will generate income that will be used to support the services which are currently provided for the residents of Selby District. The additional income will also enable the extension of services where there is evidence of demand. With an ageing population general demand will only increase over the next few years.

The current services that we provide are:

- Three social centres, two at Drax Power Station and one at our current tearoom
- Two mini buses out each day of the week providing rural shopping trips to Selby
- A weekly trip to places of interest
- A District-Wide home-visiting Advice & Information Service
- A District-Wide Home Support Service
- District-Wide Telephone Befriending Service
- District-Wide Community Navigation Service, working in partnership with DIAL and funded by Selby District Council & NYCC
- District-Wide Home From Hospital Service
- District-Wide transport home from hospital
- Connecting you, supporting people with technology
- Keep your pet- service using volunteers to look after pets whilst older people are in hospital
- Wheelchair advice
- An extensive office based Advice & Information

The unique ambience of our current tea room in Ousegate has proved a major talking point among the older members of our customers and this would be “transferred” to the new premises in Micklegate.

Details of the Project

Please list the details of your project

Some 5 years ago this organisation opened a tearoom/resource centre to provide a sustainable income and a hub for local people. Our current lease on this building will expire on December 2017 and due to the poor footfall in that area we are now trying to relocate to a busier area within the town.

The management of Age UK Selby District has now decided to take a brave step forward and we wish to purchase a property on the other side of the street to our office base, on Micklegate. The benefits are to Provide a central hub for older people, group activities and a deliverable, laundry service to people aged 50 plus who live in and around the District of Selby. These premises would also provide an office base for our two Welfare Rights Advisers.

The purchase price of the property is £190,000 and needs a £10,000 renovation to make it fit for purpose. We have £100,000 match funding and therefore need to raise the other £100,000. The shop premises has a flat which we are able to rent-out with immediate effect and this along with the income raised through the tearoom and the laundry service, would create sustainable funding to support the extensive services that we provide across the District of Selby.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

Health and Wellbeing

Age UK Selby District's primary objective is to maintain older people's Health & Well-being and protect end of life deterioration. Our extensive range of services within the District are to promote and support:

- Independent living and healthier lifestyles
- Financial, housing and benefit advice
- Target those who are lonely & Isolated
- People to remain safe & well
- People to feel part of the community and socially included
- Falls prevention & Healthy eating
- Access to transport
- Warmer homes and Housing Issues

All these services are designed to alleviate and avert crisis situations, which may lead to hospital admissions and undue pressure on social/health related services.

We are in a prime position of reaching older people who may be deemed vulnerable, lonely or isolated. Our home visiting services, advice & Information is dedicated to reduce financial deprivation and social exclusion. We are working alongside community groups and individuals, to open up opportunities for people to become community assets in their own right.

Promoting the Economy (Central CEF only)

Age UK Selby has a proven track record of providing services that are a boost to our local economy as follows:

- Home visiting welfare benefit advice/information
- Processing and monitoring benefit claims
- High success rates with Attendance Allowance
- Provision of District-Wide transport services
- Transporting patients home from hospital

Our income maximisation programme not only reduces financial deprivation, it promotes a better quality of life and improves health & well-being.

The additional income that is brought in through the above is spent locally and within the District.

Our two mini buses are used daily, to bring older people into the town from the outlying villages, to shop in the local supermarkets. We also bring older people home who have been discharged from hospital and escort people to Hospital/GP appointments.

Lastly, our presence within our charity shop and tearoom is providing a foot-hole for the general public. These venues are the central core for all our work, information and service provision. We are sourcing food and drink beverages from our local supermarkets, therefore, we are contributing to the prosperity within our local community.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

We will be providing a hub to local people, in a busier area, which will be a noted presence for those seeking our support, advice and Information. We will also be able to continue in business and create a sustainable income that will support the many services that we provide within the District.

As the total money being invested is £200,000 and the organisation expects an annual return of 5% then it is anticipated that an extra £10,000 per year will be available to allow an expansion of our services. The prime focus of all our services is to support the elderly residents in the whole of the Selby District with a particular emphasis on reducing loneliness and isolation through the day centres, door to door shopping services and our Home Support Social Enterprise service. This additional income will arise, and could be bettered, through increased business and the saving of rent on our present premises. So the contribution being sought from each CEF towards the purchase of the building in Micklegate should be seen as an investment to generate future extra free income to spend on extended services benefitting those elderly residents in the District requiring support to reduce their loneliness and isolation.

We have identified the need for both the tearoom and the laundry service. The tearoom has held a variety of social events, that has given so many people of all age groups, much enjoyment. Last year we won the Trip Advisor certificate of excellence and we have been rated a 5 for food hygiene with Selby District Council. The new tearoom will have internet access and we will host through our connecting you project computer lessons for people 50 plus. We have identified many older people who would like to learn how to contact families who have moved away, or simply order shopping online, or find out what is happening locally.

The need for a laundry service has been highlighted via our home support services. There are many older people who are either frail or have a disability, who can't undertake the task of washing, ironing and drying clothes. Transport and general frailness is often an issue for older people therefore being able to collect and deliver washing to people is a service that older people require to enable them to live independently.

The organisation is very fortunate in having 30 members of staff and approx. 60 volunteers, who are all dedicated in providing services to meet the needs of older people living in our local community.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

As far as the purchase of the property is concerned we have the benefit of having a working solicitor on the Board of Trustees. Having already created a tearoom from scratch along with an experienced catering team the experience and skills can be easily transferred into creating another unique eating experience for the town of Selby.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

Although it is hoped to be able to gain access to the building before the end of 2016 the final payment does not have to be made until March 2017. We are able to use £100,000 of our own resources but we need to find the other £100,000. We do have an arrangement with a Bank to provide as much of the remaining money not obtained from grant making bodies such as yourselves. The more money we obtain the less will be the interest charges over the life of the loan and the more can be spent on providing services. Hence we are looking at £5000 from each of the 5 CEF's to provide a total "investment" of £25,000.

The conversion of the current shop to the tearoom can commence once we have access and it is planned to use as much of the current "furnishings" in the new facility which will be transferred once the existing space has been brought up to the standard we desire for our customers, both old and new.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

● Costs – Purchase price of building	£190,000
Renovation costs/legal fees	£ 10,000
Total costs	£200,000

- **People** – The use of the project manager to oversee the local tradesmen who will fit out the tea room/kitchen facilities and store room/toilet facilities.

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

Funded by: -

Own reserves	£100,000
Loan ex bank	£ 75 000
CEF Grants (say!)	£ 25,000
Total project cost	£200,000

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

Having already created a working tea room from scratch this experience should help to reduce the issues and risks though the conversion costs could be higher if the existing facilities do not prove as transferable as planned.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This scheme is freestanding as far as transferring the tea room facilities from the rented building to the owned property.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.3

Section one: About your organisation

Q1.1 Organisation name

Children's Reading Festivals

Q1.2 Organisation address

What is your organisation's registered address, including postcode?	
17 Leeds Road, Selby, YO8 4HU	
Telephone number one	Email address (if applicable)
0785 2804999	info@childrensreadingfestivals.com
Telephone number two	Web address (if applicable)
01757 211203	www.childrensreadingfestivals.com

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Mrs	Christina	Gabbitas
Position or job title		
Director		

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise		
Charity		
Voluntary or community group	Community Organisation	
Other	Please describe	
	Community Incorporated Company Ltd by Guarantee	



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

When was your organisation set up? This is a new company which is in the process of set up with Companies House

Day		Month	Jan	Year	2017
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Q1.5 Reference or registration numbers

Charity number	
Company number	In process with Companies House
Other (please specify)	In process

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

Q1.6 Is your organisation VAT registered?

Yes		No	N O
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.

Q2.5 Please outline how the application will benefit the specific CEF area and

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case. Tadcaster</i></p>	
Project Name	Selby District Children's Reading Festival
Project Manager	Christina Gabbitas
Document Author (if different from Project Manager)	
Organisation Name	Children's Reading Festivals



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

After spending a year researching literature festivals for children, my findings were quite shocking. There are over three hundred and fifty literature festivals in the UK with less than ten percent centred solely on children. The few that are organised are in affluent areas for the chosen few. I have been encouraging other festivals throughout the UK to think more about our primary aged children and to offer free festivals.

I want to give children from all backgrounds an equal opportunity of attending and experiencing a literature festival. We need to encourage our children in towns and areas that don't ordinarily get an opportunity. I decided to drop the word literature from the title, as I found that this was deterring families from attending thinking that they had to be highly educated to attend. I also took inspiration from the United Arab Emirates where I was invited to help encourage children with reading and writing.

My role is voluntary and I funded the initial Children's Reading Festival website. Selby District will have its own festival page with links to the town. This will help put us on the map more and shout about what we do as a community.

I hope that you will look upon this application with positivity and help me give all children an equal opportunity of having access to a book related festival.

Details of the Project

Please list the details of your project

The event will run from the 23rd to the 25th of March 2017 at Selby Abbey. On the 25th March children from Tadcaster and Villages CEF will be invited to experience a read-aloud interactive session with an author relative to their age group. This will be free to Selby District children and their families.

It is my intention that each child will be given a token for a free book. Each child will visit the respective author and have their book signed. This is a great way of getting the message across

to children parents and carers about the importance of language and literacy in a relaxed environment and also a great way of bringing communities together. We already have funding from UnLtd for operational costs which brings money into Selby Abbey and £2,500 from Councillor Mark Crane towards free books for children. It is my intention to try and supply as many children with free books as possible. I currently have enough for five hundred children. There are currently eleven schools in the Selby District Tadcaster and Villages CEF equating to 1,288 children. I am seeking help and sponsorship from other organisations to see if we can reach the target of giving all these children the opportunity of attending and receiving a free book.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

Education, Lifelong Learning, Leisure and Culture.

Increasing positive initiative for young children and their families is paramount in our communities. We can help encourage children to attend the event and attend interactive 'read aloud' sessions from the authors/artists.

This event will help to put Selby District on the map throughout the UK. The Children's Reading Festival website will boast a full page for Selby District promoting what it has to offer. It will enable us to show that we care as a town and community about our children's future which also has a positive impact on our future economy.

The 25th March will be 'Families and Community Day' helping to bring our communities together. Local artists will be invited to showcase and sell their works.

Promoting cultural activities can have a huge positive impact on our community and is paramount in today's society. The festival will encourage children, and also families, to read and have an interest in books and literacy giving them a positive focus for learning about life. Encouraging children to read opens up a whole new opportunity and perspective on the world for them. Children who grow up with books are encouraged to learn to think of books as friends and allies in their pursuit of adventure and learning. We can show children how a book can expand their knowledge in a particular area and expand their horizons as well. This event may encourage children and families to visit our local library and discover its wonder and excitement, and can open up whole new worlds to last a lifetime. Reading aloud is important. In conversation we tend to use verbal shorthand not full sentences. However the language in books is very rich and in books there are complete sentences. In books, newspapers and magazines the language is more complicated, more sophisticated. A child who hears more sophisticated words has a broader vocabulary and a huge advantage over a child who hasn't heard those words.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

The festival will have a positive impact on the community and will help to publicise the work of CEF. It would be a great opportunity and I would like each Chair of CEF to be publicised on the Children's Festival website as an ambassador www.childrensreadingfestivals.com This will be publicised nationally. The site has been set up for over twelve months and personally funded by myself.

All books supplied by Tadcaster & Villages CEF will boast a sticker to be placed inside the book with the logo.

Holding Selby District Children's Reading Festival will help to raise the profile of Selby throughout the UK. This will help give children from all backgrounds an equal opportunity of attending a literature event and help to bring communities together.

The Children's Reading Festival website will boast a full page for Selby District promoting the town and what it has to offer.

It will enable us to show that we care as a town and district community about our children's future and that also has a positive impact on our future economy. The festival will encourage children to read and have an interest in books and literacy, giving them a positive focus for learning about life. Children who grow up with books are encouraged to learn to think of books as friends and allies in their pursuit of adventure and learning.

We can show children how a book can expand their knowledge in a particular area and expand their horizons as well.

The 25th March will be 'Families and Community Day' helping to bring our communities together. Local artists will be invited to showcase and sell their works. Local business and the community will all benefit.

Local businesses will be able to advertise their services

Promoting wellbeing and safety in our community is paramount in today's society.

Encouraging children to read opens up a whole new opportunity and perspective on the world for them.

Increasing positive activities for young children and their families is paramount in our communities. We can help encourage children to attend the event and attend interactive read-aloud sessions with the authors/artists.

Language in books is very rich; in books, newspapers, and magazines the language is more complicated, more sophisticated. A child who hears more sophisticated words has a giant advantage over a child who hasn't heard those words.

A child who has been read to will want to learn to read himself/herself. She/he will want to do what she/he sees her parents doing, but if a child never sees anyone pick up a book, she/he isn't going to have that desire.

- Statistics from 2014 show that one in five children in England cannot read well by the age of 11.¹
- Research conducted in 2012 found that 17% of 15 year-olds in England do not have a minimum level of proficiency in literacy.²

- Analysis conducted in 2013 found that in England 16 to 24 year-olds have lower levels of literacy than young people in 21 out of 24 countries in the OECD. Literacy levels are higher in Japan, Estonia, Czech Republic and the USA.³

Source Reading Agency

This is a free to attend event for the Selby District.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

The project is being delivered by local and national authors who will have a positive, helpful, lasting impact on our children.

On the 25th March Tadcaster and Villages CEF school children will receive an invitation to see and take part in a free author event. This will be for ALL children and not cherry picked for their ability. Each year group will have the opportunity to spend 45 minutes with a respective author for their age group.

In order to assess the uptake for the events and manage numbers, we will set up an Eventbrite registration system. There will be 2-3 possible timeslots on the day for each author.

This will all be carefully planned. I have twelve years experience of organising large and small events, from outset to finish.

In 2015 I picked up a Dame Beryl Bainbridge national award for encouraging children reading and writing. In May 2016 I won the Sue Ryder Yorkshire Women of Achievement in Education for my contribution to educating children with a number of initiatives including safeguarding.

I have spoken on Sky News and various BBC Radio Programmes.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage
The festival.

The event will run from the 23rd to the 25th of March at Selby Abbey. Children from TADCASTER and VILLAGES CEF will be invited via their school. The whole school will be invited allowing children from each year group to experience a read-aloud interactive session with an author relative to their age group. It is my intention that each child will be given a token for a free book for this 'Family and Communities Day'. Each child will visit the respective author to collect their book and have it signed. This is a great way of getting the message across to children and parents/carers about the importance of language and literacy in a relaxed environment and it is also a great way of bringing communities together.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – Operational costs are being met by UnLtd – Hire of Selby Abbey (£1,000) for three days. Equipment, hotel costs and travel costs (Artists).
- **People** – Artists cost £6,000 – Arts Council.
- **Books are an added item to make the maximum impact and won't affect the event going ahead - £3000 will buy approximately 600 books.**
-

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

We already have funding from:

UnLtd for operational costs £5,000

Selby District Councillor Mark Crane £2,500

Pending applications: Arts Council £6,000 for artists

Central CEF – Books £3000 (buys approx 600 books)

Eastern CEF – Books £3000

Western CEF – Books £3000

Southern CEF – Books £3000

Tadcaster and Villages CEF - Books £3000

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

One of the risks could be poor attendance. However this will be minimised with the publicity through the festival website, press releases, leaflet drops, support from Selby Big Local and publicity in Selby Abbey.

A further risk could be transport. However schools will have some funding to provide travel.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This is a unique event for Selby District and is a stand-alone project with some funding already secured.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.4

Section one: About your organisation

Q1.1 Organisation name

Tadcaster Community Library

Q1.2 Organisation address

What is your organisation's registered address, including postcode?

9 CALCARIA ROAD, TADCASTER, LS24 9HH

Telephone number one

01937 831743

Email address (if applicable)

tadcasterlibrary@hotmail.co.uk

Telephone number two

Web address (if applicable)

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Ms	Sara	Gott
Position or job title		
Chair, Tadcaster Community Library		

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise	
Charity	✓
Voluntary or community group	

Other		Please describe	
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COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

When was your organisation set up?

Day	30	Month	August	Year	2016
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Q1.5 Reference or registration numbers

Charity number	1168957
Company number	
Other (please specify)	

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

Q1.6 Is your organisation VAT registered?

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	TCL Community Development
Project Manager	Sara Gott
Document Author (if different from Project Manager)	Alison Wadsworth
Organisation Name	Tadcaster Community Library



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

The provision of the library service, by the new volunteer group, wishes to grow complementary services within the library to meet needs identified within the community, including opening the building to other users and events, outside the main opening hours for the library service, and to become a community hub.

The use of the building for other events will allow the group to develop a working relationship with the CEF which could include hosting CEF events / meetings at the library, developing a display within the library about the work of the CEF and the Tadcaster Community Library management committee would be happy to attend CEF public forums to promote the library and its facilities to other members of the community.

Members of the community would be able to access advice sessions, consult with elected representatives, find out about both statutory and voluntary services provided across the district that don't have an office base in Tadcaster, but wish to increase the uptake of their services.

Details of the Project

Please list the details of your project

In order to facilitate the provision of a community hub there is a need to employ one or more persons. Their role will be to undertake the development of services, liaison with other service providers, publicity, marketing, and arranging and co-ordinating events.

In addition they will work with the team of volunteers to ensure they are constantly able to deliver the core services of the library and also to source information or guidance for any member of the public seeking such knowledge.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The project will deliver a recognised place within Tadcaster for partnership working with a range of other agencies, and a source of information and advice about statutory and non statutory services.

With specific reference to the CEF's Community Development Plan, our work will address the following;

Priorities on community, leisure, culture and education

- *Support the ongoing development of groups, organisations and activities that address the need of residents across the CEF area*
- *Promote the benefits and impact the work of volunteers achieves across our CEF area*
- *Encourage more opportunities for social and cultural activity, particularly for families, and for teenagers*
- *Expand the knowledge of community social and leisure activities through improved communications and supporting organisations to become more accessible and able to take on new member or undertake new activities*
- *Support the volunteer group to develop sustainable community library services*

Priorities on community safety, health and well-being:

- *Increase opportunities for young people to engage in constructive, creative and active leisure activities*
- *Support young people to take a more active role in civic society*

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Use of the building by other agencies will generate some rental income for the use of the facilities, increase footfall within the library and allow the community library to grow and contribute to the CDP goals around Education and Learning, along with Leisure and Culture too.

The community benefit will be increased cohesion between groups and individuals within Tadcaster and surrounding villages.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

The project will involve the individuals working with volunteers from Tadcaster Community library to increase their skills and knowledge, plus partnership working with external agencies to co-deliver on shared and overlapping targets to improve the availability of library and information services to the community.

The management will be provided by the management committee of Tadcaster Community Library in accordance with their constitution.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

Phase one of this project is anticipated to run over a period of twelve months, involving a flexible timescale.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – £8,000 to pay for some flexibly worked hours at an appropriate rate
- **People** – A pool of hours, probably involving paying one person, but potentially more than one to form long term sustainable relationships within the local area

Note the appropriate hourly rate will be established by benchmarking of equivalent roles perhaps)

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

Funding from CEF, Digital Neighbours funding, rental income from partnering agencies are all possible sources of income.

We also intend to use the services of the CEF Development Officer at Selby District AVS to assist in identifying other possible funding streams

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

If the project does not proceed in the format envisaged, then the risk is to the sustainability of the community library.

Without an impetus to grow and develop the library may become inward looking and reduce its effectiveness as a potential community hub

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

The success of this project does depend on the partnership working with other agencies, both known and yet to be identified and also the commitment of the management committee and the team of library volunteers.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.5

Section one: About your organisation

Q1.1 Organisation name

Tadcaster and Rural CIC Ltd

Q1.2 Organisation address

What is your organisation's registered address, including postcode?

4-6 bridge street tadcaster ls24 9al

Telephone number one

01937 831 686

Email address (if applicable)

davidgluck@ruralis.co.uk

Telephone number two

07905 766831

Web address (if applicable)

www.tadcasterandrural.co.uk

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Mr	David Jacob	Gluck
Position or job title		
Executive officer		

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise	x
Charity	
Voluntary or community group	

Other	Please describe
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When was your organisation set up?

Day	11	Month	12	Year	2013
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COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q1.5 Reference or registration numbers

Charity number	
Company number	8811294
Other (please specify)	

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

Q1.6 Is your organisation VAT registered?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Section Two: Grant information or Project Brief (separate document)

Please see the Allocation of Funding Framework and application guidance form to check whether you will need to complete a Grant information form or a Project Brief.

Q2.1 What is the title of your application?

Tadcaster today 2017

Q2.2 Please list the details of your application (500 words limit)

The production, design and distribution of 4 copies per annum, of Tadcaster Today, incorporating Tadcaster Town Council News. The 20 page full colour magazine in A5 format is distributed to every house in the area + businesses and other stakeholders.

The magazine does allow paid for advertising but keeps this to a minimum to avoid confusion with commercial publications.

The magazine is also produced in PDF format and featured on Tadcaster Town Council, Visit Tadcaster and Tadcaster and Rural websites.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.3 Is there a specific date your applications needed to be funded by?

1.2.17

Q2.4 Which two objectives in the specific Community Development Plan will your application meet? (250 word limit for each objective)

Which objective?	How will you achieve this?
Objective 2: Improving our leisure and culture offer	Promoting all activities, clubs, groups
Objective 4: Supporting local business growth	Businesses will be able to advertise on the website to improve their own visibility and get their products to market – especially valuable for start-ups.

Q2.5 Please outline how the application will benefit the specific CEF area and why there is a need for your proposal? (500 word limit)

1. Tadcaster Today is distributed to all homes across the area + all town centre businesses. In addition extra copies are made available at the town council office. Copies are also sent to our twin town of St Chely d’Apcher. 5 copies are sent to the British Library. Copies are sent to SDC Civic Centre.
2. The publication benefits everyone living and working in the area by making information available about their area, what is going on, stories and emergency information.
3. Community groups and businesses are welcome to submit information about activities, offers, events etc.

We welcome the opportunity for volunteers to get involved in the production of TT. At present we do not have a volunteer working on the publication. However, in the past we have regularly had volunteers and work experience people get involved in collecting and writing news stories.

Also:



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

We regularly receive feedback on the publication and it is always positive. The only negative comments are with regard to distribution and we continue to work hard with our distributors to ensure addresses are not missed and are pleased that the last issue had almost no complaints about non-delivery.

We ran a brief evaluation at the end of 2015 and that again only received positive feedback from readers.

There is still no regular alternative for readers to receive this sort of news on a regular basis and we believe it represents exceptional value for money for the CEF and the Town Council.

Q2.6 How much funding are you requesting?

Please provide a breakdown of the different cost elements associated with your application:

Cost Element	Cost (£)
4 days Project management, co-ordination, information gathering @£250/day	1000
Design	600
Printing	2000
Distribution	800
Total Cost	4400

Q2.7 Is the total cost of the application more than the amount you are requesting?

Yes	x	No	
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If yes, where will you get the other funding from and has this been secured?

Tadcaster Town Council - decision to be made 24/1/17
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Project Brief	
<p>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</p>	
Project Name	Tadcaster Today 2017
Project Manager	David Gluck
Document Author (if different from Project Manager)	-
Organisation Name	Tadcaster and Rural CIC



Benefit

The communities of the Tadcaster and Villages area will benefit by having a regular publication delivered free to their doorstep that provides information on what is happening, how the CEF and others are helping, where to go for advice and guidance, and provides a shop front for business and organisations in the area.

Details of the Project

4 publications through the year, produced in partnership with Tadcaster Town Council, 20 page full colour A5 magazine format, free of charge.

Project Objectives

The publications will promote businesses, community groups, initiatives, opportunities for all. It meets every part of the CDP as it is available to all to input stories and for all to read.

Benefits

Key benefits include free advertorials for new businesses; cheap advertising for existing businesses if required; free listings for all community groups; information on councillors, useful numbers, calendar of events. In particular for those without access to the internet this provides an instant source of information.

Project Approach / Delivery Options

Delivered by T&R CIC, working in partnership with the Town Council. Design is by a local design firm, as is printing. Distribution is by a social enterprise in Selby.

Project Timescales (Milestones)

4 publications through the year – April, June, September, November – delivered free to 5500 households and 100 additional copies available to the town centre.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – £4400 CEF funding required.

Funding

60% CEF; 40% TTC

Risks / Issues

The production process is now well established: no risks.

Links and Dependencies

Linkages include the carrying of the publication on local websites, distribution to other stakeholders.

The current programme is dependent on TTC funding but can operate independently if required.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.6

Section one: About your organisation

Q1.1 Organisation name

Tadcaster and Rural CIC Ltd

Q1.2 Organisation address

What is your organisation's registered address, including postcode?

4-6 bridge street tadcaster ls24 9al

Telephone number one

01937 831 686

Email address (if applicable)

davidgluck@ruralis.co.uk

Telephone number two

07905 766831

Web address (if applicable)

www.tadcasterandrural.co.uk

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Mr	David Jacob	Gluck
Position or job title		
Executive officer		

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise	x
Charity	
Voluntary or community group	

Other	Please describe
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When was your organisation set up?

Day	11	Month	12	Year	2013
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COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q1.5 Reference or registration numbers

Charity number	
Company number	8811294
Other (please specify)	

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

Q1.6 Is your organisation VAT registered?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Section Two: Grant information or Project Brief (separate document)

Please see the Allocation of Funding Framework and application guidance form to check whether you will need to complete a Grant information form or a Project Brief.

Q2.1 What is the title of your application?

Tadcaster Business Forum

Q2.2 Please list the details of your application (500 words limit)



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Tadcaster Business Forum	
a. Business networking	Delivered for us via BSYNY: monthly breakfast networking meetings held at venues in the town.
b. Pop Ups	Delivered by the LEP – aim to deliver 2 Pop Ups during the year; the first to focus on hospitality industry.
c. Major Employers Forum	Target large employers in the town – develop a strategy for engaging them with SDC economic development team.
d. Business Forum	Quarterly “social” events for businesses, after work, focusing on the issues that are at hand – for example carparking, events etc.

Q2.3 Is there a specific date your applications needed to be funded by?

1.2.17

Q2.4 Which two objectives in the specific Community Development Plan will your application meet? (250 word limit for each objective)

Which objective?	How will you achieve this?
Objective 1: Improving the economy, retail and tourism	A shop window for businesses in the town centre who will benefit from new trade from visitors.
Objective 4: Supporting local business growth	Businesses will be able to advertise on the website to improve their own visibility and get their products to market – especially valuable for start-ups.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.5 Please outline how the application will benefit the specific CEF area and why there is a need for your proposal? (500 word limit)

Any business located in the Tadcaster and Villages area will be informed of the programme and how to benefit from it.

We currently have a business register of over 500 firms located, although not all have email addresses. The register is kept under constant review.

New business start ups are also of course eligible for support, so the beneficiaries of the programme are wider than the existing business community and their employees.

In addition:

1. We have been operating the Forum for a year now and have run 10 Business Breakfasts, attended by a regular but changing group of local firms (though not restricted to Selby district). Business breakfasts have had over 100 attendees in 2016.
2. Business Forums have been run 4 times, including the special flood forum that was brought together in January 2016. The success of these has been more patchy with a fifth event cancelled due to poor figures. However, we are firmly convinced of the benefit of these particularly for high street businesses.
3. A successful LEP pop up café was held at EGG and both the LEP and we are keen to see this replicated.

Q2.6 How much funding are you requesting?

Please provide a breakdown of the different cost elements associated with your application:

Cost Element	Cost (£)
TRCIC project management, promotion and co-ordination – 6 days @ £250/day	1500
Business advice support from Business Support York and North Yorkshire – 12 days @ £150/day	1800
Venue hire x 12 for business breakfasts	720
Venue hire x 4 for Forums	240



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Total Cost	4260

Q2.7 Is the total cost of the application more than the amount you are requesting?

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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If yes, where will you get the other funding from and has this been secured?

Project Brief	
<p>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</p>	
Project Name	Tadcaster Business Forum 2017
Project Manager	David Gluck
Document Author (if different from Project Manager)	
Organisation Name	Tadcaster and Rural CIC Ltd



Benefit

The business community of Tadcaster is entering a period of recovery and growth and needs the security of having networking and advice services to hand to facilitate that process.

Details of the Project

Working with our partners at the YNYER LEP, Selby DC and Business Support York and North Yorkshire, we will run and promote a series of business networks and events through the year that will respond to business needs and opportunities and provide forums for engagement and facilitating training and advice.

Project Objectives

Links to CDP objectives for town centre revitalisation and business growth in particular. Provides 12 business breakfast networking events; the development of a large employers forum; a regular quarterly Forum for businesses in the town and pop up events.

Benefits

Hard to quantify precise benefits, one of the aims is to enable more b2b sales and the growth of a “Tadcaster First” mentality and awareness whereby the business ecosystem of the town is driven by those within as well as those outside; for example, local printing, local legal services, local food and drink, local healthcare, local professional services etc.

Project Approach / Delivery Options

Entering the 2nd year of operation, the project has learned lessons about what works in our town and how to meet needs – we anticipate improved information sharing is key, as well as responding to local needs – venues are in town; at the right time to suit local business; with thematic events responding to their requests.

Project Timescales (Milestones)

20 events to run through the year – 12 business breakfasts; 4 forums; 2 major employers forums; 2 pop ups.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – £4260

Funding

100% CEF. No charges to business except for refreshments.

Risks / Issues

Key to success is getting businesses engaged, informed and enthused. This can only be done through word of mouth – talking to businesses and responding their needs.

Links and Dependencies

Links directly to SDC's economic development and regeneration agenda and Programme for Growth.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

AGENDA ITEM 10.7

Section one: About your organisation

Q1.1 Organisation name

Tadcaster and Rural CIC Ltd

Q1.2 Organisation address

What is your organisation's registered address, including postcode?

4-6 bridge street tadcaster ls24 9al

Telephone number one

01937 831 686

Email address (if applicable)

davidgluck@ruralis.co.uk

Telephone number two

07905 766831

Web address (if applicable)

www.tadcasterandrural.co.uk

Q1.3 Main contact details

Give us the details of the person in your organisation that is the main contact.

Title	Forenames (in full)	Surname
Mr	David Jacob	Gluck
Position or job title		
Executive officer		

Q1.4 Organisation type

What sector does your organisation fit into?

Social enterprise	x
Charity	
Voluntary or community group	

Other	Please describe
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When was your organisation set up?

Day	11	Month	12	Year	2013
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COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q1.5 Reference or registration numbers

Charity number	
Company number	8811294
Other (please specify)	

If you are an unincorporated association and not registered with the Charity Commission, please tick this box and send us a copy of your governing documents (for example, constitution or set of rules) with your application.

Q1.6 Is your organisation VAT registered?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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Please note that applications cannot be used to support expenditure on VAT reclaimable by the applicant from HM Revenue and Customs.



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Section Two: Grant information or Project Brief (separate document)

Please see the Allocation of Funding Framework and application guidance form to check whether you will need to complete a Grant information form or a Project Brief.

Q2.1 What is the title of your application?

www.visit-tadcaster.co.uk

Q2.2 Please list the details of your application (500 words limit)

Tadcaster and Rural was set up by the CEF in 2013 in order to create a vehicle for project delivery for the area, including raising additional funds not accessible to the CEF. The CIC was supported in the financial year 2014/15 and 15/16 by the CEF.

The CIC's mission is to support the economic, social and environmental well being of Tadcaster and surrounding villages.

The CIC now delivers a wide range of projects and activities supporting the work of the CEF and its CDP.

In 2015, The CIC set up a Visit-Tadcaster. Com website to provide visitors with information about the town and surrounding villages. The site is now set up and running but is in need of ongoing maintenance and hosting.

The project is to provide a further year of support to the CIC to maintain and host the website:

1. Update calendar of events
2. Information gathering
3. Ongoing hosting
4. Ongoing maintenance
5. Update business and other organisation listings



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

Q2.3 Is there a specific date your applications needed to be funded by?

1.4.17

Q2.4 Which two objectives in the specific Community Development Plan will your application meet? (250 word limit for each objective)

Which objective?	How will you achieve this?
Objective 1: Improving the economy, retail and tourism	A shop window for businesses in the town centre who will benefit from new trade from visitors.
Objective 4: Supporting local business growth	Businesses will be able to advertise on the website to improve their own visibility and get their products to market – especially valuable for start-ups.

Q2.5 Please outline how the application will benefit the specific CEF area and why there is a need for your proposal? (500 word limit)

The project will directly benefit:

1. All businesses operating in the area through increased opportunities for advertising and revenue generation.
2. All community groups in the area through potentially increased membership and people using services.
3. All residents in the area by providing upto date information on activities, events etc.

The CIC officers, volunteers, work experience and directors will all have an opportunity to be trained in how to maintain a wordpress website.

In addition:

1. We have informed the business community of visit Tadcaster and all have welcomed



COMMUNITY ENGAGEMENT FORUM APPLICATION FORM

it as a good opportunity to bring more people to the town and villages.

2. There are no other websites that exist to attract visitors to our communities. Tadcaster now has a number of local sites and facebook pages but these are very much about local news, not designed to reach out to visitors.
3. Regional “visit Yorkshire” websites occasionally have mention made of Tadcaster but our offer is very much lost within a broader spectrum of places to see and things to do in our region.
4. The need for such a facility, complementary to Tadcaster Today, was highlighted in the CDP.

Q2.6 How much funding are you requesting?

Please provide a breakdown of the different cost elements associated with your application:

Cost Element	Cost (£)
12 days support @ £250 day to cover website maintenance, data collection and inputting	3000
1 day support: £250/day to cover website upgrades	250
Website hosting	72
Total Cost	3322

Q2.7 Is the total cost of the application more than the amount you are requesting?

Yes		No	x
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If yes, where will you get the other funding from and has this been secured?

Project Brief	
<p>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</p>	
Project Name	www.visit-tadcaster.co.uk
Project Manager	David gluck
Document Author (if different from Project Manager)	
Organisation Name	Tadcaster and rural cic LTD



Benefit

The project has been developed at the request of the CEF and is now in its 2nd year of operation. It is a new and valuable resource to the community and visitors alike.

Details of the Project

Maintenance and upagradng and hosting of a visit tadcaster website

Project Objectives

The project links to all aspects of the CDP and CEF objectives in seeking to provide information about business, community and for visitors to the town.

Benefits

The website seeks to list every business and organisation as well as information about destinations and facilities. It contributes benefits to all of these by attracting new visitors and informing residents.

Project Approach / Delivery Options

Project management by Tadcaster and Rural CIC working with sub contractors Newman Wray and 34sp.

Project Timescales (Milestones)

Work takes place through the year in terms of information gathering, updating, upgrading.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – £3322

Funding

Wholly from the CEF

Risks / Issues

None. We have upgraded the site in 2016 and now have a well established process for maintenance.

Links and Dependencies

No. Tadcaster Today is hosted on the site and we seek to develop a relationship with other websites and social media serving the area through links and information sharing.



Tadcaster and Villages Community Engagement Forum

Community Development Plan 2017 - 2020



Welcome to your Plan

This is the latest Tadcaster and Villages Community Development Plan. It sets out a programme for action and delivery for the next 3 years and highlights the needs and priorities of our community, and how we propose to tackle these challenges in the years that lie ahead.

This Plan comes in the wake of the floods of Christmas 2015 and all the continuing impacts of that event. The Community Development Plan is timely then in allowing us to respond strategically to the floods, the closure of the bridge, the affects upon our local businesses, the raising of awareness of Tadcaster in regional and national media and the coming together of our community to tackle issues head on.

This Plan sets out how we plan to address the things that you've told us are priorities for change over the past years, at Community Forums, at other public events and consultations, and through our own research too.

For example, the work commissioned to understand how our High Street works is instrumental in guiding our thinking on how to tackle the issue of increasing footfall in the town centre and enticing visitors to come and stay longer in our community.

The Community Engagement Forum is an active partnership of local bodies including Councils and representatives of interest groups in the communities we serve. We now have a dedicated social enterprise to help us deliver this Plan and to bring in more resources to tackle the issues we have identified as being critical to the success and sustainability of our communities.

Our area of operation has also expanded with changes to ward boundaries meaning we now include the communities of Church Fenton and Little Fenton.

However, changes to boundaries and new challenges aside, our vision for our area remains as valid now as it did 3 years ago:

Our vision for Tadcaster and Villages

A thriving and safe community, with a vibrant local economy in an attractive built and natural environment, where people want to live, to raise their families, and to enjoy their leisure time.

We look forward to working with you in delivering this vision over the coming three years!

DON MACKAY

Chair
Tadcaster and Villages
Community Engagement
Forum





About the Community Engagement Forum

Who are we?

The Tadcaster and Villages Community Engagement Forum meets three times a year for members of the public to tell us what they'd like us to do to improve their quality of life. The Forum is backed by a Partnership Board, which has prepared this plan to try and take forward other, more strategic, objectives. Members of the Board are:

Selby District Councillors

- Cllr. Keith Ellis
- Cllr. Donald Mackay (Chair)
- Cllr. Richard Musgrave
- Cllr. Richard Sweeting

North Yorkshire County Councillors

- Cllr. Liz Casling
- Cllr. Andrew Lee
- Cllr. Chris Metcalfe

Co-opted member

- Cllr. Steve Cobb
- Cllr. Kirsty Poskitt
- Cllr. Avis Thomas
- Cllr. Trevor Phillips
- Bea Rowntree

The Board was supported in its community development work by Tadcaster & Rural Community Interest Company to October 2016 and by Selby District AVS from that point forward.

Our area of responsibility includes not only the town of Tadcaster, but also the villages that surround it, and for which Tadcaster might be seen as the local centre. Our area includes the following communities, all of which are covered by a parish or town council:

- Acaster Selby, Appleton Roebuck, Barkston Ash, Biggin, Bilbrough, Bolton Percy, Catterton, Church Fenton, Colton, Grimston, Healaugh, Kirkby Wharfe, Lead, Little Fenton, Newton Kyme, Saxton, Scarthingwell, Steeton, Stutton, Tadcaster, Towton, Ulleskelf

What this Plan sets out to do

The challenges facing our town and villages have been extensively researched over recent years. But the new challenge that emerged in dramatic fashion at the end of 2015 relates to how the communities along the Wharfe respond to the threat of flooding:

- How communities increase resilience
- How Tadcaster specifically rebuilds its town centre economy

Beyond this clear and present priority, we believe that our priorities continue to relate to:

- improving the appearance and vitality of Tadcaster town centre, and make it easier for people to shop locally

About the Community Engagement Forum

- creating facilities that will not only be enjoyed by local people, but will also encourage visitors
- improve leisure and cultural opportunities for local people
- ensure that people can get information about the things they want to do, and help in starting up new activities
- ensuring our people are consulted with and receive excellent levels of communication from service providers

The Tadcaster and Villages CEF is committed to working on local issues in partnership, alongside other bodies such as Parish Councils and statutory authorities, not trying to take over, but rather to help and support as we move in the same direction.

We've already tackled a number of concerns you've raised at our regular Forum meetings and many which formed the previous Community Development Plan 2012-2015. For example:

- ✓ Set up a new visit-tadcaster website to provide essential information for visitors to the area.
- ✓ Produced a regular bi-monthly magazine, Tadcaster Today.
- ✓ Established a new social enterprise to help us deliver our work programme, Tadcaster & Rural Community Interest Company;
- ✓ Led the way on consultation and design exercises around Riverside Park.
- ✓ Run regular Forums to ensure service providers are available to residents and to bring issues directly to our community.
- ✓ Engaged with service providers and others to see improvements to various pieces of the public realm, such as

- play areas, road signage and marking and signalling equipment.
- ✓ Supported community groups such as Scouts, Carnival, Riley Smith Hall, Parish Councils in developing new projects.

We've grouped the activities in this new Plan into four broad themes. This will help you to find the areas that interest you most, but will also help us to ensure that the different activities we're looking at all dovetail with one another properly. The headings are these:

- Environment, landscape and streetscape
- Economy, retail and tourism
- Community, leisure, culture and education
- Community Safety, health and well-being

Cutting across all these is the theme of resilience to flooding and learning and applying the lessons of the Boxing Day flooding.



Environment, landscape and streetscape

Priorities on environment, landscape and streetscape

- Tackle the boarded-up properties in the town centre and work to bring these back into use
- Address the problem of derelict and abandoned sites in the town centre
- Increase awareness and understanding of local sites of natural importance, to enhance and promote conservation, and create a local environmental identity and civic pride
- Increase awareness and understanding of the historic character and importance of Tadcaster's streetscape, and of valued heritage assets in the town and surrounding villages
- Improve promotion of walking groups and countryside recreation opportunities, and increase awareness of rights of way in and around Tadcaster and villages
- Work to make the town centre a more attractive and pleasant environment for residents and businesses

Cross – cutting theme priorities:

- ✓ Assist with the regeneration of flood affected areas, in particular Bridge Street and Commercial Streets in Tadcaster.
- ✓ Assist community and statutory organisations to develop and deliver strategies for increasing the resilience of town and villages to flooding.

Economy, retail, and tourism

Priorities on the economy, retail and tourism

- Reinforce and exploit the unique character of Tadcaster to create a 'look and feel' that attracts local people and visitors
 - Work to reduce the number of empty retail units in the town centre
 - Stimulate a more diverse evening economy
 - Improve promotion of Tadcaster and villages in a variety of different markets, including walkers and heritage interest
 - Assist in supporting the location of new housing development in Tadcaster
 - Assist in delivering the new SDC car parking regime and more short stay car parking areas
 - Remove or restore the high-visibility derelict sites
 - Ensure the villages benefit from superfast broadband opportunities
 - Ensure the villages benefit from mobile and 4G connectivity
- Cross – cutting theme priorities:**
- ✓ Support the business community through the development and implementation of improved networking and support structures.
 - ✓ Investigate and promote as necessary new opportunities for the business community to recover from the impacts of flooding.

Community, Leisure, culture and education

Priorities on community, leisure, culture and education

- Support the ongoing development of groups, organisations and activities that address the need of residents across the CEF area
- Promote the CEF funding that is available to support voluntary and community groups
- Promote the benefits and impact the work of volunteers achieves across our CEF area
- Support the expansion of active leisure provision to meet a growing local demand
- Encourage more opportunities for social and cultural activity, particularly for families, and for teenagers
- Continue to support the delivery of a Riverside Park in Tadcaster
- Support more equipped play space, both in Tadcaster and in the villages, using Ulleskelf as our exemplar
- Expand the knowledge of community social and leisure activities through improved communications and supporting organisations to become more accessible and able to take on new member or undertake new activities
- Continue to develop relationships and activities with the education sector, in particular the Grammar School
- Support the potential delivery of a heritage and visitor centre serving the town and villages
- Support the volunteer group to develop sustainable community library services

Cross – cutting theme priorities:

- ✓ Support cultural and social events that respond to the flooding by bringing people and communities together and which develop and promote the sense of Tadcaster being a thriving and vibrant place.
- ✓ Ensure that there are educational opportunities that emerge from the floods and bridge collapse that can be taken into local schools.

Priorities on community safety, health and well-being:

- Increase opportunities for young people to engage in constructive, creative and active leisure activities
- Support young people to take a more active role in civic society
- Work with the Police to increase their visibility and accessibility
- Reduce impact of speeding traffic on rural roads, and inappropriate parking in the town centre
- Increase accessibility through improved footpaths and cycleways

Cross – cutting theme priorities:

- ✓ Promote opportunities for organisations engaged with young people to play an active role in supporting the regeneration of Tadcaster and places affected by flooding
- ✓ Support measures to increase resilience of the town to future flood events



Action plan

Environment and streetscape		Lead Board Member:		
What do we want to do?	How will we do it?	When will it be done?	Indicative cost	Delivery partner
Audit of empty and under-utilised property in the town centre.	Work with SDC, landlords, Town Council	2016/17	£	SDC
Town centre improvement zone / Conservation Area Plan	Map the town centre zone, work with Conservation team at SDC, Town Council	2017/18	£	Groundwork
Register & booklet of local sites of natural and ecological interest and heritage interest	Work with Yorkshire Wildlife Trust and PlanSelby team.	2017/18	£	Yorkshire Wildlife Trust
Work to produce a 'local list' of non-designated heritage assets to inform future planning policy.	Work with Historic England, TTC and PlanSelby team.	2017/18	£	Tadcaster Historical Society
Encourage more local archaeological digs and heritage related activity	Organise HLF activity in the town, based on digs at Riverside & Towton. Small grants	2016/17	£	Tadcaster Historical Society
Improved maps of local walks and cycling	Booklet combining walks/riding routes, working with WrW, Tad Walkers, Cyclesense	2017/18	£	Tadcaster Walkers

Economy, retail, and tourism		Lead Board member:		
What do we want to do?	How will we do it?	When will it be done?	Indicative cost	Delivery partner
Visit-tadcaster website development	Set-up via T&R CIC. Maintenance on-going	2017	£	?
Brown tourist road signs	Audit current provision (NYCC) and identify attractions to add. Funding from CEF.	2017/18	£	NYCC
Tadcaster tourist map	Visitor guide across the whole of the CEF area.	2017/18	£	?
Tadcaster/Towton Visitor centre	Identify location for a visitor centre, work with Towton Battlefield Society/HLF/HE.	2017/18 – pop-up 2018/19 - permanent	£	Towton Battlefield Society
Business Forum & events	Establish a regular series of business support events and a Forum.	2016/17	£	?
Business Register	Comprehensive register of all business in the CEF area. Set up and maintenance.	2016/17	£	?

Leisure, culture and education		Lead Board member:		
What do we want to do?	How will we do it?	When will it be done?	Indicative cost	Delivery partner
Village hall investment programme	Identify needs via VH committees. Instigate a support programme – with RAY	2017/18	£	Rural Action Yorkshire
Annual events calendar & supported events and activities	Develop forward programme of events with external experts e.g. DepArt Small grants	2016/17	£	DepArt
Tadcaster Today	Continue to work with Tadcaster Town Council and suppliers	2016/17	£	?
Riverside Park	Investment programme on the Riverside to follow planning permission & works on the Bridge	2017/18	£	Groundwork/Tadcaster Town Council
Skatepark	Investigate location, then project team and design, including funding	2017/18	£	SDC The Bridge WLCT
Tadcaster community library	Work with the new volunteer led library to identify opportunities to support and add value	2017/18	£	Tadcaster Library

Community safety, health and well-being		Lead Board member:			
<i>What do we want to do?</i>	<i>How will we do it?</i>	<i>When will it be done?</i>	<i>Indicative cost</i>	<i>Delivery partner</i>	
Support the Resilience Groups	Small grant funding	2016/17	£	Town and village based resilience groups	
Community defibrillators and 1st Responders	Small grant funding	2016/17	£	Parish and Town Councils	
Support to young people's groups/organisations	Small grant funding	2016/17	£	The Bridge Scouts Guides Primary Schools	
Youth representation on the CEF	Discussion with Head of 6 th Form at TGS	2016/17	£	Tadcaster Grammar School	
Implement a successful car parking strategy	Work with SDC on consulting the community and monitoring implementation	2017/18	£		
Public Rights of Way improvement plan	Work with NYCC, Ramblers and others to identify deficits and a programme of improvement	2017/18	£	NYCC	

AGENDA ITEM 12.1

Project Brief	
<i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i>	
Project Name	Give It A Go Event
Project Manager	Chris Hailey Norris
Document Author (if different from Project Manager)	
Organisation Name	Tadcaster and Villages CEF



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

- This will be a great way to promote a range of community initiatives, clubs and organisations.
- An opportunity to promote the Tadcaster & Village CEF.
- Encourage organisations to think differently about how they engage with the community.
- Enable people to explore volunteering opportunities, access services they may need and / or take up new opportunities to become more active.

Too often events can fail to engage with people. The structure of the event encourages a different approach to promoting organisations, issues and causes and at the same time maximises the numbers of people visiting all stalls participating.

Details of the Project

Please list the details of your project

The aim of the event is to encourage people to try something new – a new sport, activity or volunteering opportunity.

The plan would be to utilise key buildings within Tadcaster to house a range of stands.

Organisations will be encouraged to be creative and adventurous with 3 cash prizes for the most innovative stalls of £1,000, £500 and £250 – these will be judged by members of the CEF Partnership Board and announced at the event.



In addition to encourage attendees to visit all stalls – each person gets a stamp / sticker / signature from each stall, those who complete them all will be entered into a draw to have 10 chances to win £100 of gift vouchers.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The Give It A Go Event will address the following elements of the CDP:

Priorities on community, leisure, culture and education

- *Support the ongoing development of groups, organisations and activities that address the need of residents across the CEF area*
- *Promote the CEF funding that is available to support voluntary and community groups*
- *Promote the benefits and impact the work of volunteers achieves across our CEF area*
- *Support the expansion of active leisure provision to meet a growing local demand*
- *Encourage more opportunities for social and cultural activity, particularly for families, and for teenagers*
- *Expand the knowledge of community social and leisure activities through improved communications and supporting organisations to become more accessible and able to take on new member or undertake new activities*

Cross – cutting theme priorities:

- ✓ *Support cultural and social events that respond to the flooding by bringing people and communities together and which develop and promote the sense of Tadcaster being a thriving and vibrant place.*

Priorities on community safety, health and well-being:

- *Increase opportunities for young people to engage in constructive, creative and active leisure activities*
- *Support young people to take a more active role in civic society*

Cross – cutting theme priorities:

- ✓ *Promote opportunities for organisations engaged with young people to play an active role in supporting the regeneration of Tadcaster and places affected by flooding*

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

The event will be widely publicised creating an opportunity to bring families into the town centre.

With stalls at a number of locations will enable people to explore Tadcaster and visit other businesses, shops and buildings.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

The plan would be for the event to take place on a Saturday afternoon, across a 3 hour period.

Organisations will be circulated with a booking form – enabling them to provide details of how they intend to make their stall interactive.

All venues with stalls will hand people a competition form – gridded with all stall holders with space for the organisation to give them a sticker / stamp / signature.

At the end of the 3 hours the stall winners will be announced as well as the draw for the 10 gift vouchers.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

Assuming a Saturday in June the following time line would be applicable:

- Jan 17 – decision made by Partnership Board to go ahead, date and venues to be used, circulation of publicity
- Feb 17 – venues booked

poster / flyer designed

Booking form for stall holders distributed via AVS newsletter, CEF database, Parish Councils, with deadline for submission

Volunteers requested from Partnership Board for the event
- Mar 17 - poster / flyer agreed and printed
- April 17 - Commence circulating posters, PDF as widely as possible, to capture key Publications
- May 17 - Commence door to door leaflet drop, promotion via social media and local press
- June 17 - Event held

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – £54 poster / leaflet design
£200 printing
£300 leaflet drop
£1,000 10 gift voucher prizes
£1,750 cash prizes for stall holder winners

£200 venue hire

£3,504 approximate total

- **People** – Development Officer and admin support – planning
PB members to assist with staffing the event

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

All of the funding for the event is being sought from the Tadcaster and Villages CEF

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

The risk of poor weather can be minimised by having all stands undercover using local venues.

The risk of few people participating can be minimised through extensive publicity through social media, local press, door drops, PDF and paper based circulation.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This project is a stand alone project.

Stall Holder Booking Form

Organisation	
Brief Description of what you do	
Contact Name	
Email	
Telephone Number	
What your stand will consist of?	
How will you register visitors to your stall – stamp / sticker or signature?	
What interactive element you will have to increase engagement with the public?	

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	Strictly Community
Project Manager	Chris Hailey Norris
Document Author (if different from Project Manager)	
Organisation Name	Tadcaster and Villages CEF



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

- This will be a great way to develop a number of longer term proposals to develop new initiatives across the CEF area.
- Provides an opportunity to pilot new services for the community over a year time table
- An opportunity to develop a series of new partnerships between community groups and the Tadcaster & Village CEF.

Often organisations need evidence of the impact a service will make and there are limited funding opportunities to trial such pilots. This initiative will enable the CEF to financially support a number of initiatives that have the potential to benefit different people in the community and provide the evidence for longer term funding to be secured.

Details of the Project

Please list the details of your project

Strictly Community

The Tadcaster and Villages CEF have a wonderful opportunity to develop a series of partnerships for local voluntary and community organisations to pilot new services and initiatives.

A specific campaign would be created to encourage and support groups to submit project proposals for new services and activities to benefit the community. Support in developing project proposal would be provided by the CEF Development Officer.

A presentation evening would be held for organisations to promote their proposals and answer any questions from attendees, before the final consideration for funding by the CEF Partnership Board.



Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The Strictly Community Initiative will address the following elements of the CDP:

Priorities on community, leisure, culture and education

- *Support the ongoing development of groups, organisations and activities that address the need of residents across the CEF area*
- *Promote the CEF funding that is available to support voluntary and community groups*
- *Promote the benefits and impact the work of volunteers achieves across our CEF area*
- *Encourage more opportunities for social and cultural activity, particularly for families, and for teenagers*
- *Expand the knowledge of community social and leisure activities through improved communications and supporting organisations to become more accessible and able to take on new member or undertake new activities*

Cross – cutting theme priorities:

- ✓ *Support cultural and social events that respond to the flooding by bringing people and communities together and which develop and promote the sense of Tadcaster being a thriving and vibrant place.*

Priorities on community safety, health and well-being:

- *Increase opportunities for young people to engage in constructive, creative and active leisure activities*
- *Support young people to take a more active role in civic society*

Cross – cutting theme priorities:

- ✓ *Promote opportunities for organisations engaged with young people to play an active role in supporting the regeneration of Tadcaster and places affected by flooding*

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

The initiative will enable organisations to consider developing new initiatives across the CEF area. These will benefit a range of communities and individuals.

It will develop a number of long term relationships and partnerships with the CEF enabling opportunities to further promote the work of the CEF and to highlight the funding and support resources we have available.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

The aim would be for the CEF PB to agree a sum of money to be available, for example between £25,000 - £30,000 and produce a promotional flyer encouraging groups to meet with the Development Officer to discuss their ideas.

Assistance would then be offered to groups to complete a project proposal brief within a specified timeframe.

A community evening would be arranged for all submitted project proposals to be presented before the CEF PB made its decision at a PB meeting.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

- Jan 17 – decision made by Partnership Board to go ahead, date and venues to be used, circulation of publicity
- Feb 17 – poster / flyer designed and distributed via AVS newsletter, CEF database, Parish Councils, with deadline to meet with Development Officer by end of March 17
- April 17 - end of April deadline for project proposal
- May 17 - Community evening
- June 17 - Decisions made by PB meeting, followed by a press release
- July 17 –
Sep 18 Projects commence and carry out their work
- Nov 18- Showcase event of the work all the funded projects have achieved

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** – £54 leaflet design
£25,000 project funding

£25,054 approximate total
- **People** – Development Officer to work with groups on developing, submitting and then implementing their proposals

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

All of the funding for the Strictly Community Initiative is being sought from the Tadcaster and Villages CEF

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

The risk of very few submissions will be minimised by offering the support of the Development Officer to explore their ideas, develop their project proposal and complete the forms. At the same time publicity will be widely distributed through a number of databases to maximise awareness and take up.


Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This project is a stand alone project.



AGENDA ITEM 13

Date & Venue	Theme
<p>Monday 27th February Ulleskelf Village Hall</p>	<p>Eye to Eye - Maintaining good eye health An interactive workshop covering all aspects of eye health, vision screening, reducing the risk of blindness, and support services for people who have sight problems.</p> <p>Presented by Emily Havercroft, Coordinator, Selby District Vision</p> 
<p>June 2017 Bolton Percy Church</p>	<p>A Village Revitalised Forum event held at Bolton Percy, presentation on the development of a residents run project saving the historic church and tower, creating a series of community events, securing funding and building a team of local volunteers.</p> 
<p>Nov 2017 Tadcaster</p>	<p>Addressing Your Transport Needs An opportunity to address questions to a panel including NYCC representatives, transport providers and community transport schemes.</p> 
<p>Feb 2018 Tadcaster</p>	<p>Caring for Carers An opportunity to receive practical support and information about the range of services available for carers and the people they care for within the community, how they can assist and how to access them.</p> 