



Guidance Document to accompany Small Grants Scheme Application Form

The following document has been compiled to offer assistance and ensure the application process is fully explained to the Small Grants Scheme applicant.

The Purpose of Grants Funding

WoSTC wishes to encourage and support projects that seek to improve the town and engage residents and visitors alike. Working alongside voluntary and community sector organisations, the aim is to establish Westgate-on-Sea as a desirable place to both live and visit.

When to Apply

The Small Grants Scheme Funding operates on a rolling programme and applications for 2025 start 01 April 2025 and can be made from this time.

APPLICATION PERIOD – 01 April 2025 to 31 December 2025

You will need to complete your Application Form and **submit this to the Town Clerk.**

2025 Priorities and Criteria for Funding

WOSTC has established four priorities in 2025 to support projects/community groups that;

1. Enable and empower local groups to organise effective projects that widen community participation, develop a sense of local pride and inspire residents to come together.
2. Establish Westgate as a visitor destination, creating a positive economic impact on the area and putting the town on the map.



3. Improve experiences and outcomes for young people in the town.
4. Support causes that contribute to the positive mental and physical wellbeing of Westgate-on-Sea residents.

Criteria

Each capital expenditure/project application will need to justify how their capital expenditure/project meets one or more of the priorities and the following criteria will also be used by the Small Grants Scheme funding panel.

a. Project Management and Aims

- An outline of how the project will be run and explanation of the set-up of the organisation.
- Planning how the costs of the project will be met.
- Risk assessments and policies and procedures that are in place if applicable.
- Public Liability Insurance if applicable.
- Aims of project.

b. Promotion

- The project will be marketed/promoted in advance to ensure it is accessible by general public.
- There will be ways of celebrating the project afterwards.
- The applicant will promote Westgate and the Town Council's contribution to the project.
- Where relevant, the project will target visitors from outside of the town.

c. Economic Impact and Sustainability

- It will support local businesses.
- There will be an increase to the footfall to the area.
- Demonstrates value for money.



- Additional funding that has already been secured.

d. Community Involvement

- Volunteers will support the planning, organisation and delivery of the project, including schools, youth groups and minority groups.
- Consideration of the estimated number of participants/attendees that will attend.

Exclusions from WOSTC's Projects Grant Funding

- Retrospective applications.
- Activities designed for profit making, commercial events or trade fairs.
- Any activity which does not match the Westgate Town Council priorities and criteria for awarding funding.
- Events previously receiving money and not complying with terms and conditions within the Grant Agreement.

Completing the form

- Read the form thoroughly before completing so you know where to put the relevant evidence.
- Make sure you answer all of the questions. Clarification may be sought on some details by the Town Clerk.
- Please ensure that you do not rush the form as more time spent on this will ensure a better-quality application. Seek advice if you are unsure, do you have any friends or colleagues who may have been involved with similar projects?
- If you are unsure about certain arrangements/elements for your project, put down what you think will happen and state a timescale of when you hope to have resolved this.



- If you need additional space for any questions, please use a continuation sheet and clearly mark which question it relates to.
- If you have any other funding applications pending or secured, please include details as this will demonstrate that you are proactive and exploring all possibilities. Applications with other income sources will be prioritised over those totally reliant on WOSTC funding.
- If you are considering partnering with another organisation or project this could prove an advantage to your application success. Also think how you can show that your project is sustainable for the future.
- After the completion of the Small Grants Scheme Application form you must ensure that the application along with any documentary evidence required is submitted and received by the Town Clerk.
- Use the checklist at the end of the form to make sure you have included all relevant evidence.

Send **completed applications** to townclerk@westgateonsea.gov.uk OR

Westgate-on-Sea Town Council
78 St Mildreds Road
Westgate-on-Sea
Kent, CT8 8RF

How the funding is awarded

We provide funding each year to go towards projects being run in Westgate-on-Sea.



The applications are considered by an 'Events Funding Panel.' They consider each application against the set priorities and criteria and decide on whether to award (in full or part) or whether not to award. Applicants are then informed by WOSTC Town Clerk of the decisions made usually 2-3 weeks after the Panel Meeting date.

What happens next?

If the application is successful then the applicant/organisation will be required to sign and agree a **Grant Agreement**, this is a binding agreement with the applicant/organisation and Westgate-on-Sea Town Council legally confirming the commitments they have both agreed. It will include relevant information which the applicant/organisation has included in the application form and state the obligations for both parties including what is required for evaluating success after the project.

When the Grant Agreement has been sanctioned and authorised the payment to the Project Organisation will then be arranged. It should be noted that if a project is successfully funded in one year this does not mean it is guaranteed to receive funding the following year.

When funding has been secured through Westgate-on-Sea Town Council there will be a requirement that any advertising material should include the Westgate-on-Sea Town Council logo and be used for the project.

After the project is completed the applicant is required to submit an Evaluation Form for the project; this should be sent no later than six months following completion of the project. If there are any invoices, evidence and publicity material/press releases concerning the project these should be submitted with the Evaluation Form.