



## 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 a diverse range of high quality, innovative and ambitious projects that engage local residents and visitors alike. This fits with our vision for priorities of working with voluntary and community sector organisations and establishing Westgate as a destination to visit.

### **When to Apply**

The Small Grants Scheme Funding operates on a twice a year fixed application period and applications for 2020 start Wednesday 01 April 2020 and can be made from this time.

### **APPLICATION PERIOD – Wednesday 1st April 2020 to Friday 15<sup>th</sup> May 2020**

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

### **2020 Priorities and Criteria for Funding**

WOSTC has established four priorities in 2020 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 communities to come together.
2. Assist Westgate's role as a heritage centre.
3. Establish Westgate as a visitor destination, creating an economic impact of people visiting from outside the area and putting Westgate on the map.
4. Support benefits to young people in the Town.

### **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 by.
- 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](mailto: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.