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| Forum Area or Division: | Eden - Eden Lakes |
| Reference: | CGA/1806-23 |
| Group Name: | Shap Community CIO |
| Community Development Officer: | Kellie Bradburn- Sims |
| Community Development Assistant: | Lucy Tonkin |
| Amount Requested: | £2,500.00 |
| Total Project Cost: | £2,900.00 |

APPLICATION REPORT

Application Summary

Shap Community CIO is the overarching charity for The Old Courthouse, a community centre, library link and art gallery based in the centre of Shap. The centre is used by members of the community to access services, and visitors to the area come to attend events, activities and visit the art gallery.

A comprehensive online and offline presence is essential for The Old Courthouse, to help raise awareness of where they are, the facilities they offer and the many events and activities they organise. In addition, the centre offers business services to other organisations such as meeting rooms equipped with IT for learning and education. The CIO have a network of diverse organisations they partner with and will benefit from this if their online presence was improved. Members of the CIO have explored what needs to be done to increase awareness of the centre and all agree an improved marketing strategy is key to achieving this.

In partnership the charity an experienced marketer, with good knowledge of the centre and the community, has developed a marketing plan that includes both online and offline activities, to help raise awareness and encourage more people to visit, participate in the events and activities, and make use of the services they offer. The bespoke marketing plan includes the development and build of a new website, a social media marketing strategy and some local advertising. The Old Courthouse are applying for funding to contribute to delivery the marketing activities.

Shap Community CIO are a key stakeholder in the Shap Area Planning Group. The marketing project has featured on the local action plan for 2022-2023. The area planning group stakeholders support the marketing project for the CIO and agree the activity will help to improve the footfall and raise awareness about the events and activities that take place there, for the benefit of the community.

Key Themes Met

The project supports the County Council's Vision as identified in the 2018 – 2022 Council Plan:

- A Council that works with residents, businesses, communities and other organisations to deliver the best services possible within the available resources.

And contributes to Cumbria County Council achieving the following outcomes for the people of Cumbria in the 2018 - 2022 Plan:

- People in Cumbria are healthy and safe
- People in Cumbria are well connected and thriving
- The economy in Cumbria is growing and benefits everyone

Match with Criteria

The project is:

Proposed by a not for profit organisation
Will be of benefit to the local community
Supports the County Council vision in the 2018 – 2022 Council Plan
Is requesting funding for a one off project
Is requesting funding for 85% of the total project cost.

Number of People Benefiting

100 +

Breakdown of Project Costs

Total Project Cost £2900
Website design, build and SEO £700
Online promotion, analytics and monitoring £2100
Annual hosting and domain £100

Project Income
CCC Area Planning Fund £2500
CIO Own Funds £400

Previous CCC Funding

CGA 970-22 £1412.09 CIO Notice Boards Area Planning Fund Jan 22

Grant Amount Recommended

£2500

Officer comments

The beneficiary data for this project exceeds 5000 as the benefit for promoting the centre includes local and surrounding communities as well as visitors to the area. Shap is on the Coast to Coast walk and attracts many visitors to the area.

Comments from Elected Member(s) / Neighbourhood Forum / Grant Panel

Member Signature:

Date: