

Grants Application

Application Details			
Fund	Holehird Trust 18/19 (Groups)	Application no	21069b
Project cost	£25,000.00	Amount requested	£15,000.00
Amount recommended	£0.00	Grants Officer	Ellen Clements

Applicant Details			
Organisation	Sedbergh and District Community Trust Fund		
Post Town	Sedbergh	District	South Lakeland
Grant Priority	6	Index of Multiple Deprivation	107
Aims of the group	<p>1. The Community Trust is a registered charity (CIO) for the benefit of the community of Sedbergh and District.</p> <p>2. The Trust is responsible for the usage and maintenance of 72 Main Street, Sedbergh, which it owns and leases to various organisations, and the management of two charity shops, the income from which is disbursed through grants to local organisations.</p> <p>3. There is a maximum of twelve trustees who sit on five sub-groups. These are Projects (initiates and develops projects for the good of the community, eg First Responders Team, Community Orchard); Buildings (Responsible for the care and improvement of 72, Main Street, Sedbergh); Finance (responsible for payments, receipts and accounts); Fund (responsible for awarding grants to written applications from deserving causes) and the Charity Shops (oversees the management and effective operation of the two Charity Shops).</p> <p>4. 72, Main Street, currently houses the Community trust, the Community Information Centre, the local History Society, an office for the Secretary of the Sedbergh Parish Council and a base for Cumbria Constabulary.</p> <p>5. An annual written report of the activities of the Community Trust is presented to the Trust AGM and provides feedback to the community in the monthly newsletter, the LOOKAROUND.</p>		

Previous Funding Details					
No. of grant applications	4	No. of approved grants	1	Total Amount Awarded	£5000.00

Project Details	
Project title	Marketing of Sedbergh and its events
Project detail	<p>It is now proposed to appoint a Marketing and Events Manager, on a part-time basis, using modern methods to promote and showcase the activities and events in the town, to local, national and international audiences.</p> <p>1. Sedbergh is a small market town in Cumbria located in the Yorkshire Dales National Park (YDNP). The 2011 census recorded 2,765 residents, making the town the largest habitation in the national park. There are c. 170 local businesses and an ageing population. The YDNP local plan predicts that 35% of our population will be over 65 years of age by 2030. Our activities and organisations are run by a dedicated community of volunteers.</p> <p>2. The town has many strengths, including a beautiful, peaceful and clean landscape, an attractive town centre with heritage assets (including Farfield Mill), a multi-faceted local economy, a weekly market and a season of successful Artisan Markets, England's Book Town and Sedbergh School.</p> <p>3. In recent years we have developed an improved tourism offer and are continually updating our strategies for renovation and growth, and attracting new businesses, especially those run by young people, new to the area. Our presence on social media is much improved and evidence suggests that visitor footfall is increasing.</p> <p>4. This progress has largely been driven by volunteers and a Project Manager from 2016 to 11/2018, using external funding, with a 50% contribution from the town (ie</p>

	<p>Chamber of Business and Trade, Community Trust, Community Interest Company and the Parish Council). External funding has now finished. It is now proposed to appoint a Marketing and Events Manager, on a part-time basis, using modern methods to promote and showcase the activities and events in the town, to local, national and international audiences.</p>
Need	<p>It is the view of many in Sedbergh that we tend to "hide our light under a bushel" when it comes to the promotion of activities and events in the town. Furthermore, it is a commonly heard saying from visitors that the area is a "best kept secret" and many keep returning. In recent years we have generated an Activity Guide for Visitors, to extoll the virtues of the town and district, its unique landscape, heritage and environment, and footfall has increased with events such as the Artisan's Markets held each month in the summer.</p> <p>In a recent initiative, SLDC, the Parish Council and the Sedbergh and District Chamber of Trade and Business co-funded an independent study by a consultant into the economy of Sedbergh. His main conclusion was to suggest the formation of a Sedbergh Economic Partnership (SEP), that would take the form of regular meetings of local business persons and representatives of the SLDC, YDNP, the Chamber, Parish Council, Farfield Mill and Sedbergh Schools, so that the town could "speak with one voice". Although only having met on two occasions to date, the SEP has produced an Action Plan of deliverable projects, with the brief to coordinate project development, find funding and to work together to unclog blockages which may prevent the delivery of projects. The SEP has identified an urgent need for the active promotion and marketing of activities and events in the town.</p> <p>It also as a place to live, work and raise a family.</p>
Disadvantage	<p>Our community faces many challenges, typical of a rural area. These include rural isolation, a resistance to accept change, a lack of affordable housing for young persons and families, a loss of community transport, declining farm viability and increasing age of farmers, impacts of climate change and poor broadband connectivity. Perhaps the main issue is that of demographic change. Thus, we are an increasingly ageing population with more than 20% of persons over 65 years of age, compared to the national average, and this imbalance is predicted to increase further in the coming decades. Yet, there is a strong tradition of volunteering in our community that supports many local organisations. It is the case, however, that as the population ages, there are fewer volunteers, or the same few are doing more. Such "volunteer fatigue" threatens the survival of our community in the long term.</p> <p>The loss of affordable housing and local transport means that young person's leave the area for employment and educational opportunities and seldom return to live and work in the community. Indeed, we are informed by volunteers at our local church (St. Andrews) that there are no weddings planned for the whole of 2018.</p> <p>We need an influx of new, younger members of the community wishing to develop a life for themselves and their families in our environment. Young entrepreneurs are especially welcome and there are some emerging signs that that this might be occurring, due to recent efforts to generate new business and ideas to sustain the town and district. Ironically, there are job opportunities at Sedbergh School and a recently opened hotel (The Black Bull) is recruiting at all levels. Thanks to initiatives developed by the Chamber of Business and Trade, and other organisations, there has been an upturn in economic activity in recent years.</p>
Benefits	<p>A Marketing and Events Manager will be appointed with the following terms of reference;</p> <ol style="list-style-type: none"> 1. Promote Sedbergh and District as a Visitor Destination, for local, national and international visitors. 2. Develop and improve working relationships with tourist boards, local councils, YDNP and Cumbria Tourism, etc. 3. Promote Sedbergh and District as an attractive place to live and to start a new business. 4. Increase the profile of Sedbergh, as the Book Town of England. 5. Increase the profile of Farfield Mill and the local farming community. 6. Promote the unique heritage, culture and landscape of the town and district. 7. Consolidate and promote plans for events for 2019 and beyond.

	<p>8. Generate regular press releases to showcase activities in the town and its communities.</p> <p>9. Promote the town via social and print media.</p> <p>10. Promote local food and produce.</p> <p>11. Attract inward investment.</p> <p>12. Promote the town as an educational centre of excellence.</p> <p>A joint Project Management Committee, comprising representatives of the local co-funders, will oversee the work of the Marketing Manager, and meet regularly to prioritise, steer and develop the strategic direction of the post-holder. Such a joined-up approach will ensure that the town and its communities are regularly informed of progress and developments, and are "talking with one voice".</p>		
Measure	<p>Promotional activities will be logged and the community will be regularly informed of developments and activities via a town website (www.sedbergh.org) and in the LOOKAROUND, a monthly, local publication with a printed population of about 1,000. The SLDC, YDNP and other organisations will be kept up-to-date by attendance at the SEP and by regular mailings.</p>		
After funding ends	<p>At the end of the period of proposed funding, we envisage the promotion and marketing of Sedbergh as an ongoing initiative. It is anticipated that this will be achieved in a self-sustainable way, with ongoing financial support from Sedbergh organisations and local businesses. Contributions from other bodies, including SLDC, YDNP and others will also be sought in the longer term.</p>		
No of beneficiaries	4000	No of volunteers	20

Expenditure	
<p>Staff costs: £10,000.00</p> <p>Payment to Marketing and Event Manager who will be employed on a part-time basis over a 12-month period</p>	<p>Operational costs: £5,000.00</p> <p>Travel to occasional marketing events, subsistence and costs of materials and printing/re-printing of leaflets, etc.</p>

Income	
<p>Amount of funding raised so far</p>	<p>£10,000.00</p> <p>5000 in cash pledged from local organisations; 5000 in-kind volunteer time</p>

Assessment	
Assessor's comments	<p>Sedbergh Community Trust work for the benefit and promotion of the community of Sedbergh and the surrounding area. The organisation are responsible for the usage of 72 Main Street – which is used by a number of organisations such as the Community Information Centre, the History Society, the secretary for the Parish Council in addition to a base for Cumbria Constabulary. The building also has a meeting room/office which is available to the community.</p> <p>The organisation also run two charity shops, the profits from which are distributed back to the community in small grants.</p> <p>The accounts ending March 2018 show an income of £59,136 and expenditure of £62,816. They have unrestricted reserves of £29,790.</p> <p>The funding is needed for the marketing of Sedbergh and its events.</p> <p>The current application is for staffing and project/marketing costs associated with a campaign to increase the profile of Sedbergh with regards to tourism, heritage, business and community. In 2017, the organisation employed a project manager. The funding for the project manager has ended, and the organisation would like to employ a Marketing and events manager on a part-time basis to further develop and promote the area with regards to tourism, heritage, culture and education. The position will be overseen by a committee of local co-funders. The manager would be employed on a 12 months contract. The full project cost (staffing and project costs) is £25,000 (inclusive of £5,000 in-kind volunteer time) with £15,000 being requested.</p> <p>Recommendation reject due to limited funding and the number of applications to the fund. Not a good fit to Holehird priorities.</p>

