

St Ives Business Improvement District

Events funding application form

St Ives Business Improvement District is a business lead initiative supported by government legislation which gives local businesses the power to raise funds locally to be spent locally. This is in direct response to ideas from the businesses community to improve the trading environment and enhance profitability. The BID is a not for profit organisation and forms part of a wider strategy to reinforce the St Ives offer for both residents and visitors to Cornwall.

Within our business proposal we will be attracting, connecting and supporting events and have a distinctive role in the following areas:

- a) Encourage music, cultural and family events – Revive events that have generated footfall in the past as well as exploring new events around the themes of music, culture and family based activities. These could include jazz and ale festivals, hire of TV screen to show national sporting events or films, continental markets, craft events, pirate day for children, street theatre festival and music in pubs and clubs. Event venues could include indoors and outdoor spaces in the town at different times of the year when footfall is needed.
- b) Support existing events – Enhance existing events supporting their growth and development and adding value to maximise the benefits to St Ives Businesses.

We have a role of not only supporting existing and new events but also will be hosting our own events where we believe there are voids in the calendar and the event offer.

When completing this form please take in consideration that we will support events that can show that they are working with local businesses to add value to their event and ensure that the gain from the event is felt across the BID area. We will also be looking for events that can show us a direct return on our investment so the funding that you receive will be used grow the event and add value to the existing proposal.

The following criteria apply in the application process:

- Only 'not for profit' organisations will be considered for cash funding
- Companies that are profit making would be supported by the BID PR or Marketing services (This can include marketing materials)
- This application must be 6-8 weeks prior to the start of the event in order for the BID to effectively administer the event funding and PR strategy
- The event organisers will be required to submit to the BID copies of risk assessments and public liability insurance for the event
- A member of the BID team should be invited to sit on the event steering group (if there is one) in order to keep the members informed
- The organisers must have a wash-up meeting to review and evaluate the event
- Event organisers will have to conduct a survey consisting of a 1% sample of their expected audience or come up with another effective way of evaluating the event. The BID will supply the questionnaire as standard

Application Form

Event Name	
Lead Organiser	
Contact Details	
Nature of Event	
Event location (s)	
How will you ensure that the event is linked to other areas within the BID?	
Current funding streams and sponsorships (please list body and value of funding):	
Event budget (this can be attached separately if preferred):	
Current PR or Marketing Plan (This can be attached separately if preferred).	

Provisional list of beneficiaries (who will the event bring in and how will it impact on the local business economy).	
How will you measure the success of your event?	
Expected number of event visitors:	
Value of funding applied for:	
What will the funding go towards?	
How will the BID be recognised for their contributions towards this event?	

Signed.....

Position.....

Date..... /..... /.....

Please return by email or post

to: info@stivesbid.co.uk

St. Ives BID. The Guildhall, Street-An-Pol, Saint Ives TR26 2DS

<p>Please read the St Ives BID strategic events vision before completing this form.</p> <p>Please return this form to: info@stivesbid.co.uk Tel: 01736 792121</p>							
Grant application form for St Ives BID events							
Official Use							
Date received:		Acknowledged:	Yes		No		
About you:							
Organisation:							
Address:							
Town:		Postcode:					
Contact name:							
Position:							
Email:							
Website:							
Facebook:		Instagram:					
Date of event:							
Title of event:							
Are you a charity or not for profit organisation?				Yes		No	
Where will the event take place?							

Please outline the main aims and objectives of the event and how they will be achieved:

What will happen during your event? Please provide a brief overview.

What are the expected number of participants or spectators/visitors to your event?

Who will benefit from your event and how?

How will the event be managed? Any in-kind support that you think BID could help with?

How will St Ives businesses benefit from your event? Options for involvement?

How will you measure the success of your event?

What category does your event fall under? Please tick more than one if applicable:

Major event	
Business tourism	
Lifestyle	
Community	
Food festival	

Do you intend the event to continue beyond the life of the grant? If yes, how?

What is your requested BID funding going to be used for? *(Please include breakdown of costings)*

What is the total cost of the event? £

How much are you requesting from St Ives BID towards your event?

£

Please specify the source and amount of any other income generated from grant applications?	Amount	Status (Please tick)		If pending, when will you know?
		Secured	Pending	
Total	£	£	£	

Please attach the following to your application:

Budget and/or profit and loss

Marketing Plan