

MARKET TOWNS INITIATIVE PROSPECTUS



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THE MARKET TOWNS INITIATIVE

A new £400,000 funding pot is being launched to support community organisations in North Walsham, Stalham, Fakenham and Holt.



WELCOME

to NNDC's Market Towns Initiative - an ambitious scheme aimed at helping our inland market towns thrive, bring about improvements and raise their profile.

In short, a funding pot of £100,000 per inland town is being made available to

help them become even better places to live, work and visit – particularly in the face of increased competition from online and out of town retail competition.

We are making money available to help local people and community groups bring about economic and environmental improvements in their town.

So, whether you are a voluntary organisation, community group, charity or town council we hope that you will bid for funds.

Sarah Butikofer

Chairman of the Market Towns Initiative Working Group

PURPOSE

Each of the four inland market towns has been allocated a budget of up to £100,000 for the financial year 18/19 to spend on locally owned and managed projects, intended to specifically revitalise and enhance the town centres.

It is hoped that the initiative will help our inland market towns to thrive. It aims to bring about improvements in these towns that will help raise their profile as a better place to work, live and visit.

Outcomes (i.e. benefits or impacts that can be recorded now and/or in the future) that we would expect to evidence as a result of investment from this fund include:

- Local groups or organisations working together to achieve benefits that can have tangible positive impacts on the town and its centre
- Engagement with residents and visitors to improve the town centre, making it a more attractive place to visit
- An increased number of people visiting the towns, improving footfall and spend in the town centres

The kind of activities or initiatives that could be supported, for example, might include:

- Improved signage
- Public wifi schemes
- Events or festivals which are hosted in the town, promoting local products and/or community interests
- Loyalty schemes that encourage people to spend in the town centre
- Projects that generate and/or increase enterprise activity, to help create or sustain local jobs
- Trails or activities that encourage visitors to the town
- Environmental schemes that make the town more appealing and attractive
- Heritage schemes that help interpret and enhance the historical appeal of the town

The following will not be supported by this Fund:

- Revenue costs for administering groups or organisations, such as staff, management or travel expenses
- Core or on-going revenue to meet costs such as routine maintenance, cleaning, rent, venue hire and infrastructure.
- Statutory responsibilities and regulatory functions of public bodies.
- Retrospective grant applications i.e. where goods or services have already been purchased or provided

WHO CAN APPLY?

The Fund will be available for projects and activities within the following four towns: Holt, Fakenham, North Walsham and Stalham and the following bodies are eligible to apply:

- Constituted local voluntary organisations, charities and community groups
- Parish and Town Councils within North Norfolk District
- Community businesses, social enterprises and other not-for profit organisations

Individual businesses will not be eligible to apply. However, businesses are encouraged to collaborate and engage in projects that will help improve trading conditions and enhance the local economy more generally.

HOW TO APPLY

An application pack containing the guidance notes, application form and evidence checklist can be downloaded from the website:

www.north-norfolk.gov.uk/markettownsinitiative

or contact 01263 516010 or 01263

FUNDING COMMITMENT

North Norfolk District Council will honour funding commitments and will expect applicants to act reasonably with respect to the submission of funding applications and to be realistic in respect of their ability to spend any approved Market Town Initiative monies therefore:

- Grants will normally be expected to be spent within one year of the date of the letter confirming the award
- Any unspent grant at the end of the grant period is expected to be returned, unless agreement otherwise has been confirmed in writing by North Norfolk District Council
- If the fund is underspent in any of the towns it will be rolled forward and new applications will be encouraged. If none are forthcoming, it will be opened up to application from the other 3 market towns.

AWARD OF GRANTS

The closing date for applications is the 16 November and the decision date will be advertised on the North Norfolk District Council website at

www.north-norfolk.gov.uk/markettownsinitiative

The total fund allocated to each town will be £100,000. Each application that meets the criteria will be considered by the Working Group. To develop capacity and capability within the towns, joint bids are encouraged and if bids are submitted for similar projects from another town applying to the fund you will be encouraged to work together so that applicants can learn from others delivering a similar scheme.

The grant can be used as match-funding for other funds to deliver a larger project, in which case evidence of the overall project's financial sustainability will be needed, together with contingencies in the event that the whole funding package is not forthcoming.

AUDIT/EVALUATION OF GRANT

A grant agreement, which will set out the grant terms and conditions, monitoring and the end of grant reporting requirements must be signed before the award is released.

MARKET TOWNS INITIATIVE WORKING GROUP

The Market Towns Initiative Working Group has been established by the Overview & Scrutiny Committee, at the request of Cabinet, to oversee the delivery of the scheme, consider applications for funding and to recommend the awarding of funding to those projects that best meet the criteria of the initiative.

Administration for the Market Towns Initiative will be provided by North Norfolk District Council.

For further information contact mti@north-norfolk.gov.uk or call 01263 516010.

If you would like to receive this document in large print, Braille, alternative format or in a different language, please telephone 01263 516248 and we will do our best to help.