

Application Form

Name of Organisation or Group: **Looe Weekender**

Purpose of Organisation or Group: **To provide a weekend of live music in various pubs, clubs & venues across Looe, which is completely FREE to attend, for the enjoyment of local residents & visitors**

Name of Contact: **Peter Friend**

Please confirm the legal status of your organisation

- Registered Charity (local)
- Registered Charity (national)
- Membership organisation
- Community Interest Company
- Other**

Purpose of Grant

What will the grant be used for?

The grant will be used specifically to pay for advertising in the Devon & Cornwall on both print media & digital media, to publicise the event and thereby attracting more people (both locals & visitors) to the Looe Weekender primarily as day visitors and for a short weekend-break.

Eligibility

Please explain how your project directly benefits the people of Looe.

The Looe Weekender is a completely FREE to enter live music event which takes places the last weekend of September, in more than 10 locations across East Looe, West Looe & Hannafore. It has many benefits for the people of Looe – not only in terms of being enjoyed across a wide age range; the event also attracts many people into Looe – spending in the local economy at the tail end of the season and ahead of the long winter months. The event has an ethos of ‘keeping it local’ with no exterior food/drink/merchandisers – all those visiting Looe for the event are encouraged to use local businesses, from places to stay, to our local cafes, restaurants & shops.

We expect applicants to provide match funding equivalent to the level of grant they are requesting. How will this project be match funded?

Over the course of the three-day event, all of the local pubs, clubs, cafes & hotels involved pay for the cost of all of the live music. In total, it is expected that over 80 performances will take place in East Looe, West Looe & Hannafore.

Welcome to Looe & Polperro support the event by way of providing all of the administration for the marketing & publicity of the event. A donation of £1,500 has also been received from the previous Looe Saves The Day charity – these monies have specifically paid for the design and print of all the materials to promote the event within the town (posters, banners and a large advert on the Looe Land Train).

Have you received any funding from the Town Council previously? If so please provide details of the value of the grant (s) and the date the grant (s) were approved.

No, we've not asked Looe Town Council for funding of the Looe Weekender in previous years.

Please explain how your project will support our vision for an improved quality of life and environment for Looe as a great place in which to live, work, visit and invest.

As mentioned above, the Looe Weekender is a wonderful event that brings joy & entertainment to a wide audience of both local people and visitors to the Town.

The event helps put Looe on the map in a very positive way; highlighting the Town's attributes as a great place to visit, stay, shop, eat & drink and be entertained.

Both local people & visitors benefit from a completely FREE to event with a wide-ranging line up of live music & entertainment across the Town for three days, at the tail end of the season.

Local business receive a financial boost from the influx of people visiting Looe – from people staying in our accommodation, purchasing in our local shops, eating & drinking in our local hospitality venues. This helps our local businesses, and their employees, ahead of the long & quiet winter months ahead.

Costs

What is the total cost of the project: Circa £10,000 will be spent in terms of paying for the live music & bands and around £3,500 in the marketing, branding & advertising over the event.

Amount of grant requested: £1,500

If any single item exceeds £1,000 how have you identified that this is the best price?
Description and Value of Funds from Received / Pledged from Other Sources (Identify Sources)

We've researched the best possible ways in which to reach the largest audience via various digital (online) and print media for the large population centres of both Cornwall & Devon – those likely to come as day visitors or for a short break around the Looe Weekender.

We have identified advertising packages with the Reach group that will help achieve these goals in the most cost effective way. In addition, monies would also be allocated for local advertising in the Cornish Times.

Additional Information

For existing organisation and projects, please provide the following with your application

- A bank account with 2 signatories
- A copy of a recent bank statement for the organisation
- A copy of your constitution, articles of association, charitable objects
- A copy of your most recent approved accounts

Please note that this application will not be considered unless it is accompanied by a copy of the relevant paperwork and will be circulated to the Council and considered a public document unless you attach a note to explain why it must remain confidential.