



Author: Lynda Powell, Town Clerk
Committee: Full Council: 21st October 2024
Agenda Item FC71 Community Grants
Date: 15.10.2024

The Council has received a grant application from Looe Business Forum.

If Councillors wish to support this application, they can make a grant using their power under the Local Government Act 1972 s144, to fund activities to attract visitors.

As at the 15th October local businesses have raised £1,074 of match funding.

Application Form

Name of Organisation or Group: - "Christmas In Looe - Sub group of the Business Forum"

Purpose of Organisation or Group: To coordinate four late night shopping events in the town centre.

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?

A sub-group of the Looe Business Forum has been established to increase the footfall in Looe's main shopping streets, in the run up to Christmas, by staging four late-night shopping events - November 29th after the lantern parade and light switch on event; and then the 5th, 12th & 19th December.

A letter has been hand-delivered (a copy attached) to every high street business, setting out the plans and asking if individual businesses will make a donation which will be used for entertainment on those evenings to help draw people into Looe (both local residents and those living within a short drive).

We would like to ask if Looe Town Council would match fund the monies raised, to a cap of £1,500. These monies would then be used to pay for professional entertainment (roaming festive characters, musicians, face painters, etc.) on the four evenings.

Welcome to Looe & Polperro have committed to support the event by way of designing the branding, posters & paying for printed materials in addition to giving a £200 prize for the best window display.

Eligibility

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

1. We aim to help support our local retailers & hospitality sector which benefits the wider community by having a thriving town centre which is also attractive for both local residents & visitors to visit;
2. Local residents will be encouraged to shop local and enjoy the free entertainment & festive atmosphere that we aim to create in the town centre on each of the late-night shopping events

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

A letter has been sent to each business in the town centre asking if they would be prepared to donate £25, £50, £100 or their chosen amount. We hope to attain £1,500 from such donations and we would like to ask Looe Town Council to match fund these up to a maximum of £1,500. We would suggest that the cut-off for such match funding be November 30th 2024.

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 – this is a completely new initiative.

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.

By creating a vibrant town centre, it encourages economic development & employment within the town; helps encourage new business owners to view Looe as a great place in which to open a business themselves; helps extend the season and operating hours for hourly paid employees and gives both locals and those within a short drive, a positive reason to visit Looe & spend in our town's businesses.

Costs

What is the total cost of the project: £3,000

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)

No single item (e.g. entertainer/entertainment) will cost more than £1,000.

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

As with the support of the Looe Weekender, I would ask if Looe Town Council would consider ear marking the funds requested and then for the suppliers of the entertainment to invoice the Council directly to that agreed amount (Plus VAT if applicable).

I would suggest that we place a deadline of November 30th on the match funding – whereby we notify the Council of how much has been pledged by local businesses for the match-funded amount to be released. I will provide a copy of each form, returned from local businesses, with the amounts being pledged.