

## **LOCAL PARADES IMPROVEMENT INITIATIVE – APPLICATION GUIDANCE**

- 1) The Renewal and Recreation Portfolio Holder has delegated authority (subject to agreement of the Renewal and Recreation PDS Committee) to authorise applications for up to £25,000.
- 2) Applications to the fund will only be accepted from Councillors, who should apply on behalf of traders groups / businesses on a shopping parade in their ward. The application can be completed by others, but Ward Councillors must be fully consulted and should sign off the application (one Member can sign on behalf of fellow ward Councillors if consensus has been reached).
- 3) Evidence of support for an application from businesses based in the locality must be submitted. This could include a signature on the application from the chairman of a business group, a letter or a petition containing names of individual businesses.
- 4) Funding is restricted to 'Local Neighbourhood Centres and Shopping Parades' only, as defined in the draft Local Plan [see full list in DOCUMENT C].
- 5) All applications received will be assessed according to the following criteria:
  - Does the project have a demonstrable beneficial impact on the local businesses, the economy and the wider community?
  - Does the application have the support of the local businesses and from the wider community?
  - Is the project deliverable within a reasonably short timescale (i.e. 6 months) and will not involve disproportionate costs for the expected benefit?
  - Is the project sustainable in terms of providing a lasting impact on the locality, with no future cost implications for the Council in terms of maintenance or management?
  - Is the project benefitting a parade or location which has not previously benefitted through Round 1 of the Local Parades Scheme? Whilst we wouldn't exclude previous beneficiaries, we may wish to prioritise parades that have not had any funding so far.
  - Does the project have any matched or in kind funding in place? We won't exclude bids without additional funding in place, but having such external matched funding would be advantageous.
- 6) A small panel of Officers from the Leisure and Culture Division will assess each application received on the basis of the above quality indicators and will make a recommendation to the Renewal and Recreation Portfolio Holder as to which schemes are most viable and beneficial for awarding Council funding.
- 7) Applications are not to include projects which would obligate the Council to future revenue spending e.g. installation/de-installation of Christmas lights, watering and replacement of planting, maintenance of additional street furniture etc. Exceptions to this may be made where the Council is able to reach a legally binding agreement with a 3rd party group (e.g. Business association, town team or residents association) for the 3rd party to bear all future costs related to the project. The need for 3rd party commitment to future revenue costs will be made clear on the application form.
- 8) Applications should, where possible, have written quotes attached (excluding VAT) for goods or services which are part of the proposed project. Town Centre Management will be responsible for checking details and confirming the project costs for the applications received in advance of evaluation and authorisation.

9) Projects, or parts of projects, may be funded by means of a grant to a legally constituted third party organisation or companies which would be expected to deliver all or part of the agreed project. The grant would be subject to a simple grant agreement, signed by both parties, and the third party would be expected to provide evidence of spend and delivery at the end of the project, for audit purposes. Where grant funding is considered the most appropriate form of delivery for your project, additional compliance checks may be required (covered in a supplementary guidance note).

10) Applications should be submitted by one of the following deadlines:

Round 1 deadline – 31 March 2017

Round 2 deadline – 30 June 2017

Round 3 deadline – 29 September 2017 – provisional date

Final deadline – 1 December 2017 - provisional date

11) Further rounds may be instituted depending upon available funds and level of take up.

12) Applications may be refused on the grounds of insufficient funds.

#### **To Note:**

- Please do not inform press or media unless and until you receive confirmation of funding from us.
- If we receive an incomplete application we will return it and give you 10 working days to provide the missing information
- Applications will be processed by a small panel of Officers from Culture and Leisure Division who will make recommendations to the Renewal and Recreation Portfolio Holder. The Portfolio Holder will take the final decision to fund an application in consultation with the Chairman of the Renewal and Recreation PDS Committee for any scheme of a value of up to £25k
- You should receive a written response from the Town Centre Management Team six weeks after the application deadline
- Please be aware that certain projects may require planning permission and this may extend your project timescales

#### **We will not fund:**

- More than one project to any location in any one year
- Projects requiring ongoing future revenue unless there is firm agreement that a local group is committed to covering this in the future
- Any expenditure incurred or committed before we confirm Council funding
- Day to day running costs of your organisation or ongoing staff costs
- Existing activities or repeat or regular events (unless they have been developed and/or run with new beneficiaries)
- Fundraising activities
- Items that mainly benefit individuals
- Items purchased on behalf of another organisation
- Loans or interest payments
- Political or religious activities
- Projects or activities that the state has a legal obligation to provide
- Projects that cannot be maintained because of high ongoing costs or need for specialist skills
- The purchase of alcohol
- Routine repairs and maintenance or used vehicles
- VAT you can recover if any part of the funding is provided as a grant

**Please submit your completed application form and checklist to:**

**Local Parades' Improvement Initiative, Town Centre Management and Business Support,  
Civic Centre, Stockwell Close, Bromley BR1 3UH  
or email it to [towncentres@bromley.gov.uk](mailto:towncentres@bromley.gov.uk)**