

RYE TOWN COUNCIL

APPLICATION FOR A GRANT (EVENTS/FESTIVALS)

Rother District Council has made available funding to support events/festivals within Rye and the surrounding area and Rye Town Council has agreed to distribute it on behalf of the District Council. Applications for funding are invited to support the following:

- a) New events whose target audience is primarily visitors from outside the area;
- b) Existing events - additional event activity, or new marketing activity, which will attract a new visitor audience (ie not targeted at residents).

Please note that this application will not be considered unless it is accompanied by a copy of the organisation's latest set of accounts showing income and expenditure and balances. If the organisation does not prepare annual accounts or is less than 12 months' old copies of statements for all accounts (bank/deposit/investment and so on) covering the last six months must be supplied.

1	Name of organisation	Rye Christmas Festival
2	What is the constituted status of your organisation?	Community Non for Profit Organisation
3	Name, address and status of individual ('the contact') completing this application	Neil Cunliffe Rye Chamber of Commerce
4	Contact's telephone no.	01797 223 127
5	Contact's email address	neil.cunliffe@gmpaccountants.co.uk
6	Amount of grant requested	£1600 & £1740 = £3340.00
7	For what purpose is the grant requested?	<p>The funds will be use to help regenerate Rye Christmas Festival.</p> <p>Alongside bringing back old fashioned street games such as the Christmas Pudding Race, a traditional family procession, there will also be a Christmas market and various entertainment spaces throughout the town.</p> <p>To complete the events and activities on the day we would like to use this funding to pay for real reindeer to not only pull Santa in the procession but also be available for families and children to pet. In addition, to meet the needs of the slightly older young people in the town we would like to have an ice rink and bucking bronco reindeer ride. These activities ensure that no matter what age, there is something for everyone and</p>

		strongly encourages a family day in the town.
8	What will be the total cost of the project?	This is still to be confirmed but any additional funds required will be incorporated through fundraising and sponsorship.

9	If the total cost of the project is more than the grant requested, how will the remainder be financed?	<p>We have received funds from Little Cheyne Wind Farm, Rother District Council and are working on a targeted approach to businesses in Rye for sponsorship and financial contribution.</p> <p>To date this has proven successful and will be spent predominately on new lighting for the town. We will also be seeking support from the Rye Fund later in the year.</p>
10	How would this grant attract new visitors to Rye or the surrounding area?	<p>By creating a more festive atmosphere with events and music for everyone throughout the day, we hope to change people's attitudes to Christmas in Rye based on previous experiences and encourage this to be maintained for not just future Christmases but also for other major festivals in the town.</p> <p>The Dickensian theme has been intentionally selected to ensure we make the most of Ryes beautiful character and the event fits in with the town.</p> <p>Our overview of the event ensures that no matter what your age there is something that will appeal from adult art or pottery workshops, to the market for those seeking unusual gifts, the ice rink and street games, to Santas grotto and reindeer. We feel strongly that this will not only bring together the community but spark interests of those outside of the town.</p> <p>I can already confirm from our social media activity that we are expecting guests from various places including North Kent, and Surrey.</p> <p>We are also intend to work closely with hotels and B&B's in the town to encourage them to promote a Christmas Festival weekend package through their existing client bases and also through their social media and website advertising.</p> <p>More recently links with neighbouring town Tenterden have been fraught, however we are already building bridges in this relationship and hope to support each other's events and benefit from Tenterdens Christmas event being the weekend before ours.</p>

11	How many signatories are required to authorise payments?	Two
12	Is there anything else you would like to tell us?	We are very grateful for the support of Rye Town Council and we endeavour to raise the expectations of the local community and demonstrate the strength of a new community group led event within the town.

Please feel free to submit any other relevant supporting information.

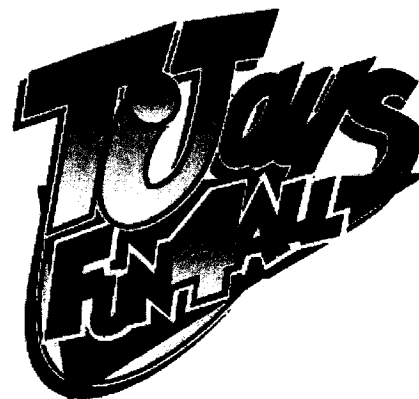


Signed N.Cunliffe

Date 12th October 2015

(The person completing this application on the organisation's behalf)

INVOICE



Customer Liz PenDennis
C/O Glow – Rye Christmas Festival
15 Peacocke way
Rye
East Sussex
TN31 7FD

VAT 914735225

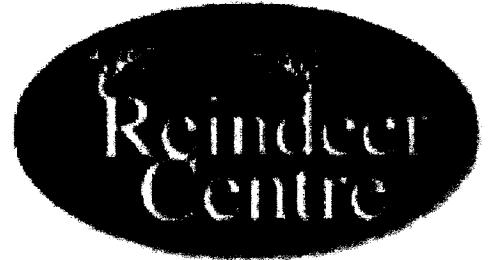
Date: 8th September 2015

Customer Ref: Hire

Invoice 081/15

Service Details Christmas festival 12 th December 2015 11am -7pm	£	p
Rodeo reindeer hire with staff Skating rink 9x8m with rink attendant and one extra staff, Require more helpers during busy sessions .	1450	00
Delivery Included		
HSBC Sort Code 40-36-16 Account 11415751		
<u>Payment terms in full 14 days prior to the event</u> <u>Deposit within 7 days of invoice</u>		
Sub-Total	1450	00
Vat @ 20%	290	00
84 Queens Road Petersfield Hants GU32 3BE	Total amount payable	1740 00
	20% Deposit	348 00
	Total Due:	348 00

Reindeer Event Agreement



An Agreement dated 28th September 2015

Between **The Reindeer Centre**
Capralama Farm
Bethersden
Ashford
Kent
TN26 3EQ

Capralama Farm,
Pluckley Road,
Bethersden,
Ashford,
Kent TN26 3EQ

And **Rye Christmas Festival Committee**
Rye & District Chamber of Commerce
Langate Chambers
Rye
East Sussex TN31 7LJ

Tel: 01233 820548
Email: sandra@capralama.co.uk
www.reindeercentre.co.uk

It has been agreed with both parties that:-

- 1) The Reindeer Centre will attend the event with 3 Reindeers, Red Bligh, parked fence.
- 2) With a start time of 7.00 and finish time of 1.00
- 3) On the dates of 12th December 2015
- 4) At the venue of Rye Town Centre
- 5) The Agreed fee to be paid of £1,350 + VAT @ 20% £1,600-

I/We agree to the above terms and conditions

Signed on behalf of Rye Christmas Festival Committee

Signed by The Reindeer Centre

Date

29 / 9 / 15



Nothing says
Christmas like Reindeer

WAT NO 811 7091-93

C8

78a New Events Fund

Thank you Richard

Presumably the bid for the funding towards the Reindeer and Ice Rink can proceed, now you have the additional information.

Basically without the funding, and what we currently have in the bank, it is ice rink / reindeer or additional lights – cannot have both.

Hopefully, if we can everything up and running this year, and a success story, then there will be fewer requests for funding next year as it will be more self financing.

I think this is an important point – the festival needs a real boost this year so it can build next year. Therefore, unless the funds are committed elsewhere, we really need this funding to get the ice rink and reindeer funded – and more lights!!

There was mention of fireworks last night, but only if funds allow, and that will be a late decision depending on finances.

The rest of the programme for the day looks awesome, so please support us if you can by pushing this application through.

I will relate the other aspects of your email to the meeting next week. The group really are marvellous and such a relief, though they are now seeing the full scale of the operation!!

Cheers - Neil

Neil Cunliffe FCA

Hi Richard

Thank you for your email.

I will include the Council's contribution on my spreadsheet, so you are (hopefully) suitably acknowledged in due course.

As regards the tree, is that the one with Robin Payne and others? Or is there another one?

I attach a copy of the spreadsheet, which is bang up to date regarding funding and agrees to the bank statement.

This will evolve as there are quite a few projects running as follows:

- Glow balls – we are selling these at cost to try and improve the lighting in the town. These will be located in shop windows and glow at night (quite brightly) and rotate and change colour. There will be no profit, and we hope to sell in excess of 20 hopefully more.
- Donations are good, but hard to get out of people. There is no way, at present, of telling how much this will raise.

- Lottery – to go live in early November. This has been tried before with limited success, but is hoped to raise say £5,000 (hard to assess at this stage as we are also up against the Bonfire lottery).
- The remainder of the donations you can see, as they are either in or committed. As RTC have sponsored the lights Peter is sourcing, does that preclude us asking for the usual £1000?
- We have made contact with other fund agencies, but they are either unwilling to support at this time (for various reasons), don't want to pay for lights (usual reason), or timing of applications is against us. Therefore, we are not aware of any other grants we can apply for at this time.
- Obviously, we have applied for the grant to support the Reindeer and Ice Rink – which you currently have.
- The market we hope to operate will be largely self funding this year. We are deliberately keeping prices modest to promote and build interest for future years.

In terms of expenditure, the Chamber is offering the banking facilities, legal structure and insurance, as well as taking an active role in certain aspects of the organisation.

Much of the current activity is being delivered by volunteers and therefore free.

Much of the activity on the day and throughout will be through local schools, colleges and businesses and residents, so the costs should not be considerable.

There are the usual road closures and associated costs plus publicity expenses – say £1500, but if funds allow, we may extend this further, as we want as wide a coverage as we can get.

Lighting remains the Achilles heel...

We sought technical advice, and it has been agreed that we simply cannot string lights across the High Street, too risky and expensive. In addition, these strings do not get to all of Rye, which must be the goal. We are re-using the strings we do have to light areas previously not touched – Hilders Cliff for one. Other areas are also being looked at.

However, the ambition is to get many more lights and activities into the town, particularly the darker areas of the town and where Christmas has missed areas of the town in the past – bottom end of CPS for example.

It is proposed to get an additional £5000 of lighting – over and above the lights we currently have and what Peter is doing. It is hoped that the lottery will achieve this.

Finally, there is a big wish to leave next year's team with a fighting fund. This will be made out of late donations and late lottery tickets sales.

I trust this is sufficient for your purposes, but do let me know if you need more.

It has been difficult to budget, as different people are doing different, untried things, but I have tried to ascribe numbers to each activity as best I can.

Cheers - Neil

Constitution of Rye Christmas Festival

Name

1. The name of the organisation shall be Rye Christmas Festival.

Objectives

2. The objectives of the organisation shall be:
 - 2.1 Provide a festive fun filled event for all ages.
 - 2.2 To increase visitors to the town for the event and to generate public awareness of events within Rye.
 - 2.3 To create a community led project involving a committee of diversity in skill, to revive an important town event.

Qualification for Membership to Committee

- 2 The Committee was formed from volunteers who identified themselves at a town meeting held by the Mayoress. This committee provided a core of people with a variety of skills to make initial decisions and plans.
Four months later the committee invited interested parties to attend to assist with the more detailed planning of the event. It is expected from this sub committees will be formed to achieve a successful and supported event.

3 Termination of membership

The general committee shall have the right in the interest of the organisation to terminate the membership of any member of the organisation. The member in question shall have the opportunity and right to be heard before a decision is made.

4 Officers

- a) Financial Controller – Neil Cunliffe
- b) Co-ordinator – Liz PenDennis
- c) Creative Director – Jenny Sinclair
- d) Community Liaison – Bernie Fiddimore/Catherine Mills

No other defined roles have been allocated at this time.

5 Documentation

Minutes of each meeting are kept by the coordinator and circulated to all members of the committee.

6 Finance

- a. All monies raised by or on behalf of the organisation shall be applied to further the objectives of the organisation and for no other purpose.
- b. The treasurer shall keep proper accounts of the finances of the organisation and shall open a bank account in the name of the organisation.
- c. The accounts shall be audited at least once a year by a properly qualified Accountant.

7 Dissolution

If the general Committee by a simple majority decides at any time that on the ground of expense or otherwise it is necessary or advisable to dissolve the organisation it shall call a meeting of all members of the organisation who have the power to vote. This must be done giving not less than 21 days' notice and stating the terms of the proposed resolution.

This group formed early 2015 with a view to organising a spectacular Christmas event in December 2015 for the town of Rye. Meetings have been held on a monthly basis and have extended from committee members only to selected interested guests.

The main details of the event were discussed in a meeting on 3rd June 2015 and numerous actions including the applications for funding, sponsorship opportunities and general fundraising were put into place.

The meetings will continue monthly and it is expected the subcommittee meetings will begin at unknown intervals from hereon.

The committee will have a review meeting in January 2016 to evaluate the success of the event and propose a way forward for this event in the future.