

* HAWICK COMMON GOOD FUND
APPLICATION FOR FINANCIAL ASSISTANCE

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| <p><u>Applicant Details</u></p> <p>Name and Address of Applicant/Organisation:</p> | <p>Hawick Welcome Initiative Jack Yallop Chairman 32 Cheviot Road Hawick</p> |
| <p>Telephone No:</p> | <p>01450 374101</p> |
| <p>Address to which payment should be made:</p> | <p>Mr Jim Anderson, Treasurer, 13 Wilton Hill, Hawick TD9 8BA</p> |
| <p><u>Activities</u> Please supply a brief description of the activities of your organisation and the benefits it brings to the local community:</p> | <ul style="list-style-type: none"> ▪ The Hawick Welcome Initiative was set up as a private sector led project to enhance the visitor experience, to present a positive image of the town and to provide opportunities to the town's tourism and retail sector to improve its performance. ▪ Key activities are the presence over a 10 week period of uniformed, trained Hosts to provide an on street welcome to visitors to the town, to reinforce the image of a vibrant, welcoming town, production of a brochure to promote the town & sponsoring businesses and networking with local organisations for maximum effect. ▪ Hawick Welcome Initiative is working closely with Heart of Hawick to promote the new flagship regeneration project. ▪ Heart of Hawick is featured on the <u>front page</u> of the new style brochure together with featuring the Heritage Hub and the cinema etc. ▪ An Awards for All Grant in 2009 made possible growth and diversification, with the introduction of a new style brochure with the relevant tools to do the job. <p>Benefits of the Project:</p> <ul style="list-style-type: none"> ▪ HWI were winners of the Scottish Borders Award – Best Community Project 2007 ▪ HWI helps create the “feel good factor” for residents, businesses and visitors. ▪ It enhances the visitor experience in Hawick through the provision of the Hosts and brochure). In a monitoring voucher 93% of visitors gave an excellent/good rating on their impression of the town, with 7% rating it average. Research over the previous years of the project has shown the value to visitors in the Hosts service, introduced in the belief that it is the personal contact that makes a visit memorable. Local residents and visiting friends and relations also benefit from these activities. ▪ It enhances the environment through the professionalism of the Hawick Hosts in signposting and a friendly welcome. ▪ It encourages businesses to provide excellence in customer service and reinforce the message of Hawick being a welcoming town. ▪ It provides opportunities for local businesses to attract and maintain the number of visitors shopping locally and thus increase sales levels. . Businesses surveyed have regularly expressed the view that the Hawick Welcome Initiative goes some way to making a positive contribution to the town's economy. |

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| | <ul style="list-style-type: none"> ▪ VisitScotland Borders assume a spend figure of £15 per day visitor. Thus the value of business accruing from the visitors met by the Hosts can be calculated as significant. No claim is made that such a spend results from contact with the Hosts. However they make a major contribution in presenting a positive first impression of Hawick. ▪ HWI produces a brochure on Hawick, which, in the absence of any other current visitor print, is the definitive brochure on the town. Printed in Hawick, with a print run of 16,000, it is distributed widely across the town & wider Borders to encourage visitors staying in the area to come to Hawick. ▪ HWI creates 4 seasonal part-time posts and provides "town ambassadors" available as a presence to help at other events. ▪ It enhances local pride and presents a positive image of Hawick, as evidenced by comments from visitors and businesses and by the media coverage generated. The "Hawick News" has shown continued support in giving extended coverage to HWI activities, reinforcing the impact of the project to local people. • It encourages local action and decision making in a partnership approach to improve the economy and image of the town, working with a range of local organisations to develop the project. e.g. Heart of Hawick, Vision 2014, Hawick Summer Festival, Bright Eyed Daughters, Hawick Farmer's Market and the 2011 Walking Festival, (Walking Weekend Festival 2013) Bill McLaren Foundation and Teviotdale Leisure Centre. ▪ A comparative study of figures over the lifetime of HWI shows increased business support and increased impact – thus contributing to the sustainability of the project which celebrates its 13th year. ▪ HWI thus benefits the community socially, culturally, environmentally and economically. |
| <p>Assistance Requested Please indicate the sum requested and the purpose for which it will be used:</p> | <ul style="list-style-type: none"> ▪ £2500.00 ▪ This funding will go towards the Hosts salaries for the summer of 2013. ▪ Without the vital HCGF contribution, activities will need to be cut back. The impact on the town will in consequence be lessened. We are aware only too well that the Common Good Fund supports the host element of this project and the Committee are working hard at fund raising events to minimise this support. Further growth in business support would be required before sustainability could be obtained but in the current climate this proves difficult. |
| <p>When will the donation be required:</p> | <ul style="list-style-type: none"> ▪ March /April to allow for the recruitment of Hosts. |
| <p>If this is a one-off project then please give the following details – Date (s): Estimated total cost: Funds already raised by applicant's own efforts: Funds raised or expected to be raised from other sources (please state sources):</p> | <p>n/a</p> |

Other information

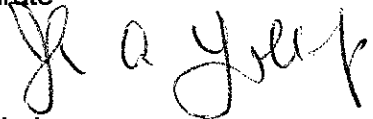
If you have other information which you feel is relevant to this application please provide details including details of any previous assistance given:

- Business sponsorship is ongoing with Heart of Hawick sponsoring the front page and demand is great for the back page sponsoring. However indications are that many businesses are positive about advertising in the brochure together with local events.
- Without a price tag on the brochure the Hosts project cannot be self sustaining and it has been mooted that a price tag would deter tourists from purchasing the brochure and thus losing out in the information contained therein and the businesses thus losing out on the tourism spend which ultimately would have a negative impact on the economy and welcoming of the town.
- The HWI have undertaken fundraising through local coffee morning and a Scocha concert has helped towards the overall running of the project. Other diverse innovative ways of raising funds to help sustainability are ongoing.
- Two Awards for All applications have been made over the past few years it is unlikely that another awards would be granted. Most grant funders will not support tourism Hosts salaries.
- Consequently the support of HCGF is vital if activities are to be sustained in what is the project's 16th season. In previous years HCGF has given £2000.
- In conclusion, without the Initiative, there will be less potential to increase the length of stay of visitors to the town, and local businesses in the town's tourism and retail sector will be affected. The opportunity to contribute to the promotion of the Heart of Hawick will also be missed. Any scaling down of the project will reduce the level of impact and the quality of the service provided.

Declaration

I hereby make application for assistance as set out above and certify that the information I have provided is accurate

Signed:



Position Held: Chairman

Date:

07/01/2013

Note: All applications from organisations MUST be accompanied by a copy of the latest audited accounts

This completed form, accounts and any supporting details should be submitted to the relevant area office –

Scottish Borders Council Area Offices, Corporate Resources Department, Newtown Street, Duns TD11 3DT. Telephone 01361 882600. (Duns Fund).

Scottish Borders Council Area Offices, Corporate Resources Department, Albert Place, Galashiels TD1 3DL. Telephone 01896 754751. (Galashiels, Lauder and Selkirk Funds).

Scottish Borders Council Area Offices, Corporate Resources Department, High Street, Hawick TD9 9EF. Telephone 01450 375991. (Hawick, Jedburgh and Kelso Funds).

Scottish Borders Council Area Offices, Corporate Resources Department, Rosetta Road, Peebles EH45 8HG. Telephone 01721 720153. (Peebles Fund).

* Insert name of Fund.

HAWICK WELCOME INITIATIVE

**Report of the management committee
and financial statements**

For the year ended 31st December 2011

Company Number SC 287256

Supported By:

**Hawick Common Good Fund
Scottish Borders Council
And Local Businesses**

Hawick Welcome Initiative

Report of Management Committee

The Management Committee have pleasure in submitting the Report and Accounts of the Hawick Welcome Initiative for the year ended 31st December 2011.

References and Administrative Details

Company Number SC287256

Principal Office Collena
4 West Stewart Place
Hawick
Scottish Borders
TD9 8BH

Accountants Tracey Kirkpatrick & Co Accountants
Suite B, 1 North Bridge Street
Hawick
Scottish Borders
TD9 9BD

Bankers Royal Bank of Scotland
31 High Street
Hawick
Scottish Borders
TD9 9BX

The Directors of the Company who served during the period were as follows :-

John A Yallop (Appointed 8th July 2005)

Objectives and Activities

Hawick Welcome Initiative exists to improve the quality of the tourist experience in Hawick and the surrounding area and to improve the overall performance of businesses operating in Hawick's tourism / retail sector.

The organisation was incorporated on 8th July 2005 and on 1st January 2006, it took over the activities of the previously unincorporated body of Hawick Welcome Initiative.

Structure, Governance and Management

Hawick Welcome Initiative is a Company Limited by Guarantee and does not have a Share Capital. It is governed by its Memorandum and Articles of Association. The Company is organised through regular meetings of Management Committee and administered by the Secretary. In the event of the Company being wound up, members are required to contribute an amount not exceeding £1.

Review of Risk

As stated above, the Management Committee exercise control over the Company through regular meetings and with the support of the Secretary and Treasurer. Regular reports on activities and finances enable the Management Committee to mitigate exposure to the major risks.

Hawick Welcome InitiativeReport of Management Committee (Cont)**Achievements, Performance and Financial Review**

The Company's main area of activity is it's provision of 'Welcome Hosts' within the town. The 'Hosts' assist tourists on their arrival and inform them of places of interest, etc. Local businesses pay a membership fee in exchange for an advertisement in the tourism brochure, which is distributed by the 'Hosts' and local shops. This generated income in the period of £6,788. During the period the Company received Grants totalling £2,000.

Reserves Policy

The reserves are needed to meet the working capital requirements of the Company.

Statement of Responsibilities of the Management Committee Members

The Management Committee are responsible for preparing Accounts for each financial period which give a true and fair view of the state of affairs of the Company and of the Income and Expenditure of the Organisation for that period. In preparing those Accounts, the Management Committee are required to:-

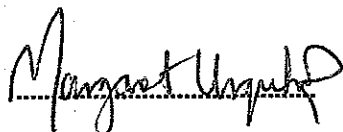
- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts on a going concern basis unless there are indicators to the contrary.

The management committee are responsible for keeping proper accounting records, for safeguarding the assets of the Company and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent Examiners

The Company is exempt from Audit and has appointed Tracey Kirkpatrick & Co Accountants as Independent Examiners.

By Order of the Management Committee



Margaret Urquhart

Secretary
Collena
4 West Stewart Place
Hawick
Scottish Borders
TD9 8BH

19th March 2012

Independent Examiners Report To

Hawick Welcome Initiative

We have examined, without carrying out an audit, the Accounts for the year ended 31st December 2011 set out on pages 4 to 7.

Respective Responsibilities of Management Committee and Independent Examiners

As described on page 1, the Management Committee Members are responsible for the preparation of the Accounts and they believe that the Organisation is exempt from an audit. It is our responsibility to examine the Accounts and, based on our examination to report our opinion, as set out below.

Basis of Opinion

Our examination consisted of comparing the accounts and the accounting records kept by the Management Committee and making such limited enquiries of the Management Committee Members as we considered necessary for the purpose of this report.

The examination was not an audit conducted in accordance with Auditing Standard. Accordingly we do not express an audit opinion on the accounts. Therefore our examination does not provide any assurance that the accounting records are free from material misstatement.

Opinion

In our opinion, according to the best of our knowledge and belief and in accordance with the information and explanation given to us, the Financial Statements and notes thereon have been properly prepared from the Management Committee's records and have been prepared in accordance with the Companies Act 2006.

.....T. Kirkpatrick.....

Tracey Kirkpatrick & Co Accountants
Suite B, 1 North Bridge Street
Hawick
Scottish Borders
TD9 9BD

19th March 2012

Hawick Welcome InitiativeIncome & Expenditure Account
Period Ended 31 December 2011

| | £ | 2011 £ |
|--|--------------|--------------------|
| Income: | | |
| Membership Fees Received | | 6,788 |
| Other Income | | 2,056 |
| Grants Received - Hawick Common Good Fund | <u>2,000</u> | <u>2,000</u> |
| TOTAL INCOME | | 10,843 |
| Expenditure: | | |
| Wages | 3,715 | |
| Management Fees | 1,200 | |
| Other Expenses | <u>6,258</u> | <u>11,173</u> |
| NET SURPLUS / (DEFICIT) FOR PERIOD | | <u>-330</u> |

CONTINUING OPERATIONS

The company's activities commenced on 1st January 2006.

TOTAL RECOGNISED GAINS AND LOSSES

The Company has no recognised gains and losses other than the profits / (loss) for the current period or previous periods.

Hawick Welcome Initiative

Balance Sheet
As At 31 December 2011

| | Notes | 2011 £ |
|---|-------|---------------------|
| Fixed Assets: | | |
| Plant & Equipment | 2 | 1,485 |
| Current Assets: | | |
| Debtors | | 224 |
| Bank | | 1,065 |
| | | <u>2,774</u> |
| Creditors: amounts falling due within one year | 3 | <u>(1,400)</u> |
| NET ASSETS | | <u><u>1,374</u></u> |
| Represented By: | | |
| GENERAL RESERVE | 4 | <u><u>1,374</u></u> |

For the year ended 31/12/11 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts the year in question in accordance with section 476. The director's acknowledge their responsibility for: (i) Ensuring the company keeps accounting records which comply to the Companies Act 2006; and (ii) Preparing accounts which give a true and fair view of the state of affairs of the company as at the end of its financial year, and of its profit and loss for the financial year in accordance with the Companies Act 2006 and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The Accounts were approved by the Management Committee on 19th March 2012 and were signed on its behalf by


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John Yallop - Director

Hawick Welcome InitiativeNotes To The Accounts
Period Ended 31 December 2011**1. Accounting Policies****Basis of Accounting**

The Accounts have been prepared in accordance with the Companies Act 2006, in accordance with the special provisions applicable to companies subject to the small companies' regime.

Turnover

Turnover represents the total invoice value, excluding value added tax, of membership fees charged during the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and Machinery - 20% on reducing balance

2. Fixed Assets**Plant and Equipment**

| | Plant and equipment £ | Total £ |
|-----------------------|-----------------------------|---------------|
| Cost | | |
| At 01 January 2011 | 2,850 | 2,850 |
| Additions | - | - |
| At 31 December 2011 | <u>2,850</u> | <u>2,850</u> |
| Depreciation | | |
| At 01 January 2011 | 994 | 994 |
| Additions | 371 | 371 |
| At 31 December 2011 | <u>1,365</u> | <u>1,365</u> |
| Net book value | | |
| At 31 December 2011 | <u>£1,485</u> | <u>£1,485</u> |
| At 31 December 2010 | <u>£1,856</u> | <u>£1,856</u> |

3. Creditors

| | |
|-------------------------------------|----------------|
| Accountancy Fee to 31 December 2011 | £ 200 |
| Management Fee to 31 December 2011 | £ 1,200 |
| Creditors | <u>£ 1,400</u> |

4. General Fund

| | |
|----------------------------------|-----------------|
| Surplus as at 31st December 2010 | -£ 769 |
| Deficit for period | -£ 330 |
| Balance as at 31st December 2011 | <u>-£ 1,099</u> |

Hawick Welcome InitiativeIncome & Expenditure Account
Year Ended 31 December 2011

| | 2011 | 2010 |
|--|-----------------|-----------------|
| Income: | | |
| Grant Received - Community Grant Scheme | £ - | £ 2,500 |
| Grant Received - Hawick Common Good Fund | 2,000 | - |
| Grant Received - Hawick Events Forum | - | 1,500 |
| Donation - The Co-operative Group | 500 | - |
| Donation - Hawick and Drink Group | 50 | - |
| Donation - Hawick Community Council | 50 | - |
| Donation - Tracey Kirkpatrick & Co Accountants | 50 | - |
| Donation - Gloverall Plc | 50 | - |
| Membership Fees | 6,788 | 6,830 |
| Printing / Copying | 1,035 | - |
| Coffee Morning | 320 | - |
| Wheelie Bin Race | - | 49 |
| | <u>£ 10,843</u> | <u>£ 10,879</u> |
| Expenditure: | | |
| Wages - Welcome Hosts | £ 3,715 | £ 4,334 |
| Management Fees | 1,200 | 1,200 |
| Hawick Welcome Broucher & General Printing | 4,462 | 4,182 |
| Printing / Copying Costs | 303 | - |
| Treasurer's Honorarium | 250 | 250 |
| Coffee Morning Expenses | 79 | - |
| Postage, Stationery & Advertising | 25 | 75 |
| Signage and Bunting | - | - |
| Insurance | 514 | 510 |
| Uniforms & Interviews | - | - |
| Accountancy | 200 | 180 |
| Bank Charges | - | - |
| Depreciation | 371 | 464 |
| Bad Debts | - | 400 |
| Miscellaneous | 54 | 54 |
| | <u>£ 11,173</u> | <u>£ 11,648</u> |
| NET DEFICIT FOR THE YEAR | <u>-£ 330</u> | <u>-£ 769</u> |

This page does not form part of the statutory financial statements