

CORPORATE RESOURCES

18 APR 2014

ADMIN & LEGAL



**PEEBLES COMMON GOOD FUND
APPLICATION FOR FINANCIAL ASSISTANCE**

<u>Applicant Details</u> Name and Address of Applicant/Organisation:	Peebles Arts Festival c/o The Bridge The Volunteer Resource Centre School Brae High Street Peebles EH45 8AL
Telephone No:	01721 729482 (Douglas Roberts, Chairman)
Address to which payment should be made:	As above
<u>Activities</u> Please supply a brief description of the activities of your organisation and the benefits it brings to the local community:	<p>For over 30 years the Peebles Arts Festival has been promoting, showcasing and encouraging participation in the arts by organising an annual festival in the town. Last year we undertook a successful rebranding and marketing campaign to raise the profile of the Festival both locally and further afield.</p> <p>Last year's 10 day Festival had 80 events, predominantly from local artists and performers, covering programmes of visual arts, crafts, tours, music, and theatre, and new programmes of literary events, photography and film. With financial help from the Common Good Fund, last year we placed particular emphasis on participatory events/workshops. These were very popular and something we intend to continue and expand. A post-event evaluation, using the economic impact calculator, estimated that the financial benefit to the local economy of the whole Festival was in the order of £60,000.</p> <p>We now intend to use last year's successful Festival to continue to raise the standard, profile and fun of this year's event, and are currently putting together our programme.</p>

<p><u>Assistance Requested</u> Please indicate the sum requested and the purpose for which it will be used:</p>	<p>£5700</p> <p>We are working towards running an annual Festival that is largely financially self supporting, with minimal requirement for grants from public bodies. To this end, events in this year's Festival should, on average, break even and hopefully produce a small surplus, but still with affordable ticket prices. We are working to increase sponsorship from local businesses and individuals. However, we recognise that this will take time and that we will still to be some way off being self supporting from these sources for the next few years. In particular it has proved difficult to get finance to cover the ongoing costs involved in producing and distributing the paper programme and website for the Festival. These are essential elements in publicising the Festival and getting the wide participation we need.</p> <p>We are therefore asking the Common Good Fund if they could meet the programme production and distribution costs, website update and maintenance costs, and some promotional material for this year's festival. Please see breakdown of costs attached.</p> <p>Please note that as part of our objective of future self sufficiency we no longer have a paid co-ordinator post. The Festival is now run entirely by a volunteer committee.</p>
<p>When will the donation be required:</p>	<p>June 2014</p>
<p>If this is a one-off project then please give the following details –</p> <p>Date (s):</p> <p>Estimated total cost:</p> <p>Funds already raised by applicant's own efforts:</p> <p>Funds raised or expected to be raised from other sources (please state sources):</p>	<p>Annual event</p> <p>Friday 22 to Sunday 31 August 2014</p> <p>£18,000</p> <p>We are approaching the local business community for sponsorship and advertising and have so far raised £1885, though this is continuing.</p> <p>Discussions on possible joint bid to Awards for All with Peebles Mural group and Peebles Can re funding for mural project in Pennel's Courtyard.</p>

<p><u>Other information</u> If you have other information which you feel is relevant to this application please provide details including details of any previous assistance given:</p>	<p>You have provided us with financial assistance in the past.</p> <p>You provided a sum of £2000 for the 2013 Festival, which paid for the highly successful new workshops programme. This programme is continuing this year.</p>
<p><u>Declaration</u> I hereby make application for assistance as set out above and certify that the information I have provided is accurate</p> <p>Signed:</p> <p style="padding-left: 100px;">pp Douglas Roberts</p> <p>Position Held: Chair</p> <p>Date: 17th April 2014</p>	
<p>Note: All applications from organisations MUST be accompanied by a copy of the latest audited accounts</p>	
<p>This completed form, accounts and any supporting details should be submitted to the Legal and Licensing Services Manager, Scottish Borders Council, Council Headquarters, Newtown St Boswells, TD6 0SA for all funds. Telephone 01835 825002</p>	

Peebles Arts Festival Application To Common Good Fund 2014

Costs of promotion material and distribution

		VAT		
Programme design	£	1,500	0%	£ 1,500
Programme print	£	2,600	0%	£ 2,600
Programme distrib	£	500		£ 500
Advert design	£	200	20%	£ 240
poster template	£	180	20%	£ 216
Web site hosting	£	180	20%	£ 216
Web site maintenar	£	360	20%	£ 432
		Total	£	5,704