

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

<p><u>Applicant Details</u></p> <p>Name and Address of Applicant/Organisation:</p> <p>Telephone No:</p>	<p>Hawick Welcome Initiative Jack Yallop Chairman</p>
<p>Address to which payment should be made:</p>	<p>Mr Jim Anderson, Treasurer,</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. ▪ New since 2012 – Hawick Welcome Campervan - Allocated space in the Common Haugh with line paint. Provides a one night only overnight stay (Free of Charge) for one year to test the viability. Project is supported by the Hawick Hosts. <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

	<p>Hosts in signposting and a friendly welcome.</p> <ul style="list-style-type: none"> ▪ 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. ▪ 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, Hawick Summer Festival, Bright Eyed Daughters, Hawick Farmer's Market and the 2011 Walking Festival, 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 19th year. ▪ HWI thus benefits the community socially, culturally, environmentally and economically.
<p><u>Assistance Requested</u> 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 Host operation, comprising 4 Hosts together with advertising and promoting a Campervan facility in Common Haugh. ▪ Without the vital HCGF contribution, activities will need to be cut back, or the contingency fund drawn down. The impact on the town will in consequence be lessened.
<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</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 it 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 raised circa £300 through a local coffee morning and £800 from music concert and the small organisation continually works towards fundraising for the project to assist sustainability .
- Two Awards for All applications have been made over the past few years it is unlikely that another awards would be granted and most grant funders will not support Hosts salaries.
- Consequently the support of HCGF is vital if activities are to be sustained in what is the project's 19th season. In previous years HCGF has given £2000 but with the introduction of the Campervan project we are seeking support of £2500.
- 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:

17.02.2015

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).

HAWICK WELCOME INITIATIVE
Report of the management committee
and financial statements

For the year ended 31 December 2013

Company Number SC 287256

Supported By:

Hawick Common Good Fund
Scottish Borders Council
And Local Businesses



TRACEY KIRKPATRICK & CO ACCOUNTANTS

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 31 December 2013.

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 8 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 8 July 2005 and on 1 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 £6,380.

During the period the Company received Grants totalling £3,786.

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:-

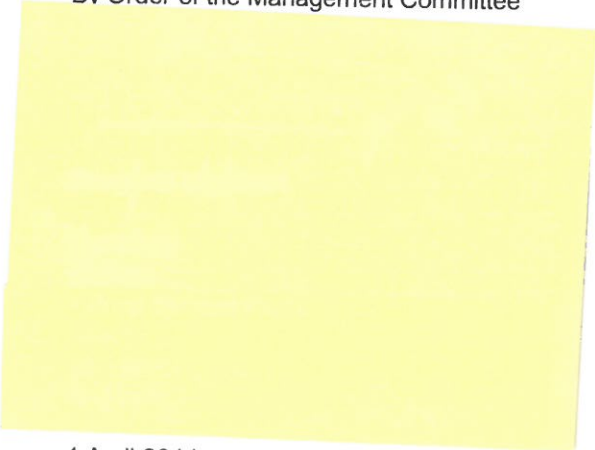
- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts on a going concern basis unless there are indicators to the contrary.

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



4 April 2014

Independent Examiners Report To

Hawick Welcome Initiative

We have examined, without carrying out an audit, the Accounts for the year ended 31 December 2013 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, to you.

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.

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

4 April 2014

Hawick Welcome InitiativeIncome & Expenditure Account
Period Ended 31 December 2013

	£	2013 £
Income:		
Membership Fees Received		6,380
Other Income		5,844
Grants Received -		
Hawick Common Good Fund	1,500	
Scottish Borders Community Support Grant Scheme	<u>2,286</u>	
		<u>3,786</u>
TOTAL INCOME		16,010
Expenditure:		
Wages	3,705	
Management Fees	-	
Administration Fees	800	
Other Expenses	<u>9,875</u>	
		<u>14,380</u>
NET SURPLUS / (DEFICIT) FOR PERIOD		<u><u>1,629</u></u>

CONTINUING OPERATIONS

The company's activities commenced on 1 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 InitiativeBalance SheetAs At 31 December 2013

	Notes	2013 £
Fixed Assets:		
Plant & Equipment	2	950
Current Assets:		
Debtors		-
Bank		2,348
		<u>3,298</u>
Creditors: amounts falling due within one year	3	<u>(225)</u>
NET ASSETS		<u><u>3,073</u></u>
Represented By:		
GENERAL RESERVE	4	<u><u>3,073</u></u>

For the year ended 31/12/13 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 4 April 2014 and were signed on its behalf by

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John Yallop - Director

Hawick Welcome InitiativeNotes To The Accounts
Period Ended 31 December 2013**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 2013	2,850	2,850
Additions	-	-
At 31 December 2013	<u>2,850</u>	<u>2,850</u>
Depreciation		
At 01 January 2013	1,662	1,662
Additions	238	238
At 31 December 2013	<u>1,899</u>	<u>1,899</u>
Net book value		
At 31 December 2013	<u>£950</u>	<u>£950</u>
At 31 December 2012	<u>£1,188</u>	<u>£1,188</u>

3. Creditors

Accountancy Fee to 31 December 2013	£ 225
Management Fee to 31 December 2013	£ -
Creditors	<u>£ 225</u>

4. General Fund

Surplus as at 31st December 2012	£ 1,444
Surplus for period	£ 1,629
Balance as at 31st December 2013	<u>£ 3,073</u>

Hawick Welcome InitiativeIncome & Expenditure Account
Year Ended 31 December 2013

	HWI 2013	HCW 2013	TOTAL 2013	TOTAL 2012
Income:				
Grant Received - Hawick Common Good Fund	£ 1,500	£ -	£ 1,500	£ 4,000
Grant Received - SBC Community Grant Scheme	-	2,286	2,286	-
Donation - Hawick and Drink Group	-	-	-	-
Donation - Hawick Community Council	-	-	-	-
Donation - Tracey Kirkpatrick & Co Accountants	-	-	-	-
Donation - Hawick Flower Show	691	-	691	-
Membership Fees	6,380	-	6,380	7,178
Printing / Copying	111	-	111	-
Scocha Concert	2,712	-	2,712	3,228
Scocha Concert - Raffle	172	-	172	-
Scocha Concert - Bar	1,217	-	1,217	1,360
Coffee Morning	728	-	728	360
Coffee Morning - Dressed Twin Dolls	137	-	137	-
Coffee Morning - Quiz	76	-	76	-
Bank Interest	-	0	0	0
	<u>£ 13,723</u>	<u>£ 2,286</u>	<u>£ 16,010</u>	<u>£ 16,004</u>
Expenditure:				
Wages - Welcome Hosts	£ 3,705	£ -	£ 3,705	£ 4,505
Management Fees	-	-	-	1,200
Professional Fees - Planning	-	-	-	319
Administration Fees	-	800	800	-
Hawick Welcome Broucher & General Printing	4,730	-	4,730	5,023
Printing / Copying Costs	68	-	68	-
Treasurer's Honorarium	250	-	250	500
Chairman's Honorarium	-	-	-	250
Scocha Concert Expenses	1,978	-	1,978	2,094
Scocha Concert - Bar Expenses	870	-	870	794
Coffee Morning Expenses	98	-	98	-
Postage, Stationery & Advertising	44	350	394	194
Signage and Bunting	-	400	400	50
Insurance	204	256	460	514
Uniforms & Interviews	13	-	13	99
Accountancy	225	-	225	200
Depreciation	238	-	238	297
Bad Debts	-	-	-	173
Miscellaneous	152	-	152	69
	<u>£ 12,574</u>	<u>£ 1,806</u>	<u>£ 14,380</u>	<u>£ 15,934</u>
NET SURPLUS FOR THE YEAR	<u>£ 1,149</u>	<u>£ 480</u>	<u>£ 1,629</u>	<u>£ 70</u>