

2019/2020 Community Fund: Interim Assessment Form

Locality: Cheviot

Ref. No.: CF1920/CHE/5

Organisation Name: Jedburgh and District Community News Group (JDCNG), Marketing and Tourism Sub Group

Funding Requested: £2,339

ABOUT THE GROUP			
Organisation Structure	Voluntary Association		
Annual Accounts Balance	£27,564.01		
<p>Are any funds ring-fenced, if so why & how much?</p> <p>Current finances reflect the objectives of the Group that it holds a 12-month reserve (built up over a period of 10 years) to offset future downturns in income/emergencies and rising costs.</p> <p>The Marketing & Tourism Group (M&TG) is a sub-group of JDCNG with separate financial aims to operate on a self-financing basis raising funds as and when necessary and available for projects undertaken. The sub-group is not being directly financed by JDCNG as reserves are maintained for the purposes outlined above.</p>			
<p>Has the applicant successfully applied for SBC funding within the last three years?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>			
Fund	Financial Year	Amount (£)	What used for?
Regeneration - CARS Initiative	2018	10,000	Marketing Activities

ABOUT THE PROJECT	
Project Brief	<p>The application is seeking funding for the re-print (30,000 copies) of the Town leaflet and the associate distribution costs. Distribution of the leaflet is to be undertaken via Crescent Distributors who use their customised display units in a variety of tourism related outlets in North Northumberland, the Lothians and other Border towns. The objective is to entice visitors</p>

Project Start Date: DD/MM/YY	to Jedburgh (who otherwise might not have planned to visit), and are attracted by its amenities and location as the Historical Gateway to Scotland, as set out in the leaflet.	
	October 2019	
Total Expenditure (£)	£2,639.00	
Community Fund Request (£)	£2,339.00	
10% Match-funding	Yes	
Any Other Contribution?		
Other Funding Sources	Amount (£)	At what stage?
Community Fund Outcomes	<input type="checkbox"/> Communities have more access to better quality local services or activities <input type="checkbox"/> Communities have more access to a better quality environment <input type="checkbox"/> Communities have more pride in their community <input checked="" type="checkbox"/> Communities have more access to better quality advice and information <input type="checkbox"/> More local groups or services are better supported to recover from financial difficulty	

ASSESSMENT	
What need/demand has been evidenced for this project/activity?	Reprint of a popular town resource. Previously supported by wider marketing funding and is a key element in the Town's marketing strategy. Town centre attractions and visitor information centre are complementary of the leaflet and its positive role in enhancing the Town and its assets
What benefits will be gained from the project/activity and how well does the project/activity meet the outcomes of the scheme?	<p>Increased tourism levels and economic impact</p> <p>Increased local awareness of tourism and visitor attractions</p> <p>Enables visitors to access town and its environs</p>
What support and involvement of the wider community is there for this project/activity?	<p>Representatives of a cross section of local groups have been involved in the production of the leaflet which took some 15 months to bring to fruition. In addition to volunteers from the News Group, representatives from Jedburgh Historical Walks group and Historical Society assisted in research, writing and proofing. Individuals from the Marketing Group were also involved as were local photographers and Visit Scotland who supplied material. In all a very positive community effort.</p> <p>Whilst there is no community involvement in the distribution of the leaflet this is due to the locations and information points being owned by a distribution company and therefore the group have no control over this.</p>

<p>What efforts have been made by the applicant to secure other sources of funding for the project/activity?</p>	<p>Economic Development have been contacted for financial support although no available budget and referred to Community Fund.</p> <p>Supported Business to Business by LEADER Mbttag project, but no fund to support specific marketing resources.</p>
<p>What happens at the end of the project/activity or when the funding is spent?</p>	<p>The group aim to build up a reserve fund to support any future reprint of the leaflet and other marketing material. They have initiated a 'donation box scheme' that sits alongside displayed material in selected outlets. To date this has been very encouraging and they hope that sufficient donations will be taken to offset future print and distribution costs.</p> <p>The leaflet is supported by wider marketing activities such as social media and town centre website.</p> <p>The group have considered the use of advertising to meet the production costs but felt it was inappropriate for the type of leaflet.</p>
<p>Quotes received for items of expenditure</p>	<p>Yes</p>
<p>Have appropriate permissions been sought/granted?</p>	<p>N/A</p>

SBC OFFICER RECOMMENDATION

Recommend to approve to the value of £2,339

Additional Terms and Conditions:

Detail