



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

<p><u>Applicant Details</u> Name and Address of Applicant/Organisation:</p> <p>Telephone No:</p>	<p>Peebles Arts Festival c/o The Bridge The Volunteer Resource Centre School Brae High Street Peebles EH45 8AL</p> <p>07774113481 Noel Dashwood-Brady (Chair)</p>
<p>Address to which payment should be made:</p>	<p>As above</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>	<p>The Peebles Arts Festival promotes and encourages participation in the arts by organising a festival in the town each year towards the end of August. The Festival covers a wide range of art forms: theatre, poetry, music, dance, literature, photography, crafts, and visual arts. Last year's Festival included a visit by four artists from Peebles twin town Hendaye in southern France. This brought an international flavour to the programme, with French music, art, photography and artistic hair styling adding new elements to the programme. This year we will be hosting a music group from Hendaye on the bases of last year success.</p> <p>This year we are shortening the Festival to a long weekend (28th to 31st August). This not only makes the Festival more manageable for the volunteer committee, but also concentrates the programme so that each day has many varied events for participants to choose from. With a ten day festival, we have found some difficulty in maintaining the festival feel through the working week, and so we are experimenting with a shorter, more punchy, festival this year.</p> <p>The Festival benefits the community in a number of ways. Primarily the aim of the festival is to encourage involvement in Arts in its widest sense, whether this be by taking part directly or through audience attendance. We place particular emphasis in engaging with children</p>

	<p>and young people with specific events aimed at this age group. However a secondary benefit to the town is through encouraging visitors and locals to go out and spend in the town, thereby boosting the local economy.</p>
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<p><u>Assistance Requested</u> Please indicate the sum requested and the purpose for which it will be used:</p>	<p>£2500</p> <p>Last year the Common Good fund kindly assisted by contributing towards the costs of our paper programme production. In our drive to make the festival self-supporting, we have revised the need for such a major paper programme and will be trialling an A3 programme flier this year, which should substantially reduce these costs. Together with this, we need to increase our on-line and social media promotion of the Festival. This will also contribute to our objective of engaging with a younger audience. Unfortunately however, due to ill health, our Committee is currently short on these skills. We have discussed the option of putting this element out to contract this year, and have identified a suitable contractor. The contractor would:</p> <ul style="list-style-type: none"> • Put together a tailored media database (print, broadcast & electronic) to include relevant blogs; • Provide background information on PAF to the above media; • Build and maintain social networking/bookmarking pages (initially Facebook and Twitter) • Compile a series of releases to generate coverage of specific activities/events/offers (drip feed information to targeted media on a regular basis throughout the year) • Substantially increase PAF's presence on the internet by: <ul style="list-style-type: none"> ➤ ensuring that information on PAF is on all relevant listings websites ➤ asking relevant art/ tourist organisations/visitor attractions to include links to PAF on own websites/social media where possible • Generate ideas for and sell-in a series of features to the targeted local, regional, national and international media • Display Festival related promotional signage/banners on all key Festival venues <p>We estimate that a total of three weeks work would be involved, costing about £3000. We are therefore asking the Common Good Fund if they could contribute £2500 towards this costs.</p>
<p>When will the donation be required:</p>	<p>July 2015</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 28th to Sunday 31st August 2015</p> <p>£8000 (excludes costs of events which should be covered through ticket sales)</p> <p>We are approaching the local business community for sponsorship and advertising.</p> <p>Application to be made jointly with Peebles Twinning Committee to Awards for All re funding for participation of Hendaye music group.</p>
<p><u>Other information</u></p> <p>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 2014 Festival, which paid towards the production and distribution of our paper programme. As explained above, we are experimenting this year with reducing this and moving to increase our on-line and social media presence.</p>
<p><u>Declaration</u></p> <p>I hereby make application for assistance as set out above and certify that the information I have provided is accurate</p> <p>Signed: Janet Dutch</p> <p>Position Held: Treasurer</p> <p>Date: 27/05/2015</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>	

