

## 2020/2021 Community Fund: Interim Assessment Form

*Locality: Teviot and Liddesdale*

*Ref. No.: CF2021-T&L 06*

*Organisation Name: Strawberry Lemonade Events*

*Funding Requested: £9500*

ABOUT THE GROUP			
<b>Organisation Structure</b>	Constituted group		
<b>Annual Accounts Balance</b>	£2,147		
Are any funds ring-fenced, if so why & how much?			
Has the applicant successfully applied for SBC funding within the last three years? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
SBC Funds received	Financial Year	Amount (£)	What used for?
Have they recently applied to the Common Good Fund? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			

ABOUT THE PROJECT	
Project Brief	<p>Strawberry Lemonade are looking for funding to pay for a Project Manager and Project Co-ordinator with the aim to run a training programme called Event Management Fundamentals (EMF).</p> <p>The group are also seeking funding to support with additional training course spend including venue hire, training course supplies, printing and uniforms.</p>

	The first course will run for 6 weeks for 2 hours a week followed by a drop in session thereafter.	
Project Start Date: DD/MM/YY	January 2021	
Total Expenditure (£)	<b>£10450</b>	
Community Fund Request (£)	<b>£9500</b>	
10% organisation contribution	£950	
Any Other Contribution?		
Other Funding Sources	Amount (£)	At what stage?
Community Fund Outcomes	<input checked="" 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 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	
Teviot and Liddesdale Action Plan priorities	<p>The project meets the following priorities:</p> <ul style="list-style-type: none"> <li>• Learning and training which is accessible and affordable and which meets the needs of all individuals including local employers</li> <li>• Promote alternative routes into employment, including the Centre of Excellence in Textiles</li> </ul>	

<b>ASSESSMENT</b>	
<p>What need/demand has been evidenced for this project/activity?</p>	<p>Strawberry Lemonade use a closed, private Facebook group with a membership of 15 individuals from Hawick where people share their struggles and needs. The group subsequently organised clothing bundles to be delivered to two families in Hawick who had contacted the group.</p> <p>Strawberry Lemonade feel that their course is able to support those individuals who don't like asking for help. Working in events is seen as a fun sector to be involved in .</p> <p>According to the Scottish Index of Multiple Deprivation (SiMD) 'The Unemployment Claimant Rate for Hawick and Denholm has</p>

	<p>consistently been similar to the rate for Scotland and above the rate for the Scottish Borders.'</p>
<p>What benefits will be gained from the project/activity and how well does the project/activity meet the outcomes of the scheme?</p>	<p>The group would be looking to engage with vulnerable groups and individuals via thier training course called Event Management Fundamentals which aims to cover a range of modules from digital marketing to budgeting.</p> <p>EMF is made up of 4 key modules, a planning day and a field trip.</p> <ul style="list-style-type: none"> <li>• Event logistics</li> <li>• Customer Service</li> <li>• Budgeting</li> <li>• Digital marketing</li> </ul> <p>Strawberry Lemonade have previously delivered these sessions in Glasgow and Liverpool. The applicant has since move to Hawick and is enthusiastic to offer this programme in her home town.</p> <p>The group will aim to work with 40 individuals over the funding period and help deliver at least one community event which will involve an additional 30 people to support this event.</p> <p>The individuals involved in the project will also have access to all other Strawberry Lemonade Event opportunities.</p> <p>If unable to access a venue the group will be able to deliver their sessions online. They have recognized that many people in Hawick and surrounding areas struggle with internet access so the group have recently purchased Amazon tablets that would allow participants to access this learning online.</p> <p>The group intend to offer participants a stable structure as they recognise stability is important. The group will look to run 6 week sessions followed by drop in sessions on the same day. This will allow for groups to overlap and encourage peer support and encouragement.</p> <p>The group feel that they are able to offer participants a different learning experience. The group have previous experience of working with large clients and hosting big events and so would be able to offer placements internally.</p> <p>The group's ethos is to share these opportunities with people who might never get the chance to do something in the events world elsewhere.</p> <p>The group are also responsible for running The Edinburgh Yoga Festival next year. There may be an opportunity for those</p>

	<p>involved in the employment programme to be a part of this delivery</p> <p>The group would be available to anyone over the age of 18 but with no upper limit. Many similar projects work with the 18-25 age group. Strawberry Lemonade don't intend to have an upper age limit.</p>
<p>What support and involvement of the wider community is there for this project/activity?</p>	<p>The group has a closed peer support Facebook page which has 15 participants currently.</p> <p>The group are linked in with national organisations such as; Street Soccer Scotland, Scottish Association of Mental Health (SAMH), Citizens Advice Bureau (CAB) , Department of Work and Pensions (DWP), Invisible Cities</p> <p>The group are also members of both the Borders Chamber of Commerce and Social Enterprise Chamber of Commerce which has allowed them to grow their networks.</p> <p>The group have said that they have been in contact with SBC Employment service, as well as Burnfoot Community Futures and Economic Development.</p> <p>It is not clear as to what formal links have been made with these services and organisations.</p>
<p>What efforts have been made by the applicant to secure other sources of funding for the project/activity?</p>	<p>No other funding has been sought</p>
<p>How will the impact and success of the project be measured? What happens at the end of the project/activity or when the funding is spent?</p>	<p>Once individuals have completed the course participants are either linked in with partners, (Asda have been identified as a partner but no formal arrangement is currently in place) or are supported into accessing Job Centre Plus</p> <p>The group will be able to offer CV writing session workshops. They will also be able to provide support with setting up online profiles such as LinkedIn.</p>
<p>Quotes received for items of expenditure</p>	<p>Supplied</p>
<p>Have appropriate permissions been sought/granted?</p>	<p>n/a</p>

## SBC OFFICER ASSESSMENT

Requirements still to be met in order to fulfil the criteria of the Community Fund:

- It is unclear as to how participants are identified and how progression for individuals is achieved
- It is unclear as to what wider local community support or interest there is in this project
- The group would benefit from formal partnership agreements with key partners

*Additional Terms and Conditions:*

Scottish Government coronavirus (COVID-19) guidance must be adhered to with a protocol for safe participation in the programme and use of resources developed, and all participants agreeing to adhere to this protocol.

*We would seek the group to particularly report on:*

- Number of people who benefitted from the project including participants and volunteers
- Number of activities and sessions delivered
- Learning outcomes achieved
- What partners were involved and did it lead to new opportunities