



Common Good Fund: Application Form for 2019/20*

*Please note this is a fund of last resort – you will need to demonstrate to the Common Good Fund Committee that you have tried to secure funding from other sources.

Applicant Group/Organisation:	Visit Kelso
Name of your project:	Post Covid Reopening Campaign
The name of the Common Good Fund that you are applying to:	Kelso Common Good Fund

Summarise what you want to use this funding for *(max. 100 words)*

We will plan an annual marketing campaign calendar and deliver this via social media channels. The target audience for the campaigns varies from prospective visitors to the town from outwith the Scottish Borders, people from within the Scottish Borders, and locals to Kelso and the surrounding area. The calls to action are to spend leisure time and pound in the area.

We will also update our popular website which requires time sourcing and adding local events and updates on a weekly basis and monitoring/updating members' listing pages.

The time required for both of these is far beyond what we can realistically ask of volunteers so we would like to use funding for paid resource to undertake this work for an agreed period of time as our businesses and community groups re-start again after COVID.

Tell us how your activity/project will make a difference to your organisation and how it will benefit the residents of the former Burgh *(max. 200 words)*

As a result of COVID-19, there was an increase in the need for Visit Kelso to provide a more enhanced service. As the crisis developed, information updates were frequently issued and there was a need for a reliable source to disseminate these. This need is both from the business community and the wider community.

Businesses and community groups urgently need promotion and the community needed to know who is open and how they would operate. Visit Kelso will act as a conduit between the two. Specifically, with the business community and our members, we are a support at a time when mental health was a concern, with isolation impacting on the health of those in our town.

In addition, we offer free membership to many community groups, so this is an ideal opportunity for them to capitalise on the work for their future promotional needs

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Tell us how your project will be sustainable in the future (max. 100 words)

By continuing to build on the Visit Kelso reputation as an organisation that can be trusted to source, share, curate and create information and promotions on behalf of the business community of Kelso, we are hopeful that our members will decide to renew their membership for 2021-2022.

In addition, we plan on developing an income line to generate sponsorship and advertising, leveraging our profile, by dividing the year into a number of 'campaigns' or 'events' for which we also seek 'sponsors' or 'partners'.

These two income sourced will make significant in-roads to making the project sustainable

Expenditure: Please tell us how much money you need for the entire activity/project (you may be asked to provide up to 3 quotes to support your application)

Item of Expenditure	Cost (£)
Freelance support	2000.00
Total Expenditure	
How much would you like from the Common Good Fund?	2000.00
Please supply a copy of your signed & dated Annual Accounts or Projected Financial Plan	

Have you received funding in the last 5 years from Scottish Borders Council or any other external funders? If so, please detail the fund name, the amount and the purpose of the grant.

Fund	Amount	Purpose
Community Grant Scheme	£5,000	New town map and marketing toolkit

Tell us about your own fundraising or how you have secured other funding for this project.

	Amount	Purpose

Individual/Group/Organisation details:	
Contact Name:	Tina Newton
Position in Group/Org: (if appropriate)	Chairperson
Home Address:	Kaim Cottage Wark Cornhill-on-Tweed Northumberland
Post Code:	TD12 4EE
Telephone Number:	
Email Address:	
Date:	17.5.21
Signature:	

What does your organisation do and who does it support? If appropriate. (max. 100 words)

Tell us what your group does, the activities it undertakes and in what way it benefits the community.

Write here ...

Visit Kelso is a community group working whose aim is to market the town of Kelso and surrounding area with all we have to offer by enhancing our town's website www.visitkelso.com, having an active social media campaign, advertising all local events, promoting the shops, cafes and restaurants, hotels, local accommodation places, local services, clubs and associations and visitor attractions in the area. We want Kelso to shine.

Equalities

Do you have an Equal Opportunities Policy or Equality Statement? Yes No

Explain how your project complies with the obligations contained in the Equality Act 2010

Safeguarding

Does your idea/project involve work with children, young people under the age of 18 or vulnerable adults? Yes No

If yes what safeguarding policies do you have in place and how often are these reviewed? Please provide a copy of these or give full details below.

Write here...

Permissions

Does your project involve work to a building or land? Yes No

If yes do you have the following? (please tick relevant)

- A lease agreement (Date of lease _____ and duration _____ years)
- Written permission of owner
- Planning permission (Reference No. _____)

Common Good Funds

Common Good Funds in Scotland originated in the 15th century and are the assets and income of some of the former Burghs. They can represent a substantial portfolio of land, property, some moveable items and investments and by law continue to exist for the benefit of the inhabitants of the former Burghs to which they relate. Scottish Borders Council is the owner of these Funds and each Fund has a sub-committee comprising the relevant local Councillors who make the decisions on the management of the Fund's assets and approval of any requests for funding (up to a limit of £20,000 above which full Council approval is required).

If you are successful in being awarded Common Good Funds, you will be asked to complete a monitoring & evaluation form when your project is complete or within 1 year of receiving funding. Future applications will not be considered until this has been received and the Common Good Fund Sub-Committee are satisfied with the evaluation you have provided.