

# 2021/2022 BUILD BACK A BETTER BORDERS RECOVERY FUND

## Assessment Form

For the purpose of assessment, projects have been ranked high, medium or low to reflect how strongly the application meets the criteria of the Build Back a Better Borders Recovery Fund.

**High** – a strong demonstration of how the project will assist recovery from the pandemic

**Medium** – provides acceptable examples of how the project will assist recovery from the pandemic

**Low** – lacks detail of how the project will assist recovery from the pandemic

### 1. Applicant Details

<b>Organisation name</b>	Rotary Club of Selkirk					
<b>Organisation structure</b>	Constituted Group					
<b>Application reference</b>	BBBB/EIL/14					
<b>Theme of application</b>	Sport	Arts & culture	Environment	Community capacity	Community resilience	Intergenerational activity
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Project start date</b>	27 November 2021		<b>Project end date</b>	27 November 2021		

### 2. Organisation's Finances

<b>End of year balance</b>	£2197 (generic acc) £5341 (charities acc)
<b>Current bank balance</b>	£2105 (generic acc) £7176 (charities acc)
<b>Total cash/Unrestricted reserves available &amp; purpose</b>	£1766
<b>Total restricted /committed funds &amp; purpose</b>	£2105 (generic acc) £5410 (charities acc)

### 3. Project:

Outline of what the group plan to do to help people recover from the pandemic. Projects will be ranked higher if the application strongly demonstrates that they are meeting an identified need in the community. (e.g. area of deprivation, protected characteristics, tackling wellbeing and isolation, tackling climate change)

<b>High</b> <input type="checkbox"/>	<b>Medium</b> <input checked="" type="checkbox"/>	<b>Low</b> <input type="checkbox"/>
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Comment:

Selkirk Rotary Club supported by Selkirk B.I.D.s require funding to deliver a Community and Economic Recovery Project on the 27<sup>th</sup> November 2021. This project will offer retailers a free platform to promote their business, support local charities, showcase local talent, encourage intergenerational work, engage children and young people and involve the whole community.

The event will be free to enter and will feature a retail showcase with Some retailers providing demonstrations over the course of the day. Also included is a Charity Bazaar providing local charities and non- profit organisations with much needed fund- raising opportunities. The organisers aim to provide this event free of charge but will apply an entry fee if unable to secure BBBB funding.

There will also be on stage entertainment with local theatrical and musical groups promoting forthcoming events, a fashion show by a local business and other entertainment provided by Rowlands Youth Organisation, who will broadcast their Rowlands Radio Station live from the event and run Small Group Silent Discos during the day. There will also be roving musicians providing entertainment in other areas of the building. A Children's Corner with Magic Shows, Craft Workshops, and a Santa's Grotto where children will receive a small sustainable, eco-friendly gift.

Refreshments served in a "Café" area in the Main Hall; these will also be free of charge. A promotional and marketing campaign will be carried out. The event will be promoted throughout Selkirk and wider Borders Area through Social Media Advertising, Posters, Banners and Leaflets. It is hoped that this will become an annual event. The initial artwork and much of the advertising materials will be generic ensuring sustainability and providing a legacy for future years.

The event will be inclusive with Selkirk Cycling Without Age having their trishaws available on the day to ferry those with mobility issues to and from the Hall.

In a survey carried out by B.I.D.s 92% of retailers who responded were supportive of this event. The BIDs survey was followed up by a visit to the Town Centre and Riverside retail businesses by Rotary Members. All the businesses visited were supportive of the event and either accepted to offer of a stall or agreed to stay open later that day and consider running an in-store promotion to support the event. The Selkirk Chamber of Trade is also supportive and sees the event as a great way to advertise that Selkirk is recovering from Covid and promote the new businesses in the town. The event has been discussed with a number of local charities and organisations and all are grateful for the opportunity to promote their work or raise some much-needed funds. To date, 12 local charities will be involved. A Covid Risk Assessment will be carried out prior to the event. This free Community Event will have something for all. As well as supporting over 50 retail businesses, either at the event or in their High Street location, it will engage the Community of Selkirk and further afield.

Evidence of individuals, groups or communities likely to benefit from the new initiative and how they have been affected by the pandemic:

<b>High</b> <input type="checkbox"/>	<b>Medium</b> <input checked="" type="checkbox"/>	<b>Low</b> <input type="checkbox"/>
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Comment:

The following groups of people will benefit from the initiative.

Retail Businesses - The last two years have seen an accelerated move to on-line shopping. People shielding or isolating have taken advantage of on-line grocery shopping from large retailers, and many may never return to shopping locally. With non-essential shops forced to remain closed many consumers turned to on-line shopping for clothes and gifts. Although generous support was available to most businesses during lockdowns, Selkirk has new shops that did not qualify for any help.

Local Charities and Non-Profit Organisations – At a time when the work of these organisations is needed most these groups have had no opportunity to fundraise during the pandemic.

Local Groups – Groups such as Selkirk Musical Theatre Group, Creative Stage, Selkirk Silver Band, Riddle Fiddles and Rowlands Youth Group have not been able to meet up, perform or interact since March 2020. These groups involve many young people, a demographic known to have suffered increased mental health and isolation issues during the pandemic

Children – The closure of schools and nurseries, which resulted in home schooling for children denied them a normal childhood for much of 2020/21. They missed out on school trips, after school activities, sports and taking part in groups such as Cubs and Brownies.

The Elderly – For many a daily trip to the shops or a coffee with friends is the only social interaction they have to look forward to. During the pandemic this was not possible with cafes and day centres closed. Shielding, isolation and separation from loved ones has resulted in this sector of the community suffering loneliness, stress and anxiety.

Others in the Community – No one in the Community has avoided the effects of the pandemic. People have been confined at home, on furlough, home working, shielding, or isolating. Holidays have been cancelled, weddings postponed, travel banned, care home and hospital visits suspended, and funerals reduced to immediate family.

This event will help to bring a real sense of community to the town of Selkirk allowing communities to meet and socialise again in a safe way. It will help to bring people together to enjoy some entertainment and refreshments whilst allowing local business an opportunity for increased footfall to their shops and stalls.

Expected impact of the new initiative and how will it help those most in need recover from the pandemic

<b>High</b> <input type="checkbox"/>	<b>Medium</b> <input checked="" type="checkbox"/>	<b>Low</b> <input type="checkbox"/>
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Comment:

This initiative will showcase what Selkirk has to offer in its thriving Town Centre, Riverside Development Area, and surrounding area. Not only to locals, including those who shop out of town or on-line at present but also to those from surrounding areas. It will support businesses at a difficult time giving them a pre- Christmas sales boost. In giving local groups the opportunity to showcase their talents and advertise forthcoming shows and concerts this initiative will increase their chance to raise much needed funds. Getting together and performing on stage after such a long time will boost confidence and improve mental health.

After twenty months of restrictions and hardships Celebrating Selkirk will provide something for all age groups, lift community spirits and give the whole community something to look forward to, while addressing many issues created by the pandemic. They estimate the Santa's Grotto and other Children's activities will attract 200 children along with parents and grandparents. They have based this figure on similar events organised by other Rotary Clubs in the area in towns of similar size. The monthly Selkirk Farmer's Market regularly attracts 500 + locals and visitors and the recent Scott's Selkirk Market attracted similar numbers. Based on these figures They would anticipate a minimum footfall of 800 (adults and children) but would hope with strong marketing this number could be significantly increased.

The group aim to measure impact by collecting feedback from retailers, monitoring sales generated and increased footfall either via an on-line survey or by visiting each business. They will Collect feedback from Charity Stallholders on the day, monitor the number of children who benefit from the activities and Santa's Grotto, measure footfall in the Hall and gather feedback at exit points, as well as monitor feedback on Social Media.

#### 4. Project Expenditure:

<b>Total Project Cost</b>	£5000
<b>10% organisation contribution</b>	£500
<b>Request to BBBB</b>	£4500

<b>Item of expenditure</b>	<b>Cost</b>
Hall hire £550 plus VAT	£660

Hall and street decoration and refreshments	£320
Art Workshops and gifts for santas grotto	£1050
Marketing and promotional material	£1500
Entertainers, demonstrators, magic show, disco	£1470

Match/other funding sought:

Funder	Funding Requested	Status
	£	
	£	
	£	

Grants received from Scottish Borders Council or any other funder within the last three years

Date	Project Title	Amount
		£
		£
		£
		£
		£

<b>SBC OFFICER ASSESSMENT</b>	
<b>Comments</b>	<p>The application meets the criteria of the BBBB fund</p> <p>The application scores Medium because it is supporting local retailers and community organisations by offering an opportunity to showcase their produce and group activities.</p> <p>The event is free and inclusive of everyone from children to older people so it will be a good way for the local community of Selkirk to come together and enjoy some shopping, entertainment and refreshments in a safe Environment.</p>
<b>Additional terms and conditions required</b>	<p>The applicant must follow Scottish Government Covid-19 guidance</p> <p>If successful the group will need to effectively evaluate their project with specific focus on;</p> <ul style="list-style-type: none"> <li>• Feedback from retailers</li> <li>• Footfall to the event</li> <li>• Feedback from those that were in attendance; members of the public and or business owners/stall holders</li> </ul>