

Sevenoaks District Council

Big Community Fund

Application form

1 Name of ward: Sevenoaks Town & St Johns

2 Name of Member: Cllr Peter Fleming

3 Name of delivery organisation: Sevenoaks Town Council

Address of delivery organisation:

Sevenoaks Town Council

Town Council Offices

Bradbourn Vale Road

Sevenoaks

Kent

TN13 3QG

Name of the main contact who will be accountable for the delivery of the project:

Linda Larter

Telephone number of main contact: 01732 459 953

4 Description of Project:

VINTAGE BUS PROJECT FOR SEVENOAKS TOWN PARTNERSHIP

Sevenoaks Town Partnership was created in 2011 bringing together key individuals, local businesses and organisations to work together, share resources and develop ideas and initiatives to benefit Sevenoaks. Sevenoaks Town Council provides the administrative support and delivers projects on behalf of the Sevenoaks Town Partnership

The Sevenoaks Town Partnership's strategy (please see separate attachment) sets out its aims to encourage increased and retained footfall in the town centre of Sevenoaks whether this be by digital methods (website or information screens) or practical measures such as the Vintage Bus project. All of these are tied into the same strategy and branding to achieve the same goal - a more vibrant town.

The Vintage Bus project will operate during the summer months (22.06.13 to 15.09.13) on a circular route from:

Knole - Stag - Railway Station - Vine - Bus Station / Sencio.

It will run on Saturday, Sunday, Tuesday and Wednesday from 10.00am - 4.00 p.m. (timetable to be confirmed).

A day ticket will cost £2.

The aim of the project is twofold; Firstly for moving tourists and visitors around the town, encouraging people to visit town facilities including Sencio, Stag and Knole and to visit local shops, particularly independent shops. The National Trust property Knole sits just outside the town centre. At present many of the annual 100,000 annual

visitors do not visit the town's shops and facilities. Secondly it is a facility for local people to enable them easier access to these facilities. This is particularly true of Knole as there is currently no public transport direct to the National Trust House. It is believed that the project will deliver multiple benefits to the town and the community, including:

- i. Encouraging tourists and visitors to visit other facilities within the town
- ii. Additional revenue for retail and catering outlets in the town
- iii. Promotion of Sevenoaks – very visible advertising in the town
- iv. Additional facility for the local community, in particular access to National Trust property
- v. Collection of data. Each bus trip will have a volunteer on board, talking to those using the bus. Number of tickets sold.
- vi. Advertising boards can be used for future years.
- vii. Linked to visit Kent, to encourage visitors who might not have previously thought of visiting Sevenoaks
- viii. Encouraging volunteers as ticket collectors or meeter and greeter on the bus to collect information and make the visitors to the Town feel very welcomed and informed
- ix. Raise awareness of the Town's facilities including the new travel information centre funded by KCC and SDC
- x. It is believed that the project will increase the use of the Town and enhance its vibrancy; therefore strengthening both the Town and the Community

Funding has already been obtained for the provision of the bus for the first year. The Rt Hon Michael Fallon nominated this project to receive DCLG funding from the Portas Project and was awarded Town Team status. Funding has also been received from Knole and Sevenoaks Town Council. However, additional funding is still required for the provision of external advertising on the bus to advertise the facilities within the town (e.g. at Knole, The Stag, leisure centre, independent retailers, local market, etc.) and for general marketing.

The marketing and promotion of this service will include:

- i. Highlighted on Sevenoaks Town Partnership website (to be launched in March 2013)
- ii. Highlighted on tourism information pods (to be installed in April)
- iii. Featured on Information Screens located within Knole Tea Room and Stag foyer
- iv. Included within Sevenoaks Summer Festival brochure and launched on the opening day of the festival, 22nd June 2013
- v. 20 poster sites on railway platforms across Kent
- vi. Printed leaflets and posters
- vii. Included within National Trust marketing
- viii. Featured in SDC Shape magazine
- ix. Promoted on GoCoaches buses
- x. Promoted within Sevenoaks Town Partnership's membership marketing e.g. Coolings, Chamber of Commerce
- xi. Advertising externally on the bus indicating facilities within the town
- xii. Sevenoaks Chronicle to provide feature articles
- xiii. Leaflets into school book bags

Background Information:

Sevenoaks Town Council is a medium sized statutory local council which conforms to relevant legislation including finances, equal opportunity, employment law and health and safety.

Sevenoaks Town Council consists of 16 Town Councillors all of whom participate voluntary and are democratically elected. Sevenoaks Town Council holds Quality Town Council status; Investor in People and Power of General Competency. The Town Clerk Linda Larter MBE has worked for Sevenoaks Town Council since 2008, has 25 years local government experience, and relevant professional qualifications include a degree and fellowship.

5

Total project cost: £ 17,020

How will the money be spent?

Vintage Bus x 12 weeks	£10,320
Bus Stops x 2	£3,000
*Ticket Collector x 12 weeks (supplemented by volunteers)	£1,200
Marketing leaflets and posters	£1,000
Exterior advertising on the bus	£1,000
Enamelled "Conductor Badge" souvenir (for volunteers)	£500

Sub Total £17,020

*it is noted that volunteers may not be available for all bus journeys and there is a timetable to be kept to. The paid ticket collector will fill in these gaps.

If the total cost exceeds the amount requested from Big Community Fund, please state here how the remaining cost is to be met:

DOLG Grant	£10,000
Knole	£3,000
Sevenoaks Town Council	£2,000
	<u>£15,020</u>

Goods and contributions provided in kind:

Sencio and Knole preparing artwork for 'branding campaign'
 South East Railways free use of 20 notice boards on railway stations
 Go Coaches providing bus at reduced daily rate
 Go Coaches providing boards to fit bus external advertising onto
 Go Coaches fitting boards when completed with advertising onto bus
 Go Coaches providing advertising on other bus routes

Sevenoaks Town Council administration, insurance
Volunteer time for ticket collecting

Amount requested from the SDC Big Community fund:

£ 2000 - Please see appendix A for further details.

The budget has been compiled to cover all costs as the biggest financial risk for the first year is the unknown number of people who will use the bus, which could be substantially more than envisaged or none. It is the intention that if there is a profit from ticket sales these would be used to underwrite the same or similar scheme in future years.

Go Coach is a professional bus operator and has drawn on their commercial experience to assist with providing a realistic anticipated customer usage of the bus - this has been based on an average of 50 people per day.

We have attached a variety of projections for future income, which will be reviewed during the pilot project of 2013.

Estimated ticket sales

50 per day @£2	£4,000
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6 Your community

How have you been able to involve the local community in planning this project?

The following organisations and groups have been involved in developing this project:-

Go Coaches
Kent County Council
Sevenoaks Town Council
Sevenoaks Town Partnership
Knole
Sencio
Chamber of Commerce
Coolings
Specsavers
Independent Retailers
Sevenoaks Chronicle
Sevenoaks Society
Sevenoaks Bowls Club
Sevenoaks Summer Festival
Bed and Breakfast Accommodation Providers

Public consultation via

- Project test run of the bus - talking to residents and visitors in the town during the journey
- Press coverage
- Youtube video - www.youtube.com/watch?v=2rGNFrYlrj8
- Talks to local groups - for example Age Concern and Rotary

7 What is the need for the project?

There is an identified need to

- i) Circulate footfall from main attractions to benefit other businesses
- ii) Encourage visitors from Knole to also visit the town
- iii) Currently no public transport to Knole – National Trust property. People from Age Concern commented that they hadn't been able to afford to visit Knole house for many years, due to taxi costs and unable to walk up the drive if they had travelled by bus. They are looking forward to the Vintage Bus project.
- iv) Need to promote Sevenoaks to compete against other locations for visiting and shopping

8 Long term benefits

Please comment on the lasting effects of the project:
The benefits of the project will be:-

- i) Providing seed capital to establish whether the vintage bus project is viable and be beneficial for the vibrancy of the town centre
- ii) Addressing recommendations within the Portas Review
- iii) Integrated with the Sevenoaks Town Partnership's strategy including websites and information screens
- iv) An integrated part of the Sevenoaks Town Partnership's branding for its strategic aims
- v) Encouraging tourists and visitors to visit other facilities within the town
- vi) Additional revenue for retail and catering outlets in the town
- vii) Promotion of Sevenoaks – very visible advertising in the town
- viii) Additional facility for the local community; in particular direct access to National Trust property, allowing more members of the community to access this important green lung.
- ix) Collection of data. Each bus trip will have a volunteer on board, talking to those using the bus. Number of tickets sold.
- x) Advertising boards can be used for future years.
- xi) Linked to Visit Kent

9 The impact of your project

How will you know whether the project has been a success?
Success of project to be measured by

- i) Bus Tickets sold
- ii) Information collected by volunteers on the bus - where people are visiting, and why
- iii) Public feedback
- iv) Key venue feedback
- v) See ii) particularly new visits or repeat visits due to novelty of the vintage bus
- vi) Number of volunteers involved. This would build off the Queen's Diamond Jubilee and Olympic celebrations, and the involvement of volunteers in the Town's celebration activities; Volunteers will be provided with a free "bus pass for 2013" and a souvenir conductor badge.

10 Ongoing costs

If there is an on-going need for maintenance or management of the project, who will be responsible and how will this be funded?

Income generated from the vintage bus project will be earmarked for future years.

The provision of the bus is within the Sevenoaks Town Partnership's strategy which is currently underwritten and administered by Sevenoaks Town Council.

As previously mentioned please see attached cost projections.

11 Supporting statement from the sponsoring Local Member:

Sevenoaks is a quintessential market town, and has fared better than most in the wake of the economic downturn; retaining a strong variety of retail and community facilities, while maintaining the inherent sylvan nature of the Town. However, there is a danger of complacency; inward investment is required to safeguard the longterm economic and social prosperity of the Town. The vintage bus scheme (as part of the initiatives put in place by the Sevenoaks Town Partnership) will help to improve footfall to the Town Centre (supporting local independent retailers), while also providing an important link to front door of the National Trust Property Knole, encouraging more members of the community to visit this important green lung and historic asset.

The Sevenoaks Town Partnership meets recommendations set out in the Portas Review for the creation of a Town Team, the Partnership has formally been recognised by DCLG as a nominated Town Team. The Portas Report recommends that 'Town Teams would recognise the uniqueness of their own town based on its history, its communities and its aspirations. They would see the high street as a brand which needs nurturing and communicating. Critically they would inspire and engage with the public and get people visiting high streets again.

I strongly support this application and would ask that members look favourably upon this scheme.

Si [redacted] (sponsoring Local Member) *Cllr Peter Fleming*

12 Agreement of other Local Members that they are happy with the proposed project:
SIGN NAMES: PRINT NAMES:

[redacted] ... (Local Member) *Cllr Ann Dawson*
[redacted] (Local Member) *Cllr Simon Raikes*

13 Declaration by project delivery organisation:

I confirm that my organisation will be responsible for the grant and the delivery of the above project and any on-going maintenance or management. I confirm that the organisation has an equalities policy or has signed the attached District Council's Equality Statement.

Signed [REDACTED]Date 28. 2. 2013

PRINT NAME: LINDA LARTER

Please remember to include the following documents with your application:

- A copy of the constitution of the delivery organisation
- A copy of the latest audited accounts of the delivery organisation
- A signed copy of the Equality Statement, or a copy of the delivery organisation's equalities policy



Sevenoaks
TOWN COUNCIL

EQUAL OPPORTUNITIES STATEMENT

Sevenoaks Town Council recognises that everyone has a contribution to make to our society and a right to equal treatment. We aim to ensure that no organisation or individual involved with our organisation will be discriminated against by our organisation on the grounds of:

- ❖ Race, colour, nationality, ethnic or national
- ❖ Sex, marital status or caring responsibility
- ❖ Sexuality
- ❖ Age
- ❖ Physical or mental disability or mental health
- ❖ Political belief or religion
- ❖ Class
- ❖ Health status
- ❖ Employment status

Please note that if you have an Equal Opportunities Policy you may prefer to enclose a copy instead of signing the Equal Opportunities Statement.

I confirm that my organisation is committed to equal opportunities

Signed (on behalf of the organisation)

[Redacted signature]

Designation:

Deputy Town Clerk



Town Council Offices
Bridborne Vale Road
Sevenoaks, Kent TN13 3QQ
Tel: 01732 452953 Fax: 01732 742577
Email: council@sevenoakstwn.gov.uk
Website: www.sevenoakstwn.gov.uk

Town Clerk

Sevenoaks District Council

Big Community Fund

Application Form

1 Name of ward: Leigh and Chiddingstone Causeway

2 Name of member: Cllr Alison Cook

3 Name of delivery organisation: Commonwork

Address of delivery organisation:

Bore Place
Chiddingstone
Edenbridge
Kent
TN8 7AR

Name of the main contact accountable for delivery of the project: Jacqueline Leach

Tel number of the main contact: 01732 463255

4. Description of the project

Commonwork runs an educational programme at Bore Place, our study centre and 500-acre organic farm. We design and host events and activities for 10,000 people of all ages and abilities each year. This includes a well-established programme of work with children and young people from schools and the community. We are particularly careful to include children and young people with physical disabilities, learning disabilities, at risk of exclusion, from pupil referral units, with emotional and behavioural difficulties and from socio-economically disadvantaged groups. They come to Commonwork for hands-on learning about caring for themselves, others and the environment.

Our project is to improve the gardens which are at the heart of the programme and provide an outdoor classroom and work experience spaces for children and young people. We plan to build new accessible gardens which will enable children with varying abilities, some with profound and multiple learning difficulties, others on the autistic spectrum and some with behavioural difficulties to engage in gardening; we also plan to improve the wildlife gardens to provide a taste of the habitats found around the 500 acre farm, but in a sheltered garden at the heart of the site. This will provide additional hands-on learning areas for new and enhanced activities for children and young people now and into the future.

5 Total project cost: £3,525

How will the money be spent?

The money will be spent on:

- Removal of old shrubbery
- Planting of trees
- Creation of new wildlife habitats
- Design of new educational activities

If the total cost exceeds the amount requested from Big Community Fund, please state here how the remaining cost is to be met:

Commonwork is contributing £525, which is the cost of staff time to create new wildlife habitats and education activities.

We have applied to BBC Children in Need for funds to improve the physical access of the gardens with walkways and raised beds. This project however can go ahead whether we are successful with the Children in Need funding or not.

Amount requested from the SDC Big Community fund:

£3,000

6 Your community

How have you been able to involve the local community in planning this project?

We have consulted the community of young people and their supporting adults who come to Commonwork weekly to take part in garden activities. We discussed their access needs and the value to them of learning and working in the garden.

We have consulted the garden and tutor team at Commonwork to ensure the project is practical and achievable and costed appropriately.

We have advertised our activities widely and have a waiting list of schools wishing to take part in our garden-based programme.

If successful with funding, the young people will help with the design, construction and maintenance of the new habitats.

7 What is the need for the project?

We are fortunate to have a wide range of habitats on the 500 acre site, however for children and young people coming to us for a limited time in the school day, and particularly for those with disabilities/difficulties, we need to provide the learning and experience close to the heart of the site, where our classrooms, wcs and kitchens are based. This project will offer access to that wide range of habitats in a contained and sheltered garden at the heart of the site.

8 Long term benefits

Please comment on the lasting effects of the project:

The garden will encourage the young people to involve themselves in varied tasks which they wouldn't normally have the opportunity for and allow individuals to work at their own pace. Gardening can stimulate the senses and encourage creative expression while aiding in the development of awareness of our surroundings and connections with the natural world.

The garden is a non threatening environment and young people who have behaviour issues are often stressed and worried. We find that challenging behaviour can be remarkably different and improved when working in the garden with peers.

Young people will develop work related learning and social skills with their peers, helping them to build relationships which they can use in other environments.

In addition to all the above, gardening can also be fun! Our experience is that learning by doing, involving head, heart and hands (thinking, feeling and doing) is very beneficial. One child, involved in hands-on growing activities, said to us 'I didn't realise I was learning because I was having so much fun'. Gardening activities provide exercise and fresh air and help to provide routine and structure to life.

9 The impact of your project

How will you know whether the project has been a success?

For our regular weekly group of young people with disabilities, changes in behaviour and ability will be observed and recorded by the team leader through weekly recording of each session.

We shall carry out an evaluation with school groups – using interactive activities with the children and a written form for the teachers – to monitor and record the impact of the project.

10 Ongoing costs

If there is an on-going need for maintenance or management of the project, who will be responsible and how will this be funded?

Commonwork will maintain the garden and habitats once in place.

11 Supporting statement from the sponsoring Local Member:

Commonwork is a 'not for profit' charity which has been an inspiration to many over the years. In particular the work they carry out with young people is impressive through encouraging them to understand themselves and their environment including issues around life styles and healthy eating, to take decisions and to know that their views and opinions are valued.

I wholeheartedly support this application. The grant would not only be invested in an imaginative and important project but it would also be an investment in the future of young people, often highly disadvantaged, helping them to realise their potential and enjoy more fulfilled lives.

Signed by sponsoring Local Member overleaf.

12 Agreement of other Local Members that they are happy with the proposed project:
SIGN NAMES: PRINT NAMES:

..... (Local Member)

..... (Local Member)

13 Declaration by project delivery organisation:
I confirm that my organisation will be responsible for the grant and the delivery of the above project and any on-going maintenance or management. I confirm that the organisation has an equalities policy or has signed the attached District Council's Equality Statement.

Signed  Date *30 January 2013*

PRINT NAME: *ALISON COOK*

- Please remember to include the following documents with your application:
- A copy of the constitution of the delivery organisation
 - A copy of the latest audited accounts of the delivery organisation
 - A signed copy of the Equality Statement, or a copy of the delivery organisation's equalities policy

EQUAL OPPORTUNITIES STATEMENT

COMMONWORK

(Insert name of

organisation) recognises that everyone has a contribution to make to our society and a right to equal treatment. We aim to ensure that no organisation or individual involved with our organisation will be discriminated against by our organisation on the grounds of:

- ❖ Race, colour, nationality, ethnic or national
- ❖ Sex, marital status or caring responsibility
- ❖ Sexuality
- ❖ Age
- ❖ Physical or mental disability or mental health
- ❖ Political belief or religion
- ❖ Class
- ❖ Health status
- ❖ Employment status

Please note that if you have an Equal Opportunities Policy you may prefer to enclose a copy instead of signing the Equal Opportunities Statement.

I confirm that my organisation is committed to equal opportunities

Signed (on behalf of the organisation)

Designation:



Director