

Wilmslow Town Centre Events - Expression of Interest

The form will take approximately 9 minutes to complete.

As we move into a recovery phase following COVID-19, the Wilmslow Town Centre Management team together with Wilmslow Town Council (WTC) are keen to promote new events between now and March 2022 to reanimate our town centre. This form allows you to submit headline details of an event you would propose to run for a high-level review. If this is seen to meet our criteria, you will be asked to submit a more detailed plan for consideration for funding by Wilmslow Town Council.

Note that grant applications are considered by the Town Council on a quarterly basis. Applicants will be encouraged to attend a meeting of the Relevant Committee who in turn will make a recommendation directly to the Town Council. All councillors are made aware of grant applications before consideration by the Committee. The higher the value of grant application, the greater the level of scrutiny WTC will apply.

* Required

* This form will record your name, please fill your name.

About You

Please provide some brief information about your organisation and contact details.

1. Organisation Name *

Note that applications will generally only be considered from local organisations or local branches of national organisations where evidence of local involvement can be provided.

2. Contact Name *

3. Organisation/Contact Address *

4. Contact Telephone Number *

5. Contact email address *

About the proposed event

Please provide some headline information on the event you are proposing to run.

6. Name of Event *

7. Brief Description of Event *

8. Location of Event *

Note that only events to be held in Wilmslow Town Centre can be considered.

9. Do you have the permission(s) from the relevant landowner to hold your proposed event? *

This includes public realm spaces, and land owned by public bodies such as Cheshire East Council.

Yes

No

10. Date of Event *

Note that all events must be expected to take place before March 2022

Format: M/d/yyyy

11. Duration of Event *

If multiple days, state number of days. Also indicate rough hours (eg daytime, night time, mornings, etc)

12. Do you have, or do you intend to produce, approved COVID-19 Risk Assessments and other more general Risk Assessments related to the event? *

- Yes, already have both in place.
- Have COVID Assessment in place, will produce a general assessment
- Have a general assessment in place, will produce a COVID one
- Have no risk assessments currently in place, but will produce both

13. Do you hold any relevant event licences for your proposed event? *

- Yes, licenses held
- No licences required
- Will obtain if event approved

14. What license(s) do you hold/intend to obtain? *

15. Does your proposed event duplicate any other planned event in the town centre *

To the best of your knowledge

- Yes
- No
- Maybe

16. Please explain how you intend to attract visitors/shoppers into Wilmslow Town Centre in a COVID safe manner and how they align with the aspirations of the local business community and other stakeholders such as Wilmslow Town Council. *



Financials

Please provide some headline information on the financials related to your proposed event.

17. What is the expected cost of your event? *

18. What level of grant are you seeking? *

Typically a maximum grant of £2,000 is available for the majority of events, however, higher value applications may be accepted that can demonstrate a higher degree of benefit for Wilmslow town centre. Grant applications for more than £2,000 will also be subject to greater scrutiny from Wilmslow town council.

Grants are provided for a maximum of 50% of the overall cost (e.g. for a £4,000 event the maximum grant would be £2,000). Note that Wilmslow Town Council can only make grants where this is statutorily permitted.

19. Please outline the specific purpose of the grant, and indicate the groups of residents who would benefit from this grant being made. *

If a grant is made, the event would be required to be promoted as being sponsored by Wilmslow Town Council.

20. From where will the remaining funding be provided? *

Note that if your expression of interested progresses to a formal application, you will be requested to provide a copy of your audited or most recent accounts. If these are not available, a detailed financial statement/expenditure profile will be required instead.

21. Do you have or expect to have insurance cover for the event? *

- Yes - insurance currently held
- Yes - insurance will be obtained if event approved
- No

22. Do you have or expect to have public liability insurance cover of at least £10M? *

- Yes - insurance currently held
- Yes - insurance will be obtained if event approved
- No

23. Wilmslow Town Council will need to be assured that the name of the organisation making the application is the same as detailed on the Bank Account, please provide the name of the bank account to which the the grant will be paid. *

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