



RYDE

TOWN COUNCIL

MARKETING GRANTS PROGRAMME

Introduction

The Town Council's vision statement is **to support and enhance the health, well-being and economy of Ryde to the benefit of residents, local businesses and visitors within a culture that makes best use of our heritage and the beauty of Ryde.**

The purpose of this Marketing Strategy is to better ensure the success of major events happening in Ryde by bringing these events to the attention of as wide an audience as possible, including both Island residents and visitors.

The Town Council is committed to help with this marketing of the town both through its own dedicated marketing activities and through the provision of funding support towards the marketing of events that promote its Vision Statement.

Funding priorities and criteria

Organisations that wish to seek funding support from the Town Council for marketing purposes should provide evidence in their application support of the following core aims:

- I. To ensure that major events taking place in Ryde have a well-structured marketing strategy.
- II. That the proposed marketing strategy promotes the connection between Ryde and the event
- III. To ensure that Ryde event marketing is well connected to the wider marketing and promotional activities of the Isle of Wight Council and the Isle of Wight Chamber of Commerce and other agencies with a role in the promotion of the Island as a whole.

Whilst it is desirable that applicants provide evidence of partnership funding for events this is not essential. In addition, many groups receive annual marketing support 'in kind' via the Council's own marketing activities, such as the Town Map and Visit Ryde film, and this may need to be considered if the same groups also apply for direct funding support.

The Town Council expects to see a contribution towards the costs from the applicant or other funding bodies and this can include the value of notional voluntary labour at a rate of £10 per hour.

Who can apply?

The Town Council will determine the funding priority given to applicants as follows:

- I. Not for profit organisations based in Ryde organising large scale community events and activities.
- II. Not for profit organisations located outside of Ryde but who are organising large scale community events and activities that are mainly taking place in Ryde.
- III. Large scale activities and events taking place in Ryde that may be organised by voluntary or commercial organisations which have a clearly evident benefit to the people of Ryde and the positive promotion of the Town.
- IV. Smaller scale events in Ryde organised by local community groups, which seek to reach a wider audience.

The Town Council will not consider:

- I. Applications for purely commercial bids or bids that have a large commercial element
- II. Providing grants towards the core funding of events i.e. for items such as land hire and the provision of facilities.
- III. Grant requests from individuals (organisations may seek grants for individuals).
- IV. Applications from organisations that discriminate on the grounds of age, colour, disability, marital status, race, gender nationality or religion.
- V. Organisations who do not have properly constituted bank accounts.
- VI. Organisations who are requesting an award retrospectively.
- VII. Applications from a political group or promoting political beliefs.