

RYDE

TOWN COUNCIL

APPLICATION FORM

PLEASE NOTE ALL INFORMATION GIVEN BELOW WILL BE TREATED AS BEING IN THE PUBLIC DOMAIN

Organisation Name	The Isle of Wight Bus and Coach Museum Ltd
Event Title	Ryde Historic (Pub) Walks leaflet
Event Description	<i>2019 Classic Beer, Buses and Walks Weekend</i>
Please give details of how your event will be marketed	<i>The 'Beer and Buses' Weekend is a well known event in the calendar. New for 2019 it's now the turn of Ryde to be furnished with a Historic Pub Walks leaflet,</i>
Please give a breakdown of the total anticipated costs of your event	<i>Purely for the provision of these leaflets, which are specific to Ryde, for compilation and printing , these should cost no more than £600</i>
External/Partnership Funding	<i>The event is run in collaboration with the IW branch of CAMRA (Campaign for Real Ale), who will provide the balance of necessary funding</i>
Amount of Marketing Grant Requested	£300-00.
Please show the full costs associated with the organisation and delivery of your activity/ event	<i>The leaflets should cost no more than £600 to produce and print and delivery should be by the end of September 2019.</i>

1) Tell us how the event will meet our marketing funding priorities and criteria, including a summary of your own marketing strategy and what the project will do – its outputs - and what difference it will make – its outcomes, (max 200 words).

From previous experience with similar historic walking tour leaflets, they really add value to the visitor to an area. They are also very informative for local people, being compiled by local historians. Something very different, colourful and I am sure will be well received.

2) Please give details of how any marketing grant awarded will be used and give details of your marketing activities.

The leaflets will be widely available, initially at the Beer and Buses Event, and thereafter throughout the Ryde area at various tourist points. We are now looking at how we can work with the Ryde Business Association to further enhance and encourage visits to Ryde, and this will be another ‘tool’ for all businesses to use, not solely the Bus Museum

3) Explain briefly the need or demand for your event and how you identified this

The previous leaflets produced for Newport, Cowes, Shanklin, Ventnor, have all been very well received. They will very much be an added bonus for visitors to Ryde.

4) Tell us briefly who will do the work and who will manage the event.

Councillor Jon Nicholson will be co-ordinating the leaflet production.

5) Explain briefly how you have identified the event costs outlined above.

Estimated costs arrived at based upon previous, similar leaflets.

6) Documents submitted in support of your bid (please tick)	
a) Copy of your organisation's most recent audited or verified accounts (please redact any information that you do not want in the public domain (eg account number))	
b) Evidence of any partnership funding secured for the project	
c) Copy of your organisation's constitution or set of rules (if requested)	

When you have answered all the questions please email this form and supporting documents to grants@rydetowncouncil.gov.uk



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Organisation Name	<i>Wight to be Happy Ltd</i>																
Event Title	<i>Isle of Wight Festival of the Mind</i>																
Event Description	<i>A free one day event open to all residents of the Isle of Wight to attend. The objective of the event is to provide information, resources, workshops, talks etc to enable people to try out new activities, hobbies and basic life skills in a safe and supportive environment which could potentially give them a more positive view of their world and enable them to lead richer, happier and more fulfilling lives in the future.</i>																
Please give details of how your event will be marketed	<i>We will use, newsletters, local newspapers, local magazines (eg Ryde Beacon), social media, local radio, banners & presence at local supermarkets (eg Tesco Ryde handing out leaflets), leaflets deposited at local Libraries and shops and direct contact via email where we have the details.</i>																
Please give a breakdown of the total anticipated costs of your event	<table> <tr> <td><i>Hire of Riverside Centre</i></td> <td><i>£ 350</i></td> </tr> <tr> <td><i>Website licences, updates etc</i></td> <td><i>£ 500</i></td> </tr> <tr> <td><i>Ticketing system and software</i></td> <td><i>£ 100</i></td> </tr> <tr> <td><i>Printing programmes, posters etc</i></td> <td><i>£ 300</i></td> </tr> <tr> <td><i>Postage, stationary etc</i></td> <td><i>£ 200</i></td> </tr> <tr> <td><i>Admin Costs</i></td> <td><i>£ 500</i></td> </tr> <tr> <td><i>Time of volunteers (@ £10 per hour)</i></td> <td><i>£3,040</i></td> </tr> <tr> <td><i>Small gifts for presenters</i></td> <td><i>£ 50</i></td> </tr> </table>	<i>Hire of Riverside Centre</i>	<i>£ 350</i>	<i>Website licences, updates etc</i>	<i>£ 500</i>	<i>Ticketing system and software</i>	<i>£ 100</i>	<i>Printing programmes, posters etc</i>	<i>£ 300</i>	<i>Postage, stationary etc</i>	<i>£ 200</i>	<i>Admin Costs</i>	<i>£ 500</i>	<i>Time of volunteers (@ £10 per hour)</i>	<i>£3,040</i>	<i>Small gifts for presenters</i>	<i>£ 50</i>
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	Total	£ 5,040
External/Partnership Funding	<i>Volunteer time</i>	£3,040
	<i>Other grants</i>	£1,800
Amount of Marketing Grant Requested	<i>Ryde Town Council</i>	£ 200
Please show the full costs associated with the organisation and delivery of your activity/ event	<i>Administration Costs</i>	£ 500
	<i>Printing, stationary and postage</i>	£ 200
	<i>Total</i>	£ 700

1) Tell us how the event will meet our marketing funding priorities and criteria, including a summary of your own marketing strategy and what the project will do – its outputs - and what difference it will make – its outcomes, (max 200 words).

The company is based in Ryde, however, this year the event will be held at the Riverside centre in Newport because the venue is large enough to hold all the activities on one site and is central making access easier for residents across the Island. The event is aimed at helping people realize their full potential and to lead happy and contented lives. We appreciate that Ryde has a higher proportion of residents that could potentially benefit from this event than other areas of the Island and therefore Islandwide advertising is essential to reach out to those who will benefit most. Should we receive a grant from Ryde Town Council this will be used to create awareness in the Ryde area to benefit Ryde residents.

2) Please give details of how any marketing grant awarded will be used and give details of your marketing activities

We will use social media, newspaper advertisements, local radio, banners, word of mouth small posters and leaflets. We will work with the major supermarkets (eg Tesco Ryde), local libraries and community centres in the Ryde area as well as Island wide as these provide an oppoprtnuity to reach out to all parts of the community. We will also print

<i>larger posters/banners to be displayed at chosen sites such as Aspire Ryde and The Depository Ryde.</i>	
3) Explain briefly the need or demand for your event and how you identified this	
<p><i>Sandy Hector is a hypnotherapist helping local people who have a wide range of difficulties and problems. Her daughter is a Psychological Therapist working for the NHS in Portsmouth. Together they have been involved in working with The Good Mental Health Co-operative in Portsmouth who run a number of wellbeing events in the Hampshire area including the Hampshire Festival of the Mind which is a similar event held in Portsmouth.</i></p> <p><i>Seeing the work of the Good Mental Health Co-operative and the benefits to the people of Hampshire, it became clear that residents of the Isle of Wight could benefit from similar events such as an Isle of Wight Festival of the Mind. We are grateful to be working in collaboration with and having the support of The Good Mental Health Co-operative to enable the Isle of Wight Festival of the Mind to take place for the benefit of Island residents.</i></p> <p><i>Further details about the Good Mental Health Cooperative and the Hampshire Festival of the Mind can be found at: . http://goodmentalhealth.org.uk/hampshire-festival-of-the-mind-southampton-2018/hampshire-festival-of-the-mind/</i></p>	
4) Tell us briefly who will do the work and who will manage the event.	
<p><i>The event is managed by the four Directors of Wight to be Happy Ltd, Sandy Hector, Sandy Ciccognani, Helen Blake and Malcolm Hector. We are supported by a wide range of volunteers including Sandy's daughter Sarah Haskett and Island based Consultant Clinical Psychologist Dr Fiona Kennedy.</i></p>	
5) Explain briefly how you have identified the event costs outlined above.	
<p><i>These costs are based on the event run last year at Aspire Ryde and the Depository in Ryde.</i></p>	
6) Documents submitted in support of your bid (please tick)	
a) Copy of your organisation's most recent audited or verified accounts (please redact any information that you do not want in the public domain (eg account number))	X

b) Evidence of any partnership funding secured for the project	
c) Copy of your organisation's constitution or set of rules (if requested)	

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Organisation Name	Ryde Business Asssocation
Event Title	Modernising the 'Town on the beach' brand by Video
Event Description	<p>A set short 3 minute films using drone footage, made locally, that strengthen the Town's marketing opportunities. The drone footage will be matched with existing audio recordings to create a heritage trail of the town.</p> <p>The 'raw footage' would be available for future use by the partners for more than just marketing the town, they can also be used to support imminent funding applications such as Heritage Lottery, which if successful meet the RTC aim to improve where we live work and play.</p>
Please give details of how your event will be marketed	<p>In the first instance the grant would improve the content of our 'Visit Isle of Wight/Ryde' web profile which currently looks weak because we don't have a main attraction here that contributes to The Bid: see our existing section https://www.visitisleofwight.co.uk/explore/towns/ryde</p> <p>The films would improve our profile as a 'Destination' and would also be able to go on partner organizations 'You Tube' channels or linked to their website.</p> <p>The existing ferry videos for the Town can also have a new topic to highlight what else visitors can do here, therefore refreshing the Town's image and giving improved value for that committed spend.</p>

<p>Please give a breakdown of the total anticipated costs of your event</p>	<p><i>Professional Drone videography by Island Property Surveying in public space (requiring one observer and one pilot for 3 days) who offer a discount for local community <u>£595+ vat</u> (usual fees are £495 x 3 half days plus VAT i.e £1485.00 plus VAT)</i></p> <p>30 hours @ £15 of videographer cutting footage to match audio files £450</p> <p>2million Google 'Impressions' over 6 weeks summer holidays to market these files through Visit Isle of Wight to test the opportunity for improving the towns profile. £200 + £180 one off Town on the Beach adverts design that links to the videos.</p> <p>Existing RTC Ferry video can be refreshed with new content- at no additional cost- ie low cost, low risk, high return on investment.</p>
<p>External/Partnership Funding</p>	<p>Ryde Business Association £50 Private Sponsorship £50 from Wight Karting</p>
<p>Amount of Marketing Grant Requested</p>	<p>TOTAL cost £1544 minus partnership funding £100</p> <p>Application cost : <u>£1444</u></p>
<p>Please show the full costs associated with the organisation and delivery of your activity/ event</p>	<p><i>As above</i></p>

1) Tell us how the event will meet our marketing funding priorities and criteria, including a summary of your own marketing strategy and what the project will do – its outputs - and what difference it will make – its outcomes, (max 200 words).

This is a time limited opportunity to gain professional services which Ryde Town Clerks thought should be presented to the RTC for marketing support.

This application offers the RTC an opportunity to 'dip their toe' into a digital marketing strategy, utilizing and expanding upon a high quality audio walking trail for the heritage-interested visitor or community member.

It offers Ryde Town Council partnership working between Ryde Business Association, Visit Isle Of Wight and Ryde Social Heritage Group that adds value to the efforts of each partner in a new collaborative way. It gives Ryde a revitalized 'Branding' opportunity as The Town on the Beach

2) Please give details of how any marketing grant awarded will be used and give details of your marketing activities

Unless professionally commissioned, the drones-eye-view of the town cannot be used in multiple domains because of new laws.

A professional qualified person must pilot the drone and a second observer support the pilot in a public space.

The footage then requires a director and a the videographer to create the various films.

The existing walking audio heritage trail was created for the purpose of tourism and to inform local residents <http://rshg.org.uk/education-section/ryde-heritage-audio-trail/> However it is not promoted on a public platform in a modern digital manner. This project would be an digital activity that could continue perpetually once on the internet.

The footage will have a long shelf-life and can be used by the town council's tourism team to draw attention to our Heritage offer, or for meetings, events or planning discussions.

3) Explain briefly the need or demand for your event and how you identified this

There is an imminent Heritage bid opportunity which will be enhanced by aerial footage. Ryde regeneration programme needs evidence of collaborative working, the videos improve our chances of attracting external grant funding through using modern, professional media resources.

4) Tell us briefly who will do the work and who will manage the event.

I , Cathy Foulkes as member of RBA and owner of 3 local businesses will

1. commission the work with the providers as listed above,
2. take responsibility for directing the first 7 films,
3. manage and archive the data captured on behalf of the partners.

I have a track record in marketing through my own business and a good working relationship with Visit Isle of Wight. Ryde Business Association have many skilled members who are well placed to maximize the return on investment.

No service providers listed above have personal or financial links to me.	
5) Explain briefly how you have identified the event costs outlined above.	
I have experience in commissioning adverts made by droners and videographers and recognize this as an exceptionally good value package.	
6) Documents submitted in support of your bid (please tick)	
a) Copy of your organisation's most recent audited or verified accounts (please redact any information that you do not want in the public domain (eg account number))	
b) Evidence of any partnership funding secured for the project	
c) Copy of your organisation's constitution or set of rules (if requested)	

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Organisation Name	Planet Aware CIC
Project Title	#2MinuteBeachClean Boards for Ryde
Project Description	<p>To introduce 2 Minute Beach Clean Boards to Ryde</p> <p>The idea of the beach clean station, (2 Minute Beach Clean boards) was conceived in Bude in 2014 by Kim Stevens and Deb Rosser as a way of making it easier for everyone to do their bit regularly, every time they visit the beach front area. The beach clean stations are A Frame boards with an outer holder for litter pickers and an integrated holder for used carrier bags. Users take a litter picker and a used carrier bag, fill it up with litter and dispose of the litter in nearby bins or recycling points.</p> <p>The emphasis on 2 minutes is that it encourages people to just do a bit, little and often.</p> <p>The boards are 'looked after' by local businesses, and would be 'manged' by Planet Aware and local businesses to ensure that the scheme is implemented positively and remains in place long term.</p> <p>We would like to introduce 3 boards across the Ryde/Appley seafront area.</p>

	<p>The boards are a great visual way of drawing people's attention to the problem of marine litter and plastic pollution at the same time providing them with the tools to undertake a quick beach clean.</p> <p>Full information of this successful national scheme can be found via the website. An example is pictured. https://www.beachclean.net/boards</p> 
<p>Total Cost of Project</p>	<p>Each board costs £375 plus VAT. (this includes ensuring sponsor logos are in the board design) Litter pickers would need to be obtained separate at the cost of £50.</p> <p>TOTAL COST OF PROJECT: £1,400.</p>
<p>How much grant is your organisation requesting?</p>	<p>We are requesting that Ryde Town council contribute £700 to the project.</p>
<p>Details of Anticipated or Secured Partnership Funding</p>	<p>Planet Aware is working in partnership with Goodleaf Tree Climbing which is raising funds for a Two Minute Beach Clean board as part of their Vertical Marathon challenge. So far in excess of £300 has been raised and we hope to have raised in excess of £500 by the end of the season.</p> <p>We are also working with Ryde Business Association who will also make a contribution to costs and have identified businesses who will look after the boards when in situ, as well as assist in advertising and promoting the scheme.</p> <p>Planet Aware will be responsible for completing all paperwork, any risk assessment information etc</p>

<p>How will any outstanding costs be met?</p>	<p>Where there is not enough money to fund all of the boards we will look to establish one board for the summer season so we can launch the project in Ryde and seek further funding from local organisations and businesses to help meet any shortfall as time allows.</p>
<p>Project Start date</p>	<p>July 2019</p>

<p>1) Tell us how the project will meet our funding priorities, summarising what the project will do – its outputs - and what difference it will make – its outcomes.</p>
<p>Ryde has already undertaken a number of group beach clean events over the last two years. The 2 Minute Beach Clean boards complement these well, and help to continue to promote the town’s commitment to caring for the environment in a community led way. By providing people with the means to undertake a mini-beach clean at any time, this project will support the wellbeing and economy of the town by helping to keep it clean and drawing attention to the importance of clean beaches.</p> <p>Enabling people to get involved in beach cleaning makes them feel that they have made a positive contribution to the town, and gives a sense of satisfaction, collaborative working and promotes community cohesion.</p> <p>We believe this simple project fits well with Ryde Town Councils Vision statement: ‘To 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’</p> <p>As part of this national scheme Ryde will be able to access the publicity by being included on the UK #2minutebeachclean map featured on the website, and link in with the national campaign via social media links.</p>

<p>Planet Aware will be able to feature the project on our social media and website blog, and of course Ryde town council will be able to advertise its involvement in this UK wide scheme and so promote Ryde as positive and proactive place to visit and live.</p>
<p>2) Explain the need or demand for your project and how you identified this.</p>
<p>Our organisation has been leading and involved with environmental on an informal basis for a number of years and last year constituted formally as a community interest company under the name Planet Aware. Our goal is to encourage people to be smarter about the way they use the world's resources and reduce their environmental impact. In particular we promote projects to reduce plastic pollution, and promote beach/marine protection and have run beach cleans and carried out surveys into cigarette pollution on Isle of Wight beaches.</p> <p>We have been involved with community led litter picks and beach cleans across the whole island, and have seen the success of the 2 minute beach clean boards in Totland and Freshwater. We are developing projects across the Island to help people build knowledge and skills to reduce their environmental impact including a clothing upcycling workshop for young people in Ryde. We are also managing the roll-out of Refill Isle of Wight which is a scheme to tackle plastic pollution at source by promoting the availability of a network of tap water refill stations across the Island.</p> <p>Communities have a passion for caring for their local environment and we have seen that the beach clean boards have been very well received in other areas, and we would love to see Ryde be included. Visit https://planetaware.co.uk for more details.</p>
<p>3) Tell us who will do the work and who will manage the project.</p>
<p>The project will be managed by Planet Aware who will finalise the design and purchase of the boards (once the funders have approved the inclusion of the logo and final design), secure the support of local Guardians who are responsible for putting out the boards and bringing them in and ensuring that the equipment is stocked. Planet Aware will continue to monitor the use of the boards and liaise with the local Beach board Guardians.</p>
<p>4) Explain how you have identified the project costs.</p>
<p>The costs for the boards are freely available on the 2 minute beach clean website website https://beachclean.net/boards</p>
<p>5) Provide us with a summary of your project costs. Please check your calculations before submitting this form.</p>
<p>Individual board cost £375 plus VAT = £450 Delivery is £30 for one board and £12.50 for every additional board (inc VAT).</p>

6) Documents submitted in support of your bid (please tick)	
<p>a) Copy of your organisation's most recent audited (or verified) accounts (please redact any information that you do not want in the public domain (eg account number))</p> <p>We are in the first year of operation so have no set of audited accounts but can supply details of how we keep track of spending where required.</p>	See notes LEFT
<p>b) Evidence of any partnership and/or external funding secured for the project.</p> <p>Link to the Good Leaf Vertical Marathon fundraising page</p> <p>https://www.goodleaf.co.uk/goodleaf-vertical-marathon/</p>	YES – see left
<p>c) Copy of your organisation's constitution or set of rules</p> <p>We are constituted as a community interest company – details are at</p> <p>https://beta.companieshouse.gov.uk/company/11492494/filing-history</p>	YES – see left

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Organisation Name	Isle of Wight Pride (Charitable Incorporated Organisation No. 117094)
Project Title	Isle of Wight Pride 2019
Project Description	<p><i>The new Trustees of Isle of Wight Pride have decided to overturn the earlier decision to have a 'fallow' year by staging an event this year. This event will be scaled back from both previous events (2017 inaugural Isle of Wight Pride and 2018 when we also hosted UK Pride as part of our event). In this way we are giving continuity whilst also seeking to establish a sustainable future for the charity and its objectives that extends beyond our important annual event in July. We see the July event as the shop window for our work on equality and diversity issues for the LGBT+ community with our achievements in many other activities and projects throughout the year being part of the celebrations.</i></p> <p><i>Isle of Wight Pride 2019 will take place on Saturday July 20th and consist of the following:</i></p> <ul style="list-style-type: none"> <i>• Parade – from Ryde School to Eastern Gardens or Simeon Rec.</i>

	<ul style="list-style-type: none"> • <i>Pride Stage and bar at Eastern Gardens (area between Peter Pan’s and the fountain) under a Temporary Event Notice – This will limit numbers to a maximum of 500 within this fenced area at any one time. We will be charging an entrance fee for this area. 12:00 to 19:00</i> • <i>Pride on the beach – Harbour beach. This will be free access and open to everyone. There will be no structures or activities requiring a formal licence. We will be encouraging people to bring their own Pride Picnic and will have fun and games throughout the afternoon. Activities will run from 12:00 to 18:00 latest.</i> • <i>Pride Community Market – around Ryde Pavilion (rest of Eastern Gardens) we are planning on a free area with charity stalls and traders. It is likely that Ryde Pavilion will have their own bar/TENS in the area immediately to the south of their premises as part of this. We will also have a community stage and may or may not have this in a second TENS area on the grass area where the Car Boot takes place on Sundays.</i> • <i>Electrolove at Pride or similar as a evening ticketed event in The Balcony.</i> • <i>Work with businesses in Union Street, Lind Street, Cross Street, High Street and on the Esplanade to ‘Pride up Ryde’ for the weekend by having window displays and offering a welcome to everyone attending the event. We will be encouraging those with their own licences to stage Pride related events.</i>
<p>Total Cost of Project</p>	<p><i>Our current estimates which are based on experience of putting on Isle of Wight Pride in 2017 and 2018 are a total cost of circa £20,000. This is commensurate with our scaled back approach this year.</i></p>
<p>How much grant is your organisation requesting?</p>	<p><i>Ideally, we would welcome grant fund support from Ryde Town Council of £7,000. This will help us to deliver another successful event allowing us to put the charity on a firm footing for a scaling up in 2020.</i></p>
<p>How will any outstanding costs be met?</p>	<p><i>Last year’s Pride event created a small surplus which we have been able to use to cover our annual running costs and also contribute to the costs of holding this year’s event. We are estimating a need to contribute £8,000 from this source.</i></p>

	<p><i>Unison have pledged their support again this year and have offered us £3,000</i></p> <p><i>We will have income from entry fees to the Pride site at Eastern Gardens during the day and estimate this to be £1,500.</i></p> <p><i>We will have income from a shared take of the net profit from our bar and also from sales of merchandising and estimate this to be £1,500.</i></p> <p><i>We will have income from donations on the day and estimate this to be £500.</i></p> <p><i>We will have income from traders pitch fees and commercial organisations taking part in the parade and estimate this to be £500.</i></p>
Project Start date	<p><i>The main event will be on Saturday 20th July 2019. There may also be events which we will partner on the Friday night.</i></p>

<p>1) Tell us how the project will meet our funding priorities, summarising what the project will do – its outputs - and what difference it will make – its outcomes.</p>
<p><i>Isle of Wight Pride has over the last two year's established itself as a valued and expected annual event, part of the calendar of community events in Ryde.</i></p> <p><i>As mentioned earlier, we see the charity as having a long term sustainability by being embedded into the community of the Isle of Wight and in particular the town of Ryde. Our aim is to use the annual event to champion the importance of equality and diversity by highlighting the advances that have been made for the LGBT+ community in the UK and around the world, whilst also raising awareness of the prejudice and danger that many still face in many countries.</i></p> <p><i>Isle of Wight Pride is open to all to enjoy who share our vision for a world in which people can be their authentic selves with no fear of censure, judgement, inequality of abuse, proving that 'Love Wins'.</i></p> <p><i>Isle of Wight Pride brings with it a party atmosphere which benefits all who take part and visitors and residents in Ryde. There is something for everyone at the event. We have seen how the day has spread benefit to businesses throughout the town and allowed many to affirm their support for the event and its aims. It has drawn new visitors to Ryde and the Isle of Wight who may not have chosen to come and who we believe will return, not just for Pride but, to further explore our welcoming Island. We know that the event has also allowed many people who left the Isle of Wight in their late teens and twenties feeling that they did not belong to return home in the confidence that they can be themselves. The power of this should not be underestimated. Isle of Wight Pride has made a change for the better on the Isle of Wight.</i></p>

2) Explain the need or demand for your project and how you identified this.

There is a clear need for Isle of Wight Pride to continue and build on the fantastic difference that it has made to the Isle of Wight's reputation demonstrating our openness and inclusivity and breaking previous assumptions about local attitudes.

In April this year, Isle of Wight Pride announced the decision to have a 'fallow year' allowing time build community relationships and develop a way to ensure a sustainable future for the charity. This was understandable as the Trustees at the time had delivered a major UK event in 2018 and were frankly exhausted by this. Also some members of Team Pride, including one of the Trustees, had moved to the mainland making their continued involvement more difficult.

This announcement was met with great disappointment and an outpouring of love and support for Isle of Wight Pride wanting to see something happen in 2019 even if it was smaller in scale. The new Trustees then worked closely with a group of people who had been involved or wished to get involved to make something happen this year. This has not been without its challenges, not least being the need to decide on exactly what to do and to try and move things forward as quickly as possible. Unfortunately, we have missed the opportunity to gain significant sponsorship from previous sponsors due to these delays as we have either missed deadlines or they are too late to take advantage of their marketing campaigns for the event. This is why we made the decision to have a scaled back event in 2019. This will allow continuity, reduce risk to the charity and enable us to then focus on the charity and its objectives in the longterm.

Isle of Wight Pride meets the and helps to deliver Ryde Town Council's vision to support and enhance the health, wellbeing and economy of Ryde to benefit its residents, local businesses and visitors within a culture that makes the best use of our heritage and the beauty of Ryde. We do this by bringing value to the Town, value to the community (including having presence of charities and our own information for those who may need help and advice) and showing off the beautiful historic and natural beauty of Ryde. The ability to have activities on the beautiful sandy beaches is a major draw for visitors and a unique selling point for Isle of Wight Pride. Whilst this year we will not have a bar/stage on the beach, we will still be having activities at Harbour Beach during the day.

3) Tell us who will do the work and who will manage the project.

Isle of Wight Pride will be working closely with Tidal Wave Events Management and the Trustees and other members of Team Pride will be overseeing the various aspects of the day. We will once again call on a large group of willing and experienced volunteers to help us make the day go smoothly. We will have the necessary measures in place regarding security and duty of care to those enjoying the day.

4) Explain how you have identified the project costs.	
<i>We have used our experience of the event over the last two years and also obtained estimates from suppliers and companies that we have developed a strong working relationship with.</i>	
5) Provide us with a summary of your project costs. Please check your calculations before submitting this form.	
Parade	£ 2,000
Pride Village	
Infrastructure and Site Equipment	£ 4,000
Staffing (Security/First Aid)	£ 2,500
Production/Artists/Operational	£ 7,500
Beach	
Activities etc	£ 1,000
Community Area	
Infrastructure and Site Equipment	£ 1,000
Production/Artists/Operational	£ 1,000
Marketing	£ 1,000
10% Contingency	£ 2,000
TOTAL	£ 22,000
6) Documents submitted in support of your bid (please tick)	
a) Copy of your organisation's most recent audited (or verified) accounts (please redact any information that you do not want in the public domain (eg account number)) <i>NB – Our accounts are on a cash basis and do not reflect the true cost of holding Pride 2018. We have a working surplus of approx £10,000 for this year.</i>	<input checked="" type="checkbox"/>
b) Evidence of any partnership and/or external funding secured for the project	<input checked="" type="checkbox"/>
c) Copy of your organisation's constitution or set of rules	<input checked="" type="checkbox"/>

When you have answered all the questions please email this form and supporting documents to grants@rydetowncouncil.gov.uk



RYDE

TOWN COUNCIL

APPLICATION FORM

PLEASE NOTE ALL INFORMATION GIVEN BELOW WILL BE TREATED AS BEING IN THE PUBLIC DOMAIN

Organisation Name	All Saints' Church, Ryde
Project Title	All Saints' Community Project
Project Description	<i>To develop the space at the back of the church for community needs. This will include a pop up cafe, creche facility, refurbished shop and exhibition centre.</i>
Total Cost of Project	£38,500
How much grant is your organisation requesting?	£4,500
Details of Anticipated or Secured Partnership Funding	<i>£1,000 has already been raised by the church from donations. Further fund raising activities are planned. As</i>

<p>How will any outstanding costs be met?</p>	<p><i>Other grants will be applied for including Awards for All, Biffa Award and the Foyle Foundation</i></p>
<p>Project Start date</p>	<p><i>As soon as possible when funds allow.</i></p>

<p>1) Tell us how the project will meet our funding priorities, summarising what the project will do – its outputs - and what difference it will make – its outcomes.</p>
<p>All Saints’ is a busy church with many community activities already using the church hall regularly. Our aim, by developing the back of the church, is to make more space available for the needs of the community. We have a waiting list to use the hall but if the church were to be available these needs could be met. The church is regularly used by the local schools for services and concerts. With the introduction of the new facilities refreshments could be served after these events and the exhibition area could be used to display the students work to a greater audience.</p> <p>We are, often, visited by holiday makers and tourists visiting the island and to be able to offer these people refreshments etc would encourage a greater number to visit us and take away yet another happy memory of Ryde. The cafe would also welcome the people of Ryde to come in and take a few minutes rest in a safe and welcoming environment.</p> <p>The creche could be used as a place where parents and babies/toddlers could meet to discuss their problems and their joys.</p> <p>The shop is available to all who visit the church, selling greeting cards, gifts and souvenirs.</p> <p>The church is also used for concerts by local and national choirs, talks, presentations and is the main venue for the Isle of Wight Music Festival</p>
<p>2) Explain the need or demand for your project and how you identified this.</p>
<p>There has been a need for extra space for activities for some time. The back of the church is an empty space at the moment and what better use of the space than to make it accessible for the community. Even the church has difficulty in arranging it’s own fund raising events because of the full use of the hall. Discussions have taken place with the PCC, user groups and the church community. We wish to offer our church space to the</p>

wider community to make it a place used by the community for the community.					
3) Tell us who will do the work and who will manage the project.					
The church architect has drawn the plans and the work will be put out to tender to qualified craftsmen. The project will be managed by John Pestana and Randal Cross, representing the PCC of All Saints Church					
4) Explain how you have identified the project costs.					
The church architect, Mr Tim Sage, has identified the project costs from visiting the church and his subsequent drawings.					
5) Provide us with a summary of your project costs. Please check your calculations before submitting this form.					
<p>The costs of the proposed work are as follows:</p> <table> <tr> <td>Pop up café and furnishings -</td> <td>£35,000</td> </tr> <tr> <td>Exhibition boards</td> <td>£3,500</td> </tr> </table>		Pop up café and furnishings -	£35,000	Exhibition boards	£3,500
Pop up café and furnishings -	£35,000				
Exhibition boards	£3,500				
6) Documents submitted in support of your bid (please tick)					
a) Copy of your organisation's most recent audited (or verified) accounts (please redact any information that you do not want in the public domain (eg account number)	x				
b) Evidence of any partnership and/or external funding secured for the project					
	N/A				

c) Copy of your organisation's constitution or set of rules	
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RYDE

TOWN COUNCIL

APPLICATION FORM

PLEASE NOTE ALL INFORMATION GIVEN BELOW WILL BE TREATED AS BEING IN THE PUBLIC DOMAIN

Organisation Name	The Isle of Wight Bus and Coach Museum Ltd
Event Title	Ryde Historic (Pub) Walks leaflet
Event Description	<i>2019 Classic Beer, Buses and Walks Weekend</i>
Please give details of how your event will be marketed	<i>The 'Beer and Buses' Weekend is a well known event in the calendar. New for 2019 it's now the turn of Ryde to be furnished with a Historic Pub Walks leaflet,</i>
Please give a breakdown of the total anticipated costs of your event	<i>Purely for the provision of these leaflets, which are specific to Ryde, for compilation and printing , these should cost no more than £600</i>
External/Partnership Funding	<i>The event is run in collaboration with the IW branch of CAMRA (Campaign for Real Ale), who will provide the balance of necessary funding</i>
Amount of Marketing Grant Requested	£300-00.
Please show the full costs associated with the organisation and delivery of your activity/ event	<i>The leaflets should cost no more than £600 to produce and print and delivery should be by the end of September 2019.</i>

1) Tell us how the event will meet our marketing funding priorities and criteria, including a summary of your own marketing strategy and what the project will do – its outputs - and what difference it will make – its outcomes, (max 200 words).

From previous experience with similar historic walking tour leaflets, they really add value to the visitor to an area. They are also very informative for local people, being compiled by local historians. Something very different, colourful and I am sure will be well received.

2) Please give details of how any marketing grant awarded will be used and give details of your marketing activities.

The leaflets will be widely available, initially at the Beer and Buses Event, and thereafter throughout the Ryde area at various tourist points. We are now looking at how we can work with the Ryde Business Association to further enhance and encourage visits to Ryde, and this will be another ‘tool’ for all businesses to use, not solely the Bus Museum

3) Explain briefly the need or demand for your event and how you identified this

The previous leaflets produced for Newport, Cowes, Shanklin, Ventnor, have all been very well received. They will very much be an added bonus for visitors to Ryde.

4) Tell us briefly who will do the work and who will manage the event.

Councillor Jon Nicholson will be co-ordinating the leaflet production.

5) Explain briefly how you have identified the event costs outlined above.

Estimated costs arrived at based upon previous, similar leaflets.

6) Documents submitted in support of your bid (please tick)	
a) Copy of your organisation's most recent audited or verified accounts (please redact any information that you do not want in the public domain (eg account number))	
b) Evidence of any partnership funding secured for the project	
c) Copy of your organisation's constitution or set of rules (if requested)	

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