

RYDE

TOWN COUNCIL

APPLICATION FORM

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

Organisation Name	<i>Historic Ryde Society</i>
Event Title	<i>Museum of Ryde advertising 2020</i>
Event Description	<i>Arranging our own advertising to replace that previously done for us by Ryde Town Council, and distributing flyers</i>
Please give details of how your event will be marketed	<i>1: Commissioning a new film by Wightlink TV 2: Renting space on Island Line trains 3: Continuation of Island-wide distribution of flyers</i>
Please give a breakdown of the total anticipated costs of your event	<i>1: £2,700 for a new Wightlink TV film, to be shown on all three routes from April to September 2: £760 for Solent.co, for 12 cards from April to September 3: £750 for Pick Up Media, for year-round Island-wide distribution of flyers</i>
External/Partnership Funding	<i>£310 from our own funds In the nearly nine years since opening, volunteers have logged over 42,000 hours, notionally worth over £420,000</i>
Amount of Marketing Grant Requested	<i>£3,900</i>
Please show the full costs associated with the organisation and delivery of your activity/ event	<i>The rates for 1 and 2 were specially negotiated for us as a local charity. 1: £300 for filming & production, £2,400 for showing film 2: £160 for printing & installation, £600 for space rental 3: £750 for distribution (flyers already with distributor)</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).

The advertising actively promotes a place of culture in Ryde, even more important now with the current High Street Heritage Action Zone. It will increase visitor numbers not just to the Museum of Ryde, but also to Ryde itself. More visitors will ensure that the museum remains open for the benefit of both Ryde residents and holiday-makers as a place of interest and information, as well as making the volunteers' time more fulfilled.

The flyers produced for last year's re-branding from Ryde District Heritage Centre gave more emphasis to the world-famous Donald McGill Postcard Museum, the "Museum of Rude", as part of the Museum of Ryde. 80% of our visitors come specifically to see the McGill cards, with, surprisingly, many of them day trippers, travelling to the island just for that purpose - some from as far afield as Brighton; they then go on to enjoy the unexpected historical displays. Without the income from McGill visitors, the museum would have had to close a couple of years ago. The new adverts will continue to push McGill whilst also stressing the more than 200 years of Ryde's history that we hold.

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

As RTC advertising has been cut for this year, the grant will be used to buy advertising on all Wightlink ferry services, on Island Line trains, and to continue distribution of our flyers.

1: The RTC-commissioned films by Onboard TV / Wightlink TV over the last few years have had segments showing the museum, for which we thank you. These segments, although only around ten seconds long, were seen and noted by a considerable number of visitors - the films were doing their job as far as the museum was concerned.

2: One of the RTC cards on Island Line shows the Royal Victoria Arcade, in which we are situated. This card especially has brought visitors to the Arcade who have then looked around it, and found us by chance - this relatively cheap type of advertising works.

3: Our new re-branded and widely-distributed flyers, funded by RTC, have been extremely successful - they are playing a significant part in raising our profile, as mentioned above.

We are still occasionally advertising in the printed media, if a special rate can be obtained, although results are comparatively disappointing.

We are in the process of setting up two new lightly loaded websites for the Museum and McGill, which will then link back to our main site - they will help to increase visibility on search engines.

One of our members runs a Facebook page, which is updated with events as required.

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

Need: We were running out of money! Since opening in 2011, Ryde District Heritage

<p><i>Centre continually lost money, £3,000 - £5,000 every year. In 2018 it was projected that we would have to close by 2021, as reserves would have run out, and costs such as electricity were increasing dramatically (dehumidifiers and heaters drying out the basement).</i></p> <p><i>The re-branding in 2019, aided by RTC-funded flyers and signage, increased visitor numbers by a thousand; that and the entry charge increase meant that we nearly broke even for the year. This upward trend now needs to continue, to give us some security for the future.</i></p> <p><i>With RTC's shock decision to discontinue advertising this year, we need to ensure that the museum still has similar, or preferably greater, levels of exposure.</i></p>	
<p>4) Tell us briefly who will do the work and who will manage the event.</p>	
<p><i>1: Wightlink TV will produce the film in consultation with HRS</i> <i>2: HRS will design the advert, and Solent.co will print and install them</i> <i>3: Pick Up Media will deliver our existing stock, as at present</i></p> <p><i>We already evaluate the effectiveness of existing advertising by asking visitors how they heard of us. Our checklist sheets are ready with extra columns for each ferry route and the train, to ensure that we can buy advertising next year in the most beneficial areas.</i></p>	
<p>5) Explain briefly how you have identified the event costs outlined above.</p>	
<p><i>From the negotiated quotes supplied by the three companies involved</i></p>	
<p>6) Documents submitted in support of your bid (please tick)</p>	
<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><i>PLEASE NOTE: £9,194 shown as Restricted Funds were unspent grants from Ryde Town Council, Down to the Coast and WightAid, ring-fenced for their specific projects</i></p>	<p>✓</p>
<p>b) Evidence of any partnership funding secured for the project</p>	
<p>c) Copy of your organisation's constitution or set of rules (if requested)</p>	

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