

Sharepoint Number
SG 10874 1

RECEIVED
15 JAN 2015



CGF/14/0011

APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Hilton Parish Church

Name of Project or Activity Requiring Support:

Hilton Youth Project Children's Project

Which of the Council's funding streams are you applying to?
(Please provide closing date details where applicable)

Common Good Fund

Is the amount you are applying for:

- £5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £...20,412.....

Estimated cost of funding in kind applied for: £.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation	<input checked="" type="checkbox"/>	Community Council	
Registered Charity If yes – Registration number ...SC016775.....	<input checked="" type="checkbox"/>	Company Limited by Guarantee If yes – Company Number	
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only Application reference number			
---	--	--	--

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Hilton Youth Project Children's Project

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)...1st July, 2015.....

End date (month and year)...30th June, 2017.....

Location...Based in Hilton Parish Church offices.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

We aim to employ a children's worker to join the staff team of Hilton Youth Project (the youth work arm of Hilton Parish Church) to develop and lead a project for children between the ages of 0-12 and their families. We are applying for funding towards their salary.

We want to make a difference to children and families in the community of Hilton, especially those who need more assistance socially, emotionally and academically as a result of living in one of the top 15% most deprived areas of Scotland and 5% most deprived in the Highlands (SIMD datazone S01003796).

We aim to reduce the sense of social isolation felt by young families in the area and foster a deeper sense of community integration.

We seek to work with children and their families to maximise their social and emotional well-being so as to realise their full potential.

To this end we are seeking to employ a project worker:

- > to expand our current parent and toddler provision to two mornings per week, enabling young mothers and children to meet together and receive support more often;
- > to develop the work of our Thursday parenting group in partnership with the Early Years Intervention Officer for Hilton;
- > in partnership with the two local primary schools, to establish a mentoring programme for those children who find the education process more demanding, enhancing academic achievement and social and emotional well-being;
- > to launch a weekly children's after-school club with food and homework assistance provided;
- > to increase the frequency of our community cohesion programme (Messy Church: an event that brings local families together for arts and crafts, sports and a free meal for every person in attendance) from quarterly to monthly.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

Our project is committed to openness and inclusivity. As a project under the authority of a Church of Scotland congregation we adhere to the Church of Scotland's policy of equal opportunities and do not hinder participation or discriminate against any individual on the basis of 'age, gender, marital status, colour, racial group, ethnic origin, national origin, nationality, sexual orientation or disability' (Act V.1.a of the General Assembly of the Church of Scotland, 2007).

- 1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

There are a number of people associated with the project who have a particular passion for the Gaelic language, with children in the Bun-sgoil Ghàidhlig Inbhir Nis. We have had discussions around how the project might specifically support local families linked to the Bun-sgoil Ghàidhlig.

- 1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

I have met with Cllr Jean Slater and have had discussions with Stewart Wardlaw in relation to this application.

- 1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Children's Worker's Salary	£23,000	£23,000	£23,000	£69,000
	Annual National Insurance contributions	£2,076	£2,076	£2,076	£6,228
	3% annual pension contribution	£690	£690	£690	£2,070
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Professional Development and training	£500	£500	£500	£1,500
	Expenses (inc. volunteer expenses)	£750	£750	£750	£2,250
	Equipment	£200	£200	£200	£600
Total Project Cost £		£27,216	£27,216	£27,216	£81,648
Total Funding Request £		£10,206	£10,206		£20,412

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Church of Scotland Go For It Fund	£13,608	£13,608	£13,608	£40,824
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>				
Highland Council Deprived Area Fund	£6,804	£6,804	£6,804	£20,412
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>				
Totals	£20,412	£20,412	£20,412	£61,236

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- Community support for your project (e.g. surveys, etc.)
 - Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

We currently run a weekly parent and toddler group and a weekly parenting group. Consultation with parents in both these groups revealed a pervasive sense of social isolation amongst young families and a longing for further provision of parent and toddler support and activities.

In consultation with HighLife Highland staff and Hilton Community Centre staff and parents, a gap in provision of activities for primary-age children was identified as a significant local need in the wake of changes to the structure and provision at Hilton Community Centre.

Conversation with the Senior Staff of both Hilton and Cauldeen primary schools evidenced a constituency of pupils who find the education process more difficult and would benefit from increased support.

These findings are coupled with SIMD statistics that show parts of Hilton (SIMD S01003796) to be in the 15% most deprived areas of Scotland and 5% most deprived areas of the Highlands. SIMD statistics also show that school pupils in Hilton generally fail to attain the same level of academic achievement as their peers in other datazones in the Inverness Royal Academy Associated School Grouping.

- 1.12 Is this a new or additional activity or project? – Yes No

If yes, what change will your activities or project make in your community?

By developing a children's and families project to augment the existing Hilton Youth Project, we will reduce the sense of social isolation amongst young mothers and children and foster a deeper sense of community integration.

We are seeking to see a noticeable improvement in terms of the quality of life for some of the children and families most affected by deprivation.

We want to help local primary school aged children maximise their social and emotional well-being and their academic performance to enable them to fulfil their potential in the present and into the future.

If No, how has your activities or project been funded in the last three years?

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Increase numbers attending parent and toddler service from 30-45.	Increase numbers attending parent and toddler service from 45-60. 10% fall in families expressing feeling isolated.	Experiment with further expansion to three parent and toddler sessions per week. Further 10% fall in families expressing feeling isolated.
Begin mentoring 4 pupils in local schools with 20 children attending weekly homework club.	Take on 4 further mentees. 30 children attending weekly homework club.	Take on 4 further mentees. Schools expressing noticeable improvement in mentees overall well-being.
25% of attendees at Thursday parenting group expressing increased confidence in parenting.	Further 25% attendees expressing increased confidence in parenting.	Local parents supporting one another. Early Years Intervention Officer noticing a positive difference during home visits.
Increase and sustain Messy Church on a monthly basis. Maintain current numbers.	Increase attendance by 10%.	Increase attendance by further 10%. Evidence community cohesion indicators.

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

As a church we have a track record of our projects achieving sustainability. We have sustained a paid youth worker post in Hilton for 19 years. Our goal is to establish such an outstanding project that the local people (within both the church and community) will be prepared to fund it in the long-term. This has been our experience with youth work and we are confident that we will achieve a similar outcome in the realm of children's work.

**PART 2: SPECIFIC QUESTIONS RELATING TO THE FUNDING
STREAM WHICH YOU ARE APPLYING TO:**

(Common Good Funds)

There are no additional questions for Common Good Fund applications.

Please continue to PART 3: About your organisation

- 3.3 a) When did your organisation start? Month... March... Year... 1958...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Hilton Parish Church Youth Project (Hilton Youth Project) operates within Old and New Hilton with children and young people from 0-18 years old. We work in partnership with Hilton and Cauldeen Primary Schools, Inverness Royal Academy, Hilton Community Centre and the local Highlife Highland Youth Development Officer to deliver high quality services to young people in Hilton.

The precise boundaries of Hilton Parish can be found here:

http://cos.churchofscotland.org.uk/resources/statistics_for_mission/parish_profiles/372144.pdf

- c) Is there any restriction on who can join your organisation?

Yes No If yes, what are they and why do you have them?

--

- d) How many people are on your governing body or management committee? ...11...
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*

Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:

Yes

No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1:
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1:
Year 2:
Year 3:

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 1:
Year 2:
Year 3:

Rowan House
 39-41 Harbour Road
 Inverness
 IV1 1UF
 Tel: 01463 706700
 Fax: 01463 706703



25/09/14

My name is Lesley MacLean and I am one of the Community Early Years Practitioners with the Health Visiting team for the Hilton and East Ness area, the Hilton Parish Church forms part of the area I support.

I have worked in the area for over 5 years supporting families of children from birth to 5 years; Hilton has high levels of social deprivation, low employment rates and an increasing number of young families. Many of these families do not have the benefit of support from their extended family. Neither do they have many opportunities to get together with other parents with young children as there are few community groups making it difficult for parents and children to form supportive relationships. Unlike other areas of social deprivation in Inverness Hilton has not had the benefit of targeted funding to support such initiatives.

Hilton Parish Church is working hard to address some of the issues faced by parents in the area, such as social isolation, supporting parenting and play skills, and providing a safe and nurturing environment for children to develop and learn in. A parent, baby and toddler group has recently been re-opened after a very long absence; having visited the group myself I was delighted to see some of the families there from the caseloads I work with. The group also ran during the school holidays and provided safe place for children, and parents, to let off steam; in this area school holidays can often be a particularly stressful time for parents who have little spare cash for treats or days out.

At the moment the parent, baby and toddlers relies on and extremely dedicated and talented, but small, group of parents to staff and run it on a weekly basis. I feel that a dedicated children's worker post would enable the group to run more often, also provide support and advice to other parents in setting up more baby and toddler groups or for the worker in leading baby massage or stay and play groups, for example. These types of groups with support from a children's worker all have a recognised positive influence in increasing confidence in parenting capacity and improve health, development and life outcomes for children. A children's worker could also work directly to reach families in the community who may have trouble accessing groups but who want to their children.

To have a children's worker would be a significant asset to the area as this type of family initiative has been sadly missing in recent years and working in this area myself, it is something I hear from families time and time again who require support within their own community.

Lesley MacLean (Community Early Years Practitioner)

Hilton Parish Church Of Scotland, Inverness
Balance Sheet
At 31 December 2013

	Note	2013		2012	
		£	£	£	£
Fixed Assets					
Tangible Fixed assets	9		295,603		303,733
Investments	10		16,313		14,006
			<u>311,916</u>		<u>317,739</u>
Current Assets					
Stock	11	2,627		1,541	
Debtors	12	15,439		13,300	
Bank and cash		<u>28,490</u>		<u>38,581</u>	
		46,556		53,422	
Creditors					
Amounts falling due within one year	13	<u>(15,067)</u>		<u>(18,543)</u>	
TOTAL CURRENT ASSETS			31,489		34,879
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>343,405</u>		<u>352,618</u>
Creditors					
Amounts falling due after one year	14		(10,614)		(12,702)
NET ASSETS			<u><u>332,791</u></u>		<u><u>339,916</u></u>
Unrestricted Funds	16				
General fund			11,489		19,849
Designated funds			<u>322,560</u>		<u>325,075</u>
			334,049		344,924
Restricted Funds	16		(12,702)		(14,790)
Endowment Funds	16		11,444		9,782
Total Funds			<u><u>332,791</u></u>		<u><u>339,916</u></u>

The accounts were approved and signed by the Kirk Session and Congregational Board on 18 March 2014.

For and on behalf of the Kirk Session and Congregational Board

Rev D MacPherson

Minister

J Ross

Chair to the Board

Hilton Parish Church Of Scotland, Inverness
Statement of Financial Activities
Year ended 31 December 2013

	Notes	Unrestricted Funds 2013	Restricted Funds 2013	Endowment Funds 2013	Total 2013	Total 2012
		£	£	£	£	£
Incoming Resources						
Incoming resources from generated funds						
Voluntary income	2	96,249	-	-	96,249	119,867
Activities for generating funds	3	10,860	-	-	10,860	7,855
Investment income	4	654	-	-	654	16
Incoming resources from charitable activities						
Church activities	5	2,581	-	-	2,581	3,793
Light House		53,177	-	-	53,177	72,591
Total Incoming Resources		163,521	-	-	163,521	204,122
Resources Expended						
Charitable activities	6	91,138	444	-	91,582	79,691
Light House		79,451	-	-	79,451	90,991
Governance costs		1,920	-	-	1,920	1,920
Other resources expended		-	-	-	-	-
Total Resources Expended		172,509	444	-	172,953	172,602
Net incoming/(outgoing) resources before transfers		(8,988)	(444)	-	(9,432)	31,520
Transfers between funds	16	(2,532)	2,532		-	-
Net incoming/(outgoing) resources before other recognised gains and losses		(11,520)	2,088	-	(9,432)	31,520
Other recognised gains and losses						
Gain/(loss) on revaluation of investments assets		645	-	1,662	2,307	752
Net movement in funds		(10,875)	2,088	1,662	(7,125)	32,272
Total funds brought forward		344,924	(14,790)	9,782	339,916	307,644
Total funds carried forward		334,049	(12,702)	11,444	332,791	339,916



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Uniqueness Tourism BID Ltd

Name of Project or Activity Requiring Support:

Support to new sales team promoting Inverness for Business Tourism

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Common Good Fund

Is the amount you are applying for:

£5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £.....20,000.....

Estimated cost of funding in kind applied for: £.....N/A.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

N/A

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number ...SC474489.....	X
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only Application reference number			
---	--	--	--

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: **ABOUT YOUR ACTIVITIES OR PROJECT**

1.1 What is the name of your activity or project?

Business Tourism for Inverness

- Business tourism is the provision of facilities and services to delegates who annually attend meetings, conferences, exhibitions, business events, incentive travel and corporate hospitality

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year).....March 2015

End date (month and year).....August 2015.....

Location.....UK, Ireland, North America, Germany, Asia.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

The application is for support with costs related to attendance at industry trade shows and the marketing materials required for such - **See attached detailed list of activities**

VisitScotland have and still are attending a number of exhibitions and while other cities such as Aberdeen, Dundee etc. partner with them, Inverness has not been in a position to do so recently and as such has not been as successful in attracting events.

The formation of the TBID means there is now an organisation that can represent the city and start to address this and your valued support will help us increase business tourism events here and as such increase the economic impact on the area. For example the SNP event brought in an estimated £1M to the local economy.

Benefit will be for the entire Inverness area and businesses within such as accommodation providers, venues with function spaces, transport providers, food and beverage outlets, local attractions and activity companies.

This is an opportunity to increase the awareness of Inverness as a go to destination for Business Tourism and success would give us all a great story to tell.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

We will encourage all types of events with no barriers to any group.
This will include conference, meetings, conventions, incentive travel – not just general tourism

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

While not applicable in terms of gaining conference business it is normal practice to include Gaelic as an element of the welcome to conferences that do come here and this would be expected to continue for new events.

- 1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Yes we have spoken to Council Staff
 Colin Simpson (Tourism Officer)
 David Hass (City Manager)

- 1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Other Costs e.g. property costs, transport, equipment, insurance, marketing	<p>Please see attached list of costs related to the various activities</p> <p>NB: As mentioned in the attachment we will not be allocated attendance at all events. However, costs for all are shown.</p> <p>Note: all costs are + VAT</p> <p>Tradeshows North American Association Roadshow £4,635 IMEX Frankfurt £6,850 IBTM America £8,070 M&I Forum Summer £3,520 The Meetings Show £3,960 Scotland in London – Summer £1,090 Scotland on Tour – London £1,600 Scotland on Tour – Midlands £1,500 IMEX America £7,870</p> <p>Marketing Materials – as per attached £12,000</p> <p>SITE Membership £275</p>				
Total Project Cost £		51,370			
Total Funding Request £		20,000			

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
From BID fund annual budget (2014/2015)	£5,000			
From BID fund annual budget (2015/2016)	£6,500			
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Application to HIE for funding	£19,870			
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>				
Totals	£31,370			

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:

- a. Community support for your project (e.g. surveys, etc.)
- b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
- c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

- Over 2.5m business trips are made to Scotland annually
- Business tourism is worth in excess of £1.9billion to the Scottish economy
- Spend per night by business visitors is double that of leisure
- The UK accounts for 67% of total tourism expenditure
- The main overseas markets for business tourism in Scotland in terms of volume of trips are Germany, USA, Norway, The Netherlands and France.
- In terms of spend they are the USA, Germany, Norway, Ireland and France
- Edinburgh and Glasgow are second only to London in the UK, in terms of number of international association conferences
- Tourism Minister Fergus Ewing has announced a £1 million investment from the Scottish Government to help attract major international conferences to Scotland

Sources: IPS (International Passenger Survey); GBTS (Great British Tourism Survey); MPI (Meeting Professionals International) UK Economic Impact Study; ICCA.

Inverness needs to have dedicated attendance at industry events. Presence of representatives from Visit Scotland, Visit Aberdeen and Central belt service suppliers have clearly led to an increase in the awareness of destinations in Scotland as good for Business Tourism.

The Central Belt, Aberdeen and Dundee have all benefitted from a combination of an increase/upgrade of facilities available and from regular representation at industry events and trade shows.

The intent is that by having attendance from someone dedicated to Inverness we will increase business to the area, initially putting the destination in the forefront of the decision makers minds and thus leading to an increase in requests to host Business Tourism events.

2014 aided by both the Commonwealth Games and Ryder Cup has been a bumper year for the country and we have the opportunity to achieve our own success on the back of this.

1.12 Is this a new or additional activity or project? – Yes X No

If yes, what change will your activities or project make in your community?

The Tourism BID is the first in the UK and has led to applications from several other areas. We need to do all that we can to make a success of our own BID to benefit the members and Inverness.

An increase in Business Tourism events will not only give an economic benefit to the area but also a potential increase in jobs.

Business Tourism events tend to be held outside of the summer season and as such is a perfect fit for us with hotels and many other service providers already at maximum capacity at this time.

If No, how has your activities or project been funded in the last three years?

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Increase in request for proposals sent to us by agencies, associations and businesses out of the area	Confirmed business from trade show contacts and appointments	Continued confirmed business and at least one major conference

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

The activities will continue through funding from:

- The BID fund budget for the period of the initial BID duration.
- Any additional third party funding available
- Any governmental funding available

These funds may be supplemented through income received from commissions on new business given to Inverness suppliers

PART 2: SPECIFIC QUESTIONS RELATING TO THE FUNDING STREAM WHICH YOU ARE APPLYING TO:

(Common Good Funds)

There are no additional questions for Common Good Fund applications.

Please continue to **PART 3: About your organisation**

- 3.3 a) When did your organisation start? Month...April.....Year...2014...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Inverness and the Wards previously listed
 We would be promoting the entire area as a destination to be used for Business Tourism

- c) Is there any restriction on who can join your organisation?
 Yes No If yes, what are they and why do you have them?

Although only 370 local businesses are automatically included, any other business in the area has the option to 'opt in' and benefit from the services offered.

- d) How many people are on your governing body or management committee? ...12...
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*
 Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Ian Brown	Leader Inverness City

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council?
Please provide information relating to Council funding for the last 3 years:**

Yes

No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1: 1) July 2014 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry 2) December 2014 – Tourism development grant scheme to design and produce Highland branded materials for Visit Scotland Expo in 2015 on behalf of all Highland destinations who are taking a joint presence
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1: 1) £10,000.00 2) £2,250.00
Year 2:
Year 3:

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 1: 1) N/A 2) N/A
Year 2:
Year 3:

1.3 What activity or project do you want us to support

NB1: The below is a list of potential events over the 6 month period from April to September that we may have the opportunity to attend – in some cases this is subject to selection by Visit Scotland as places can be limited

NB2: In many cases the exact costs of registration for 2015 is not known, as such 2014 costs have been shown. Travel costs would be subject to change at time of booking and are estimates on current information available.

Business Tourism

Target business sector in priority order:

1. Incentive Travel Buyers
2. Associations
3. Meeting Planners
4. Conference Planners

Target Markets in priority order:

1. North America
2. UK & Ireland – direct flight access (esp. London, Manchester, Dublin)
3. Europe – Benelux
4. Europe – Other (esp. France, Germany)
5. Asia – (esp. China)

North American Association Roadshow

Washington DC, New York City, Chicago

13th - 17th April 2015

- Overview: VisitScotland led event to expand awareness of Scotland as a conference and congress destination and to provide a platform to engage with top buyers within the association segment.
- Target Market: North American association meeting planners, association executives, association management companies, and third party planners who service the association industry. 45-60 buyers and 2-3 top trade media across three cities in North America
- Format: Client visits, reception and client dinners in New York, Washington DC and Chicago.
- Desired Outcome: Increased awareness to the North American buyers of the area as a destination Association meetings and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£995.00
Travel	£2,500.00
Accommodation	£600.00
Expenses	£540.00
Total	£4,635.00 + VAT

Potential benefit to Inverness City from one North American Association Event for 400 delegates £476,000

Venue Used	£95,000	Hotel Accommodation	£217,000
Food & Beverage	£84,000	Entertainment	£12,000
Shopping	£29,000	Tours	£14,000
Local Transport	£6,000	Technical	£19,000

IMEX

Frankfurt**19 - 21 May 2015**

- Overview: In its 13th year, IMEX is now firmly in the diary of event planners, PCOs, incentive houses and corporate buyers across Europe and indeed further afield. 2013 saw around 4,000 hosted MICE (Meetings, Incentives, Conferences, Events) buyers from 77 different countries attend the show. A further 4,900 visitors attended with 65% of the trade visitors from Germany.
- Target Audience: Agencies, Associations, Corporate buyers and independent planners
 - Agencies include: Incentive, business and conference travel agencies, full service incentive houses, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Associations include: Incentive, business and conference travel agencies, full service incentive houses, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Corporates include: Executives within companies involved with meetings, conferences and incentive travel programmes who have responsibility for - or direct influence over - decisions regarding destinations or venues.
 - Types of events include: corporate meetings and hospitality * incentive travel programmes * association meetings * conferences * seminars, exhibitions * roadshows * product launches * promotional events * training programmes
- Hosted Buyers are invited to attend IMEX by their intermediaries. Buyers fill in a form that asks them for the below info to ensure that each buyer has genuine business for a variety of exhibitors – either by showing business that they have placed in the past and/ or showing details of events that they are planning to discuss with exhibitors at the show:
 - Details of 3 events, including venues where known (2 should have happened in the last 18 months and 1 can be upcoming in the next 12 months)
- Format: VisitScotland takes a stand in the exhibition and invites Scottish partners to exhibit alongside them. IMEX is very much appointment-driven and attracts a significant proportion of hosted buyer programmes. A number of opportunities also exist both during and outside of the show to meet association buyers and MICE agents.
- Desired Outcome: Increased awareness to the buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£5,750.00
Travel	£400.00
Accommodation	£400.00
Expenses	£300.00
Total	£6,850.00 + VAT

Potential benefit to Inverness City from one European Client Meeting for 200 delegates £231,000

Venue Used	£71,000	Hotel Accommodation	£83,000
Food & Beverage	£41,000	Entertainment	£5,000
Shopping	£5,000	Tours	£4,000
Local Transport	£5,000	Technical	£17,000

IBTM America**Chicago****9 - 11 June 2015**

- Overview: A fully hosted buyer event where 250 exhibitors and 250 premier meeting planners meet
- Target Audience: Strategically chosen hosted buyers of MICE products from North America
 - In order to qualify for the IBTM America Hosted Buyer Program applications are reviewed against the following qualification criteria:

- Criteria for Meetings/Events/Incentives Planners:
 - The number and size of purchased meetings, events, incentives, conferences etc. held annually
 - Individual purchasing authority within your organization
 - Annual budgets for meetings, events and incentives business
 - Potential for future business in the meetings industry
- Criteria for Business Travel Executives
 - Number of travel management contracts negotiated annually and/or renewable in the future
 - Amount of consolidated company spend and volume of transactions in various categories (air, hotel, transportation, expense management, travel management, etc.)
 - Individual purchasing authority within your organization
 - Number of domestic vs. international contracts negotiated
- Format: Three days of back to back mutually matched appointments
- Desired Outcome: Increased awareness to the North American buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£6,250.00
Travel	£1,000.00
Accommodation	£500.00
Expenses	£320.00
Total	£8,070.00 + VAT

Potential benefit to Inverness City from one Incentive Travel programme for 100 delegates £144,000

Hotel Accommodation	£58,000	Food & Beverage	£30,000
Entertainment	£30,000	Shopping	£4,000
Tours	£9,000	Local Transport	£13,000

M&I Forum - Europe Summer

Edinburgh

29 June - 3 July 2015

- Overview: One of the series of annual leading meeting and incentive forums
- Target Audience: Pre qualified buyers of all MICE products from UK & Europe including agencies (66%), corporates (23%), associations (5%) and independents (6%)
 - Average budget per buyer - €2.4M
 - Average number of events booked per year by buyers – 62
 - Total purchasing power of buyers attending - €805M
- Format: Four days, 50 one-to-one pre-scheduled meetings alongside cocktail receptions, gala dinners and networking activities.
- Desired Outcome: Increased awareness to the UK & European buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£2,600.00
Travel	£100.00
Accommodation	£500.00
Expenses	£320.00
Total	£3,520.00 + VAT

Potential benefit to Inverness City from one European Client Meeting for 200 delegates £231,000

Venue Used	£71,000	Hotel Accommodation	£83,000
Food & Beverage	£41,000	Entertainment	£5,000
Shopping	£5,000	Tours	£4,000
Local Transport	£5,000	Technical	£17,000

The Meetings Show**London****7 - 9 July 2015**

- Overview: One of the main events in the calendar and a must attend for the UK meetings industry
- Target Audience: 4,000 meetings industry professionals from UK, Europe and beyond
 - Over 3,000 visitors from agencies (34%), corporates (30%), charities (12%), venue finders (11%), associations (9%), incentive houses (2%) and PCO's (2%)
 - Over 700 hosted buyers from agencies (39%), corporates (14%), charities (1%), venue finders (16%), associations (8%), incentive houses (15%), PCO's (6%) and government organisations (1%)
- Format: Three day exhibition with exhibitor 'pod's and a number of pre-scheduled appointments
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£3,060.00
Travel	£200.00
Accommodation	£400.00
Expenses	£300.00
Total	£3,960.00 + VAT

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

Venue Used	£35,000	Hotel Accommodation	£42,000
Food & Beverage	£21,000	Entertainment	£3,000
Shopping	£3,000	Tours	£2,000
Local Transport	£3,000	Technical	£9,000

Scotland in London - Summer**London****Dates TBC 2015**

- Overview: A VisitScotland led event for partners to showcase what they have to offer
- Target Audience: Corporate buyers and intermediaries based in London and the South East
- Format: Scottish garden party – free flowing workshop followed by a networking dinner
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£550.00
Travel	£200.00
Accommodation	£200.00
Expenses	£140.00
Total	£1,090.00 + VAT

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

Venue Used	£35,000	Hotel Accommodation	£42,000
------------	---------	---------------------	---------

Food & Beverage	£21,000	Entertainment	£3,000
Shopping	£3,000	Tours	£2,000
Local Transport	£3,000	Technical	£9,000

Scotland On Tour

London

September 2015

- Overview: VisitScotland led event
- Target Audience: Intermediaries based in London and the South East.
- Format: Luxury coach tour around London and the M25 corridor – 7 Scottish partners – pre-qualified guests invited to come on board and meet the partners.
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£600.00
Travel	£300.00
Accommodation	£400.00
Expenses	£300.00
Total	£1,600.00 + VAT

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

Venue Used	£35,000	Hotel Accommodation	£42,000
Food & Beverage	£21,000	Entertainment	£3,000
Shopping	£3,000	Tours	£2,000
Local Transport	£3,000	Technical	£9,000

Scotland On Tour

Midlands

September 2015

- Overview: VisitScotland led two day event
- Target Audience: Intermediaries based in Birmingham, Leicester, Derby and Nottingham area.
- Format: Luxury coach tour around the area – 7 Scottish partners – pre-qualified guests invited to come on board and meet the partners.
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£500.00
Travel	£300.00
Accommodation	£400.00
Expenses	£300.00
Total	£1,500.00 + VAT

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

Venue Used	£35,000	Hotel Accommodation	£42,000
Food & Beverage	£21,000	Entertainment	£3,000
Shopping	£3,000	Tours	£2,000
Local Transport	£3,000	Technical	£9,000

IMEX - America

Las Vegas

13 - 15 October 2015

- Overview: The largest meetings industry trade show in the US
- Target Audience: International buyers of all MICE products. Attendance of over 3,700 trade attendees and 2,000 pre-qualified hosted buyers, industry associations ICCA, MPI, ASAE, PCMA and SITE all attend
 - Agency, including incentive, business and conference travel agencies, full-service incentive houses, conference organizers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Association, from international or U.S. institutions, federations or associations who organize congresses, conventions and meetings internationally. Plus Association Management Companies and Professional Conference Organizers.
 - Corporate, including executives of companies involved with meetings, conferences and incentive travel programs. Hosted buyers have responsibility for, or direct influence over, decisions regarding destinations and/or venues.
 - Other: Independent Planners, Religious Conference Planners, planners from military group reunions
- To qualify as a hosted buyer at IMEX America, a buyer must be responsible for planning, organizing, recommending or making financial decisions for corporate meetings and hospitality, incentive travel programs, association meetings, conferences, seminars, exhibitions, roadshows, product launches, promotional events or training programs.
 - IMEX requires full details of 3 events - 2 must be past events occurring within the last 18 months, and 1 can be a confirmed upcoming event which will occur in the next 12 months.
 - Buyers from within the USA - at least 2 events must have occurred outside of the US
 - Buyers from outside the USA - at least 1 event must have occurred within the US and the other 2 events must have occurred outside of their home country
- Format: VisitScotland take a stand in the exhibition and invites Scottish partners to exhibit alongside them featuring destination presentations to hosted buyer groups on the bespoke stand, on-stand reception with entertainment, hospitality and a partner dinner with extensive pre-show marketing to their database of US buyers. IMEX is very much appointment-driven and attracts a significant proportion of hosted buyer programmes. A number of opportunities also exist both during and outside of the show to meet association buyers and MICE agents.
- Desired Outcome: Increased awareness to the buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£5,750.00
Travel	£1,200.00
Accommodation	£500.00
Expenses	£420.00
Total	£7,870.00 + VAT

Potential benefit to Inverness City from one North American Client Meeting for 200 delegates £237,000

Venue Used	£47,000	Hotel Accommodation	£109,000
Food & Beverage	£42,000	Entertainment	£6,000
Shopping	£14,000	Tours	£7,000
Local Transport	£3,000	Technical	£9,000

Marketing Materials

- Business Tourism Directory - Design and production for distribution to potential buyers
- Point of Sale – Design and production of banners, posters & pop-up stand
- Tradeshow Giveaways – Purchase and production of items of local flavour

- Promotional Video – Filming of Incentive Travel specific video
- Promotional Video – Editing and production of Incentive Travel specific video

Total **£12,000 +VAT**

SITE Membership

What is SITE? - SITE, the Society for Incentive Travel Excellence, is a global network of incentive travel and motivational event professionals that has grown, since its inception over 40 years ago, to nearly 2,000 members in 90 countries with 29 local and regional chapters. It is the only global organization dedicated to linking professionals in the incentive travel and motivational events industry with corporate leaders seeking improved performance through these experiences.

What are the benefits of being a member of SITE?

- **Industry recognition and prestige** for being affiliated with the only global authority connecting Incentive travel and motivational events with business results
- **Opportunities to grow business on a global basis** by connecting and networking with SITE members around the world. When conducting business outside of your own country, it is helpful to have contacts that you know do business in an ethical manner and adhere to a Code of Ethics.
- **Professional growth and learning** through participation in SITE local, regional and international educational programs, events and conferences.

Registration	£275.00
Total	£275.00

The Highland Council

Inverness Common Good Fund Grants Sub-Committee

9 February 2015

Inverness BID

Report by Inverness City Manager

Agenda Item	
Report No	

Summary

This report invites Members to recommend approval of the applications by Inverness BID to the City of Inverness Area Committee on 5 March 2015

1. Background

1.1 Inverness BID have submitted six applications for funding from the Inverness Common Good Fund.

1. Operation Respect Easter/Summer 2015 see Appendix 1
2. Inverness Gull Project 2015 see Appendix 2
3. Inverness Community Safety Partnership 2015 see Appendix 3
4. Inverness Street Festival 2015 see Appendix 4
5. City of Inverness Floral Displays see Appendix 5
6. Coach Ambassador see Appendix 6

1.2 A total of £103,800 is being applied for as detailed in Appendix 7.

2. Partnership working

2.1 The projects developed with BID have produced consistent results. We are seeing a clear reduction in Gull numbers and the support for Operation Respect and the Inverness Community Safety Partnership is promoting a better City centre environment.

2.2 The City Flowering project has seen an increase as a result of the project being extended to the Riverside areas which are currently being refurbished under the River Ness Flood Defence Scheme. An Inflation – linked increase has also been applied by the Council for the supply and watering of the Baskets. This Project remains very popular with the Hotel and B+B sector as it helps make the City centre an especially attractive place during the summer tourist season. The Project also receives a significant financial contribution from BID members.

2.3 Our efforts to enhance the welcome to tourists will be helped by the appointment of a Coach Ambassador who will be hosted by BID. This will enable the person to be fully integrated with the existing Shop Safe Radio Scheme and linked to all the relevant Agencies.

3. Benefits

- 3.1 All the projects provide added value for the benefit of the Burgh. They ensure that wherever possible the amenity of the City is enhanced through joint – working with BID. None of the projects would be funded by the Council as they fall outside our standard service levels.
- 3.2 Noting the need to support the City centre at a time when trading conditions are challenging, these projects act to help attract more visitors and will in their own way, give a better impression of the City to potential investors

4. Financial Implications

- 4.1 The cost to the Partnership Working Budget will be £103,800 further provision will also be made for Operation Respect Winter 2015.

Recommendation

The Grants Sub- Committee is invited to recommend approval of the applications from Inverness BID as detailed in Appendix 7.

Signature: David Haas
Designation: City Manager
Date: 28 January 2015

Background Papers:

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.1 What is the name of your activity or project?

Operation Respect – Easter and Summer 2015

2.2 When will your activity or project take place? (specifically those for which you are seeking a grant from The Highland Council)

Start date (month and year).....3rd April 2015

End date (month and year).....5th September 2015

Location..... Inverness City Centre

2.3 What activity or project do you want us to support?

For example:.

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

The Operation Respect – City Centre Programme has operated in the Easter, Summer and Winter holiday periods for the past 5 years. The project meets the objectives of the Single Outcome Agreement in that it acts to reduce crime and the fear of crime.

It has demonstrated the benefits and value of a crime prevention and public reassurance scheme at these peak times of City Centre activity by residents & visitors alike.

Integral to the success of these programmes has been the operation of a Security Task Team on the city centre streets.

The value of the Task Team is demonstrated by the results recorded by the Task Team in the Easter and Summer 2014 holidays when they dealt with a total of 489 incidents. The majority of these were either reported via the Shop Safe Radio system or from the Task Team through their pro-active patrols.

These incidents have covered criminal activity, anti-social behaviour, preventative actions as well as generally assisting the public.

The project is supported by Police Scotland and Inverness City Centre Community Beat Sergeant, Gwen Ross has commented "The BID Task Team is an integral part of the successful partnership working together in the city centre as part of Operation Respect". The aim is to reduce street violence, disorder, anti social behaviour and other incidents and the members of the Task Team have invaluable local knowledge and considerable experience which they use to good advantage in this role."

With tourism being such a major industry for Inverness & the Highlands such a programme in the Spring/ Summer of 2015 offers both positive benefits for the visitors to the area as well as underpinning this vital economic sector in the

Easter & Summer holiday periods when Inverness attracts the peak number of visitors.

The operating period would again be focused on both the 2 week Easter holiday break and the longer Summer holiday period of July and August.

The total cost of this year's scheme is £11,100, which is a saving on that of 2014 of £11,580.

In previous years this has been met 50% by the Inverness Common Good Fund and 50% by BID and thus support is requested of £5,550.

The balance of £5,550 would be contributed by Inverness BID Limited from the levy collected from the city centre businesses.

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Tick one option below):

Have ownership of the land or building Yes No

or

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

2.5 Please tell us if:

- excluded, under represented and vulnerable groups are likely to face barriers to benefit from your project; and,
- how you intend to tackle these barriers.

In particular, please indicate whether you think there are likely to be any barriers in relation to equalities issues (i.e. in relation to age, disability, faith, gender, race or sexual orientation) and how you intend to tackle these barriers:

There is no barriers to any group benefiting from the Project

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

- 2.6** Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

N/A

- 2.7** Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice has been sought from David Haas, Inverness City Manager

- 2.8** Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

- 2.9** Please tell us about any funding in kind you have accessed or are seeking from other organisations:

Detail	Organisation	Estimated Value
N/A		

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.10 How much will your activities or project cost and how much do you require from The Highland Council? Please give a breakdown of costs and tell us what your organisation is contributing, or either have applied for or received from anyone else for this project?

Item or Activity	Breakdown of Total Costs	Year 1	Year 2*	Year 3*	Total
Staff	Security Task Team	£10,300			£10,300
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Clothing	£400			£400
	Sundry	£400			£400
Total Project Cost		£11,100			£11,100
Other Funding relating to this project (including own resources and income) Continue on separate sheet if required	Inverness BID Ltd	£5,550			£5,550
Total Funding Request The Highland Council	How much is being applied for within this application?				
	Inverness Common Good Fund	£5,550			£5,550

***See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.**

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

PLEASE COMPLETE QUESTIONS 2.11 TO 2.15 ONLY IF YOU ARE APPLYING FOR £10,000 OR MORE RESOURCES PER YEAR (cash / reduced lets, in kind)

2.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:

- a. Community support for your project (e.g. surveys, etc.)
- b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
- c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

2.12 Is this a new or additional activity or project? – Yes No
If yes, what change will your activities or project make in your community?

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

If No, how has your activities or project been funded in the last three years?

--

- 2.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets. ?**

Service you are providing	How you will know you have made the change		
	Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
There will be evaluation on the project			

- 2.14 How will the grant help the Council achieve its goals and objectives? (as stated in guidance):?**

By making the City Centre an even safer and more appealing place to visit, this activity will assist in underpinning one of the principal objectives of the Inverness City Vision which is to support the economic vibrancy of the City.

- 2.15 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?**

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.1 What is the name of your activity or project?

Inverness Gull Project

2.2 When will your activity or project take place? (specifically those for which you are seeking a grant from The Highland Council)

Start date (month and year)..... 1st April 2015.....

End date (month and year)..... 31st July 2015.....

Location..... City of Inverness

2.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Background and Project Update

In response to concerns expressed by the public, councillors and businesses at the number of gulls in the Inverness area and the mess and disturbance they were causing and in late 2011 Scottish Natural Heritage were asked for advice on what could be done to reduce the problems. There followed a joint report from the Policy and Advice Manager of Scottish Natural Heritage with the Inverness City Manager to the Inverness City Committee on 13th February 2012 on the options for managing urban herring gulls in Inverness.

The report noted the continuing significant increase of the gull population since the last census and stressed that without intervention the number of breeding gulls were projected by SNH to grow by 7% per annum. It concluded that the problems that the gull population were causing could best be managed by direct intervention to the breeding cycle by nest & egg removal as licensed by the Scottish Government.

In approving the report the committee agree to:

- 1) delegate power to the City Manager, in consultation with the Members of the Donations Working Group, to formulate a course of action based on the actions recommended by (the) report which will include a programme of nest and egg removal within the BID area;
- 2) a budget of up to £30,000 for the pilot (project in) 2012 Summer to be drawn from the large grants budget of the Common Good Fund

Inverness BID had undertaken the original review of other gull management schemes including liaising with the successful project in Dumfries. BID offered funding of up to £10k towards establishing the 2012 project in Inverness making a potential budget of up to £40k and BID were asked to deliver the project of egg and nest.

So BID took responsibility for the delivery of the project of egg and nest removal in both the city centre and the Longman and as part of that intervention programme a total of 661 nests and nearly 1400 eggs were removed in the May-July 2012 breeding period.

In his review of the 2012 programme SNH Advisor Andy Douse supported the success

of the work undertaken and concluded that "it is thus essential that the programme of control work is maintained if management of the city centre gull problem is to be effective".

Mr Douse went on to say that the project had established that access to the majority of nesting roofs was possible and this means that the programme is likely to be viable and effective in controlling the gull population in the long term.

Regarding a future programme he recommended that a census survey was repeated in May 2013 although he noted that because gulls do not breed until they are 4-5 year age, the total number of returning adult breeding gulls is unlikely to change significantly in the short term. Although the Dumfries project has been successful in reducing numbers over a number of years, their second year census actually recorded an increase in breeding birds.

Although a budget of £40k (ICGF £30k & BID £10k) was set aside for the 2012 Gull Project based on the costs of the similar project in Dumfries, the total costs incurred were limited to £18k which was funded in the agreed proportions.

Programmes in the Summers of 2013 & 2014

Following receipt of annual applications, the Donations Working Group supported the continuation of the programme for the Summer of 2013 by agreeing to a contribution of up to £15k from Inverness Common Good Fund to be added to £5k from Inverness BID with the work again being organised by BID.

The 2013 programme was a great success – a number of additional nesting sites were identified in the Longman and a total of 831 nests and 1786 eggs removed.

In light of that success, the Donations Working Group agreed to continue the funding of the project for the Summer of 2014. Costs were further reduced and funding was agreed at ICGF £12k and BID £4k. The project was extended to include properties in Carsegate as well as the city centre and Longman and a total of 480 nests and 1164 eggs were removed.

Proposed Summer 2015 Programme

It has always been accepted that to reverse the growth in the gull population over many years, intervention in the gull breeding cycle by continuously removing nests and eggs would need to be undertaken for a number of years.

The first 3 years of the programme has reversed the trend of an annual increase in the gull numbers. Additional areas for intervention have been identified for 2015.

The Scientific Adviser to the project believes that it is essential that action is taken annually to reduce the problems caused by gulls and that failure to do so will mean that the population will revert to increasing by 7% per annum.

Based on the costs of the work undertaken for the last 3 years it is estimated that a budget of £16k per annum should again be sufficient to cover the programme for the Summer of 2015.

BID proposes that this be met in the same proportion as 2014 with its contribution of up to £4k being met from the BID levy paid by the city centre businesses with the Common Good Fund being asked to contribute the balance of up to £12k.

An independent consultant will again be asked to undertake a population census in May 2015.

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Tick one option below):

Have ownership of the land or building Yes No

or

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below. Planning permission not required

Planning permission required and has been granted

2.5 Please tell us if:

- excluded, under represented and vulnerable groups are likely to face barriers to benefit from your project; and,
- how you intend to tackle these barriers.

In particular, please indicate whether you think there are likely to be any barriers in relation to equalities issues (i.e. in relation to age, disability, faith, gender, race or sexual orientation) and how you intend to tackle these barriers:

There is no barriers to any group benefiting from the Project

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

N/A

2.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice has been sought from David Haas, Inverness City Manager

2.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

- 2.9 Please tell us about any funding in kind you have accessed or are seeking from other organisations:

Detail	Organisation	Estimated Value
N/A		

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

- 2.10 How much will your activities or project cost and how much do you require from The Highland Council? Please give a breakdown of costs and tell us what your organisation is contributing, or either have applied for or received from anyone else for this project?

Item or Activity	Breakdown of Total Costs	Year 1	Year 2*	Year 3*	Total
Staff					
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Cost of Census	£1600			£1600
	Nest & Egg Removal Programme	£13,000			£13,000
	Co-ordination	£ 1,000			£1,000
	Sundry	£400			£400
Total Project Cost		£16,000			£16,000
Other Funding relating to this project (including own resources and income) Continue on separate sheet if required					
	Inverness BID Limited	£4,000			£4,000
Total Funding Request The Highland Council	How much is being applied for within this application? 1				
	Inverness Common Good Fund	£12,000			£12,000

***See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.**

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

PLEASE COMPLETE QUESTIONS 2.11 TO 2.15 ONLY IF YOU ARE APPLYING FOR £10,000 OR MORE RESOURCES PER YEAR (cash / reduced lets, in kind)

- 2.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:**
- a. Community support for your project (e.g. surveys, etc.)
 - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The report to Inverness City Committee from the Inverness City Manager and the Policy and Advice Manager, Scottish Natural Heritage on 13th February 2012 established the need and benefits of this project.

- 2.12 Is this a new or additional activity or project? – Yes No**
If yes, what change will your activities or project make in your community?

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

If No, how has your activities or project been funded in the last three years?

The project received funding from Inverness Common Good Fund in the Summers of 2012, 2013 and 2014 as well as from BID.

- 2.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets. ?**

Service you are providing	How you will know you have made the change		
	Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Gull Egg & Nest Removal	Through the level of eggs & nests removed and census of the Gull Population		

- 2.14 How will the grant help the Council achieve its goals and objectives? (as stated in guidance):?**

The project has reversed the growth in the gull population and looks to in due course reduce the gull population thus improving the amenity and attractiveness of Inverness for residents and visitors alike.

- 2.15 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?**

The report by Scottish Natural Heritage established that it would be necessary for a number of years to intervene in the gull breeding cycle by egg and nest removal to reverse the increase in the existing population and then reduce numbers. BID has committed budget to the project for future years and it is proposed that a future application for funding be made to ICGF

PART 3: SPECIFIC QUESTIONS RELATING TO THE GRANT FUND WHICH YOU ARE APPLYING TO (Name of fund to be inserted)

3.1

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.1 What is the name of your activity or project?

Inverness Community Safety Partnership

2.2 When will your activity or project take place? (specifically those for which you are seeking a grant from The Highland Council)

Start date (month and year)..... 1st April 2015.....

End date (month and year)..... 31st March 2016.....

Location..... City of Inverness

2.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Project Details

The Scottish Government funded the work of the original Crime Reduction Partnership for an initial 3 year basis. The Highland Council then asked BIDs predecessor, Inverness City Centre Management (ICCM) to take over this role and duties with support funding from the Inverness Common Good Fund.

With the dissolution of ICCM in December 2008, BID was asked to take over this role with funding & support from Inverness Common Good fund. That funding was at a reduced level compared with that given by ICGF to ICCM.

This application follows the creation of the ICSP pursuant to a decision taken by the Inverness City Committee (ICC) in April 2010.

As part of its core activity, BID has taken responsibility for the provision of administrative support and programming of the Inverness Community Safety Partnership (ICSP) which co-ordinates community safety initiatives in the wider Inverness area. It is also responsible for a number of community safety projects specific to the BID area.

As explained since 2010 the Inverness Community Safety Partnership has taken over an expanded roll for community safety in the wider Inverness. ICSP partners include representatives from;

- Police Scotland
- Highland Council
- Inverness BID
- The Voluntary Sector
- Highlands & Islands Fire and Rescue Service
- NHS Highland
- Crimestoppers

- Inverness Drug & Alcohol Forum
- Street Pastors
- Inverness Prison

ICSP appoints a Chair and Vice-Chair from its partners on an annual basis. The current Chair is Jim Ferguson of Crimestoppers and the Vice-Chair is Chief Inspector Mark Mackay of Police Scotland.

The activity and programmes of ICSP is co-ordinated and implemented by Inverness BID through its Community Safety Manager who has very significant experience in community safety having previously spent 10 years working in this area with Northern Constabulary and for the past 4 years in this role with Inverness BID.

As part of its remit, ICSP is responsible for;

- Acting on behalf of ICSP, Inverness BID will be responsible for delivery/co-ordination of a wide range of community safety programmes for residents and visitors including Operation Respect - a jointly funded programme with the Scottish Government, Highland Council, Northern Constabulary, BID and other stakeholders including the Street Pastors, Stagecoach, NHS.
- Oversight of Community Safety initiatives that may be undertaken by any of the partner agencies within the boundaries of the geographical remit of the Inverness Partnership, being the 7 City Wards.
- co-ordination of the activity of the partners of the Inverness Partnership in relation to all Community Safety / Business Crime initiatives;
- formulation and review of objectives for Community Safety / Business Crime initiatives on an annual basis;
- Where practicable to assist with the delivery of Community Safety initiatives;
- co-ordinate good practice and make best use of funding opportunities;
- deliver an annual report to the Inverness City Committee on the activities of the Crime Reduction Partnership and its proposals for the forthcoming year; and
- the management of media engagement in all supported activity.

Inverness BID will also service the business community through a number of Community Safety Initiatives. Safeinverness (now managed by BID as a project) operates as a Business Crime Reduction Partnership, sharing information between its members in the Inverness Business Community

Best Bar None works with the vital night time economy and encourages excellence in training and performance in the licensed trade.

Financial Details

In its role as servicing agent for the ISPC, BID is responsible for the staffing/overhead costs of the designated Community Safety Manager and will be contributing to the programme budget for ICSP of £20,000 making a total cost of the project of £32k

Benefit of Project

The Inverness Community Safety Partnership will be responsible for the delivery of community safety projects for the benefit to residents, visitors and businesses in Inverness. It seeks through its programmes to reduce crime and the fear of crime in conjunction with working with its partner agencies.

In addition to the above ICSP has been invited by the Scottish Business Resilience Centre to work with them on a pilot project to achieve their new City Excellence Award. This will involve participation by all the partners which will be co-ordinated by BID.

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Tick one option below):

Have ownership of the land or building Yes No

or

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below. Planning permission not required

Planning permission required and has been granted

2.5 Please tell us if:

- excluded, under represented and vulnerable groups are likely to face barriers to benefit from your project; and,
- how you intend to tackle these barriers.

In particular, please indicate whether you think there are likely to be any barriers in relation to equalities issues (i.e. in relation to age, disability, faith, gender, race or sexual orientation) and how you intend to tackle these barriers:

There is no barriers to any group benefiting from the Project

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.10 How much will your activities or project cost and how much do you require from The Highland Council? Please give a breakdown of costs and tell us what your organisation is contributing, or either have applied for or received from anyone else for this project?

Item or Activity	Breakdown of Total Costs	Year 1	Year 2*	Year 3*	Total
Staff	Employment Costs	£22,000			£22,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Programme Costs	£8,000			£8,000
Total Project Cost		£32,000			£32,000
Other Funding relating to this project (including own resources and income) Continue on separate sheet if required					
	Inverness BID Limited	£20,000			£20,000
Total Funding Request The Highland Council	How much is being applied for within this application? 1				
	Inverness Common Good Fund	£12,000			£12,000

***See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.**

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

PLEASE COMPLETE QUESTIONS 2.11 TO 2.15 ONLY IF YOU ARE APPLYING FOR £10,000 OR MORE RESOURCES PER YEAR (cash / reduced lets, in kind)

2.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:

- a. Community support for your project (e.g. surveys, etc.)
- b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
- c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The need for this Project was recognised by the Inverness City Committee in 2010 and its role continues to be supported by the member organisations.

The Project has received funding from the Common Good Fund as follows

2014/15	£14,000
2013/14	£14,000
2012/13	£17,000

2.12 Is this a new or additional activity or project? – Yes No
If yes, what change will your activities or project make in your community?

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

If No, how has your activities or project been funded in the last three years?

With funding from ICGF

--

2.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets. ?

Service you are providing	How you will know you have made the change		
	Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Community Safety	Achievement of business objectives as set down by ICSP – Response from member agencies – Interaction with public		

2.14 How will the grant help the Council achieve its goals and objectives? (as stated in guidance):?

The Inverness Community Safety Partnership helps the Council achieve its goals and objectives in community safety for residents and visitors alike
--

2.15 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

This Project has received funding from the Inverness Common Good Fund for the past 9 years. It is anticipated that an application for funding will be made in future years.

PART 3: SPECIFIC QUESTIONS RELATING TO THE GRANT FUND WHICH YOU ARE APPLYING TO (Name of fund to be inserted)

3.1

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Inverness Street Festival 2015

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)... 15th October 2015.....

End date (month and year)... 17th October 2015.....

Location..... City of Inverness.....

1.3 What activity or project do you want us to support?

For example.:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Inverness BID Limited

Inverness BID Limited (a not for profit company) was established in 2008 to assist the marketing and development of Inverness City Centre.

Project Details

The Sixth Inverness Street Festival will be held in Inverness city centre from Thursday 15th to Saturday 17th October 2015

As in previous years the event is scheduled for the October school holidays period.

The Festival will again be organised Inverness BID who has agreed to contribute an increased sum of £10,000 from the BID Levy collected from the city centre businesses towards the overall event cost plus make available the staff to plan, stage and co-ordinate the Festival (not charged to the Project budget).

Eastgate Shopping Centre has agreed to continue to support the event with sponsorship of £8,000.

The Inverness Common Good Fund is requested to again support the festival as they did in 2014 with a contribution of £7,000.

Performers will again be programmed over the 3 days in the same venue as previous years - Inverness High Street, Victorian Market and Eastgate Centre.

As the festival has developed it has attracted increasing public and media interest with last year's event being featured in all of the local media outlets.

The benefit of this ever increasing marketing and profile was demonstrated by the 2014 customer survey which showed that over the 3 days of the Festival 77% of those that saw the performances had come to the city centre specifically for the Festival and this rose to 87% - the final day of the Festival.

The festival has built up an excellent reputation with the artists in this field who have all enjoyed working in the city and the welcome they have received from the public. As the festival is outside the traditional street entertainment period it has been possible to attract top quality performers from within the limited event budget.

The Inverness Street Festival has now developed as an attraction to visitors and residents alike and research shows that it brings people to the area.

It compliments the programme of events run by the Highland council and it part of creating a vibrant feel to the city centre. The Festival's increased status is shown by the Editorial in the Inverness Courier on 21st October 2014

City festival is streets ahead

EFFORTS to reinvigorate the city centre in Inverness are always welcome so it is nice to be able to report that the annual Street Festival continues to leap forward.

In the five years since it was first launched as a way of encouraging people into the city centre during a quieter time of year it has grown into something of a tradition — with families eagerly popping along to see if their personal favourites are among the year's latest acts.

Perennial favourites like Graamy Turismo always prove a big hit, and the fact that the numbers back up the event's growing popularity must be particularly gratifying for organisers like the Eastgate Centre and Inverness Business Improvement District (BID).

On average, four-fifths of those who enjoyed the three-day festivities are said to have journeyed into the city centre especially.

And this figure was even better on the Saturday, with almost nine in every 10 onlookers having made the effort to pop along to view the entertainment.

BID's manager, Mike Smith, has branded it an amazing success for all involved.

He said: "The festival really came of age this year — it had all the feel of a major city event as it attracted massive crowds of local residents and visitors alike."

With such impressive figures, we suspect there are few who would argue with that statement.

Since the Festival first started to receive funding support from Inverness Common Good Fund in 2013 this has been used to establish a community performance project with Eden Court as well as increasing the event marketing and strengthening overall level of the performers.

Eden Court has been delighted with the chance to programme and profile their outreach performers alongside professional artists at the festival. In 2014 the group performed as "The Chaplinettes" and the public reaction to their "show" was again very positive.

Eden Court have agreed to run a similar community project should similar funding again

be available from the ICGF. The balance of the Common Good Fund contribution would again be used to improve the marketing for the event and for programme content.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.
Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

The Festival is open to all and there are no barriers to any group benefiting from this Project

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item or Activity	Breakdown of Total Costs	Year 1	Year 2*	Year 3*	Total
Staff	Event Stewards	£1,000			£1,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Marketing	£5,000			£5,000
	Entertainment Programme	£15,000			£15,000
	Community Project	£2,500			£2,500
	Staging	£1,500			£1,500
Total Project Cost		£25,000			£25,000
Other Funding relating to this project (Including own resources and income) Continue on separate sheet if required	Eastgate Shopping Centre - Sponsorship	£8,000			£8,000
	Inverness BID	£10,000			£10,000
Total Funding Request The Highland Council	How much is being applied for within this application? I				
	Inverness Common Good Fund	£7,000			£7,000

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Eastgate Shopping Centre Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£8,000			£8,000
Inverness BID Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£10,000			£10,000
Totals	£18,000			£18,000

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

**Inverness
STREET THEATRE FESTIVAL
16th - 18th October**

2014 Inverness Street Festival Review



City festival is streets ahead

EFFORTS to reinvigorate the city centre in Inverness are always welcome so it is nice to be able to report that the annual Street Festival continues to leap forward.

In the five years since it was first launched as a way of encouraging people into the city centre during a quieter time of year it has grown into something of a tradition with families eagerly popping along to see if their personal favourites are among the year's latest acts.

Perennial favourites like Granny Turismo always prove a big hit and the fact that the numbers back up the event's growing popularity must be particularly gratifying for organisers like the Eastgate Centre and Inverness Business Improvement District (BID).

On average, four-fifths of those who enjoyed the three-day festivities are said to have journeyed into the city centre especially.

And this figure was even better on the Saturday, with almost nine in every 10 onlookers having made the effort to pop along to view the entertainment.

BID's manager, Mike Smith, has branded it an amazing success for all involved.

He said: "The festival really came of age this year — it had all the feel of a major city event as it attracted massive crowds of local residents and visitors alike."

With such impressive figures, we suspect there are few who would argue with that statement.

THE INVERNESS COURIER , EDITORIAL, 21 OCTOBER 2014

The Fifth Inverness Street Theatre Festival took place in city centre venues from Thursday 16th until Saturday 18th October 2014 with an impressive array of quality street performers.

The Street Festival is jointly funded by Inverness Business Improvement District (BID), Eastgate Centre, Inverness Common Good Fund and for the 2014 event, Homecoming Scotland. It took place in the week of the Royal National Mod being held in Inverness for the first time in 17 years.

Event Objectives

The objectives of the Inverness Street Festival are:

- To raise the visibility of the city centre with a Street Theatre focus.
- To attract, draw people into the City Centre & create a positive and welcoming experience.
- To encourage people to move around the city centre to areas they may not normally visit.
- To bring economic benefit to the traders.

Event Arrangements

Events scheduled were in 3 city centre performance areas daily from 11am til 4pm. The focus in High Street was the performance area at the junction with Inglis Street plus random adjacent performers along the Street.

Falcon Square was another static performance area with random performances also taking place in Eastgate Centre.

The Victorian Market had 3 resident balloon modellers throughout the 3 days of the Festival who created an individual balloon model specifically for each of the shops.

Granny Turismo returned to the city for an unprecedented fifth year. They were joined by a range of international street artists a number of whom are based in Scotland. To coincide with the Mod, Gaelic street theatre performances were incorporated for the first time into the programme.

The Grand Finale took place on Falcon Square on Saturday where all the acts performed in front of a crowded, enthusiastic audience bringing the 2014 Inverness Street Festival to a successful conclusion.

For the third year the Festival continued its relationship with Eden Court with performers from their Outreach Programme performing as the "Chaplinettes"

The TNT Youth Band featured Highland based youth street drum & brass groups augmented by additional youth performers who travelled from Aberdeen.

BID organised the event and provided 12 permanent/temporary staff to support and work with the acts during their performances.

Extensive Market Research was carried out on all 3 days of the Festival with members of the public.



Event Marketing

- ❖ Facebook cover image
- ❖ Facebook and Twitter - staggered posts about event
- ❖ Facebook Event Page – regularly updated with Acts appearing, photos & timetable
- ❖ Gumtree Promotion – highlighted promotion of the event with photos and details of acts
- ❖ Posts on various website pages i.e. Mi Inverness, ICA, Inverness Festivals, The Best of The Highlands as well as various Facebook event pages
- ❖ Moray Firth Radio - Two week radio campaign with 106 transmissions
- ❖ Main Event Leaflet-
 - Distributed to all city centre businesses
 - Delivered out of BID area to high schools, hotels, supermarkets & other relevant outlets
 - Delivered to local primary schools for insertion in school bags
 - Available on the Mod Information stand at Eden Court from 13-17th Oct
 - Handed out to the public on the days of the festival



THE STREET PERFORMERS

GRANNY TURISMO - Our favourite Granny returns to show off her latest of popping trolley dance routines.

SUPER CHAP - Comedy, family friendly, amazing, swinging trolley act.

MR WOW - This bawdy lookalike clown loves anything that makes him 'WOW!'

BIG RORY & OCHOLE - Great Inverness based Big Rory takes his Mongrel Ochole mables.

AFRIKAN WARRIORS - High energy show with 7-8 Street East African dancers.

TODD VARIOUS - Street comedian & oneologist, he's the one-craiding whip cracker!

GRÁINNE MHRÓ - Ventures from her Highland homeland to plunder a piggy pot!

EDEN COURT CREATIVE presents "The Chaplines"

BALLOON EXTRAVAGANZA - International balloonist POP will be creating an amazing balloon show to take you from the Victorian era to the present day in the Victorian market!

ALICE TAYLOR - Contemporary Circus - From Tuesday to Sunday

8/16 STREET	FALCON SQUARE ON/22 EAST/41 CENTRE	TYTHERMAN MARKET
THURSDAY 16th OCTOBER		
12:00 Granny Turismo	12:30 Granny Turismo	14:00 Balloon Extravaganza with POP the Balloon Man
12:15 Mr WOW	12:45 Afrikan Warriors	12:00 Todd Various
1:00 Todd Various	1:10 Super Chap	12:45 Gráinne Mhór
1:45 Afrikan Warriors	1:50 Granny Turismo	2:45 Gráinne Mhór
2:15 Mr WOW	2:30 Todd Various	3:45 Mr WOW
2:30 Mr WOW	2:45 Afrikan Warriors	
2:30 Granny Turismo	3:10 Afrikan Warriors	
	3:30 Super Chap	
FRIDAY 17th OCTOBER		
11:45 Big Rory & Ochole	12:00 Mr WOW	11:00 Balloon Extravaganza with POP the Balloon Man
12:00 Afrikan Warriors	1:00 Super Chap	12:00 Todd Various
12:30 Granny Turismo	1:15 Afrikan Warriors	12:45 Gráinne Mhór
1:00 Todd Various	1:45 Granny Turismo	1:00 Big Rory & Ochole
1:30 Mr WOW	2:15 Todd Various	2:15 Big Rory & Ochole
2:30 Afrikan Warriors	3:00 Super Chap	
3:00 Granny Turismo	3:30 Mr WOW	
SATURDAY 18th OCTOBER		
11:30 Granny Turismo	1:30 Granny Turismo	11:00 Balloon Extravaganza with POP the Balloon Man
12:15 Todd Various	1:40 Super Chap	12:00 Todd Various
12:30 Afrikan Warriors	2:15 Mr WOW	11:45 Mr WOW
1:00 Mr WOW	3:00 Afrikan Warriors	1:30 Todd Various
1:45 Afrikan Warriors	3:00 Super Chap	2:15 Big Rory & Ochole
2:30 Todd Various		
3:15 Granny Turismo		

GRAND SQUARE - BAYVIEW, 2,4 - FALCON SQUARE

Check out the CLAPNETS daily ahead of the day event

Find out what's happening and follow the fun at Facebook:Inverness16

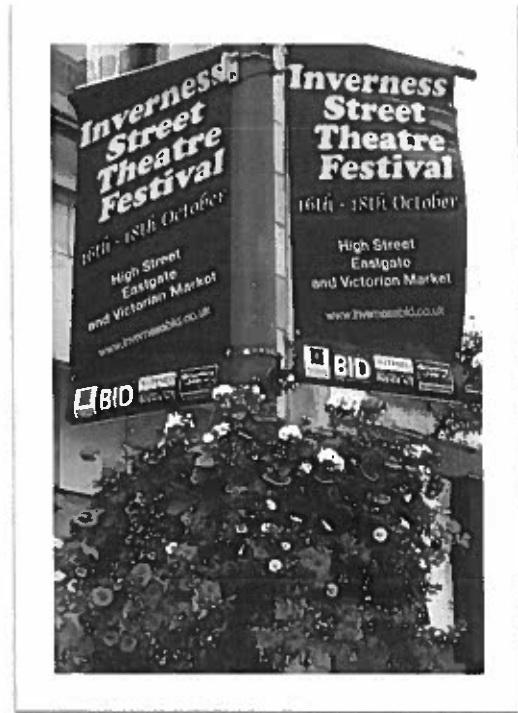
Check out the TWT Street Race on Saturday!

- ❖ Posters (A3)-
 - Displayed in city centre notice boards
 - Distributed to relevant city centre businesses
- ❖ Website banner and web content – included link to downloadable timetable
- ❖ Eastgate Centre lift doors, 6-sheet and A4 posters
- ❖ City Centre Banners –
 - Across street banner on Academy Street
 - High Street Lamppost banners (12)
 - Across railings on Falcon Square
- ❖ Pop Up Banners – Displayed in each performance area during event showing performance times

Academy Street – Across Street Banner



High Street Banners

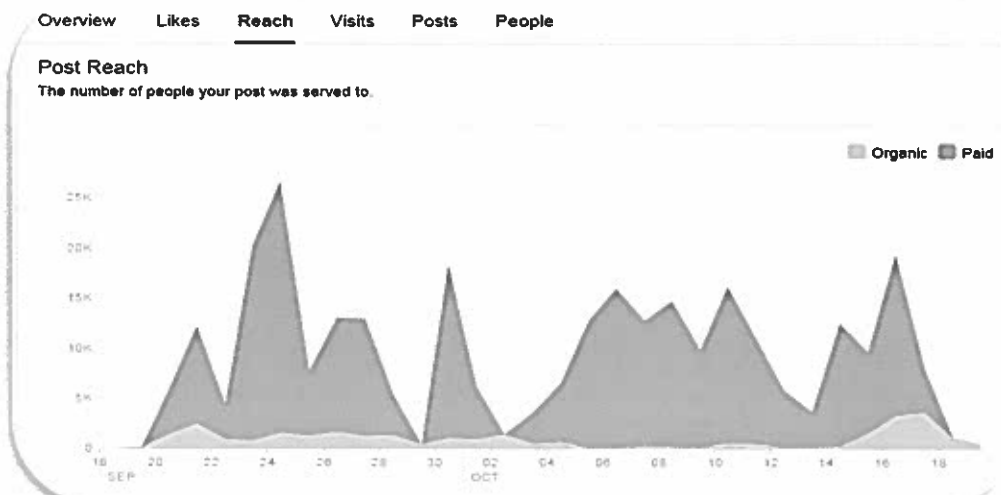


Social Media Promotions

The following graph shows the promotions via Twitter generated 20.5k impressions over 10 days



Staggered Facebook promotions were posted in the run up to and during the event. As you can see below the reach for one post exceeded 25k in one day:



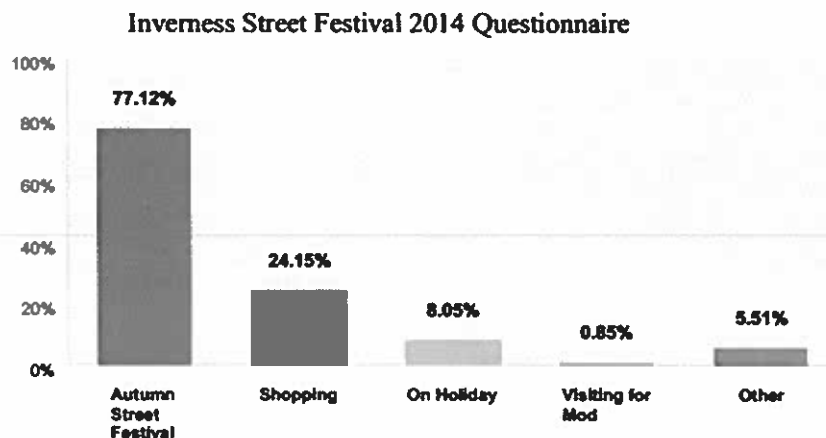
The Event Finale



Event Outcomes

The overall objectives for staging the Festival were achieved as shown by the following:

- All the performance areas attracted even larger crowds than in previous years. This was even apparent when there were acts performing at the same time on Falcon Square and High Street. Consideration will need to be given to additional performance areas for 2015 onwards.
- Extremely positive feedback from audiences either in person or through social media.
- Market Research showed that overall 77% of those interviewed came to the city centre specifically for the Street Festival (compared with 57% last year). And this rose to 87% for the Saturday
- Press Coverage including Inverness Courier and Press & Journal generated a media value of £10,927
- A high level of positive interaction through social media. One post promoting the event reached 41k resulting in 611 people signing up to attend the event. Twitter also generated a positive following with a 10 day promotion reaching 20.5K twitter feeds.
- There was an overwhelming response from traders in the Victorian Market that it was noticeably much busier than the previous year. All Victorian Market Traders reported very positively about the increased traffic and are keen to look at a similar type of event next year.
- Figures from Eastgate Centre showed their footfall was up 7.2% on the 16th, +0.9% on the 17th and +1.7% on the 18th compared to the 2013 Street Festival dates. Their total average footfall during event was up 3.2%.



In Summary

As recognised by the Editorial in the Inverness Courier this year's event was the coming of age of the Festival as it confirmed its identity and attracted audience in its own right.

Large crowds were apparent at all performance venues and feedback and comments from businesses over the 3 days were very positive.

The importance and role of social media in the marketing mix was re-emphasized.

Many positive comments were received by BID staff on the excellent organisation of the event as well as the high quality of acts taking part in this year's Festival.

Victorian Market Balloon Extravaganza

Over the 3 days of the Festival, the Victorian Market was transformed into a Balloon Extravaganza with International Balloon Artist POP plus 2 additional balloon modellers resident in the Market. POP & his helpers created appropriately themed balloons for each Victorian Market business starting the day before the event. This created a wonderful ambience throughout the Market and encouraged people to wander around discovering the balloon creations.

In addition A Balloon Hunt was organised to encourage those taking part to visit all areas of the Market finding the themed balloon models. The prize offered was a £50 Victorian Market voucher. This was won by 5 year old George Seton from Inverness with help from his grandparents.

POP also provided free balloon models to children (using a ticket system).



Victorian Market Traders Feedback

MARKET ARCADE

- **Victorian Gift Shop/Executive Barbers** - *Nessie and Barbers pole* – Brian, manager – “The balloons are the best we have had. People coming into the Market that hadn’t been in before. It was a standalone attraction”
- **Hood News** - *pipe* – Mr Hood, owner - “Very good, increased trade. All positive. It is a great event for everyone”
- **Kenneth Moore** - *ring and clock* – Mr Moore, owner - “Fabulous! Excellent! Really was a great atmosphere and it was busy. Balloons were first class”
- **Colin Campbell Jewellers** – *diamond ring* - Sarah, employee – “Great! Really good. It was busy and the kids were happy. Great buzz”
- **Uppercut** – *heart and scissors* - Brenda, Manager – “More of it please! Balloon man was great, kids got something to take home. Would be great to have every weekend! Missed the Grannies though. Would be great to have the Balloon man back for Christmas to make a Balloon Tree”
- **Ginger** - *hand bag* – Rebecca, Manager - “Felt it was much better organised this year. Was good that the Grannies weren’t in as there is not a lot of space. Enjoyed it much better this year as was relaxed”
- **Body and Face Place** – *big bottle of perfume* – Julie, Manager - “Brought a lot of people to the Market. The Balloon man was really great”
- **RWM** – *upright hoover* – Robert, owner - “It was a lot more organised this year. The festival was better than usual”
- **Baby Bow** – *Stork* - Steph, owner – “The festival was amazing! Especially as a new business it was great to let people know we are here. Had our best trading day on the Friday. For future business it is great as people were clocking there is a baby shop”.
- **Annya’s Café** - *coffee cup and flowers* – Rhana, owner - “lots of new faces in the Market. Balloons are good

QUEENSGATE ARCADE

- **Carr Gorm** – *Top hat* - Annya, manager – “Loved it! Really good. Balloons were fantastic, they were an added value. It was a great laugh and would be great to have more often”
- **Hastie and Dyce** – *bulls head* – James, Owner – “We want it every weekend! New faces in the market which is great!”
- **Hollywood/Creations** – *Elsa from Frozen* - Carrie, Manager – “Would be great to have the balloon man back every year! Missed not having the Grannies in. Was busy though and lots of different people in”
- **Duncan Fraser Fishmonger** – *Lobster* - Malcolm, Owner – “Very successful festival. Brought a lot to the town and the Market. With the festival over its great that the balloons are still up and people are looking and talking about them”
- **Queensgate Shoe repairs** – *keys on a key ring* - Paul, Manager – “The festival was very good! Busy. Would be good to see the Grannies back in the Market though. Good job”
- **Albert’s Hair Salon** - *scissors* – unavailable
- **Stitch in Time** - *sewing machine* – No comment
- **Café Victoria** - *two people sitting in chairs* – Cecilia, Manger– “Absolutely fabulous! Brought so many people to the Market. Want them back to do more”
- **City Florists** - *display of flowers* – Muriel, manager - “Balloons looked fabulous! Balloons and Face Painting generated more people into the Market. There was more Hype in the Market this year”

NEW MARKET HALL

- **Beauty Box – Eye - Gary, Owner** – “Fantastic for the Market. Missed not having the Grannies in. Want more things like it for here”
- **Saffron – bowl with chopsticks** – Kasha - “Amazing! Loved it! Want more! I loved the competition, it was great they were moving through the market. Traders could be giving kids a reward”
- **Rachel Jane – healing hand** - unavailable
- **Lucas Story Chocolatier – Squirrel** - Lucas, owner – “Would be good to have more acts around the Market. Balloons are good. Next time bigger! Lots of people in from not knowing the Market but now do which is positive. Could be future customers. Need to have individual thing for the Market again to bring them in”
- **Luckenbooth – Thistle** – Jane, manager – “Balloon man was fantastic! It brought a lot of people in and comments have been brilliant. Well done”
- **Double T - selection of cartoon characters** – David, owner - “Balloons were very good. Lots of people looking at them”
- **Marells - mermaid** – David, owner - “Festival was good. I had a few more customers which was great. More people know I am here as things happening all around”
- **Kist – high heel shoe** – Debbie, owner - Closed over festival. She did comment though that “the festival was a great hit! People and businesses were telling me all about it and that the Market as a whole really enjoyed it. People were talking for days afterwards about it. Sad I missed it but have heard nothing but positive comments about it “
- **Kats Claws – old style hair dryer** – Karen, owner - “Loved it! Impressed with the balloons. Really loved my balloon”
- **The Candybox - sweeties and candy canes** - Bill, owner – “It was very good. Balloons were great. Like to see some more of the bigger acts moving around the Market. Had a few extra people in for business. Would be good to have a few more things on in the Market which will bring people in. Made a difference though, much better atmosphere”
- **Model Shop - four planes** - Craig, manager – “The balloon man took a lot of people into the Market. Having it as an individual thing for here was good as people came especially to see it”
- **Macleans Jewellers – trophy – owner** – “Balloons were very good. It took people into the Market. People didn’t buy a lot but they will hopefully come back as they have seen the shops”
- **Fayre Ness – presents** – Lorraine, owner - “It got a lot of people in the Market. Great idea to move them around with the Balloon hunt and have the balloon guy at different bits of the Market”
- **Caberfeidh – bagpipes** – Brian, manager - “Festival was very good. Enjoyed the balloons”
- **Imperial Music – music notes**- Mark, owner - “No extra trade to be honest. Was great though to see more people in the Market. Hope the people will come back. Need to have more things on in the Market”
- **Hair at no19 – hair roller** - unavailable
- **Inverness Dentures – toothbrush and toothpaste** – no comment
- **Nancy’s Joke Shop – Clown** - Nancy, owner – It was a very good festival. People came around to look at the balloons”
- **Svetlana – wool and needles** – Svetlana, owner – “It was very very good! Balloons great! Such a good idea. I did question and wonder to myself how balloons would promote my business but now I see what a very clever idea it was to make the balloons a game with people to find the businesses. It has given me knowledge for the Market”
- **Pedigree – Characters** - Peter, owner – “Balloons were wonderful. I am glad the Grannies weren’t scheduled in though as they are too noisy! It gets a bit congested when the performers perform”
- **Ancestral Name – Castle** – Employee - “it was well organised. Great atmosphere it gave it a lift”

Press Coverage

Total Value= £10,730.44

PUBLICATION: THE INVERNESS COURIER - DATE: 21 OCTOBER 2014

City festival is streets ahead

EFFORTS to reinvigorate the city centre in Inverness are always welcome so it is nice to be able to report that the annual Street Festival continues to leap forward.

In the five years since it was first launched as a way of encouraging people into the city centre during a quieter time of year it has grown into something of a tradition — with families eagerly popping along to see if their personal favourites are among the year's latest acts.

Perennial favourites like Granny Turismo always prove a big hit, and the fact that the numbers back up the event's growing popularity must be particularly gratifying for organisers like the Eastgate Centre and Inverness Business Improvement District (BID).

On average, four-fifths of those who enjoyed the three-day festivities are said to have journeyed into the city centre especially.

And this figure was even better on this Saturday, with almost nine in every 10 onlookers having made the effort to pop along to view the entertainment.

BID's manager, Mike Smith, has branded it an amazing success for all involved.

He said: "The festival really came of age this year — it had all the feel of a major city event as it attracted massive crowds of local residents and visitors alike."

With such impressive figures, we suspect there are few who would argue with that statement.





Granny Turtimo at the fifth annual Inverness Street Festival.

Pictures: Colum MacIay, Image No. 027183

Crowds flock to enjoy street festival

INVERNESS Street Festival has been hailed an "amazing success" by organisers — attracting massive crowds to the city centre.

An array of street performers took to the Victorian Market, High Street, Falcon Square and Eastgate on Thursday, Friday

and Saturday for the fifth annual festival, which is designed to promote the city centre.

It was organised by Inverness Business Improvement District (BID), who said 80 per cent of people watching the performers came specifically to the city centre for the festival, rising to 87 per cent on the Saturday.

BID manager Mike Smith praised this year's acts, which included acrobatic display team Afrikan Warriors, Granny Turtimo with their shopping trolley dance routines, international balloon modeller POP, Superchap's Charlie Chaplin on a swinging trapeze and street comedian and escapologist Todd Various.



Mr Wew the clown was a hit.



The Chaplinettes from Eden Court Theatre's outreach programme.

"The festival really came of age this year — it had all the feel of a major city event as it attracted massive crowds of local residents and visitors alike," he said. "Not only were all the artists brilliant in their own way, attracting enormous crowds wherever they went, the festival achieved its aim of attracting large numbers of people into the city centre for the event. We have certainly established a major new festival in the area."

Jackie Cuddy, Eastgate Centre manager, agreed.

"It is absolutely amazing how the city centre retailers and the visiting public enjoyed this year's festival and how quickly it has grown," she said. "It created a real buzz around the whole city."



Afrikan Warriors performing at the festival.

Survival Guide to the Coming Week



NEED TO KNOW

Thursday: The three-day Inverness Street Festival gets under way. Organizers promise a packed programme of free street entertainment including, for the fifth year, Granny Turismo (above) who are back to show off their latest shopping trolley dance routines.

Balloons galore at city's latest street festival



THE Victorian Market will take centre stage at the Inverness Street Festival, which gets under way on Thursday.

International balloon modeller POP will transform the market into a spectacular balloon extravaganza for the free family fun event, which will see a range of performers take to the streets of the city centre for three days of mayhem and madness.

Inverness Business Improvement District (BID) manager Mike Smith thinks people will be wowed by the balloon sculptures and urged them to visit the market. There will also be a special sculpture for people to take home.

Returning for the fifth year are street performers Granny Turismo, thought to be the world's only shopping trolley dance team.

Other performers include Afrikan Warriors, a trio of East African acrobats; trapeze act



Inverness's favourite grannies - Granny Turismo - are returning to Inverness Street Festival for the fifth year in a row.

Superchap; street comedian and escapologist Todd Various; Mr Wow the clown; Viking king Gráinne Mhór; plus a group from Eden Court Theatre's outreach programme, The Chaplinettes, who will be performing.

To coincide with the Royal National Mod, which is being held in Inverness for the first time in 17 years, there will also be a Gaelic ferry in the Eastgate

Shopping Centre, which people can board to enjoy a mix of Gaelic song and "bonkers" humour and a Gaelic pop-up cafe in High Street.

Now in its fifth year, the festival is jointly funded by Inverness BID, the Eastgate Shopping Centre and Inverness Common Good Fund.

Full details are available on the Inverness BID website.

PUBLICATION: THE INVERNESS COURIER - DATE: 17 OCTOBER 2014

What's in **The Inverness Courier**
on Tuesday



Claim a free scarf worth more than £20



Fun at the Inverness Street Festival

PUBLICATION: THE PRESS & JOURNAL - DATE: 17 OCTOBER 2014

NEWS



Granny Turlismo return for Inverness Street Festival. Page 5

Street artists entertain shoppers

FESTIVAL

BY JAMIE MCKENZIE

The fifth Inverness Street festival kicked off in the city centre yesterday with a host of top street performers entertaining the crowds.

Returning for the fifth year to show off their latest shopping trolley dance routines are Inverness's favourites, Granny Turismo, an act which has been running since 2009 and now performs across Europe.

The festival will take place in the Victorian Market, High Street, Falcon Square and Eastgate

Centre, before coming to a close at the end of tomorrow afternoon.

Other acts include international balloon modeller, Pop, who will be resident in the Victorian Market. Families are being challenged to hunt to find his fabulous balloon creations.

And the trio of Tanzanian acrobats, African Warriors, are gracing the festival for the first time.

There will also be a street comedian and escapologist as well as the TNT Youth Street Band, performing tomorrow with an explosive collaboration of brass, reeds, street drumming and attitude.

This year's event is supported by Homecoming Scotland and a variety of Gaelic acts will be performing. This comes during the Royal National Mod, which is in Inverness for the first time in 17 years.

It is jointly funded by

"Street festival offers three days of madness, mayhem and fun"

Inverness Business Improvement District (Bid), Eastgate Centre, Inverness Common Good Fund and Homecoming Scotland. Jackie Cuddy, Eastgate

Centre manager, said: "Eastgate retailers are very excited about the return of the 'grannies' as well as the acts new to Inverness. We are delighted to be supporting this event again this year as the Festival continues to grow as does the quality of the acts performing at it."

Marjory from Granny Turismo said: "It's our fifth time here but feels just as fresh as the first. It's lovely to be back here with our friends in Inverness. In fact, I would say Inverness is our most popular city in the UK. It's our favourite place because we come every year."



LAUGHS: Granny Turismo in the Victorian Market. Photograph: David Whittaker-Smith

Mike Smith, Bid manager, said: "The Inverness Street Festival offers three days of madness, mayhem and fun encouraging peo-

ple to come to the city centre and be entertained in the wider retail area. We are particularly delighted that the event is

again supported by the Inverness Common Good Fund and this year has attracted funding from Homecoming Scotland."





The Afrikan Warriors show off their skills in the Victorian Market.

Picture: Alison White. Image No.027147

Afrikan Warriors go head to head at street festival

STREET entertainers flocked to the Victorian Market in the Highland Capital yesterday to launch the 4th annual Inverness Street Festival.

Shoppers and passers-by were treated to everything from acrobatic displays by the Afrikan Warriors to the colourful antics of Mr Wow the clown after the entertainers gathered for the start of the three-day event.

Other artists who will entertain passers-by in the market, High Street, Falcon Square and the Eastgate Centre

include Granny Turismo with their shopping trolley dance routines, international balloon modeller POP, Superclaus's Charlie Chaplin on the swinging trapeze and street comedian and escapologist Todd Verbits and more.

Mike Smith, Inverness Business Improvement District manager, said: "The festival offers three days of madness, mayhem and fun, encouraging people to come to the city centre and be entertained in the wider retail area."

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.1 What is the name of your activity or project?

The City of Inverness Annual Floral Displays

2.2 When will your activity or project take place? (specifically those for which you are seeking a grant from The Highland Council)

Start date (month and year).....June 2015.....

End date (month and year).....October 2015

Location..... City of Inverness.....

2.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Project Details

The City of Inverness Annual Floral Displays have been a major feature within the city since 1993. They were started by Inverness Project and are an important part of creating an attractive and welcoming city for the benefit of residents of the burgh and visitors alike.

Inverness BID Limited (a not for profit company) was established in 2008 to assist the marketing and development of Inverness City Centre.

When in 2009 the Directors of Inverness Project decided to retire they requested and BID agreed to take on the role of providing the city wide displays, co-ordinating all the arrangements and joining the Inverness Common Good Fund in contributing to the installation of the displays.

Circa 700 displays have been installed throughout the City of Inverness in recent summers.

These well designed floral displays have always had a dramatic effect on the appearance of the city. As previously there will be a large range of flowers used to make colourful, exciting and interesting displays. Particular care is taken to choose plants that provide a wide range of colours but are also hardy to the elements. Native cultivators, grown from seed in the Highlands will be used to ensure that the plants look their best for the full June-October period.

The displays are concentrated to create maximum impact and to ensure that the Common Good Fund and BID investment gives the maximum value for money

2015 Proposals

For the past 3 years the level of support from ICGF has been £37,700 pa with BID contributing £13k and traders in the area outside of the city centre a further £11.8k.

This has met the cost of buying the plants, creating and installing the displays as well as watering them at least twice weekly during the period of the project.

We have now been informed by Community Services (CS) who provide the plants and water them, that their costs for these services will need to be increased for 2015 from £73 per display to £80 per display. The cost of installation and removal is estimated to remain as at present.

CS has stated that the reasons for their increase in costs is that there hasn't been an increase for more than 2 years whilst their own costs have increased in that period, additional expenditure such as stand pipe hire now need to be recovered and the plant suppliers are charging more.

CS have provided comparative prices from other local authorities to demonstrate support for their cost increase.

This cost increase equates to a further £5k on the project costs thus raising it from £62,500 to £67,500.

It is proposed that this £5k increase be split in the current funding proportions which would mean the parties increase their contributions as follows:

ICGF - £37,700 to £40,750

BID - £13,000 to £14,050

Out of city centre traders - £11,800 to £12,700

Additionally Council Officers have approached BID to extend the floral displays to include Bank Street and Huntly Street which have both had new lampposts installed as part of the streetscaping element of the flood alleviation works. These lampposts have fixings to hold 2 baskets per lamppost.

Obviously supplying these baskets would enhance the appearance of the area and would tie in with the Common Good investment to the uplift of the riverside area.

As there are 52 such lampposts (x 2 display baskets each) to supply these would require further investment from the Common Good Fund of £9,500.

On the advice of the Officers and given that this riverside area is being developed as a prime tourist route this extra cost has been included in this application.

In summary it is therefore proposed that Inverness BID Ltd would contribute (from the levy collected from the city centre businesses) the sum of £14,050 plus providing the resources free of charge to organise the project.

The charges to the traders taking displays outside the BID area of Inverness would be required to increase their contribution to £12,700.

By including extension of the floral decorations to include Bank Street and Huntly Street ICGF is asked to support the project with a grant of £50,250

As with previous years the actual payment of the ICGF funding would be based on actual expenditure consistent with the above proportions and ICGF's contribution would not exceed the funding requested.

Benefit of Project

The City of Inverness Annual Floral Displays is a major focal point of making the city of Inverness attractive during the summer period to residents and visitors alike. The displays are recognised to be an important element in showing off the attractiveness of the city to residents and visitors alike

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Tick one option below):

Have ownership of the land or building Yes No

or

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below. Planning permission not required

Planning permission required and has been granted

2.5 Please tell us if:

- excluded, under represented and vulnerable groups are likely to face barriers to benefit from your project; and,
- how you intend to tackle these barriers.

In particular, please indicate whether you think there are likely to be any barriers in relation to equalities issues (i.e. in relation to age, disability, faith, gender, race or sexual orientation) and how you intend to tackle these barriers:

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

2.10 How much will your activities or project cost and how much do you require from The Highland Council? Please give a breakdown of costs and tell us what your organisation is contributing, or either have applied for or received from anyone else for this project?

Item or Activity	Breakdown of Total Costs	Year 1	Year 2	Year 3	Total
Staff	Voluntary	0			0
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Plants	£20,700			£20,700
	Installation/Removal of Displays	£14,000			£14,000
	Watering	£32,000			£32,000
	Repair/installation of baskets etc	£800			£800
	Extend scheme to Huntly Street & Bank Street	£9,500			£9,500
Total Project Cost		£77,000			£77,000
Other Funding relating to this project (including own resources and income) Continue on separate sheet if required	Traders outside the BID area Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£12,700			£12,700
	Inverness BID Limited Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£14,050			£14,050
	Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Total Funding Request The Highland Council	How much is being applied for within this application? ¹	£50,250			£50,250
	Inverness Common Good Fund				

***See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.**

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

PLEASE COMPLETE QUESTIONS 2.11 TO 2.15 ONLY IF YOU ARE APPLYING FOR £10,000 OR MORE RESOURCES PER YEAR (cash / reduced lets, in kind)

- 2.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:**
- a. Community support for your project (e.g. surveys, etc.)
 - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The Project has received Common Good Funding for the past 3 years as follows:	
2014	£37,700
2013	£37,700
2012	£37,700

- 2.12 Is this a new or additional activity or project? – Yes No**
If yes, what change will your activities or project make in your community?

PART 2: ABOUT YOUR ACTIVITIES OR PROJECT

If No, how has your activities or project been funded in the last three years?

The Project has been funded by grants from the Inverness Common Good Fund, from BID as well as payments made by traders outside the city centre.

- 2.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets. ?**

Service you are providing	How you will know you have made the change		
	Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Making the area more attractive	From feedback from individuals, businesses and other users		

- 2.14 How will the grant help the Council achieve its goals and objectives? (as stated in guidance):?**

The Floral Displays are part of making Inverness an attractive and welcoming & attractive place for residents and tourists alike. They improve the city centre ambience which has a long term effect of improving the local economy.

- 2.15 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?**

The floral decorations are an annual project which has received funding from the Inverness Common Good Fund for more than a decade and Inverness BID is committed to continuing to support it.

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Coach Ambassador

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year) April 2015

End date (month and year) October 2015

Location: Inverness City Centre

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

The Report by the Director of Community Services to the City of Inverness Area Committee on 2nd December 2014 on "Developing Inverness as a Coach Friendly City" identified the benefit of appointing a Coach Ambassador on a trial basis between April and October 2015.

The report sets out that the role of the Coach Ambassador would primarily be to act as liaison between residents and businesses on Ardross Street with the Coach Operators to ensure that any concerns are addressed timeously and effectively.

The Coach Ambassador would also be expected to welcome people to the city, provide directions to amenities, answer questions visitors may have and encourage our guests to visit the many points of interest in the city centre.

The Committee Report proposed that this pilot be funded initially by the Inverness Common Good Fund.

Inverness BID has been approached by the Highland Council Officers to provide this service and to undertake the role of Coach Ambassador over the 7 month period.

The duty times requested by HC are for a Coach Ambassador to be available daily between 10am and 5pm, i.e. Monday – Sunday.

Providing cover for 49 hours per week over a 30 week period would require employment of more than one person and inclusive of holiday cover, the cost of such is budgeted at £16k with a further provision for clothing and other sundry items of £1k.

The Committee Report proposed that a Review of the role should take place in October 2015 to evaluate its effectiveness with a view to continuing it for future seasons

- 1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing		£16,000			£16,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Sundry	£1,000			£1,000
Total Project Cost £		£17,000			£17,000
Total Funding Request £		£17,000			£17,000

- 1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Totals				

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

Inverness BID Applications

		Amount Requested	Total Project Costs	%
1	Operation Respect Easter/Summer 2015	£5,550.00	£11,000.00	50.45%
2	Inverness Gull Project 2015	£12,000.00	£16,000.00	75.00%
3	Inverness Community Safety Partnership 2015	£12,000.00	£20,000.00	60.00%
4	Inverness Street Festival 2015	£7,000.00	£25,000.00	28.00%
5	City of Inverness Floral Displays 2015	£50,250.00	£77,000.00	65.26%
6	Coach Ambassador	£17,000.00	£17,000.00	100.00%
		£103,800.00	£166,000.00	

The Highland Council

Inverness Common Good Fund Grants Sub-Committee

9th February 2015

Castle Wynd Public Conveniences

Report by Inverness City Manager

Agenda Item	9
Report No	GSC 04/15

Summary

This report invites Members to approve a licence to occupy Castle Wynd Public Conveniences during 2015 and to recommend approval of funding of £16,000 for this provision to the City of Inverness Area Committee to be held on 5 March 2015.

1. Background

- 1.1 A report was taken to the Inverness Common Good Fund Grants sub-Committee on the 10th February 2014 instructing the City Manager to lease the above with a committed budget of £16,000 from the Inverness Common Good Fund.
- 1.2 Castle Wynd toilets will be re-advertised to see if any interested parties would be willing to operate them .The previous operator (Cameron Ross of Happy Tours) had the licence to occupy for 2014 season
- 1.3 Central Ward Members have been kept fully informed of the progress.

2. Re-opening of Castle Wynd Toilets

- 2.1 The arrangement for re-opening the toilets would be from April 2015 to September 2015
- 2.2 The opening hours are 10am to 4pm seven days per week.

2.3 Cost breakdown

	2014 Costs	2015 Costs
Happy Tours costs	£9998.	£11000
Cleaning material costs	£1050.	£1100
Electricity	£2415	£2500 (estimate)
Water	£1260	£1300 (estimate)
Total costs	£15929.	£16000

- 2.3 The costs illustrated are for six months opening only with reduced hours as outlined at 2.2

- 2.4 The average daily usage of the Castle Wynd toilets between April and September 2014. Was 200
Usage was attributed mostly to the tourists using the facilities, augmented by Coach passengers disembarking at Castle Street coach drop-off points.
- 2.5 The distribution of users was 70% tourists and 30% of the local general public.
- 2.6 Feedback from staff at the key tourist attractions Inverness Castle; Town House; and Inverness Museum and Art Gallery suggest an increase in visitors due to the toilets being open for the last two summer seasons.
- 2.7 Monitoring of the toilets for 2014 showed no complaints. Regular checks are done to make sure they are kept clean and tidy.
- During 2015 the city will be hosting various events, which will attract a large number of tourists.
- 2.8

Recommendation

The Grants Sub- Committee is invited to agree

- i. For the Director of Community Services using Delegated Powers to grant a Licence of Castle Wynd Toilets block to the successful tenderer without prejudicing the development potential of the site, for 2015/16
- ii. To recommend approval to the City of Inverness Area Committee on 5 March 2015 of a maximum budget of £16k from the Inverness Common Good Funds' 2015/16 Revenue budget to fund the operation, noting liability for the maintenance of the structure will be retained by the Council.

Signature: David Haas

Designation: City Manager

Date: February 2015

Author: Jimmy Flint

Background Papers: