



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:

Inverness Blitz

Name of Project or Activity Requiring Support:

Highland Youth Empowerment Program (HEYP)

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:

£10,000 or over

Total amount applied for: £48,000

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

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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	Yes SC037377	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				
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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?

Highland Youth Empowerment Program

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 2024
End date (month and year)...April 2027
Location...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.

Highland Youth Empowerment Program (HYEP)
Project Summary:

The Inverness Blitz known as “Highland Wildcats”, are launching the Highland Youth Empowerment Program (HYEP) in 2024 and looking to secure part funding for the project costs. This initiative seeks to address pressing issues facing young people aged 13 to 19 in the Inverness and surrounding area, such as obesity, isolation in rural areas, and the fear of trying new things. HYEP aims to empower these young individuals through sports, education, and personal development opportunities.

The Inverness Blitz Charity is looking to secure part funding for the implementation of the Highland Youth Empowerment Program (HYEP).

The HEYP initiative aims to engage young people (including those from disadvantaged areas and those at risk from exclusion) through the medium of American football, offering positive outcomes in a non-traditional sports setting.

This project emerged from consultations with young individuals currently active in the sport and the broader community.

The core services of this project include, 1-1 mentoring, encouragement, assistance with apprenticeships, and courses covering athlete development, nutrition, and first aid. The overarching goal is to utilize American football as a medium to promote this initiative and its positive outcomes.

To engage young people and give them access to these opportunities we will run a Community League - a two-month-long event spanning from January to March. This platform enables young people of all genders and fitness levels to interact, fostering

integration and the development of crucial confidence and life skills. Up to 120 young individuals from six high schools in the Highlands will be involved. This will act as an inclusive starting point into our organisation.

In response to feedback, there are plans to expand the age group of the project, introducing a team for 16–19-year-olds. This extension will offer continuous access to development opportunities and our other services, as well as additional physical activity, from April each year.

To ensure ongoing positive impact and empowerment, a young person committee/panel will be established. Their key objectives include identifying and addressing issues faced by themselves and their peers, as well as actively participating in project management. The HEYP is aimed at young people aged between 13-19 (both male and female) from rural and deprived urban areas, focusing on those who have a lack of confidence or have distanced themselves from sport and young people struggling with weight and nutrition.

We are looking at the project cost as follows.

Year 1 - £43,820

Year 2 - £45,640

Year 3 - £46,506

And are looking to secure part funding of £16,000 per year for 3 years.

Introduction: Understanding the Issues

In the Inverness area, several critical issues are affecting the well-being and development of young people. The key challenges that HYEP aims to tackle:

Obesity: Obesity among young people has reached alarming levels, contributing to various health issues such as diabetes, cardiovascular problems, and low self-esteem. In Inverness, there is a growing concern about the sedentary lifestyle of many youngsters. An alarming study published in 2021 by the Scottish Government found "more than 1 in 5 young people in Scotland are at high risk of obesity."

Isolation in Rural Areas: Young people residing in rural areas often face isolation due to limited access to resources, including recreational facilities and social opportunities. This isolation can have detrimental effects on their mental health and overall development.

"M has struggled with severe anxiety since moving to the Highlands 9 years ago. It's made it difficult for him to settle into school life, make friends and prevented him from engaging with any extra curricular activities.

Just over a year ago, from seeing a promotion in school, he asked if he could go to train with the Wildcats. We were really surprised given that he had never played American football or expressed an interest in it! Due to his mental health challenges and confidence we thought this may be too big a challenge. However we started to see a huge change to his confidence and commitment after just a few weeks at training. He has attended every single session he possibly could. Even going when he was sick so he could study the game play and turning down a trip to America as it clashed with one of his competitions. We're not that well off as a family so a trip to American never happens! He has made incredible friendships which extend beyond practice and now takes the bus to attend Wildcats practice and to meet

friends from Wildcats to practice throwing and tackling. He recently attended a training day to get his leadership award and helped support the primary school flag football tournament and helped in his old school. He now has a part time job. All things he would have actively avoided before.

The leadership from the volunteers and development officer has helped him to mature and learn to put others first. He has also learnt what it means to be mentally and physically fit and understands what it means to be a true sportsman. “

Fear of Trying New Things: Many young individuals harbour a fear of trying new activities, which can hinder personal growth and limit their exposure to diverse experiences.

HYEP's primary objective is to create a supportive and empowering environment for young people in Inverness. This program will offer structured activities, mentorship, and a sense of belonging to help participants:

Improve physical health and well-being.

Enhance self-confidence and self-esteem.

Develop critical life skills such as Communication Skills, Problem-Solving, Emotional Intelligence, Time Management, Adaptability, Self-Discipline, Leadership Skill, Health, and Wellness

Encourage athletic development through personalised programs of fitness and nutrition.

Foster social connections and a sense of community.

Overcome the fear of trying new activities.

Combat isolation and promote a healthy lifestyle.

Outcomes: Setting Measurable Goals

HYEP has outlined three main outcomes, each with specific targets and indicators to measure progress:

Outcome 1:	Improved Physical Health	
Targets	1.	Twenty participants engage in athlete development sessions once a week for 40 weeks of the year.
	2.	Thirty participants are active at least twice a week in skills-based sessions over the course of 40 weeks.
	3.	Deliver a total of 240 hours of physical activity between April and September
	4.	40 participants are able to improve

		their nutritional intake and performance.
Evaluation Methods		<ul style="list-style-type: none"> • Coach observation – Register of attendance. • Player feedback • Strength and endurance improvement – using continued evaluation. • Surveys on physical well-being • Level of engagement • Classroom sessions on nutrition from specialist speakers.
Outcome 2	Enhanced Personal Development	
Targets	1.	Ten participants complete a leadership course.
	2.	Twelve participants attend a first aid course.
	3.	Five young people develop improved conflict resolution skills.
	4.	Fifteen young people attain a Saltire award (National Volunteer award)
Evaluation methods		<ul style="list-style-type: none"> • Leadership course completion • First aid course attendance • Conflict resolution skill development and regular observation. • Self-assessment surveys • Peer and mentor evaluations
Outcome 3	Increased Community Engagement	
Targets	1.	Twenty participants build larger social networks.
	2.	Twelve participants report improved self-confidence.
	3.	Fifteen participants demonstrate enhanced sports performance metrics
Evaluation methods		<ul style="list-style-type: none"> • Self-confidence surveys – Google forms

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|--|---|
| | <ul style="list-style-type: none"> • Sports performance metrics through regular observation • Participation in community events |
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Project Promotion:

To maximise the reach of the HYEP we will utilise the following methods of promotion and recruitment.

- Created Youth Panel will work with and spread information through their peer group to promote the program.
- Active Schools Coordinators will promote the program through the Community sports Hub and provide referrals.
- In School promotions and sessional work
- Parental contact
- Social media promotion – currently reaching over 2500 engagements.

Delivery of program:

From 1st April 2024

Saturdays

- Delivery of 1-2-1 session for up to 10 young athletes per week
- 2x 3-hour sessions focused on athlete development and Skills Building for up to 40 young people.
- Workshops on Nutrition and personal development
- First aid courses and specialist workshops

Monday to Friday

- After School Skills development sessions
- Series of allocated individual athlete development video sessions.

Thursday

- Early evening Skills development sessions
- Personal development/Fitness plan development workshops

Staff Costs:

To implement HYEP effectively, the following staff position and associated costs are essential:

Full-time Youth Development Officer: Starting £23,000

Employer's National Insurance Contribution: 12% of staff salary

Employer's Pension Contribution: 3% of staff salary

Sustainability Strategy:

HYEP's sustainability is crucial to ensure the long-term impact of the program. To create a sustainable model, the following strategies will be implemented:

Capacity Building in the community: Training and empowering local coaches and mentors to continue delivering these activities in their local areas.

Community Partnerships: Establishing partnerships with local businesses and organizations to secure ongoing support and resources.

Fundraising Events: Organizing fundraising events to supplement funding.

Grant Applications: Pursuing grants and funding opportunities to support program operations.

Project References:

The success of HYEP relies on support and collaboration:

Hugo Crush (Community Sports Hub Leader)

Morven Reid (Local Deputy Provost for Inverness)

Project Start/End:

HYEP is scheduled to commence in April 2024 and will run until April 2027, aligning with the American Football season to maximize engagement and impact.

Conclusion:

The Highland Youth Empowerment Program (HYEP) represents a comprehensive and ambitious initiative aimed at addressing critical issues identified by young people in the Inverness area. By setting clear objectives, measurable outcomes, and a sustainability plan, HYEP is well-positioned to make a significant and lasting impact on the lives of the region's youth. Through non-traditional sport, education, and personal development opportunities, HYEP aims to empower the next generation, fostering physical and mental well-being, self-confidence, and life skills among participants. It is through the efforts of the Inverness Blitz charity and the community that this program can flourish and create a brighter future for Inverness's young people.

1.4 Does your activity or project involve building or landscaping work?
No

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

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

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

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?

1. Eliminating Unlawful Discrimination, Harassment, and Victimization:
 - The program encourages inclusivity and promotes diversity, fostering an environment where participants feel respected and valued, reducing the risk of harassment and victimization.
2. Ensuring Fair Treatment and Equal Chances:
 - HYPEP focuses on providing young people from diverse backgrounds with an equal chance to participate in sports, personal development, and education opportunities. By breaking down financial barriers we will ensure that no young person is left behind and that all can have access to the support and opportunities we can provide.
 - The program actively targets those who may face barriers to participation, such as young people struggling with obesity, isolation and poverty, ensuring they receive the support and opportunities they need.
3. Promoting Inclusion and Social Cohesion:
 - By bringing together young individuals from different backgrounds, HYPEP promotes social inclusion and community cohesion. The program actively works to break down isolation barriers by providing a space for young people to interact and connect with their peers.
 - The formation of a young person committee/panel ensures that voices from diverse groups are heard, and issues specific to certain demographics are addressed, contributing to a more inclusive approach.
4. Reducing Health Inequalities:
 - HYPEP's focus on physical health and well-being directly addresses health inequalities, particularly concerning obesity. It provides access to structured physical activities, mentorship, and education on nutrition, which can benefit participants of all backgrounds and abilities.
5. Encouraging Leadership and Volunteering:
 - By offering leadership courses and opportunities for young people to complete their Saltire award, HYPEP encourages participants to develop essential life skills and engage in volunteer work. This promotes inclusivity by recognizing and valuing the contributions of young people from various backgrounds.
6. Collaboration with Community Partnerships:
 - The sustainability strategy includes building partnerships with local businesses and organizations. These partnerships can help ensure that resources and support are available to all, irrespective of protected characteristics, promoting more equality in access to resources.

In summary, the Highland Youth Empowerment Program is designed to address the specific needs and challenges faced by young people in the Inverness area. It strives to create a fair, inclusive, and supportive environment where all participants are treated equally, have equal opportunities, and can get along together. Through its initiatives, HYPEP aims to eliminate barriers, promote equality, and foster social inclusion among young people, ultimately contributing to the Council's Public Sector Equality Duty.

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

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:

Highland Council Member – Morven Reid

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	Youth Development Officer	23000	23805	24519	
	Employers NI Contribution	4200	4347	4477	
	Employers Pension Contribution	620	641	660	
	Volunteer Expenses	900	900	900	
	Staff Expenses	800	850	850	
	Volunteer training costs	1500	1500	1500	
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Travel and Accommodation	8500	9000	9000	
	Facilities	400	450	450	
	Events	1200	1200	1200	
	Equipment	300	300	300	
	Publicity and Promotion	200	250	250	
	Insurance	200	200	200	
	Administration and Stationery	200	200	200	
Total Project Cost £		43820	45643	46506	
Total Funding Request £		16000	16000	16000	

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 £
Player contribution (Subs)	3500	3500	3500	
Successful <input type="checkbox"/>				
Garfield Weston	14000	14000	14000	
Young Start (National Lottery)	10000	10000	10000	
Awaiting Decision <input type="checkbox"/>				
Totals	27,500	27,500	27,500	

- 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)

Scotland is facing a crisis with regard to young people's mental health, physical health and wellbeing. A 2022 NHS Health Scotland report identified social isolation as a key contributor to poor mental health, often stemming from a lack of positive peer relationships. Young people's mental well-being is now a priority for the Scottish Government. But, that's not the only problem: an alarming study published. Added to this are high unemployment and large numbers of young people leaving school with little/no qualifications. Our young people want to play a part in tackling this crisis. They came together to identify issues affecting them and their friends and how they can make a difference through their community-based, non-traditional sport of American football.

Our previous #Gamechanger project produced fantastic results

- 1.12 Is this a new or additional activity or project? – Yes
If yes, what change will your activities or project make in your community?

The HEYP will strive to improve community relations, physical and mental health in the following ways;

- Youth Engagement:** young people aged 13-19 in the Highlands, fostering a sense of community among participants.
- Inclusivity:** By utilizing non-traditional sport, the project reaches out to individuals distanced from conventional sports, promoting inclusivity and diversity within the community.
- Physical Activity and Fitness:** Through the Highland Academy Community League (HACL), the project provides physical activities, improving fitness levels and contributing to the overall health and well-being of young participants.
- Mentorship and Personal Development:** The 1-1 mentoring, mentorship programs, and goal-setting initiatives contribute to the personal development of young individuals, empowering them to become active contributors to the community.
- Addressing Obesity and Isolation:** The project specifically targets children struggling with obesity and isolation in rural locations, addressing health challenges and providing a supportive community environment.

6. **Community Involvement in Program Planning:** The inclusion of a young-person committee/panel ensures that the community's voice is heard, fostering a sense of ownership and involvement in program planning.
7. **Nutrition Workshops:** demonstrating a commitment to holistic well-being, educating participants about healthy lifestyles and positively impacting community health.

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 1/2/3 Measurable Outcome	Target	Indicators
1. Improved Physical Health	Target 1: Twenty participants engage in athlete development sessions. Target 2: Thirty participants are active at least twice a week. Target 3: Deliver a total of 230 hours of physical activity between January and September	Coach observation – Register of attendance. Player feedback Reaction to injury Strength and endurance improvement Surveys on physical well-being Level of engagement
2. Enhanced Personal development	Target 1: Ten participants complete a leadership course. Target 2: Twelve participants attend a first aid course. Target 3: Five young people develop improved conflict resolution skills. Target 4: Ten young people complete their Saltire award (National Volunteer award)	Leadership course completion First aid course attendance Conflict resolution skill development Self-assessment surveys Peer and mentor evaluations
3. Increased community Engagement	Target 1: Twenty participants build larger social networks. Target 2: Twelve participants report improved self-confidence through surveys.- Google forms Target 3: Fifteen participants demonstrate enhanced sports performance metrics.	Social network expansion Self-confidence surveys Sports performance metrics Participation in community events

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

- 3.3 a) When did your organisation start? Month July .Year 1999
 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 Inverness-shire, This project is open to all young people aged 13 - 19, regardless of race, religion or gender

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

- d) How many people are on your governing body or management committee? 6
 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)*
 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

If yes –

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

Year 1: Common Good Fund
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1: £5000 – UK Championship
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:



Inverness Common Good Fund

Evaluation Form

Organisation	Inverness Blitz (Known as the Highland Wildcats)
Project Name	#GameChanger <i>Using our strengths to make positive changes in the community</i>
Project Description	#GameChanger is been designed, delivered and managed by young people built on the well-established community links, strengths and positive culture of the Highland Wildcats. It'll encourage active-lifestyles, shared-learning, peer-support and community-connectedness.
Original Outcome Expected	<p>Outcome 1: Improve young peoples' access to training and learning</p> <p>Outcome 2: Increase employability in young people and employment options</p> <p>Outcome 3: Increase leadership and mentoring for young people</p>
Evidence of Outcome	<p>Outcome 1: Improve young peoples' access to training and learning</p> <p>For this, our young people want to:</p> <ul style="list-style-type: none"> <p>Give opportunities to access apprenticeships.</p> <p>Focusing on two of our young people, Dylan and Callum; one lives in the Merkinch area and the other in Dalneigh. Dylan in particular admitted that he was not in a great place a few years ago. Not only did both of them get into playing the sport but both began coaching and leading sessions. They were two of our most dedicated volunteers, hardly missing a session and attended nearly every coaches meeting too, coming up with suggestions and showed genuine care for the development of the young people they were leading. It was during their involvement that they both found an apprenticeship in the areas they were interested in. We linked them with the relevant organisations and provided references that detailed the challenges they had overcome, the amazing progress they had made and the contribution they had made to their community. They are two of the 9 young people that gained apprenticeships through their involvement in our programme.</p> <p>Improve knowledge through courses/mentoring.</p> <p>Courses delivered: BAFCA Level 2 courses: 10. NFL Flag-Leaders: 22 places. NFL Teacher Training Day: 9 teachers. First-Aid: 25 places. 20 Concussion online workshops, 1 coach developer online course, 21 online panic attack courses, 25 USA Football Youth Tackle online Certifications. 8 Tip of the Spear workshops. 8 Advanced Tackling Workshops. 20 Child Protection</p>

online courses. 5 Foundations of Coaching Online Courses. 2 Mental Health Awareness Online Workshop. 2 Online Taping Courses. 6 Skype Master Classes with USA Football Head of Development. 2 volunteers access to BAFA Online Coaches Convention. 4 young people mentored regularly in video editing, photography and filming. 15 young person led Team Building sessions. Lots of coach/leadership mentoring (discussed in more detail in Outcome 3).



- **Developing Mindfulness and Personal Intervention**

(Stress Response Workshops, Mental Preparation Workshops, How much is enough? Workshops. Meditation/mindfulness course for 2 leaders. Weekly classroom sessions on meditation/mindfulness)

This year we began to introduce sports psychology techniques to our young people at each practice. The goal behind this is using their interest in the sport to coach them in techniques that would be directly applicable in everyday life and improve their ability to learn. We did multiple sessions on the stress response and also integrated workshops on mental preparation which is not only applicable on the field but also introduces and teaches vital skills that can be used in the workplace and in learning situations. On average 35 young people took part in these sessions on a weekly basis. Our “How much is enough?” Workshops focused on the idea of personal responsibility and ongoing learning and training. We used the sport as an example of how dedicating time and effort in your own time to something can help you reach your full potential. We looked at setting goals and getting the young people thinking what they could do outside of training that would help them to achieve it.

Two more of our young people did an online course on meditation and mindfulness and have been helping to deliver weekly sessions to other young people in the club. Generally there is a group of around 15 meeting weekly for this.

Outcome 2: Increase employability in young people and employment options
For this, our young people want to:

- **Gain Saltire Awards.**

19 young people gained certificates in the Approach Stage. With 32 young people progressing into the Accent Stage and 4 managing to achieve 500 hour certificates.

- **Run CV workshops/one-to-ones and job-coaching.**

The YDO delivered four CV building workshops (August, October, June, July). The YDO also conducted between 2 one-to-one CV-building sessions and job-coaching sessions per week (except during the Christmas holidays) throughout the year. Many of these sessions were delivered face-to-face this year due to relaxing restrictions.

We did 10 mock job interview sessions and interview workshops. Each had 4-6 young people in attendance and lasted for an hour. We had some of the young people from Year 2 coming into these and talking about their experience to the new group.

- **One-to-one goal-setting/personal development.** The YDO conducted on average 6 one-to-one goal-setting and personal development sessions per week (except for the Christmas holidays) throughout the year. These sessions generally lasted between 20 -40 minutes. These were mostly online during any major lockdown period.

Outcome 3: Increased leadership and mentoring for young people
For this, our young people want to:

- **Continue our Youth Development Officer role.** The youth development officer continued to manage the project and was largely responsible for the day-to-day planning, delivery and review of all of the activity in this report. The YDO led one-to-one goal-setting/evaluation/development planning, handled various administration duties for the project, facilitated meetings, worked on updating policies, liaised with partners, secured further funding and managed & trained volunteers. We continued two weekly staff meetings facilitated by the YDO. This has become a vital part of the mentoring and developing of young people as leaders and coaches. All these meetings were very interactive, thought provoking, inspiring, sociable and productive! This year it was possible to hold many of these meetings in person. (40 hours/week)

- **Volunteer in schools** It's been brilliant being able to get back into schools on a more pre-pandemic basis. We also formed a partnership with the NFL which saw teachers being trained in Flag Football, opening up mentoring opportunities for young people in our area. We smashed out targets in this area and because of the enthusiasm and drive from our young people and other volunteers we had groups spring up and projects take place that we hadn't even thought of at the start of the project:



- November/December: 9 Secondary School groups Flag Football (once a week) for 6 weeks
- January/February/ March: 9 Secondary school groups (twice a week) for 8 weeks
- April/May/June: 8 Primary school groups (once a week) running for 10 weeks
- December: Secondary Flag Football Tournament
- February/March: 3 Contact Festivals
- June: NFL Flag Football Primary Schools Tournament

Throughout these sessions the young people were mentored by the YDO. As there were so many sessions going on at the same time, when the YDO was unable to attend every session, the young people were mentored by primary school teachers and other trained volunteers. They were given feedback on their delivery, leadership and support for planning the sessions. They were also encouraged and given guidance on promoting the afterschool clubs to get more children involved, and inspire them to take ownership of their groups. The primary school sessions generally lasted 1 hour. The secondary school sessions were an hour-and-a-half long. All these sessions and events created hundreds of volunteer hours for our young people.

- **Continue a young-person committee to steer #GameChanger**

The committee continued to meet monthly throughout the year. 8 young people were on the committee. Meetings tended to last between 1 and 2 hours and were full of useful discussion, planning, feedback and inspiring ideas!

We set indicators and methods for measuring our outcomes. We will be referring to these along with the targets set in our activities, as well as case studies to show the difference we actually made.

Outcome 1: Improve young peoples' access to training and learning

As well as all the non-academic courses and the apprenticeships that we highlighted in “what we actually did” section of this report—I wanted to highlight

a few of our findings from the indicators that we set at the start of the year.

We set an indicator of “Knowledge in Coaching Techniques” that we would assess throughout the project through a mixture of observation and self-evaluation. Out of the 15 young people involved in coaching our U16s teams, all of them said that their knowledge in coaching techniques improved. At the start of the year the young people could name on average 5 drills that they felt comfortable delivering. By the end all had increased with most saying they were comfortable delivering 20 drills/techniques. A few added comments like: “I like to design my own drills now. I think of a technique and work out how to build it up for the players.” and “The USA Football video things were good. Helped me to see how to take a session and the point behind each skill”.

We felt that measuring young people’s perception of mindfulness was an important indicator for their access to training and learning as so many felt they couldn’t focus or felt anxious about learning. We asked young people to rate their mindfulness on a scale of 1 – 5. A 1 being distracted and anxious in learning situations. A 5 being very focus and confident in learning situations. We went from having a couple of 1s at the start of the year to having none by the end. Every young people we worked with improved by at least two scores and by the end of the year all were 3 or above.

Outcome 2: Increase employability in young people and employment options

There was a shift in the employment market in the UK after the pandemic. For the first time in a long time there have been more jobs that there are people looking for jobs. Therefore it should have been really easy for our young people to get jobs. However we still found that there were a lot of young people who should be in employment, not having work.

This got our YDO, older volunteers and young peoples’ steering group curious as to why. So at the start of the year we put out a survey to all our young people who weren’t in work and asked:

What is holding you back applying for work?
What can we do to help?

To the first question we got 35 responses and they ranged from: “Can’t be bothered”, “I have no confidence”, “I don’t know where to start”, “I have to look after my little brother”, “I don’t have anything on my CV”, “I don’t want to get rejected”.

So many of the answers revolved around lack of confidence or a sense that they didn’t know where to start.

In answer to the second question, we received answered including: “Don’t know”, “help to focus”, “I need to use a PC”, “support”.

The answers were a little disappointing as it felt as if the young people didn’t really know what they wanted help with. But it gave us confidence that even though there was an abundance of employment opportunities that our project was still vital (if not more vital now) to give the young people guidance and

motivation to get out and take advantage of these opportunities.

By the end of the project, 28 out of the 35 young people who had responded to our survey, are now employed. All of them said that they doubted they would have gained employment if it wasn't for #GameChanger.

Outcome 3: Increase leadership and mentoring for young people

One young person (we'll call him 'Billy' for the sake of this report) really stands out when we're looking at how our project increased the leadership abilities of the young people we work with. At the start of the year Billy was very quiet and lacking confidence. He had been home schooled for some of high school and had recently been integrated back into a school education. So he had the mountain to climb of making new friends and fitting in to the school environment. He came along to one of our afterschool sessions and decided to try quarterback. This is the leader of the team in American football. Gradually you could see him start to fit into this role. He was calm, cool and collected. At first he thought that a leader had to be vocal and loud and said he wouldn't have the confidence to do that. But we would always reinforce that there are different kind of leaders and that he had the right attitude to work hard, encourage others and lead by example.



He also got into coaching younger kids and sat his NFL Flag Leaders course and regularly delivers sessions at a local primary school. Because of this involvement, he got into the School Sports Leaders programme. All of his hard work paid off when he gained employment as a summer sports coach.

His year was topped off with him being a captain at the UK Finals of American football and leading his team to the Championship game coming runners up in the UK.

Another example of leadership increase in our young people is linked with Billy. One of our young people Cameron (21) coached Billy throughout the year. Cameron has been with our club for years and when #GameChanger started took full advantage of the employability aspects and training opportunities. Cameron had a tough time growing up and as a result seriously lacked confidence and suffers from extreme anxiety. It was at the point where he was literally jumping at

loud noises. He would never speak up in a meeting and would just go along with others even if he disagreed. This year he stepped into one of the most pressured coaching roles on the team, Offensive Coordinator. And he rose to the challenge. He led the offense with calmness, assertiveness and confidence. When he told his story to some of this year's young people, they couldn't believe that he was leading the team in the way that he did. We are all so proud of how much Cameron has achieved. He also gained full time employment in child care this year, something he has been aiming for since leaving school.

Some quotes from parents with children's names replaced with letters for confidentiality:

CASE STUDY 1:

"M has struggled with severe anxiety since moving to the Highlands 9 years ago. It's made it difficult for him to settle into school, make friends and prevented him from engaging with any activities.

Just over a year ago, from seeing a promotion in school, he asked if he could go to the Wildcats. We were really surprised as he'd never played American football or expressed an interest in it! Due to his mental health challenges and confidence we thought this may be too big a challenge. However we started to see a huge change to his confidence and commitment after just a few weeks at training. We were also worried it would be expensive and something we couldn't afford but there was no charge for the young people and they were supported in every way.

He's attended every session he possibly could. Even going when he was sick so he could study the game play!

He's made incredible friendships which extend beyond practice and now takes the bus to attend Wildcats practice and to meet friends from Wildcats to practice throwing and tackling. In March, he attended a training day to get his NFL Flag leadership award and helped support the primary school flag football tournament and volunteered in his old school. He now has a part time job. All things he would have actively avoided before.

The leadership from the volunteers and development officer has helped him to mature and learn to put others first. He's also learnt what it means to be mentally and physically fit.

We can't recommend this programme highly enough! It's been the ultimate game changer in M's life."

CASE STUDY 2:

"At the beginning of 2022, we took guardianship of my nephew S after his mum passed away from COVID during the pandemic. S had to relocate to

	<p>Inverness from the central belt and start a new school. He had a tough two years since his mum passed away and his self-esteem, physical health had all suffered.</p> <p>S and my son C approached Robbie at the Wildcats around eight weeks into the season to see if joining the club was still possible with the season already underway. Both boys were welcomed with open arms. Both boys were instantly hooked on a sport they'd never even considered up to this point. C had come from a rugby background however S had never really participated in any ball sports out with school PE.</p> <p>It's difficult to express how much the project contributed to the physical well being and the mental health of S throughout the past six months. S lost over 12kgs since joining the Wildcats and his self-esteem, self-motivation and confidence has improved dramatically.</p> <p>The mentoring and team ethos is beyond anything I've witnessed at any programme in my time as a parent. It's a family.</p> <p>I've no doubt S's transition to Inverness would have been a longer more difficult road without Game Changer."</p>																				
<p>Breakdown of Final Project Costs and Funding (Final Accounts should be submitted)</p>	<p>EXPENDATURE</p> <table border="0"> <tr> <td>Volunteer Training Expenses</td> <td>£1359.21</td> </tr> <tr> <td>Facilities</td> <td>£488.48</td> </tr> <tr> <td>Events</td> <td>£1971.21</td> </tr> <tr> <td>Equipment</td> <td>£3687.57</td> </tr> <tr> <td>Publicity and Promotion</td> <td>£512.80</td> </tr> <tr> <td>TOTAL</td> <td>£8019.27</td> </tr> </table> <p>INCOME</p> <table border="0"> <tr> <td>Common Good Fund</td> <td>£6768</td> </tr> <tr> <td>Common Good Fund (Pending)</td> <td>£752</td> </tr> <tr> <td>Organisation Contribution</td> <td>£499.27</td> </tr> <tr> <td>TOTAL</td> <td>£8019.27</td> </tr> </table>	Volunteer Training Expenses	£1359.21	Facilities	£488.48	Events	£1971.21	Equipment	£3687.57	Publicity and Promotion	£512.80	TOTAL	£8019.27	Common Good Fund	£6768	Common Good Fund (Pending)	£752	Organisation Contribution	£499.27	TOTAL	£8019.27
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TOTAL	£8019.27																				
<p>Marketing of Project</p>	<p>We were always sure to thank the Inverness Common Good Fund in all press releases. There was an Inverness Common Good Fund logo used in several videos produced during the year. We also mentioned the Common Good Fund as a supporter when speaking to other teams and at networking events.</p>																				
<p>Numbers Attended</p>	<p>68 young people on average 3 times a week. 500+ if you include younger children who took part in our blocks of flag football activity.</p>																				

<p>What Worked Well</p>	<p>Being back face-to-face! For the first time in almost three years we were able to deliver most of our project face-to-face which made a massive difference for the young people involved. We're going to make sure we have more and more face-to-face, in-person meet ups going forward, whether this is courses in person, encouraging informal workouts for the young people, setting up individual sessions, big events or simply organising more fun friendly games.</p>
<p>What could be improved upon</p>	<p>We still had a few challenges as a result of Covid restrictions but these did ease throughout the year. So we were able to much more face-to-face activities. One of the main challenges we found was that we were a bit "rusty"! Our YDO and older volunteers found they were much more tired after delivering sessions and had to recap on practical coaching techniques as we had done far less of it the last couple of years.</p> <p>But by far the biggest challenge for us was the lack of motivation seen in a lot of young people after the pandemic. Some young people were much more reluctant to meet in person. We also found there were way more "call offs" than we've experienced in previous years. We put this down to it being a generation who was now so used to things being cancelled, school closed on a regular basis and being told to stay home with the slightest illness. Most of these issues cleared up throughout the year and we worked closely with parents to try to improve on this.</p>
<p>Overall Assessment</p>	<p>With the support of the Common Good Fund we were able to attract match funding and achieve all of our outcomes.</p> <p>Throughout the pandemic we had to adapt the project to fit around Covid restrictions. This year as we start to come out of the pandemic we also had to adapt to the impact that it had on the young people we work with.</p> <p>With the impact of the pandemic being felt strongly in our beneficiaries we feel that #GameChanger has become more important than ever before.</p>

**APPLICATION FORM TO APPLY TO
THE INVERNESS COMMON GOOD FUND FOR FUNDING**

Applicant organisation:	UHI Inverness		
Project title:	Caring Conversations		
Project location <i>(inc. postcode):</i>	Inverness, IV2 5NA		
Contact name:	[REDACTED]		
Applicant Address <i>(inc. postcode):</i>	UHI Inverness, 1 Inverness Campus IV2 5NA		
Email address:	[REDACTED]		
Contact telephone:	[REDACTED]		
Organisation Website:	https://www.inverness.uhi.ac.uk/		
Council Ward: <i>(check guidance for link)</i>	Inverness		
Does the main contact have any communication needs? E.g., textphone, sign language, large print?			
Yes		No	X

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

Third Sector (voluntary or community) organisation	<input type="checkbox"/>	Community Council	<input type="checkbox"/>
Registered Charity If yes – Registration number	<input type="checkbox"/>	Company Limited by Guarantee If yes – Company Number	<input type="checkbox"/>
	SCO 2119 7		
Other - please specify			

Amount applied for	£23,145
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Start date of project:	2nd May 2024
End date of project:	1st April 2025

Project summary – please provide a brief outline of your project and the outcomes it will deliver. *example:*

- *Aims of the project and how you are going to do it*
- *Is this a new project/service or an additional activity to an existing project or service?*
- *Help with running costs or for a specific project or activity?*
- *Please include details of how you know there is a need for this project*
- *Who will benefit? It is important to state in your application how your project will benefit the citizens of the City of Inverness*
- **Please note** that the Council (ICGF) will be unable to provide any resources towards activities/items not specified on this form or supporting information

Caring Conversations is based on the premise that drama supports empathetic engagement with difficult topics. Partnering with Highland Hospice, this research will support people in Inverness living with advanced illness, families, clinicians and health and social care workers to engage in positive conversations around end of life. A participatory stakeholder group will co-design field research into lived experience of conversations relating palliative and end of life care. Data will inform short play scenarios testing alternative approaches to communication. The stakeholder group will produce a contextualising tool kit to accompany the play scenarios, creating a learning resource for health and social care stakeholders and inform future policy in this area.

Future care planning and conversations around death and dying remain difficult: the end stage of life is medicalised and removed from family and friends who are less involved than previous generations. Consequently, the wishes of someone at end-of-life may not be discussed until late on. This can cause personal distress and mean that adequate financial/legal arrangements are not in place resulting in an end-of-life and bereavement entailing unnecessary emotional and financial strains (Marie Curie 2021).

Personal, societal, and economic impacts of death and dying remain substantial, with financial inequity at end of life emerging as a critical contemporary issue (Gardiner et al. 2020). Over 80% of families face significant emotional and financial challenges with the total cost of living with a terminal illness estimated to be between £12,00 -16,000 per year. Socio-economically disadvantaged groups are disproportionately impacted, with up to 98% of household income used to cover costs of dying. Adverse impacts extend into bereavement with many families experiencing a debt legacy (Marie Curie 2021). Locally, within Highland one in four working age people (aged 20–64) and one in nine pensioners (aged 65+) experience poverty in the last year of their life (Marie Curie 2022). However, it is recognised that health and social care professionals often shy away from discussing poverty (Richards 2022). The need for strategies to promote open communication about poverty and social inequity at end of life is pressing given the current cost of living crisis.

Caring Conversations will use a co-creation approach facilitating discussions and planning for end-of-life care to improve personal, economic and societal perspectives on death and dying. This will be achieved through researching, writing and performing play scripts rehearsing conversations and a toolkit; producing a resource supporting effective communication around death and dying including financial impacts, for distribution to stakeholders.

Please give a summary of expected outcomes from your project.

Please include details:

- *How your project will continue beyond the period of ICGF support?*
- *How your project or activity will help the Council to meet its Public Sector Equality Duty?*
- *Will your project make a contribution towards the promotion of the Gaelic language?*
- **Please Note** *you will be expected to submit an Evaluation Report (a form will be supplied) at the conclusion of your project and prior to the payment of the final instalment of grant.*
- **Please Note** *If successful your grant will be valid for a period of six months from the date of the letter confirming Project Funding your award. Extensions can be applied for in writing if made within the period of validity.*

All data collection processes will be subject to approval by the UHI ethics committee and raw data will be anonymised; this will ensure elimination of any unconscious bias and ensure compliance with public sector equality duty, and its requirements to eliminate discrimination, advance equality of opportunity and foster good relations between those who share protected characteristics and those who do not.

While this project is not specifically focussed on promotion of Gaelic, if participants and the key stakeholder group wish to use Gaelic for any aspect of the project, this will be facilitated as far possible.

Live performances plus discussion supported by Highland Hospice, will be staged at Highland Hospice and WASPS Creative Academy in Inverness, for public audiences. Audience feedback will be noted for the final report. The finalised Caring Conversations resource will include anonymised data, scripts, recorded performances and tool kit. It will be distributed to stakeholders in Highland Scotland (NHS Highland, Highland Hospice, UHI), nationally via Hospice UK, and internationally via the PI's connections at the Universities of Auckland, Washington and Texas Rio Grande, where there is established interest in this project. The resource will enhance ongoing professional learning with all these audiences. The final report plus the Caring Conversation resource will be shared with The Scottish Partnership for Palliative Care, Marie Curie, Scottish and UK governments to help inform policy making and funding strategies relating to end-of-life. The researchers will co-author the following publication outputs i) a c.6000 word article for publication in the peer reviewed journal *Research in Drama Education: The Journal of Applied Theatre*, ii) *Hospice UK Research & Evidence into Practice Bulletin* (invited article), and iii) a public facing and accessible blog on the Good Life, Good Death, Good Grief website.

Proposed future uses of the Caring Conversation resource could include an evaluation of its use with multiple audiences including i) its use with the lay public as part of public health approaches to palliative and end of life care ii) within the UHI Undergraduate BSc Nursing Curriculum iii) qualified health and social care professionals within Highland. These proposed follow on projects are outwith the scope of this current application and would be subject to future funding applications.

PROJECT COSTS

Please provide a breakdown of how much your activities/project will cost splitting between revenue and capital expenditure. Please Note grant recipients are expected to provide evidence of value for money.	Amount (£)
Dr Lesley Mickel, PI. 15 days; Dr Clare Carolan, Col. 4 days	6306
Administration 8 days	1819
Hire of WASPS, Inverness £40 p/h x 4	160
Play under 70 minutes - Independent Theatre Council rate	6110
4 actors (inc director) 4 days (£350 per day) Independent Theatre Council rate	5600
Videographer 1 day Independent Theatre Council rate	350
Stakeholder group participants 8 x 5 meetings; £50 per meeting	2,000
Survey respondents & interviewees £25 x 20	800
Total Project Cost	23,145

PROJECT FUNDING

How will the project be funded? <i>(What other organisations have you applied to?)</i>	Amount (£)	Confirmed
Funding in kind: hire of Performing Arts Studio UHI Inverness, @ £300 p/d x 4	1200	1200
Total Match Funding		
Total Inverness Common Good Fund Funding Requested	23,145	
Own Contribution	1,200	
Total Project Funding	24, 345	

If there is a shortfall in funding, how do you propose to fund it?

The project can be reduced in scope to fit the funding available.

About your Organisation

<p>When did your Organisation start?</p>	<p>UHI Inverness College established 1960</p>
<p>What geographic area does your organisation cover? Please note the Inverness Common Good Fund can only help with projects that bring direct benefit to the citizens of Inverness.</p>	<p>Inverness, and Highland more broadly</p>
<p>What communities of interest (e.g. Young people, people with disabilities, people with an ethnic minority background etc.) does your organisation cover?</p>	<p>Young people, people with additional support needs, LGBT+, care experienced young people, adult learners,</p>
<p>Is there a restriction on who can join your organisation? If yes please give details.</p>	<ul style="list-style-type: none"> • Those who do not hold right to work in the UK status • Those who are barred from working with children under the PVG scheme/Disclosure Scotland • People who have left the organisation via VSS are restricted for a period of time from being re-employed by the College
<p>Has your organisation received any funding from the Inverness Common Good Fund over the last 3 years. If yes please give details of when/what for/how much.</p>	<p>March 2023 - £22,300 for provision of free lunches and breakfasts for students.</p>
<p>Has your organisation received any other funding from the Highland Council or any Common Good Fund over the last 3 years? If yes please give details of when/what for/how much.</p>	<p>N/A</p>



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:

UHI Inverness

Name of Project or Activity Requiring Support:

Provision of a community Larder initiative for our impoverished students during the cost of living crisis. Also, to support positive outcomes & employability.

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

(Please provide closing date details where applicable)

Inverness 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: £14000.....

Estimated cost of funding in kind applied for: £0.....

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

NA

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

Third Sector (voluntary or community) organisation	x	Community Council	
Registered Charity If yes – Registration number ...SC021197.....	x	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?

Provision of a community Food Larder initiative to support impoverished students during the cost-of-living crisis.

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 2022.....

End date (month and year) April 2025.....

Location... UHI Inverness main campus, the Student Halls, and UHI House – Nursing, Optometry, and Oral Health

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.

In April 2022, we introduced a suite of support in response to our need to assist our students during the cost-of-living crisis. This has included providing students with free toast for breakfast and homemade soup with a bread roll at lunch. This was supported in 2023 by the Common Good fund and is now well established and part of our core support provision for students.

In addition to our breakfast/lunch service, we have established The Cubby, an onsite bank of new toiletries and warm coats that students in need can access. We have also provided food bank vouchers and a free laundry service. We started our own on campus food bank, The Larder, 2023 and provide dried non-perishable foods within this. We have seen a huge uptake of this food bank and are now seeking some funding support the on-going stocking of this. In the last few months in particular, we have had many requests for food from students, especially on Fridays to sustain them over the weekend and before holiday periods. We've also noted a significant uptake from our senior phase pupils who attend college a day a week and are using this food bank.

There is clearly a considerable need for access to our food bank by our students in the current economic climate.

We request £14,000 in funding to support our ability to contribute to our support suite and to introduce a Larder and provide this service until April '25. In the last few months, we have had many requests for food from students.

The Larder and the Cubby at UHI House have provided non-perishable food items to students who otherwise struggle to feed themselves and, at times, their children. There

has been consistent usage throughout the year, with the colder months experiencing greater need. This is particularly important as these students will go on to be the future workforce of the NHS.

Students have provided the following feedback on the importance of accessing these services:

“As a single parent of 4 children, money at can be really tight, the cubby and Larder has really helped me in my moments of need.”

“This cubby has been an absolute god send for me, I am studying nursing which is a packed full time course which means I cannot work so much and therefore have much less money that I used to have and this has helped me so many times with having something to eat when I needed”

“When financially struggling I know that I can count on support from the Larder to have something to eat or to advise someone from my cohort to go there to find help”

“As a student with little income, the provisions in the cubby have proven invaluable. Loss of this service will impact severely on the health and well-being of students who are also coping on a low income. This will then negatively impact on student performance.”

Currently, we do not seek funding in kind to run this service via staff costs, just the cost of the food. We are working in collaboration with the Students’ Association to ensure there are available human resources to continue sustainably.

We also have run free online “cooking on a budget” classes we provided the ingredients for the subscribers. They learn how to cook with budget-friendly ingredients for the future, make some friends and have a free hot meal. We have connected with other community food groups, including Co-op, Tesco, Morrison, FareShare, Moo Food and Too Good to Go.

Our student body is a diverse group of people from across the community who have been disproportionately impacted by the pandemic and further compounded by the cost-of-living crisis. Our organisation's role is to upskill people and support them into local employment at all levels.

Since the inception of our breakfast/lunch initiative and the larder, there has been a significant positive impact; between 1/11/22 and 1/3/23, 400 students withdrew from their course. In the following year, between 1/11/2023 and 1/3/2024, 249 students withdrew. This is a drop of 38%, or 151 students, who were successfully retained on their course, improving their future outcomes. This would not have been possible without the assistance previously provided by the Common Good Fund.

We seek funds to run this initiative throughout the coming academic year. Additionally, we aim to expand support in collaboration with the Highlands and Islands Students’ Association to further develop the provision of nonperishable food to the Nursing, Optometry, and Oral Health Sciences students based at UHI House (next to Raigmore Hospital). To date, this provision has largely been run via donation. However, we are combining efforts to provide a robust package of support to the student population of Inverness.

We have seen the significant benefits of this provision to support students including a noticeable reduction in students leaving their course before this point and before successful completion. Sustaining studies and successfully completing a qualification have longer-term benefits in terms of employability and filling skills gaps in our local economy, including the NHS, so wider benefits can be gained. This is particularly the case as we recover from the pandemic and see more people attending UHI Inverness having lost their jobs during the pandemic and there being a need for upskilling or retraining.

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 college, by nature, has a very diverse student body, and one of our key aims is to support those who are classed as hard to reach and furthest from education in re-engaging. We are acutely aware that certain groups of students are adversely affected, and, whilst our Larder and Cubby initiative is designed to support anyone who needs it,

in particular, it would support students whom we deem face additional barriers to sustaining their learning:

- SIMD 10
- Disability
- Young carers
- Care experienced young people
- School pupils attending college and receiving free school meals (we have circa 550 school pupils attending college as part of their Senior Phase with growing numbers of applications yearly). We have seen a 17% increase in applications over the last 3 years.
- BME

UHI Inverness carefully tracks student withdrawals, and we are very aware that student poverty is becoming an increasing challenge, particularly this academic year with the cost-of-living crisis. We know that to date, circa 17% of students who have left their course have gone into employment, related or not to their course, due to the cost of living pressures.

We have been aware of individuals leaving their course out of necessity to gain employment as well as seeing negative consequences on student mental health due to the stress of financial hardship in many cases. On an individual basis, we are aware of a sizable number of students going hungry, we want to minimise this.

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

NA

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:

NA

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
NA	£0

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 – food stock takes, ordering, shelf stacking/handling deliveries	£30,000	10,000	10,000	10,000	30,000
Supplies	42,000	14,000	14,000	14,000	42,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing					
Total Project Cost £		24,000	24,000	24,000	72,000
Total Funding Request £		0			14,000 towards this solely for the cost of foods

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 £
We have secured funding from Hubbub to support the setting up of the community Larder including contribution to staff costs, training for staff and volunteers (food hygiene course), and equipment including Fridge.	£3,000	£1,000	0	£4,000

Successful <input checked="" 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.

- 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)

Qualitative data shows the impact of these services on students. Between 1/11/22 and 1/3/23, 400 students withdrew from their course. The following year, between 1/11/2023 and 1/3/2024, 249 students withdrew. This is a drop of 38%, or 151 students.

Additionally, we asked the students what access to food on-site means to them; they have provided quantitative data through testimony about the impact of these services on their ability to stay on and engage fully in their course.

Some of those comments are provided below.

“As a single parent of 4 children, money at can be really tight, The Cubby and the Larder has really helped me in my moments of need.”

“This cubby has been an absolute god send for me, I am studying nursing which is a packed full time course which means I cannot work so much and therefore have much less money that I used to have and this has helped me so many times with having something to eat when I needed”

“When financially struggling I know that I can count on support from The Larder to have something to eat or to advise someone from my cohort to go there to find help”

“As a student with little income, the provisions in the cubby have proven invaluable. Loss of this service will impact severely on the health and well-being of students who are also coping on a low income. This will then negatively impact on student performance.”

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

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

With funding via the Cost of Living Support Community Led Initiatives.

- 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
Student Retention	Qualitative feedback from students	Successful Outcomes

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

With the previous support provided through the Common Fund for the breakfast / lunch support, we have now been able to make this sustainable and part of our on-going support package to students.

We hope to do the same with The Larder and hope to also make this part of our on-going support to students through looking at alternative and sustainable funding options.

- 3.3** a) When did your organisation start? Month...April.....Year...1960...
- 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?

We provide further and higher education to Inverness and the wider surrounding area and diverse demographics across the student body. We have a particular focus on widening access to those furthest from education: SIMD 10, school pupils at risk of no positive destination, disabled people, care-experienced young people, and young carers.

- 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? 22...
- 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: Larder Provision (Cost of Living Support Community Led Initiatives)
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1: £9,999
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: £0
Year 2:
Year 3:



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:

Hands Up for Trad

Name of Project or Activity Requiring Support:

MG ALBA Scots Trad Music Awards or Na Trads

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

(Please provide closing date details where applicable)

The 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: £ 16,220

Estimated cost of funding in kind applied for: £ 0

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

None at time of submission

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	x	Company Limited by Guarantee If yes – Company Number SC 263 428	
035 190			
Other - please specify.....			

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?

MG ALBA Scots Trad Music Awards or Na Trads

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) 30th September 2024 (*Public Voting starts Monday 30th September via a national communication strategy, the actual live event will take place on 30th November 2024*)

End date (month and year) 1st December 2024

Location: Inverness Leisure 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.

Hands Up for Trad requests funding from the Highland Council's Common Good Fund for **Na Trads 2024**. **Na Trads** is the annual MG ALBA Scots Traditional Music Awards, which showcases and celebrates excellence from across Scotland's traditional music and culture sector via a high profile and prestigious awards ceremony and concert. **The Na Trads event** is delivered in partnership with our BBC partners who broadcast it live across the world on BBC ALBA, BBC Radio Scotland and via the BBC website.

We are seeking **£16,220** from the Common Good Fund to support bringing **Na Trads** back to Inverness on November 30, 2024. Hosting this flagship event in the Capital of the Highlands, aligned with St Andrew's Day, creates opportunities to boost tourism, support local businesses, promote Highland music and culture, whilst increasing national and international visibility for the region. However, substantial costs are associated with an event of this scale being held outside of the central belt.

The Common Good funding support would help cover expenses associated with:

- Accommodating up to 90 event management, production crew members and artists over 4 days
- Transport and technical costs for production, performers and their equipment
- Venue and staging expenses required for Inverness Leisure Centre, which is the only venue in Inverness with the capacity to stage this event.
- Targeted marketing to boost local audience attendance

In return, **Na Trads** will offer exceptional promotion and visibility for Inverness and the Highland's vibrant traditional arts and cultural scene. The broadcasts reaches in excess of 190,000 viewers nationally across BBC ALBA and BBC Radio Scotland, plus extended digital reach across the world via the BBC's website. **#NaTrads** routinely trends on social media on the night, further highlighting the area's creative sector, supporting talent attraction and retention for the local area. Well over 1,000 attendees are expected, generating revenue for local hotels, restaurants, shops, and transport. **Na Trads** will platform Gaelic as part of this bilingual showcase by working with Highland and Island musicians ensuring that Gaelic language underpins planning and delivery processes throughout, confirming our commitment to supporting the language and culture. We welcome the opportunity to discuss our proposal further and establish an excellent partnership that tangibly benefits the region.

Na Trads will bring considerable economic and cultural wealth to the area. Included as guests are, over 94 nominees and their families attending from all over Scotland as well loyal audiences and high profile stakeholders who include, VisitScotland, Creative Scotland, MSP's, MP's and corporate sponsors and stakeholders all prepared to travel to attend the event, we can confirm that hotel accommodation and hospitality is a prime consideration when planning where to present **Na Trads**.

Background Information about Na Trads:

Hands Up for Trad is part of Creative Scotland's Regularly Funded Portfolio. We produce **Na Trads** each year as part of our annual programme of interconnected events, which includes; Seachdain na Gàidhlig, the Scottish Traditional Music Hall of Fame, BBC Radio Scotland Young Traditional Musician of the Year, the Scots Language Awards, and a series of other events which support sec

Na Trads are a nationally recognised event which rewards excellence across the Trad Arts cultural sector, by presenting a high profile live, international broadcast event which showcases the quality and ambition of Scottish traditional music. With 18 music categories including: *Album of the Year, Event of the Year, Music Tutor of the Year, Trad Video of the Year, Trad Music in the Media, Club of the Year, Venue of the Year, Scottish Dance Band and Community Project of the Year, Folk Band of the Year, Scots Singer and Gaelic Singer of the Year, Up and Coming Artist, Musician and Live Act of the Year* as well as the prestigious Services to Gaelic, sponsored by *Bòrd na Gàidhlig, the Janet Paisley Services to Scots Language* and the highly prestigious *Hamish Henderson Services to Traditional Music award (21 Awards in total)*

Na Trads 24 will be presented alongside performances from some of Scotland's leading artists. Hands Up for Trad are currently confirming the line-up which includes, *Julie Fowles, Skipinnish*, the winner of *BBC Young Traditional Musician of the Year* and local youth group, *Feis Rois* have been offered performance slots. ****Please note that these are subject to adjustments over the coming weeks****.

Included as part of **Na Trads**, will be the *Scottish Traditional Music Hall of Fame (see web address below)*, where those who have dedicated their lives to Scotland's Trad Arts sector will be recognised and celebrated alongside the Production Awards, which recognise those who work backstage across Scotland's venues, providing the

infrastructure which supports the industry. It is so important for **Na Trads** to capture the traditional music year and present a programme which reflects the renaissance currently taking place across the sector to both live, national, and international audiences via the simulcast.

To summarise, **Na Trads** are so much more than a Gala Concert and Awards Ceremony, they are a Scottish traditional arts and culture networking opportunity, bringing together multiple stakeholders from across the sector to recognise and celebrate our unique and vibrant industry, making new connections for the future and showcasing Inverness to the world.

Further Information:

[Short Na Trads Promotional Video](#)

[Na Trads 2023 on BBC iPlayer](#)

[Na Trads 2023 e-Programme](#)

Websites:

www.scotstradmusicawards.com

www.halloffame.scot

www.handsupfortrad.scot

Sample Press Coverage from **Na Trads 2023**

[The Scotsman](#)

[The National](#)

[The Stornoway Gazette](#)

[The Shetland Times](#)



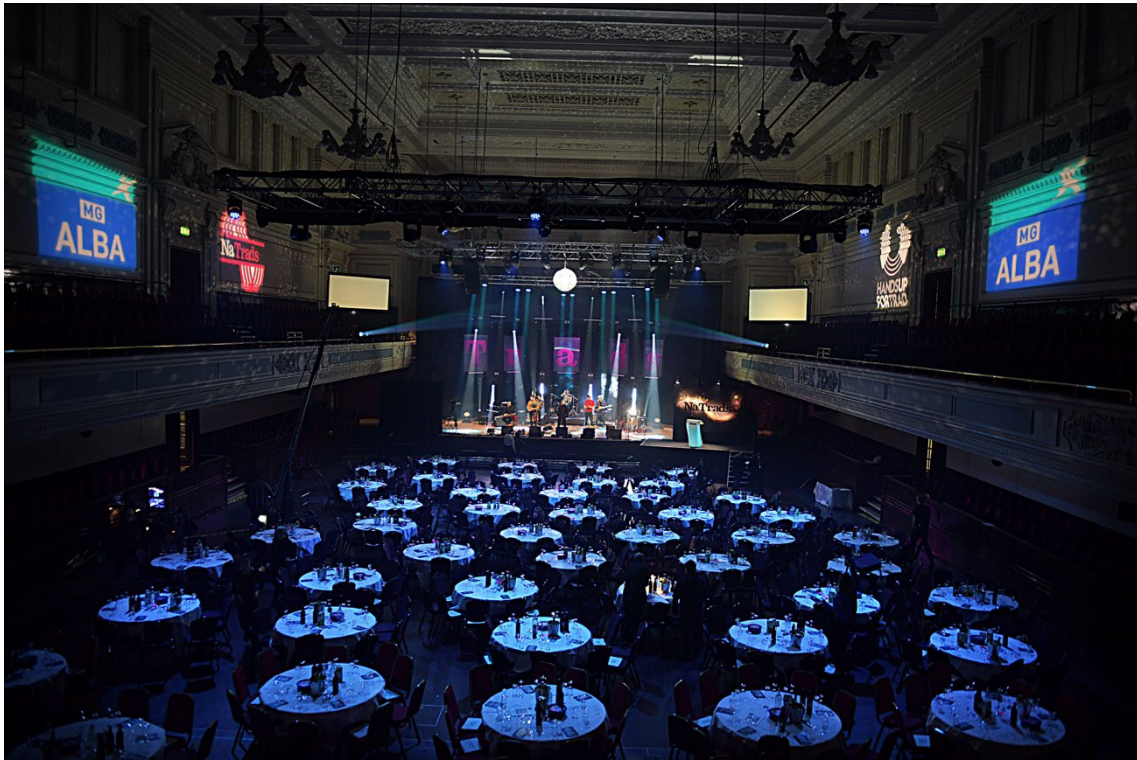
Julie Fowlis – Musician of the Year 2023



Youth Band Perform at Na Trads 23



Peatbog Faeries perform at Na Trads 2023



Setting up before the show in 2023 at the Caird Hall in Dundee



Blazin Fiddles - Scottish Folk Band of the Year 23



Joy Dunlop performance at Na Trads 23

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

No, not applicable.

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

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

OR

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

No, not applicable.

- 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?

As a publicly funded organisation Hands Up for Trad, strongly supports the Highland Council's commitment to equality, diversity, and inclusion through its programming, audience engagement, and production policies. **Na Trads 24** will undergo a rigorous planning process with the BBC and our marketing partners Innes and Campbell Communications to identify and remedy barriers which might prevent artists, participants and audiences from taking part in and enjoying **Na Trads**. We have identified 3 main barriers which include, Financial, Geographical and Emotional. Below you find just some of the actions we will implement to address in equalities.

Overall, **Na Trads** shine a spotlight on musicians from backgrounds facing discrimination and barriers in the music industry, including women, minorities, and disabled artists. We ensure representation from these groups and other under-represented groups. Across the line-up artists and actively seek diverse nominees throughout the open and public voting processes, resulting in diversity, reflected throughout the event. This is crucial to ensure that equalities and diversity are embedded across our communities by being show-cased at high-level events like **Na Trads**.

Our community led ticketing initiatives make the event affordable and accessible. We will seek and partner with regional groups and organisations, by distributing free tickets to marginalised groups, potentially including at-risk youth, elderly, unemployed, and low-income families.

We will work with young people from across the host region, offering them full support to perform onstage as an ensemble. The young person performance slot in the first half and will include a group of up to 80 young people from across the area, offering them a unique insight into performing at this level alongside some of Scotland's most esteemed artists. We are working with Feis Rois in the first instance to help bring together this ensemble of 80+ young people together to create this unique opportunity for young people.

Venue and broadcast accessibility features, help disabled individuals enjoy the event. We take great pride in making this event inclusive for disabled audiences and participants.

Audience data will be analysed to help guide and shape targeted inclusion approaches and we will include a Diversity led audience development strategy with Innes and Campbell Communications to ensure we reach EDI audiences.

Hands Up for Trad will monitor nominee diversity to ensure fair representation. Nominees are selected via a high profile, online public voting process, which in 2023, generated well over 100,000 votes. As referred to, Hands Up for Trad exists to promote Scottish traditional music through information, advocacy and education, throughout the year, leading up to Na Trads, we will promote the voting process across our own networks, the wider industry and via national and regional press, to ensure we reach diversity led approaches across the categories.

Anti-harassment policies are rigorously enforced for all artists, attendees, and crew. Hands Up for Trad enforces and represents strict anti-harassment procedures for anyone associated with the event. This includes working with the [Safe Space](#) initiative led by the Musicians Union.

We will foster partnerships with minority cultural groups, including regional Gaelic associations, disability arts networks and creative groups, New Scots creating collaborations which can strengthen understanding and celebration of diverse local audiences and their talents.

In summary, **Na Trads'** programming, outreach, and production policies promote minority participation and representation. Hands Up for Trad will strive to tackle discrimination, increase accessibility and inclusion, and bring the Highland's diverse communities together through traditional arts and culture. **Na Trads** always welcome discussing further ways to align approaches with the Council's Equalities, Diversity and Inclusion commitment and are highly receptive to working the Highland Council to achieve these objectives.

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

How **Na Trads** will contribute and utilise the Gaelic language:

Promoting and celebrating Gaelic language and culture is a primary objective for **Na Trads**. As Scotland's most high-profile music awards, the event provides an unparalleled platform for raising the international profile and prestige of the Gaelic language as an intrinsic part of the planning and delivery processes, in partnership with our headline sponsor MG ALBA.

Na Trads will promote the use of Gaelic as part of a mainstream, broadcast presentation, utilising Gaelic as part of the planning and delivery, ensuring that Gaelic is further embedded into Scotland's cultural landscape. Hands Up for Trad has a proven commitment to promoting Gaelic through Seachdain na Gàidhlig (World Gaelic Week) which we produce each February (19th – 25th in 2024).

Our Gaelic Singer and Gaelic Song of the Year awards place Gaelic artists at the forefront, and with performances currently pencilled in from acclaimed Gaelic singers like Julie Fowles, Gaelic language will be highly visible. We will actively seek to nominate and program Gaelic musicians to showcase the breadth of talent and vibrancy of the genre. From up-and-coming artists to this year's inductees to the Scottish Traditional Music Hall of Fame, Gaelic language uniquely underpins **Na Trads**, utilising the language in a contemporary cultural context from planning and production through to onstage delivery.

Partnerships with Gaelic organisations, targeted marketing to Gaelic speakers, and Gaelic delivery onstage and across social media make **Na Trads** relevant to fluent speakers and learners across the globe via the international broadcast. Referring to the above, **Na Trads** are underpinned by a highly active social media campaign, resulting in Gaelic language trending across the UK over the weekend.

By presenting **Na Trads** in Inverness on St Andrew's Day, provides an opportunity to promote the use of our indigenous languages. **Na Trads** plays an integral role in making Gaelic music and culture visible, strengthening Gaelic music pathways, and celebrating the past, present and future users and facilitators of Gaelic who carry our cultural traditions forward.

As referred to above, **#NaTrads** routinely trends across social media on the night, this has happened for over 7 years now, meaning that each year the Gaelic language reaches the number one trend spot across the whole of the UK.

The Highland Council has included, as an action within its refreshed Gaelic Language Plan, that the **Na Trads** would take place within the Highlands during the life span of the Plan.

- 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:

<p>Yes</p> <p>Morag Anna MacLeod Mitchell, Highland Council</p> <p>James Martin, High Life Highland</p>

- 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
None at time of submission	
None at time of submission	
Non at time of Submission	

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	Awards Staff	800	-	-	800
	First Aiders	800	-	-	800
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Venue/Event Costs (all inclusive of VAT)				
	Venue Hire	14,200			14,200
	Tables/chairs etc	3,500			3,500
	Table Dressing	2,500			2,500
	Wine	4,000			4,000
	Production Staff (perdiems)	900			900
	Accommodation (HUFT staff and Artists)	10,500			10,500
	Awards	2,000			2,000
	Pipers	500			500
	EBDY Live Crew (Lighting)	26,000			26,000
	Limelight	16,536			16,536
	Staging & Rigging	14,989			14,989
	Technical Manager	4,000			4,000
	Stage Manager	2,500			2,500
	Travel expenses for Artists	2,000			2,000
	Marketing				
	Press and PR	7,000			7,000
	Programme Design	500			500
	Programme Print	300			300
	Press and Event Photographers (including accommodation)	1,500			1,500
Online Voting Costs	250			250	
Contingency at 10%	11,527			11,527	
Total Project Cost £		126,802.00			126,802.00
Total Funding Request £		16,220	12%		

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 £
Creative Scotland (Regular Funding- Confirmed)	22,000			22,000
MG ALBA (Headline Sponsor - Confirmed)	15,000			15,000
Table Sponsors (Pending)	15,000			15,000
Award Sponsors (Pending)	10,500			10,500
Box Office Income (Pending)	8,400			8,400
Scottish Government (2 x £6,000 Pending)	12,000			12,000
Common Good Fund (pending this application)	16,220			16,220
Highlands and Islands Enterprise (not confirmed but hugely supportive at this stage)	5,000			5,000
Maoin nan Ealan Gàidhlig (not confirmed but hugely supportive at this stage)	10,000			10,000
Other small Grants (ongoing)	12,682			12,682
Totals	126,802			126,802

- 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)

Na Trad's provide Scotland's thriving traditional music scene, with industry recognised benchmarks which have never been more important, post pandemic. Industry people use achievements from **Na Trads** to highlight and provide a measure of quality for their work across Scotland, whether it's Venue of the Year or Event of the Year, being nominated for or winning an award is a recognised symbol of excellence.

Na Trads is also a vital networking opportunity for the entire cultural sector and is supported by MSPs, MPs, other governmental organisations, including VisitScotland, Creative Scotland, University of the Highlands and Islands, sponsors and broadcast partners. Most recently Christina McKelvie, Minister for Culture, Europe and International Development has supported pathways to the Scottish Government to support the event returning to Inverness.

Hands Up for Trad's main purpose is to promote traditional music and culture through education, information and advocacy, reaching audiences, artists and participants across Scotland and further afield. As part of our planning processes, we can confirm that our loyal stakeholders often refer to when we were last in Inverness in 2014 as being one of the most memorable from across our 23 years of producing the event With Trad Arts and Gaelic culture being embedded across the Highland area, there is a distinct emphasis of being 'home' in Inverness.

As we emerged from the pandemic, we conducted research with industry people to seek and understanding on where to take **Na Trad's**, 95% listed Inverness as their number one preferred location, further confirming that **Na Trads** provide a crucial platform for regional artists and traditions. Therefore, we are confident **Na Trads 2024** can once again deliver huge cultural and economic value when staged in Inverness and we reinforce how much we would like to work closely with the Highland Council to help make this be of real value to our shared audiences.

Margaret Cameron, MG ALBA – Director of Content *“As a longtime sponsor and broadcaster of Na Trads, it was brilliant news to hear the event is planning to return north to Inverness in 2024. Inverness has a unique cultural position as a gateway to the Highlands & Islands and a cultural hub around which both Gaelic and English naturally coalesce. The event is always a draw for loyal ticket-buying audience members, artists and corporate guests including politicians and cultural leaders who really enjoy the musical excellence platformed by the awards. The plan to be back in Inverness around St Andrews Day will be an excellent pre-Xmas trip bound to bring economic benefit to the area”.*

Lyn Donnelly, VisitScotland - Senior Responsible Tourism Manager *“VisitScotland is excited to continue its sponsorship of the Event of the Year category at the MG ALBA Scots Trad Music Awards. Scotland's proud cultural heritage and communities are a huge part of what makes us unique as a visitor destination. With responsible tourism our key focus, we are committed to promoting and enhancing these for future*

generations. Our outstanding trad music scene offers visitors an extra layer of authenticity – something we know is important to them – and remains a thriving, exhilarating experience embraced by Scots of all ages.”

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?

Na Trads has taken place each year since 2002 and now has an established reputation as one of Scotland’s most significant cultural events, recognising and showcasing the wealth of talent which makes up our vibrant traditional music and culture scene.

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

Hands Up for Trad forms part of Creative Scotland’s Regularly Funded portfolio, as such, **Na Trads** receives core funding forms part of our annual programme funded by Creative Scotland. Our Headline sponsor is **MG ALBA**, who also broadcast **Na Trad’s** each year on BBC ALBA.

We have regular and loyal Category Sponsors who include;

- VisitScotland
- PRS for Music
- University of the Highlands and Islands
- The Royal Conservatoire of Scotland
- The Caledonian University
- The Highland Society of London
- The Traditional Music and Song Association
- Fèisean na Gàidheal
- Youth Music Initiative
- Traditional Music and Culture Scotland
- the Musicians’ Union
- The National Piping Centre
- Bòrd na Gàidhlig etc.

We are also in the process of seeking funding from a range other sources, which include The Scottish Government and Highlands and Islands Enterprise etc. (all pending), please see budget for details.

In addition, we always work closely with our host local authorities, who also support **Na Trads** with grant support. Any local authority income generated is always an inward investment to the local area, due to the reasons detailed above, referencing the visitors who attend the event and use local services over the 4 days.

- 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
Produce a successful community led live broadcast event. delivered alongside an inclusive audience development plan in collaboration with all our partners, recognising nominees and winners across 21 categories.	-	-
Include a minimum of 80 young people from the local area to perform live onstage after having worked together to produce a high quality ensemble.		
Include opportunities for up to 60 people from diverse communities to attend the event as guests.		

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

We are in the process of looking at **Na Trads 2025**. At time of submission we do not have further dates confirmed at this stage. We have just completed 2 consecutive years at Dundee's Caird Hall with support from Dundee City Council. We would happily have a discussion with the Highland Council with the aim of bringing **Na Trads** back to Inverness for an additional visit between 2025 – 2028. This would have the benefit of adding continuity for audiences across the area.

- 3.3 a) When did your organisation start? Month; March Year: 2002
- 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?

Hands Up for Trad is a small organisation with just two core members of staff, our programme covers the whole of Scotland. We have a “Cradle to Grave” ethos firmly embedded across our programme which at entry level includes residential traditional music workshops for young people 12- 18 years, including young carers from Edinburgh’s Broomhouse area, through to The Scottish Music Hall of Fame which forms part of **Na Trads** and recognises more mature people who have dedicated their lives to the Traditional Arts. In between we have the nationally recognised Seachdain na Gàidhlig (World Gaelic Week) which takes place across the whole of Scotland. We have a clear commitment to providing unforgettable experiences to diverse audiences and participants. Most recently, we provided a high profile opportunity for disabled musicians to perform at Celtic Connections, one performance we filmed: [Battle of the Folkbands 2024](#)

Na Trads 2024, will include opportunities for people from diverse backgrounds to participants, nominees and audiences to take part and enjoy this prestigious event. By being broadcast we are able to reach audiences from across the world but we will firmly use Inverness as the cornerstone for the event, using local artists and participants from our host local authority, providing the event with a Inverness and highland focus, enabling us to keep the event relevant to the primary, local audiences. By using this regional approach, we ensure that no two years are the same, it keeps the event fresh with distinct local, cultural references.

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

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

Not applicable, Hands Up for Trad has an open and inclusive approach to who can join the organisation with an emphasis on anti-discrimination across all our activities.

- d) How many people are on your governing body or management committee? 5
- 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
Not Applicable	

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other
Not Applicable	

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other
Not Applicable	

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?

<p>Year 1: Not Applicable. Please note that we received support when we last produced Na Trads in Inverness, back in 2014, but we have not received funding within the last 3 years.</p>
<p>Year 2: Not Applicable</p>
<p>Year 3: Not Applicable</p>

b) How much funding do/did you receive?

<p>Year 1: Not Applicable</p>
<p>Year 2: Not Applicable</p>
<p>Year 3: Not Applicable</p>

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

<p>Year 1: Not Applicable</p>
<p>Year 2: Not Applicable</p>

Year 3:

Not Applicable

**APPLICATION FORM TO APPLY TO
THE INVERNESS COMMON GOOD FUND FOR FUNDING**

Applicant organisation:	Visit Inverness Loch Ness Ltd		
Project title:	Promoting Inverness for Business Events		
Project location <i>(inc. postcode):</i>	Various - UK, Europe		
Contact name:	[REDACTED]		
Applicant Address <i>(inc. postcode):</i>	[REDACTED]		
Email address:	[REDACTED]		
Contact telephone:	[REDACTED]		
Organisation Website:	www.visitinvernesslochness.com		
Council Ward: <i>(check guidance for link)</i>			
Does the main contact have any communication needs? E.g., textphone, sign language, large print?			
Yes		No	<input checked="" type="checkbox"/>

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	SC4 7448 9
Other - please specify			

Amount applied for	£20,000
---------------------------	---------

Start date of project:	01/04/2024
End date of project:	31/03/2025

Project summary – please provide a brief outline of your project and the outcomes it will deliver. *example:*

- *Aims of the project and how you are going to do it*
- *Is this a new project/service or an additional activity to an existing project or service?*
- *Help with running costs or for a specific project or activity?*
- *Please include details of how you know there is a need for this project*
- *Who will benefit? It is important to state in your application how your project will benefit the citizens of the City of Inverness*
- **Please note** that the Council (ICGF) will be unable to provide any resources towards activities/items not specified on this form or supporting information

We need to continue to make sure we are very much front of mind for Business Tourism as the industry is now back to almost pre Covid levels.

As we have seen in 2023 the size of all trade shows is increasing and new destinations that previously weren't pushing themselves forward for Business Events are now doing so.

However, we know from both VisitScotland and VisitBritain that there is still a massive desire from the industry for UK based events and what we have to offer with the venues, experiences, open spaces and fresh air is appealing to the corporate and agency buyers.

Our area is ideal for mid size meetings and conferences and amazing incentive travel programmes and we will continue to push for these type of programmes.

At the City of Inverness Area Committee meeting on 5th March 2015 it was agreed that attracting conferences and events is very positive for the area and as such to continue the subvention funding.

However, this can only be used and as such successful by attracting conferences and events in the first place.

2015 was the first time there has been an organisation dedicated to promoting and attracting business tourism events to Inverness, VILN has dedicated personnel just for this.

The application is for support with costs related to attendance at industry trade shows and the marketing materials required for such

Following on from the plan in previous years the intention is to attend the leading industry trades shows to continue to raise awareness of the area for Business Tourism and to seek out new opportunities.

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.

Please give a summary of expected outcomes from your project.

Please include details:

- *How your project will continue beyond the period of ICGF support?*
- *How your project or activity will help the Council to meet its Public Sector Equality Duty?*
- *Will your project make a contribution towards the promotion of the Gaelic language?*
- **Please Note** *you will be expected to submit an Evaluation Report (a form will be supplied) at the conclusion of your project and prior to the payment of the final instalment of grant.*
- **Please Note** *If successful your grant will be valid for a period of six months from the date of the letter confirming Project Funding your award. Extensions can be applied for in writing if made within the period of validity.*

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.

Visitors introduced to the area at business tourism events often go on to become future holiday visitors thereby increasing the economic benefit to the area

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

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.

PROJECT COSTS

Please provide a breakdown of how much your activities/project will cost splitting between revenue and capital expenditure. Please Note grant recipients are expected to provide evidence of value for money.	Amount (£)
M&I Forum Summer 2024	7000
Global Incentive Summit 2024	5000
VisitScotland Events 2024 TBD	5000
Incentive Buyer FAM Trip Q3 2024	3000
Total Project Cost	20000

PROJECT FUNDING

How will the project be funded? <i>(What other organisations have you applied to?)</i>	Amount (£)	Confirmed
Total Match Funding	0	
Total Inverness Common Good Fund Funding Requested	20000	
Own Contribution	see below	
Total Project Funding	20000	

If there is a shortfall in funding, how do you propose to fund it?

From VILN funds.

The TBID contributes over £40,000 p.a. from the levy for the staff and overhead costs to attract Business Tourism Events to Inverness

About your Organisation

<p>When did your Organisation start?</p>	<p>2014</p>
<p>What geographic area does your organisation cover? Please note the Inverness Common Good Fund can only help with projects that bring direct benefit to the citizens of Inverness.</p>	<p>Including Wards 14, 15, 16, 17, 18 However, at events the buyers only see us as one entire destination including all wards in the area</p>
<p>What communities of interest (e.g. Young people, people with disabilities, people with an ethnic minority background etc.) does your organisation cover?</p>	<p>NA</p>
<p>Is there a restriction on who can join your organisation? If yes please give details.</p>	<p>No</p>
<p>Has your organisation received any funding from the Inverness Common Good Fund over the last 3 years. If yes please give details of when/what for/how much.</p>	<p>Business Tourism - £20,000 - Oct 2021 Business Tourism - £20,000 - Feb 2023 Tourism Development Grant - £10,000 May 2021 Tourism Development Grant - £10,000 May 2022</p>
<p>Has your organisation received any other funding from the Highland Council or any Common Good Fund over the last 3 years? If yes please give details of when/what for/how much.</p>	<p>Taster of Inverness £3,000 Active Travel Officer £5,000 Food and Drink Tourism £10,000</p>

From: [REDACTED]
Subject: RE: Application
Date: 29 February 2024 09:45:10

CAUTION: This email was sent from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Hilary,

Here you go.

For the first two events there may be the option to share a meeting table with another Scottish partner, I have done this previously.

This would reduce the registration cost and allow for attendance at additional events.

M&I Summer Flagship Summer Forum - <https://www.mi-forums.com/mi-lisbon-24>

Overview

- One of the four flagship M&I Forum events
- Up to 50 meetings with buyers from around Europe
- Excellent networking events
- Good interest in the area with several enquiries to be followed up on
- All UK & European hosted buyers

Global Incentive Summit – Ireland - <https://www.northstarmetingsgroup.com/Events/GIS>

Overview

- One of the leading incentive travel events for North American buyers only
- 4 days of one to one meetings
- Excellent networking events
- 1 of 8 Scottish businesses to attend in 2023

VisitScotland Events – this is a place holder because as yet we don't have a full list of all VisitScotland events for 2024.

Similar events we have attended in the past include:

VisitScotland Business Events – Journey To Change Events Germany – July 2022

- A new type of event for VisitScotland – 5 businesses from Scotland to present to pre-qualified buyers at two events in Hamburg and Munich
- The theme in support of VS Journey to Change was sustainable events which gave us an opportunity to present on all of the great work we have done recently around sustainable tourism.
- 47 buyers attended the events and has already led to enquiries for 2023 & 2024

VisitScotland Business Development Mission North America – London – November 2023

Overview

- VS invited UK based ground handlers for the US buyers to meet with all of the Scottish suppliers
- The event was held in London followed by an evening event at Scotland House
- Through the day we had 15 one-to-one appointments

The Buyer Fam trip is also a place holder – we have done numerous of these over the years and it is a fabulous way of selling the destination to buyers and has resulted in a lot of events being booked.

For these events we would normally work in conjunction with a hotel and airline – we have been discussing a programme with Loganair and the AC Marriott for example.

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1.3 What activity or project do you want us to support

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)

Visit Inverness Loch Ness – December 2022 to December 2023 summary

- Regular trade show attendance both virtual and in person live events
- Increase awareness of Business Tourism opportunities in the area
- Support potential buyers with venue visits, proposals and funding applications
- Look for new business opportunities in the short term
- Encourage new business with usual longer lead times

Activity

SITE Scotland – Various Events

- SITE, the Society for Incentive Travel Excellence was founded in 1973 and is comprised of 2,000+ members and 29 local chapters. Members are incentive travel professionals who know from experience that incentive travel works. It works to reward, retain and motivate employees! The SITE global member community, which represents 84 countries is on a mission to strengthen and inspire this extraordinary industry.
- SITE Scotland alternates each month between a meeting with guest speakers and a regional event to educate members and to visit venues or destinations

SITE Global Conference – New York - January 2023

Overview

- Annual event for Incentive Travel professionals from around the World
- Mix of presentations and networking events
- Great opportunity to discuss industry trends and make connections with many of the leading businesses from around the world
- This was a special year as it was the 50th anniversary of SITE and the Scotland chapter won an award for sustainable events

VisitBritain – ExploreGB – March 2022

Overview

- Virtual Event
- Appointment led event attended by buyers from around the World
- Up to 70 One to one meetings over 3 days
- Great interest in the area for post covid travel

- 46 Pre event scheduled appointments

ITB Berlin – Berlin – March 2022

Overview

- The largest travel show in the world
- We as well as the other Scottish suppliers have spaces on the VisitBritain stand
- Buyers from all over Europe attend to meet suppliers with a view to contracting new business
- The show was a huge success for us both in the positivity and new business for the region coming out of the meetings but also as we were presented with a very prestigious global award – the ITB Earth Award for our work on Sustainable Tourism

VisitScotland – Connect – April 2023

Overview

- VisitScotland's main travel event of the year
- Over 200 Scottish tourism businesses and over 200 international buyers
- Buyers from all over the world are invited to attend to meet suppliers with a view to contracting new business
- Three days of meetings, networking and evening events

Hosted Buyer Trip – April 2023

Overview

- Hosted a small group of buyers looking to do an event in Inverness Loch Ness
- It was their first time to the area and we showed them accommodation options, activity options and various dining options

SITE Scotland Inverness Loch Ness Showcase 2 – June 2023

Overview

- Hosted a group of SITE Scotland members on a two day trip around Inverness Loch Ness to showcase the best we have to offer for Incentive Travel
- Some first time visitors to the area and great support for many local businesses
- SITE Scotland members are all active in selling Scotland as an Incentive Travel destination and destination showcases are a fabulous way of increasing product knowledge
- The first showcase in Sep 2019 resulted in a big piece of business for the region

M&I Summer Flagship Summer Forum, Oslo – June 2023

Overview

- One of the four flagship M&I Forum events
- Up to 50 meetings with buyers from around Europe
- Excellent networking events
- Good interest in the area with several enquiries to be followed up on
- All UK & European hosted buyers

VisitBritain – Destination Britain North America – San Francisco – September 2023

Overview

- VisitBritain's main activity for North America
- Over 200 UK suppliers meeting with buyers from across North America
- 4 days of one to one meetings
- Excellent networking events

- International visitors from North America are the number one for Scotland being just over 25% of all visitors worth over £1,400M of spend

UKinBound Convention - Belfast – September 2023

Overview

- Two days of business appointments, networking, workshops, fam trips and engaging discussions on critical issues facing the industry today
- Including the UKinbound Awards for Excellence to celebrate the resilience and innovation of the industry

World Travel Market – London – November 2023

Overview

- The largest UK Travel Show
- Buyers attend from around the world to meet suppliers to learn, discover and contract new business
- For this show we did not take a pod on the Britain Stand, instead we arranged appointments separately

Global Incentive Summit – Faro – November 2023

Overview

- One of the leading incentive travel events for North American buyers only
- 4 days of one to one meetings
- Excellent networking events
- 1 of 8 Scottish businesses to attend

VisitScotland Business Development Mission North America – London – November 2023

Overview

- VS invited UK based ground handlers for the US buyers to meet with all of the Scottish suppliers
- The event was held in London followed by an evening event at Scotland House
- Through the day we had 15 one-to-one appointments

ROI for Business Events

A selection of **known** events that we have helped and estimated economic benefit.

- Andrew Burnett Incentive – April 2022 – 120 x 4 days = £220K
- MIT CDU Germany Meeting – May 2022 – 35 x 5 days = £63K
- Horizonnaly Travel – July 2022 – 40 x 3 days = £55K
- Spectra Incentive - September 2022 – 75 x 3 days = £103K
- Spectra Incentive - October 2022 – 75 x 3 days = £103K
- Hickory World Golf Championships – Oct 2022 – 180 x 4 days = £260K
- Britain by Choice – dark sky programmes Nov 2022 to Jan 2023 – 40 x 3 days x 6 = 240 x 3 days = £330K
- Horizons Incentive – May 2023 – 40 x 3 days = £55K
- 2B-UK US Incentive – May 2023 - 80 x 3 days x 4 waves = 320 x 3 days = £440K
- Platinum Travel – Post Convention Programme – July 2023 – 60 x 2 days = £43K
- Horizons Incentive – July 2023 – 40 x 3 days = £55K
- Global Event Solutions Incentive – September 2023 – 50 x 4 days = £92K
- Brook Green Incentive – September 2023 – 70 x 3 days = £96K
- 2B-UK US Incentive – October 2023 – 80 x 3 days x 4 waves = 320 x 3 days = £440K
- Fedex event – April 2024 – 60 x 3 days = £65K

- 2B-UK US Incentive – May 2024 – 80 x 3 days x 4 waves = 320 x 3 days = £440K
- Hello Scotland Incentive – May 2024 – 80 x 4 days = £147K

Source – Delegate Expenditure Survey from the UK National Tourist Boards and Fáilte Ireland

- Incentive - £459 per pax per day
- Meeting/Conference - £361 per pax per day

Total estimated economic benefit to the region of just these events:

- £3.07M
- HIE Funding 2019 – date - £64K (£51K claimed to date)
- HC CGF 2019 – date - £58K
- ROI X 25.16



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 - Applicant 1

Visit Inverness Loch Ness (VILN)

Name of Organisation – Applicant 2

Inverness BID Ltd (BID)

Name of Project or Activity Requiring Support:

Inverness Joint Marketing Innovation and Development Project

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

(Please provide closing date details where applicable)

Inverness 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: £24,165

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		Companies Limited by Guarantee Company Number(s)	x

.....	VILN: SC474489 BID: SC339914	
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?

Inverness Joint Marketing Innovation and Development 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 June 2024**
 End date (month and year) **31st March 2025**
 Location(s)

Inverness City – inclusive of VILN and BID area(s)

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.

Background

Visit Inverness Loch Ness (VILN) and Inverness City Centre Business Improvement District (BID) have effectively and previously collaborated on joint marketing initiatives to co-promote Inverness and its surrounding areas to a diverse audience, including local, regional, national, and international visitors as one destination.

VILN is a highly experienced tourism and destination management organisation with over 450 tourism business members across a 1,200 square mile area. Inverness BID is one of the leading city BIDs and is a geographic improvement district covering the city centre area of Inverness comprised of 800 businesses offering a mix of retail, office, leisure, evening economy, hospitality and other commercial uses.

Both organisations have a recently renewed and democratic mandate to undertake their respective business plan activities for which there are areas of overlap and thus opportunities for effective partnership working for the greater good of our respective areas. Building upon our past achievements, our organisations herein therefore seek funding for an initial 10-month joint pilot marketing programme aimed at expanding upon our previous success and prior investments as were supported by Inverness Common Good Fund.

The proposed 2024-25 programme will have a primary focus on innovation, development, and piloting of marketing and related tourism promotion and community-building activities to optimise

the period whilst the Inverness Castle Experience, Northern Meeting Park and Bught Park (which can be included in future activity) continue to be constructed per the city-wide levelling up projects currently ongoing.

Our target beneficiary demographic for this programme will encompass both our visitors as well as local and regional residents. Our aim is to foster sustainable and green growth within our tourism sector while simultaneously enhancing the fabric of our local community to further improve the uniqueness, attractiveness and vibrancy of our area.

Through our joint strategic marketing initiatives and community engagement efforts, we seek to amplify the positive impact of tourism on our local economy while capturing and enhancing the effects on our community well-being in a sustainable way.

We seek to ensure that our area appeals to a broad spectrum of travellers whilst also nurturing a sense of pride, inclusion and belonging among our own community and by investing in this joint marketing programme, we therefore aspire to lay the groundwork for a resilient and vibrant tourism industry that benefits both our visitors and our local populations.

By also piloting opportunities for enhanced interaction between our target beneficiaries we will further ensure that progress in respect to working towards achieving some of the desirable 2035 'One City One Vision' goals can be achieved, i.e. that Inverness will be an attractive, welcoming city in the Heart of the Highlands with communities, visitors and commerce connected in a successful, inclusive, green and sustainable way.

If our joint application is successful, the funding programme will allow for the following activities to be undertaken within the project timeframe providing our organisations and partners with a developmental foundation upon which to then build and expand further in successive years:

1. **'Haste Ye Back' Campaign**

At the core of our proposal is a new **'Haste Ye Back'** Campaign, designed to encourage our circa 150,000+ short day coach visitors (via 3.8k seasonal coaches) to consider returning for repeat and longer visits in the future.

At present our visitors receive a day guide and the new proposed campaign entails distributing co-designed, bespoke informational materials to passengers utilising the Ardross Street Coach and Visitor Ambassador facility for assimilation on their return journeys. The materials will incorporate information and QR links as well as a Visitor Feedback Survey to allow us to capture and evaluate KPI data. Visitors will be encouraged to follow our social media platforms to keep their links to our area open.

By extending an express and warm invitation to return to Inverness, we aim to foster a sense of connection and loyalty among our visitors who hopefully will have already enjoyed a taste of what we have to offer. In leveraging the existing infrastructure of the Ardross Street facility (funded by co-investment between BID and the ICGF) our widespread messaging campaign distribution through this new initiative will ultimately contribute to the sustained growth of our city.

The average onshore spend per cruise ship passenger in Scotland is approximately £50 whereas the average spend on an overnight stay (including accommodation) is reported to be £273. (source: Visit Scotland 2023-24).

To realise these objectives, we seek funding support to cover the costs associated with branding and material design and production, distribution, and campaign evaluation and analysis.

The ICGF investment in this initiative will enable us to execute the campaign effectively in order to maximise its impact on visitor experience and retention as well as include local businesses and people. To achieve the aims we will work to develop targeted activity and promotion of event days for which we can capture impact to allow future activity to be shaped with our partners also within the Victorian Market and the Eastgate Centre as well for promoting new pilot events.

We are confident that the 'Haste Ye Back' Campaign will not only strengthen our partnerships and communities but also enhance Inverness's reputation as a welcoming, clean and friendly must return to destination.

Throughout the campaign period, and in addition we also propose to create video and image content and collaborate with local media to further showcase the warmth and hospitality of Inverness via for example, a monthly visitor stories feature (June to September 2024) which aims to foster an enhanced sense of local pride in our area and which will also allow us to share content via our established social media platforms to upwards of 100k diverse followers.

Studies have shown that recommendations from our families and friends can be a highly effective marketing strategy and this approach is one we would like to concept test further in 2024 as we believe that people are at the heart of what makes our destination special.

Subsequent to the 2024 pilot campaign, should our application be successful there may be scope to jointly expand on the proof-of-concept activity in future years with possible opportunities including:

- A 'Haste Ye Back' QR code campaign and landing page could be shared to market the city and surrounding areas via for example the established method of 'bedroom folders' as are used widely by local hospitality accommodation providers and both our organisations current guides and maps.
- Distribution of BID Eat and Drink Guide reaches 55k visitors per year and our i-centre map has a distribution of 50k. VILN have distributed over 900,000 of their 'See & Do' maps in the last 5 years, and they are preparing to go to print on a further 200k maps ahead of the 2024 season. Our organisations have an annual social media reach in excess of approx 10million and VILN's website has undergone an extensive redevelopment following analysis to optimise visitor engagement. The new format makes it easier for visitors planning itineraries, as well as offering inspirational ideas as they browse which aligns fully with our project proposals.
- With the closure of the i-centre pending, there is scope also for our organisations to (subject to demand and funding) extend the campaign and also provide a dedicated visitor information point within the city centre during peak season in future years.
- BID is currently developing an Inverness City Centre App for launch later in 2024 which can also potentially be utilised by key partners in future years. Once established the App will allow print materials to be minimised for distribution only to those who due to a protected characteristic may be otherwise excluded or disadvantaged and may still need an alternative print format. The App will allow coordinated, cost effective, efficient and sustainable across our area. To understand the functionality and potential of the App the 'Loves Oban' portal is available for download via the App Store which we cite as a suitable interim reference point.

2. Winter 'Highland Escapes' Campaign

In addition to promoting longer and repeat visits via our Haste Ye Back campaign, another activity and campaign we propose to collaborate on, brand and develop as a pilot initiative is

jointly encouraging short stays during off-season through a new winter 'Highland Escapes' marketing campaign. This initiative will be co-designed and executed collaboratively to leverage our combined expertise and resources.

VILN's contribution to the campaign will involve creating and sharing compelling content, as well as developing a dedicated landing page on their website. This landing page will showcase special offers from accommodation providers in both areas, enticing visitors to plan a getaway between November 2024 and March 2025. Drawing inspiration from successful initiatives like Food and Drink Fortnight, we aim to create a sense of excitement around the idea of exploring the Highlands during the Winter months.

In addition to VILN's efforts, BID will play a crucial co-role in amplifying the campaign's reach via their various platforms, including the new mobile App. By sharing, creating and updating campaign content regularly, both organisations aim to engage with our combined audience of over 100k followers, as well as for the first time via other business improvement districts platforms, thus expanding the campaign's visibility and impact to increased and new audiences.

The 'Highland Escapes' campaign presents an opportunity for both visitors and our local community alike to interact as promoting increased short stays during the off-season, we aim to not only attract visitors but we will also create unique opportunities for them to immerse themselves in the local culture and interact with residents via key events and activities to the ultimate benefit of our local economy and an improved sense of community pride.

For visitors, the campaign will offer an enticing invitation to explore our area during the quieter Winter months, showcasing our areas natural beauty, rich heritage, and vibrant local events. With special offers from accommodation providers and a lineup of activities (including per below) visitors will have plenty of reasons to book a stay.

The 'Highland Escapes' campaign aims to provide a platform for visitors to connect with the local community in meaningful ways. By attending local events and engaging with residents, visitors will have the opportunity to experience authentic Highland hospitality and forge genuine connections.

For our local population, the campaign will offer enhanced community building opportunities, fostering a sense of pride and camaraderie among local people. By showcasing the best of what our city and surrounding areas has to offer and inviting visitors to experience it firsthand, we strengthen our bonds as a community and celebrate our shared heritage and traditions. Through social media platforms, the new city App and other marketing channels, we will amplify the voices of local businesses and locals, highlighting the diverse array of experiences available and expanding our individual and collective offerings year on year.

By promoting increased short stays and facilitating meaningful interactions between visitors and residents, we aim to also create a dynamic and inclusive destination that thrives year-round with Inverness being the 'friendly' city.

Events Marketing to include:

- **Festive Marketing Campaign 2024**
- **Winter Festival Marketing** (Christmas Lights switch on and Red Hot Highland Fling – Winter 2024) including **VILN 24 Days of Christmas Campaign**
- **Murder Mystery Trail & Event** (January 2025)

- **Love Inverness** (February 2025 – Valentine’s Day)
- **Food and Drink Fortnight** (February 2025)
- **Treat Mum** (March 2025, Mother’s Day)
- **Shortbreak Showdown** (March 2025)

3. Project Key Performance Indicators

Project KPIs for respective proposed activities will be captured, analysed and reported via both quantitative and qualitative measures by both applicant organisations jointly including per below:

- Digital impressions and reach (both organic and paid), unique page views, web visits, engagement and increased followers, shares, cost per click, new content created (video, images, listings), footfall sensor data, number of visitors engaged with, visitor feedback (including survey) and example case studies.

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 marketing activities, including the 'Highland Escapes' campaign, promote economic recovery and community engagement across diverse demographics, including for individuals who may be disadvantaged by having a protected characteristic. We will further ensure inclusivity by actively addressing any barriers to participation and fostering a welcoming environment for all individuals. By championing equal access to services and opportunities, our project aligns with the Council's duty to eliminate discrimination, promote fairness, and encourage social cohesion. Through collaborative efforts and inclusive practices, we strive to create a community where everyone, regardless of background, feels valued and has equal chances to participate and thrive. A key consideration and adjustment will be enabling and ensuring groups who may be digitally excluded can also be engaged with via alternative methods.

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

The Inverness East Church is within the Inverness BID area and will be promoted as a key destination to visitors and locals alike as the venue is a hub Gaelic centre being developed.

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:

Mr David Haas – Senior Community Development Manager (Inverness & South)

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:

Applicant 1 (VILN):

Item/Activity	Breakdown of Total Costs £	01/06/24-31/03/25
Haste Ye Back Campaign	* Campaign branding & materials development (co-design) including FCR and staff time	£2,150
	* Campaign Materials Print costs, Distribution and Digital Content Creation and Marketing Costs, Evaluation	£3,850
Highland Escapes Campaign	* Campaign branding & materials development (co-design) including FCR and staff time	£2,150
	* Campaign Materials, Distribution and Digital Content and Website Content Creation and Marketing Costs, Events and Campaign Evaluation Costs.	£4,035
Total Joint Project Cost to ICGF - £		£24,165
Total Funding Request Payable to Applicant 1 - £		£12,185

Applicant 2 (Inverness BID):

Item/Activity	Breakdown of Total Costs £	01/06/24-31/03/25
Haste Ye Back Campaign	* Campaign Branding & materials development (co-design) including FCR and staff time.	£2,150
	* Coach and Visitor Ambassador Training, Distribution and Print Costs for Dedicated City Centre Events to enhance community building visitor experiences (including Victorian Market and Eastgate and Highland Games) as part of pilot activity days. Incorporating Campaign into pilot City App.	£3,730
Highland Escapes Campaign	* Campaign branding & materials development (co-design) including FCR and staff time.	£2,150
	* Campaign Materials, Distribution and Digital Content Creation and Marketing Costs, Campaign Events and	£3,955

	Evaluation Costs.	
Total Joint Project Cost to ICGF - £		£24,165
Total Funding Request Payable to Applicant 2 - £		£11,985

1.10 Additional/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	Total £ Equivalent Value of Benefit in Kind Activity pledged and committed in addition to request to ICGF as part of the Project (01/06/24-31/03/25)
<p>Applicant 1 - Visit Inverness Loch Ness</p> <p>Benefit in kind provided via the promotion and the marketing of ICGF events including Highland Games and Winter Festival for the project duration to our organisations 100k combined, local, regional, national and international followers.</p> <p>Benefit in kind use also of VILN riverside banners for ICGF Event marketing.</p> <p>Successful X</p>	<p>£1,280</p> <p>£450</p>
<p>Applicant 2 - Inverness BID</p> <p>Benefit in kind provided via the promotion and the marketing of ICGF events for the project duration to our 100k combined followers. ICGF events able to utilise BID High Street banners, advert space in our Business Awards Programme, C&V Ambassador distribution of event promotional leaflets, co-ordination of Highland Games shuttle bus if operational and two digital marketing promotional competitions. Inverness BID is also able to offer footfall sensor data within the City Centre to demonstrate intervention impacts.</p> <p>Benefit in kind with Y1 development of City App.</p> <p>Successful X</p>	<p>£2,735</p> <p>£5,900</p>
Totals	£9,085

*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)

The need for our proposed activities, including the 'Haste Ye Back' and 'Highland Escapes' campaigns, extends beyond attracting visitors to Inverness; it also holds significant benefits for locals and regional populations who sometimes report that they would like more for local people to do and experience also.

By branding Inverness and its surrounding areas as the 'friendly' city, we not only appeal to visitors but we also aim to instil a sense of pride and belonging among residents. This community spirit becomes a unique selling point to visitors, who are drawn to destinations where they can experience genuine hospitality and authentic connections with locals such as can be experienced together.

Our initiatives aim to further foster greater community engagement and inclusivity, creating opportunities for residents to also participate in and benefit from tourism-related activities. This may include increased footfall for local businesses, job opportunities in the tourism and hospitality sectors, and a heightened sense of community spirit as residents and visitors come together to celebrate shared experiences.

In optimising our opportunity to sow the seed for our day coach passengers to return for a longer stay and return visit, we create a ripple effect of benefits. Longer stays not only deepen visitors' engagement and loyalty to our city but also boosts spending, supporting local businesses and job creation. Additionally, extended visits foster meaningful connections between visitors and locals, enriching the overall experience and strengthening community bonds. By encouraging return visits, we cultivate a loyal visitor base, driving future tourism growth and enhancing the long-term prosperity of Inverness and its surrounding areas.

By encouraging off-season short stays through the 'Highland Escapes' campaign, linked to increasing events and activities in the quiet months we stimulate economic activity year-round, providing a boost to local businesses during quieter periods. Overall the strategy also ensures that we work towards a more sustainable and green tourism sector that benefits both residents and businesses alike.

At the heart of our strategy is a commitment to people, ensuring that both locals and visitors feel valued and included in our efforts. By taking an inclusive approach to destination management, we differentiate Inverness as a welcoming and vibrant community that offers something for everyone. Through these initiatives, we not only attract visitors but also enrich the lives of those who call Inverness and surrounding areas home.

The project proposal further aligns with current local and national strategies and initiatives such as the levelling up programme ahead of the Inverness Castle Experience opening in 2025.

- 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?

Both the 'Haste Ye Back' campaign and the proposed 'Highland Escapes' initiative represent new activities aimed at enhancing our community. The 'Haste Ye Back' campaign encourages longer and repeat visits, while the 'Highland Escapes' campaign promotes off-season short

stays. Together, these initiatives will contribute to economic growth, community engagement, and cultural exchange, fostering a vibrant and inclusive environment for residents and visitors alike. Cruise and coach passengers being a key target demographic further enables the opportunity to promote return and longer stays to be optimised with scope to expand the campaign to include other partners in future years.

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

Both organisations were awarded funds for a different Joint Marketing Strategy previously – see Appendices 1 and 2 for details. The current proposal puts forward a new approach.

- 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?
Project KPIs and Measurable Outcomes:
<p>Project KPIs for respective proposed activities will be captured, analysed and reported via both quantitative and qualitative measures by both applicant organisations jointly including per below:</p> <p>Digital impressions and reach (both organic and paid), unique page views, web visits, engagement and increased followers, shares, cost per click, new content created (video, images, listings), footfall sensor data, number of visitors engaged with, visitor feedback (including survey) and example case studies.</p>

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

<p>After the period that any ICGF support concludes, we envisage that (in addition to possible continued co-investment) sustaining this activity and project through a combination of funding sources. Firstly, there is potential to extend the campaign to include other key partners, particularly following the opening of the Inverness Castle Experience, which may attract additional funding opportunities.</p> <p>Furthermore, ongoing support may be facilitated through the BID App, potentially generating revenue streams for continued development and investment. Additionally, our respective organisations are committed to partnership working and co-investment to ensure the longevity of the initiative.</p> <p>Moreover, as the activity aligns with the development of Business Improvement Districts, to in future include a focus on community improvement, future funding opportunities for mutual benefit may be identified in the years to come via this source also. Through our strong inclusive strategic partnerships and proactive funding strategies, we aim to sustain and expand the impact of our activity beyond any initial Council support period and if successful, will be able to do so from a strong foundation based on the project activities.</p>
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Day: 07596408874

Evening: 07596408874

Email address

don@visitin.com

Does the main contact have any communication needs? E.g. textphone, sign language, large print? YES NO

If yes, what are they? (maximum 20 words)

N/A

3.3 a) When did your organisation start?

Applicant 1 VILN: Month 1st April Year 2014

Applicant 2 Inverness BID: Month 1st April Year 2008

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?

The area includes the following Highland Council Wards:
12 Aird & Loch Ness, 13 Inverness West, 14 Inverness Central – excluding the area covered by Inverness City Centre BID, 15 Inverness Ness-Side, 16 Inverness Millburn, 17 Culloden and Ardersier, 19 Inverness South

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

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

Yes, restriction to our businesses within our respective areas who are levy payers and/or other businesses within our area/sectors who may want to apply for voluntary membership.

d) How many people are on your governing body or management committee?

Applicant 1 VILN:

12 Directors comprised of: 1 representative of Highland Council and 11 VILN Directors.

Applicant 2 Inverness BID:

16 Directors comprised of: 1 representative of Highland Council, 13 BID Directors, and 2 Co-Opted Directors.

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?
- b) How much funding do/did you receive?
- c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Please see Appendix 1 & 2 as provided by both organisations providing 3.4 information.

Year 1: N/A

Period	Project and funds name	Status	Lead	Project Aim	Project Partners	Total budget
Jul-22	MIT Conference	Approved	AR	Business Tourism/Events	Common Good Fund	£1,050
2023	Business Events	Approved	AR	Business Tourism/Events	Inverness Common Good Fund	£20,000
Oct-22	Open Fund	Approved	EH	Food tourism in Inverness	Inverness Common Good Fund	£10,000
2023	Open Fund	Approved	EH	Shortbread Showdown event	Inverness Common Good Fund	£2,050
Jul-23	Open Fund	Approved	EH	Taster of Inverness	Inverness Common Good Fund	£3,300
2024	Open Fund	Approved	EH	Active Travel Officer	Inverness Common Good Fund	£5,000

TABLE A 2021/22/23/24	
COMMUNITY SAFETY - ICGF	
Easter/Summer/Autumn 2024 Task Team	£13,403
Easter/Summer/Autumn 2023 Task Team	£11,596
Easter/Summer/Autumn 2022 Task Team	£10,795
Easter/Summer/Autumn 2021 Task Team	£9,113
Inverness Community Safety Partnership period 1.4.24-31.03.25	£9,700
Inverness Community Safety Partnership period 1.4.23-31.03.24	£9,700
Inverness Community Safety Partnership period 1.4.22-31.3.23	£9,700
Inverness Community Safety Partnership period 1.4.21-31.3.22	£9,700
CIVIC AMENITY - ICGF	
Gull Project 2024	£13,606
Gull Project 2023	£12,839
Gull Project 2022	£12,000
Gull Project 2021	£11,200
Floral Displays Summer 2024	£52,410
Wider City of Inverness Annual Floral Displays 2024	£23,631
Floral Displays Summer 2023	£64,150
Floral Displays Summer 2022	£64,150
Floral Displays Summer 2021	£61,100
CITY CENTRE RECOVERY - ICGF	
Here to Help Ambassadors 2020	£5,973
COACH AMBASSADOR - ICGF	
Coach & Visitor Ambassador Project 2024	£19,865
Coach Friendly Project 2023	£12,987
Coach Friendly Project 2022	£10,800
COACH AMBASSADOR - Summer 2021 (aborted)	£373
INVERNESS LOVES LOCAL CAMPAIGN - ICGF	
Additional Gift Card Marketing - 2022	£5,900.00
SMART SCAPE - ICGF	
Smart Scape City Centre Project - 2023-24	£8,484.00
Smart Scape City Centre Project - 2022-23	£9,996.72
INVERNESS FESTIVE PARKING - ICGF	
Inverness Festive Parking (Rose St) - December 2022	£9,950.00



**APPLICATION FORM TO APPLY TO
 THE INVERNESS COMMON GOOD FUND FOR FUNDING**

Applicant organisation:	Inverness Sea Cadets
Project title:	Building Fabric Improvements
Project location <i>(inc. postcode):</i>	44 Kessock Road, Inverness IV3 8AJ
Contact name:	[REDACTED]
Applicant Address <i>(inc. postcode):</i>	44 Kessock Road, Inverness IV3 8AJ
Email address:	[REDACTED]
Contact telephone:	[REDACTED]
Organisation Website:	Facebook page - Sea Cadets Inverness
Council Ward: <i>(check guidance for link)</i>	Inverness Central
Does the main contact have any communication needs? E.g., textphone, sign language, large print?	
Yes	No <input checked="" type="checkbox"/>

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

Third Sector (voluntary or community) organisation	<input type="checkbox"/>	Community Council	<input type="checkbox"/>
Registered Charity If yes – Registration number	<input checked="" type="checkbox"/>	Company Limited by Guarantee If yes – Company Number	<input type="checkbox"/>
Other - please specify SC002580			

Amount applied for	£20,000
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Start date of project:	April 2024
End date of project:	March 2025

Project summary – please provide a brief outline of your project and the outcomes it will deliver. *example:*

- *Aims of the project and how you are going to do it*
- *Is this a new project/service or an additional activity to an existing project or service?*
- *Help with running costs or for a specific project or activity?*
- *Please include details of how you know there is a need for this project*
- *Who will benefit? It is important to state in your application how your project will benefit the citizens of the City of Inverness*
- **Please note** that the Council (ICGF) will be unable to provide any resources towards activities/items not specified on this form or supporting information

The aim of this project is to help address building fabric repairs to keep the building wind and watertight, as well as extend the life of the asset. An application has also been made to the CRF to assist with essential electrical rewiring, heating and roofing replacements.

The works will be facilitated by the Unit Management Team committee using information from a condition survey that was previously carried out. Competitive quotes will be sought and the works arranged around Unit operational requirements. Planning permission is not required for the works as there will be no material change to the buildings.

As a registered Charity in its own right, the Inverness Sea Cadets does not receive any direct funding from the Sea Cadet Corps or any other organisations and are therefore completely dependent on donations and support from our Unit members. The Cadet fees/subs are set at a level to ensure that it is accessible to children from all backgrounds and to ensure that finance is not a barrier to participation.

All adults involved in running the Unit and supporting the cadets are volunteers.

Due to rising costs of energy, insurances and other running costs, the unit is currently running well below their financial reserves and whilst volunteers/cadets do undertake fundraising activities, any fundraising income is used towards the running of the unit.

The Inverness Sea Cadets is a disciplined, uniformed, youth organisation. The aim is to help young people towards responsible adulthood by encouraging valuable personal attributes and high standards of conduct, using a nautical theme based on the customs of the Royal Navy. They provide a considerable variety of activities and specialisations, which require both classroom space as well as equipment to go afloat.

The Unit is located in the Merkinch area of Inverness, one of the top ten most deprived areas in Scotland according to the 2020 Scottish Index of Multiple Deprivation. The cadets (aged 10 to 18 years) come from Inverness itself as well as the wider surrounding areas. There are currently around 50 cadets and junior cadets in the Unit, both male and female.

In addition to the above, the Unit provides community support and engagement in accommodating other cadets during training weekends from across the Highland area (Lochaber, Thurso and Orkney) as well as Moray and Campbeltown.

The Inverness Sea Cadets support the Inverness community by participating in events such as cleaning up the canal banks, raising funds for Poppy Scotland by flag selling and by supporting commemorative events such as Armed Forces, Commonwealth Flag Raising, Remembrance and various parades/commemorations during the year. The Provost is the Unit President.

The benefits to the local economy are underpinned through regular Inter-unit competitions at district, national & UK levels for sports, waterborne activity and many of the training curriculum subjects. These bring other Units from throughout Scotland to Inverness for weekend stop overs generating spend in local shops and businesses.

Our cadets do well across the board. Senior cadets are regularly appointed to fiercely competed for roles as "First Sea Lord Cadet" and "Lord Lieutenant Cadet". The Unit has recently been awarded its fifteenth consecutive Burgee, awarded annually for attainment of the highest levels of management, organisation, and training achievement, and is recognised as one of the best Northern Area Sea Cadet Units.

The capital support is essential to help the unit continue to provide an environment for the cadets which is not only safe, warm and dry but also equips them with life skills, discipline, a sense of pride as well an environment for them to make new friends and enjoy a range of activities/training courses.

The improvements would extend the life of the assets, contributing to sustainability but would also allow the Unit to access other fundraising opportunities for further improvements and development. They have already been approached by other organisations and are exploring opportunities to allow use of the unit in return for a donation. However, the building shortcomings have curtailed these opportunities to date.

Please give a summary of expected outcomes from your project.

Please include details:

- *How your project will continue beyond the period of ICGF support?*
- *How your project or activity will help the Council to meet its Public Sector Equality Duty?*
- *Will your project make a contribution towards the promotion of the Gaelic language?*
- **Please Note** *you will be expected to submit an Evaluation Report (a form will be supplied) at the conclusion of your project and prior to the payment of the final instalment of grant.*
- **Please Note** *If successful your grant will be valid for a period of six months from the date of the letter confirming Project Funding your award. Extensions can be applied for in writing if made within the period of validity.*

The improvement works, in the short term, will allow the unit to continue to operate. Water ingress, dampness and cold have hampered some unit activities over the winter and as outlined above, the rising cost of other bills have meant that any smaller fundraising activity has gone just to help keep the unit to operate.

Regarding PSED, the unit follows strict protocols regarding safeguarding of children as well as equality, diversity and inclusion. The cadet subs are kept as low as possible to ensure that there is no financial barrier to participation. Cadets come from a variety of backgrounds, religions and ethnicities and children that may require additional support needs are also welcomed.

The Unit Management Team would ensure that all criteria would be met, including the required evaluation report and or follow up inspections/paperwork. Competitive quotes will be sought for all the works. An asbestos survey is being arranged currently which will then allow quotes for the works to be sought.

PROJECT COSTS

Please provide a breakdown of how much your activities/project will cost splitting between revenue and capital expenditure. Please Note grant recipients are expected to provide evidence of value for money.	Amount (£)
Building fabric improvements (capital)	20,000
Total Project Cost	20,000

PROJECT FUNDING

How will the project be funded? <i>(What other organisations have you applied to?)</i>	Amount (£)	Confirmed
We have applied to the CRF fund also	50,000	
Total Match Funding		
Total Inverness Common Good Fund Funding Requested	20,000	
Own Contribution		
Total Project Funding	70,000	

If there is a shortfall in funding, how do you propose to fund it?

About your Organisation

When did your Organisation start?	
What geographic area does your organisation cover? Please note the Inverness Common Good Fund can only help with projects that bring direct benefit to the citizens of Inverness.	Primarily Inverness and surrounding area
What communities of interest (e.g. Young people, people with disabilities, people with an ethnic minority background etc.) does your organisation cover?	Young people aged between 10 and 18 years
Is there a restriction on who can join your organisation? If yes please give details.	The organisation is open to children between the ages of 10-18 years
Has your organisation received any funding from the Inverness Common Good Fund over the last 3 years. If yes please give details of when/what for/how much.	no
Has your organisation received any other funding from the Highland Council or any Common Good Fund over the last 3 years? If yes please give details of when/what for/how much.	no



**APPLICATION FORM TO APPLY TO
THE INVERNESS COMMON GOOD FUND FOR FUNDING**

Applicant organisation:	Apex Scotland		
Project title:	Apex Scotland Challenge Team		
Project location (inc. postcode):	[REDACTED]		
Contact name:	[REDACTED]		
Applicant Address (inc. postcode):	[REDACTED]		
Email address:	[REDACTED]		
Contact telephone:	[REDACTED]		
Organisation Website:	https://www.apexscotland.org.uk/		
Council Ward: (check guidance for link)	Ward 16		
Does the main contact have any communication needs? E.g., textphone, sign language, large print?			
Yes		No	<input checked="" type="checkbox"/>

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		Company Limited by Guarantee If yes – Company Number	
Other - please specify			

Amount applied for	17096
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Start date of project:	May/June 24
End date of project:	May/June 25

Project summary – please provide a brief outline of your project and the outcomes it will deliver. *example:*

- *Aims of the project and how you are going to do it*
- *Is this a new project/service or an additional activity to an existing project or service?*
- *Help with running costs or for a specific project or activity?*
- *Please include details of how you know there is a need for this project*
- *Who will benefit? It is important to state in your application how your project will benefit the citizens of the City of Inverness*
- **Please note** that the Council (ICGF) will be unable to provide any resources towards activities/items not specified on this form or supporting information

The Challenge Team project is for individuals who have barriers to employment which could range from addictive behaviors, issues of mental health, low skilled or an offending background. Past experiences have proved that the challenge team project has improved confidence, team building/working, practical skills, and for some, has given them the routine and structure needed to abstain from relapsing into addiction and/or criminal behaviour.

The group sessions are for confidence building, problem solving, communication skills and team working. This is a shared journey with participants and staff and may be the first time a participant has interacted socially within a group setting without the issue of substances being involved. It also provides an opportunity to learn new skills, gain accredited qualifications and utilize existing knowledge and understanding to benefit the community in which they live.

We currently maintain Millburn Escarpment, the View Point and Donkey Brae, which include the following; Maintenance of steps, tree/branch cutting, wildflowers, leaf control, rubbish collecting, grass cutting, graffiti removal, waste removal, pruning, fence painting/repair.

We have also assisted and will continue to assist a number of elderly or disabled people within the community that need help with maintaining their own council gardens to enable them to enjoy a safe and accessible garden.

Apex will provide transport for the participants to and from areas where projects are located.

Please give a summary of expected outcomes from your project.

Please include details:

- *How your project will continue beyond the period of ICGF support?*
- *How your project or activity will help the Council to meet its Public Sector Equality Duty?*
- *Will your project make a contribution towards the promotion of the Gaelic language?*
- **Please Note** *you will be expected to submit an Evaluation Report (a form will be supplied) at the conclusion of your project and prior to the payment of the final instalment of grant.*
- **Please Note** *If successful your grant will be valid for a period of six months from the date of the letter confirming Project Funding your award. Extensions can be applied for in writing if made within the period of validity.*

The majority of our participants will come from a background of treatment centres and working with CPNs – they will be at the stage of “recovery within the community.” A typical participant will be currently accessing or have previously accessed additional support or treatment for addictive behaviours. They will be experiencing a wide range of barriers to employment including mental health, relationships broken down, previous offending. Other issues such as housing, money issues etc, all make the participant feel a real sense of being “weighted down” by their past choices. Having a project like Apex Challenge Team gives the participant the chance to feel they are accepted within a team, and are part of the team.

They are supported and supervised to learn new skills and have a sense of worth, which for some they have never experienced. Every challenge completed is celebrated and we award certificates on completion of different time-frames. Peer support is a large and vital part of our groups and this has always proved to be successful. For our participants to see real evidence of what they can achieve, by working with peers, gives them something realistic to aim for.

All our Outdoor participants follow a personal action plan and are actively encouraged to attend acupuncture and SMART Recovery, which assists them to maintain their recovery. Apex Highland staff have just completed year one of Trauma Training, this will continue for the next two years ensuring we are a Trauma Informed organisation.

Regular gardening/exercise reduces mental health problems like depression and anxiety but can also reduce stress as well as improving physical fitness. From the past year we have seen an increase in the number of people participating in this project and accessing our other services. The positive feedback we have received from many members of the community, who have stopped to thank us for our work and remarked how nice the areas looked is a testament to the work we are doing, benefiting both our clients and the community.

We would look to continue this project by further funding from Common Good Fund or other grants/funding that may be suitable - this project is a much needed and much wanted service for those with barriers in the Inverness area.

PROJECT COSTS

Please provide a breakdown of how much your activities/project will cost splitting between revenue and capital expenditure. Please Note grant recipients are expected to provide evidence of value for money.	Amount (£)
Lunches (averaging 6 per day)	£1,800
Materials to repair paths, steps	£800
Travel & Machinery fuel	£650
Staff	£12,096
PPE & Machinery/Tools	£1,350
Fee for recycling centre/Skip	400.00
Total Project Cost	17096

PROJECT FUNDING

How will the project be funded? <i>(What other organisations have you applied to?)</i>	Amount (£)	Confirmed
Apex - Staff Member 1 day per week	£4,976.60	Yes
Total Match Funding		
Total Inverness Common Good Fund Funding Requested	17096.00	
Own Contribution	4976.60	
Total Project Funding	17096.00	

If there is a shortfall in funding, how do you propose to fund it?

About your Organisation

<p>When did your Organisation start?</p>	<p>Apex Highland started in 1994 Apex Scotland started in 1986</p>
<p>What geographic area does your organisation cover? Please note the Inverness Common Good Fund can only help with projects that bring direct benefit to the citizens of Inverness.</p>	<p>The Highlands and Islands</p>
<p>What communities of interest (e.g. Young people, people with disabilities, people with an ethnic minority background etc.) does your organisation cover?</p>	<p>People with barriers to employment; Mental health, addictions, low skilled, criminal convictions.</p>
<p>Is there a restriction on who can join your organisation? If yes please give details.</p>	<p>Over 16 year olds</p>
<p>Has your organisation received any funding from the Inverness Common Good Fund over the last 3 years. If yes please give details of when/what for/how much.</p>	<p>Yes Nov 22 - Nov 23 - £10,338 for maintenance of Donkey Brae, Millburn Escarpment</p>
<p>Has your organisation received any other funding from the Highland Council or any Common Good Fund over the last 3 years? If yes please give details of when/what for/how much.</p>	<p>no</p>



Inverness Common Good Fund

Evaluation Form

Organisation	Apex Highland
Project Name	Outdoor Challenge Team
Project Description	The Challenge Team project is for individuals who have barriers to employment which could range from addictive behaviours, mental health, low skilled or an offending background etc. Past experiences have proved that the Challenge Team Project has improved confidence, team building/working, practical skills, and for some has given them a routine to abstain from relapsing into addiction and/or criminal behaviour. The group sessions for confidence building, problem solving, communication skills and team working. This is a shared journey with service users and staff and may be the first time a service user has interacted socially within a group setting without the issue of alcohol or drugs being involved. It also provides an opportunity to learn new skills, gain accredited qualifications and utilize existing knowledge and understanding to benefit the community in which they live. Service users are screened and at a positive stage of recovery.
Original Outcome Expected	To remove barriers for attending participants in order to lead them to a more positive destination in their lives. To upskill and build confidence in participants through the use of tools whilst woodworking and maintaining greenspaces in and around Inverness. To help individuals cease their offending behaviours.
Evidence of Outcome	Our outdoor team were responsible for the upkeep and maintenance of Donkey Brae, Milburn Escarpment and the View Point. This has been carried out regularly by a team of on average 7 people. These clients have presented with numerous barriers including addictions, mental health and convictions. Over time working at these outdoor spaces, they have learnt various skills, including gardening, woodwork, plant and invasive

	<p>species. They also learnt hard life skills such as team working, communication skills, taking responsibility for tasks and working on their own initiative.</p> <p>Operating as part of a team they were offered sessions in Smart, Acupuncture, Deciders CBT, and 1-1 personal development meetings. Two of these clients did so well they went on to become peer mentors and were a valuable resource to the team and clients.</p>
<p>Breakdown of Final Project Costs and Funding (Final Accounts should be submitted)</p>	<p>Sessional Staffing Hours: £12,012</p> <p>Participating client lunches: £3200 (originally projected to average 6 per day but far exceeded this)</p> <p>Fence posts, post crete, strimmer wire, sarking boards and small chipping: £890</p> <p>Fuel & Machinery maintenance: £765</p> <p>Overall Spend: £16,867</p>
<p>Marketing of Project</p>	<p>We regularly use</p> <p>Newsletters</p> <p>Reports</p> <p>Social Media posts</p> <p>Flyers</p> <p>Leaflets</p>
<p>Numbers Attended</p>	<p>640 attendances</p> <p>53 participants</p>
<p>What Worked Well</p>	<p>Having peer mentors to offer support and guidance with lived experience proved a very positive experience for all</p> <p>Providing lunches gave us an opportunity to discuss in depth problems that may have arisen as a group</p>
<p>What could be improved upon</p>	<p>The age of our minibus and reliability has proven to at times be quite challenging.</p>
<p>Overall Assessment</p>	

	<p>Again, the local community has provided positive feedback which in turn motivates both staff and clients to continue their hard but rewarding work in these areas.</p> <p>The behaviour of the local secondary school children has been at times very challenging and unpleasant towards staff and clients. Whilst working in these areas we have suffered not only verbal abuse but also purposely dropping litter in areas in which we had just cleared. Credit to our clients who have ignored this behaviour and risen above it.</p> <p>Overall clients have gained great qualities and have enjoyed working on the project and benefited greatly from it in so many ways.</p>
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