

Ward Community Cohesion Fund Proposal Form

Please read the Guide to the Ward Community Cohesion Fund before you fill in this form

Then complete Section 1: Budget Proposal.

*If you are proposing to deliver the project yourself, please complete Section 2: Delivery agency as well. We can help you with this or do it for you – see who to contact in the **Guide to the Ward Community Cohesion Fund**.*

Continue or separate sheets if you need to, or expand the boxes if you are filling in the form electronically.

Section 1: Budget Proposal

1. Name of Ward

Castle

2. Title of proposal

Create a Cultural Quarter website and social network. This project aims to bring together and communicate with the CQ community.

3. Name of group or person making the proposal

Cultural Quarter Business Association (CQBA)

4. Short description of proposal. Please include information on **how the money will be spent, who will benefit, when they will benefit, and how we will know when the proposal has been successful.**

It is important that your answer to this question is clear, because we will only pay the costs when we can see evidence that the outcomes you describe here have been achieved. You can provide further details in your supporting information if you want to.

The Cultural Quarter ("CQ") has a unique character and it has had many recent developments to enhance the offering to the local and wider

community however the residential community is transient and disparate with wide and varied cultural groups that could add to the cultural development of the area.

It is important to create a sense of pride in the CQ heritage and recent cultural developments and engage the community to play their part in future developments.

The CQ community is made up of a businesses, many of which are members of the Cultural Quarter Business Association ("CQBA") who wish to build on their existing knowledge. Estimate 1500 residential units within the CQ (est. 60% occupancy) made up of students, professionals, locals and migrates, that the regenerated industrial buildings have created.

This project aims to bring together and communicate with the CQ community.

Part of the CQBA role is the ongoing development of the CQ, to engage with and promote the cohesion of the local community. The resident in the area are the potential customers of the business and venues but more importantly they are the largest sector of the community and so have an influence on the CQ development; and its sense of belonging and pride.

How are we going to do this?

We propose to build a Cultural Quarter Website, create networking opportunities and social networking.

Purpose of Networking: we need to encourage people out of their homes, in to the community to meet their neighbours. This creates opportunities to inform them of what is happening in the area, get their opinions and get them involved in its future development.

Engage with the Housing Associations and building representatives, flyer all the apartments and invite them to networking events. At these meeting we will talk to people about what vision there is for the area and to gain their support and ideas and encourage them to join the social networking site so in the future we will continue the interchange ideas via a blog, twitter or Google group which will link to the CQ website.

The meeting will be held at a number of venues such as Curve, Phoenix Square, and Secular Society, to introduce them to the venues within the CQ.

The Cultural Quarter website?

The website will be launched in the spring to promote the Cultural Quarter Logo. The brand will develop to become the vehicle to describe what the CQ community has to offer, it has to appeal to and be recognised by those within the CQ community and within Leicester to be considered a success.

The CQ website will visually present the CQ community, it will shout about what is great and unique about the CQ heritage, it will distribute information of activities and services within the area, it will link to other relevant sites, it will evolve as the area evolves.

The CQ website sells the CQ Community to Leicester and will attract people to come and see, while the social networking will be the community voice which gives the website life

How will we measure our success?

By the number of responses to the networking events

By the number signed up to the social networking site and the exchange of ideas

By the number of hit to the website and the pages viewed

By the number of traffic that go on to search other venue websites within the CQ and Leicester.

The outcome for anyone moving into the area whether a business or a resident will get a sense of the CQ Community. A new resident will know who would be their contact or point of information, the nearest doctors surgery, what was on at the Phoenix Square or Curve, where they could get a coffee or meal, what they could buy in the CQ, the areas safety, how they could meet more people in the area and get involved in community groups. A one-stop shop for community interchange.

A student will be recruited to assist in the audit and networking activities, this resource will be mentored by the relevant CQBA leadership. Initial talks with the key venues and city council officers who manage the CQ brand have gained their support for the project.

5. Which Ward Community Cohesion Fund criterion or criteria does your proposal support? Please give details of how it does this for each criterion (Add further rows or continue on a separate sheet if needed).

Criterion no.	Details of how your proposal supports the criterion
1a	The networking opportunities will enable us to communicate directly with the residential community, and build the social network.
1b 3e	The audit enables us to have a better understanding of the business, residential, ethnic mix and identify any gaps within the CQ, this information would enable the venues to cater to their entertainment needs which will bring more sectors of the community together, and the social networking will give the community a voice and an opportunity to share ideas.
3a	The website will be the CQ visual community, a one-stop shop that reflect all the sectors within the CQ, the venues, the businesses and the residents. It will give information on the

	vision of the area, ways of getting involved in its development, the services and the current activities available.

6. Have you provided any supporting information? Tick if yes

7. What is the total cost to the Community Meeting?

8. How have you estimated or calculated the cost? Please show each item of expenditure and say whether it is an estimate or an actual cost.

Item	Cost £	actual cost?
Audit of businesses and residential	200e	400
Create and print 5000 invite flyer	500e	600
4 quarterly networking events	600e	1600
Set-up social networking site	200e	400
Consult and create CQ website populate data	2000e	3000
Total	3500	6000

*** Cost these are estimated cost of support in kind from CQBA member's seed funding to get the project going (actual cost much higher)**

9. Have you tried to get funding for this project from anywhere else, either in the Council or from another organisation? If so, please give details

No

10. Who proposed the project? Please provide contact details.

Name of contact person	Janice Gordon
Your position in organisation or group	Chair
Name of organisation or group	CQBA
Address	
Phone number	Email

Section 2: Delivery agency (this could be a single person, group of people or a group or organisation)

11. Who will deliver the project? Please provide contact details.

Name of contact person	Ben Ravilious and Phil Pickering
Your position in organisation or group	Communications Leaders
Name of organisation or group	Ultimate Web and Interpoint
Address LCB and Phoenix Square	
Phone number	Email

12. Declaration

I have read the *Guide to the Ward Community Cohesion Fund* and I accept the arrangements described in that guide. I confirm that the information I have given on this form is true. I will inform the council immediately if any of the information I have given on the form changes.

Name	Janice Gordon
Signature	
Date	28 th January 2010

Please send this completed form back to:

Karen Shelton, Member Support Team, 2nd Floor, Town Hall, Leicester City Council, Leicester, LE1 9BG.
Fax No: 0116 229 8827