

Ward Community Fund Proposal Form

Please read the Guide to the Ward Community 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 Fund**.

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

LEICESTER CITY COUNCIL

- 4 MAR 2010

Section 1: Budget Proposal

RECEIVED
MEMBERS' SUPPORT

1. Name of Ward

Castle

2. Title of proposal

Leicester St George Festival

3. Name of group or person making the proposal

Leicester City Council Festivals & Events

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.

We are applying for funding support to enhance the 2010 St George's Festival running Friday 23rd to the 25th of April 2010.

The funding will be used for street bunting and banners around the St. George's area and key sites around the City. The 2009 St George Festival was a pilot event and proved the public support for this festival. The 2009 event had street bunting in and around the main event site at Orton Square, this bunting signposted a designated route to the event. This year the event is again in Orton Square but the site focus has extended due to local venues wishing to contribute to the festival. The intention is to extend the street bunting to incorporate these venues including Phoenix Square, The Helsinki Venue and other important participating sites within the area (see attached map) The bunting will be traditional St George's Crosses on pendant flags. The bunting will also be extended to join up with main city centre roads that lead to Orton Square, mainly Rutland Street, Charles Street, Halford Street, Queen Street and St George Street. There will also be street banners at

strategic places in the city centre to promote the event. The bunting and Street banners will be put in place at the beginning of April in order to give the event maximum publicity. Street banners and bunting greatly enhance the look and feel of the area which does not have a high level of passing footfall and requires events to direct people to the area. In 2009 the street bunting worked well as a way of sign posting and directing people to Orton Square and the intention this year is to extend this to all key access routes to the event.

This proposed funding and the development of the St George's Festival would help to deliver the One Leicester Priorities as listed below.

- Planning for people not cars
- Reducing our carbon footprint
- Creating thriving, safe communities
- Improving wellbeing and health
- Talking up Leicester
- Investing in skills and enterprise.

5. Have you provided supporting information?

 Tick if yes

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

£1000

7. 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 £	Estimate or actual cost?
Street Bunting (One Stop Promotions)	1000	actual
Total	1000	

8. 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

LCC are funding the main festival at a cost of £10,000. Other venues in the area are contributing programming and venue use to the festival, the LCC funding will only cover the event infrastructure and services on the main day on April 24th in Orton Square. The cost of the bunting is additional to the main festival but is very important to the event's visual appeal and marketing success.

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

Name of contact person	Maggie Shutt
Your position in organisation or group	Festivals & Events Manager
Name of organisation or group	Leicester City Council
Address Festivals & Events 1 st Floor Wellington House Wellington Street LE1 6HL	
Phone number 0116 2385081	Email Maggie.shutt@leicester.gov.uk

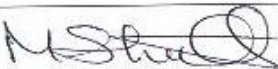
Section 2: Delivery agency (this could be a single person, group of people or a group or organisation)

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

Name of contact person	Dawson Smith
Your position in organisation or group	Festivals & Events Officer – Castle Park Festival Event Manager
Name of organisation or group	Leicester City Council
Address Festivals & Events 1 st Floor Wellington House Wellington Street Leicester LE1 6HL	
Phone number 0116 2385083	Email Dawson.smith@leicester.gov.uk

11. Declaration

I have read the *Guide to the Ward Community 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	Maggie Shutt
Signature	
Date	22/02/2010

Please send this completed form back to:
Karen Shelton, Member Support Team, 2nd Floor, Town Hall, Leicester City