



# Cheltenham Remembers World War 1 Expression of Interest Guidelines



**CHELTHENHAM**  
BOROUGH COUNCIL

[www.cheltenham.gov.uk](http://www.cheltenham.gov.uk)

# Cheltenham Remembers World War 1

In early 2016, Cheltenham Borough Council will be submitting a bid to “Our Heritage” (part of the Heritage Lottery Fund) for funding to support the physical restoration of Cheltenham War Memorial ahead of the Centenary of the end of the First World War in 2018.

We also have an opportunity to use the “Our Heritage” bid to secure funding for a range of community-based activities across the borough to commemorate World War 1. We would therefore like to hear from organisations who would like to include a project in our bid, to take place in 2017 or 2018.

The council would like to see bids for projects that will meet the aim of “**Connecting today’s community to the significance of World War 1**” and come under one or more of the following themes:

- Capturing and sharing of local stories of soldiers from Cheltenham in World War 1.
- Exploring our contribution to the war effort at home in Cheltenham
- Commemorating women who died in service
- Sharing music, art and poetry of the time that reflected the changing social history and culture

Activities can take the form of:

- Public activities, events and ceremonies
- Community involvement and discovery
- Education projects with children and young people

Examples could include: World War 1 plays; short story competition; public art commission; heritage open events; written or audio legacies; storytelling and sharing life stories; projects looking at life on the home front; women in the war years; evacuees; a poppy trail and school plays.

Our Heritage stipulates that as a minimum, projects should achieve one outcome for heritage and one outcome for people from the list below:

## **Outcomes for heritage;**

With funding from Our Heritage, heritage will be

- Better managed
- In better condition
- Better interpreted and explained
- Identified / recorded

## **Outcomes for people;**

With funding from Our Heritage, people will have:

- Developed skills
- Learnt about heritage
- Changed their attitudes and/or behaviour
- Had an enjoyable experience
- Volunteered time

**The closing date for expressions of interest is Friday 18 December 2015. We will notify you as to whether your project will be included in our bid by 11 January. The Our Heritage process takes 8 weeks so we will know the outcome in late March.**

## **More information about making an expression of interest**

### **Who can apply?**

Any not for profit organisation can apply. The project team will assess the expressions of interest and seek to include a range of activities in different areas of Cheltenham

### **How much can be applied for?**

We are inviting bids of between £2,000 and £20,000 for any one activity. We would like to include as many projects as possible, so please indicate whether your project is scaleable or not.

### **Implementing projects**

The applicant organisation will be responsible for the project management and delivery of the successful schemes. Consequently the Council will be looking for applications that demonstrate clarity of both planning and delivery of the projects with an understanding of what permissions will be required to see the successful implementation of the project.

### **What we will fund**

Applications must be accompanied by evidence that the applicant will secure the necessary permissions to enable the work to proceed.

### **What we won't fund**

- Any events or activities of a political nature
- On going revenue commitments
- Projects being delivered outside the boundaries of Cheltenham borough.
- Projects that cannot demonstrate that the necessary permissions will be achieved within the appropriate timescales

### **The assessment criteria**

From 18<sup>th</sup> December onwards, a panel from the project team will assess all submitted expressions of interest. We will be looking for projects that have been well thought out and can demonstrate the following;

- A justification for doing the project and that it will meet one of the themes that the council wants to cover (listed on page 2) and one outcome for heritage and one outcome for people from the Our Heritage outcomes (also listed on page 2).
- The specific things the project will achieve
- How success will be measured

We will be looking for reassurances that the applicant has thought about all the different types of licences and permissions that might be required to deliver the project. These might include event type permissions and licences as well as highway permissions and planning permissions. We have attached a guide to the types of permissions needed for public events at the back of this document.

We are also looking for assurances that project deliverers will put in place a robust system for collecting, monitoring and assessing the impacts of the project and for reporting and sharing this information.

Where projects involve working with children and young people, we will also ask you about what measures you have in place to safeguard the wellbeing of children and young people.

Groups will also need to have current and relevant liability insurance in place before any agreement can be signed and you will be expected to provide copies to prove this. Applicants will be held liable for any damage caused to public property and the council will not accept any liability for claims for damage, loss or injury resulting from this work.

We will consider the information you supply on the proposals form to assess the following:

- The level of match funding you can provide for this project, including in kind contributions such as staff and volunteer hours.
- That there is a heritage focus to the project;
- That the project will meet an identifiable need or build on an opportunity;
- What will the project achieve;
- How will success be measured;
- What the longer-term legacy of this project will be and its sustainability. For larger bids this will be especially important to demonstrate;
- The level of detail of project planning, which should reflect the size of the project;
- The amount of funding requested and whether the project offers value for money.

The intention is that recommendations from the panel will be communicated to bidders in early January, ahead of the Heritage Lottery Fund bid being submitted.

## How to apply

### Can an organisation make more than one grant application?

No more than one award will be awarded to any one organisation.

### Making an application

Please complete all pages of the application form. Incomplete applications will not be considered.

### Agreements and performance management

Before the project can start, the council will enter into a project agreement with the provider which will set out various obligations on the two parties. This is very important as the way in which the money is used will be subject to inspection and audit and your monitoring plans will help us ensure that your project is progressing along the right tracks.

### Grant payments

For successful applicants, payments will generally be made in arrears on receipt of completed performance management report and claim form. However, we can arrange advance payments to help with cash flow but this will be subject to checks and you will be liable to repay this if your project does not make satisfactory progress.

### Other considerations

Please be aware that as this is public money, the funding will be subject to inspection and audit. Any fraudulent activity will be quickly identified and reported to the police.

For more information about Our Heritage grants, please see:

<http://www.hlf.org.uk/looking-funding/our-grant-programmes/our-heritage>

### Completed expressions of interest must be returned no later than **Friday 18<sup>th</sup> December 2015** to:

**Helen Down, Cheltenham Borough Council, Promenade, Cheltenham,  
GL50 9SA**

**Email: [helen.down@cheltenham.gov.uk](mailto:helen.down@cheltenham.gov.uk)**

For any queries, please contact:

Helen Down

01242 774960

[Helen.down@cheltenham.gov.uk](mailto:Helen.down@cheltenham.gov.uk)

Or:

Jane Stovell

01242 264367

[Jane.stovell@cheltenham.gov.uk](mailto:Jane.stovell@cheltenham.gov.uk)