Burnham-on-Sea & Highbridge TOWN COUNCIL

Grant application summary

Applicant: Burnham Retail Group

Category: Event

Amount of funding previously awarded since 2014: £0

Total number of applications: 0

Type of funding requested: Community event

Total cost of project: £1,543

Amount requested: £1,543

Total number of residents estimated to benefit from the grant: Everyone in town for the event

IMPORTANT POINT TO NOTE

Bank details were not available at the time of application. It will be a condition of the grant that these are provided prior to any payment being made.

Grant application detail

Type of organisation: Voluntary group

What is the current membership:
Adults: 92
Children: 0
Please list any Burnham-on-Sea and Highbridge Town Councillors associated with your group: Nick Tolley as a retailer

What are the main activities of your organisation? Include what type of group you are e.g. residents group, youth group, etc. and explain what your organisation does and its aims: The Burnham Retail Group (BRG) are Traders who have come together to help organise & suggest various events in, the town centre of Burnham-on-Sea with the intention of providing entertainment for shoppers and visitors. The ultimate aim is to give shoppers an experience that they will want to revisit, therefore increasing the footfall.

Type of grant: Community Event

Please include: Why you need funding to support your community project? Briefly describe the project or purpose for which you require a grant. How will it

benefit the community or residents of Burnham and Highbridge? Is it for the benefit of your members, or the wider community? Is it aimed at a particular group within the community: Christmas Event 20th November 2021
The driving ambition is to enhance the Christmas parade suggested by seed by having the participants start at “Victoria Street Tree” walk down the high street and finish at “The Town Tree” in the High Street car park. The “thinking” is to have the lights on the Victoria tree cascade down to mark the start of the parade. As the Parade moves along the street, the lights can come on as they pass. The parade is to end at the High street car park tree, where the lights will come from bottom to top. As it illuminates at the top, a firework can be let off to signify the start of the Christmas period. The River Brew band will come straight in, starting with a Christmas song. All traders of the town will be invited to stay open for a late-night shopping feature. The High street will be closed to traffic and a funfair will be placed the length of it. It is hoped that this community event will encourage families to come along and join in with the festivities and will allow all traders of the town to promote their stores to encourage locals/visitors to stay in the area during the Christmas shopping period.

Who will benefit from the project? Young people, Unemployed people, Older people, People with disabilities, People with low income, Ethnic or minority groups

How many people from Burnham-on-Sea and Highbridge will directly benefit from your project: The traders of Burnham & the visitors to the event

How will they benefit: The traders will be given this opportunity to increase their sales, esp as they are still recovering from many lockdowns. The residents & visitors will benefit as this community-spirited event will help towards their mental health and wellbeing, bringing a sense of community and pulling people together. It has been recognised by the chamber of trade and residents that previously after the Victoria Street light switch on, the residents and visitors in the town quickly disperse and that there is nothing to keep them in the town. The Christmas Lantern Parade, the funfair & the refreshment establishments will keep the High Street active along with the finale entertainment to the south of the high street.

How will you measure the success of your project? For example: footfall (how will you measure), positive press coverage (we may expect to see copies), delivered on time, on budget, increase in membership numbers, etc: We will have the footfall figures from the Town Council. And will ask the traders if they had an increase in sales and people through their door.

When do you intend to start and finish your project? Please note: we will not be able to fund projects that have already started or completed before the application has been considered: Start 20/11/21 finish 20/11/21

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Item description:

River Brew Party band (Local to Burnham) Cost:	£700
Portable Toilets x 2 Cost:	£200
Liability insurance 10M Cost:	£343
Chapter 8 and road closure costs (Donation) Cost:	£300

Total project cost:	£1,543
How much money are you requesting:	£1,543

No other funding applied for

How do you intend to raise the remaining project cost required to complete the project? (proof of this funding will be required before a grant is paid): We are a new group and any funds raised will go towards future town centre events.

No accounts as they are a new group