

APPENDIX C – Sponsorship

Community And Economic Development Grants Scheme * new application

Name Of Organisation	:	Experience Mid Sussex (c/o Borde Hill Gardens)
Purpose For Which Grant Is Sought	:	Digital PR programme
Total Project Cost	:	£4,500
Amount of Grant Sought	:	£3,500
Previous Grants	:	£3,500 – Digital Marketing Campaign (2018) £2,500 – Creation of corporate video (2017) £3,500 – Creation of website (2016)

Background Information

Experience Mid Sussex, set up in 2015, comprises of the finest venues, hotels and attractions in the District. The organisation aims to drive tourism in the area by attracting new visitors to Mid Sussex, referring visitors from one of the member organisation to another as well as generating visits from local residents.

Current membership includes Borde Hill Garden, Wakehurst, High Beeches, South Lodge Hotel, Ockenden Manor Hotel, Gravetye Manor Hotel, Hickstead All England Showground, Ridgeview Wine Estate, Bolney Wine Estate, Kingscote Wine Estate and Bluebell Railway.

The Group wish to build on the digital marketing campaign for which they received a grant in 2018 by building further engagement with digital subscribers and increasing subscribers by a further 20%. They are seeking funds to work together to develop a digital PR programme built around a themed monthly content with supporting professional photography, plus a monthly blog.

They wish to employ a journalism student from a local University plus an experienced professional to oversee the student's work and co-ordinate the project and adapt it for social media channels. They also require a free-lance copy-writer for the website blog and a photographer to provide a bank of images which will support the themes. Topics for the themes are to be confirmed but these could include special events/launches, steps on how to grow/care for a vine, cooking tips from the hotels or tips for the perfect facial.

Head Of Corporate Resources Comments

- Unaudited accounts have been submitted for 31st December 2018 which show a surplus of £743.
- Total income was £4,895; mainly generated from Grants (£2,495) & Membership Contributions (£2,400).
- Total expenditure was £4,152 consisting of Supplies and Services (£4,152).
- No Balance sheet was provided.

Corporate Grant Assessment Group's Evaluation Of The Project

The Assessment Group recognise the key role Experience Mid Sussex plays in the District to promote tourism and provide leisure facilities for local residents. The group comprises of 11 organisations that employ local residents and offer services to local people, working in partnership to positively impact on the District. Tourism makes a significant contribution to the local economy and the Assessment Group would like to support the further development of this group. The lead applicant is a registered charity, the project meets the assessment criteria and is recommended for funding.

Overall Score: 6

The Project Meets the Following Corporate Objectives

Sustainable Economic Growth – Through their joint offer and a collaborative PR campaign, the group aims to make local residents and visitors to the District aware of the leisure options available on their door-steps and provide a wider perspective on the range of facilities events and activities on offer.

Recommendation

In order to maximise the money available in the Community and Economic Development fund it is recommended that the sum of £3,500 is provided from the sponsorship budget as a contribution towards the PR programme to promote Experience Mid Sussex.

Community And Economic Development Grants Scheme * new application

Name Of Organisation	:	South of England Agricultural Society
Purpose For Which Grant Is Sought	:	Young Craftsman of the Year Competition
Total Project Cost	:	£15,716
Amount of Grant Sought	:	£1,500
Previous Grants	:	£1,500 – Young Craftsman of the Year (2018) £1,500 – Young Craftsman of the Year (2017) £1,500 – Young Craftsman of the Year (2016) £1,500 – Young Craftsman of the Year (2015)

Background Information

The South of England Agricultural Society is a registered charity that aims to showcase farming, agriculture and the countryside through annual seasonal country shows and events. It operates from the South of England Showground, a 150 acre site situated just outside Ardingly village. Central to the Society remit is the provision of educational events, grants, awards, bursaries and scholarships for people with an interest or involvement in farming, agriculture and other land based industries.

The Young Craftsman of the Year Competition is a prestigious competition open to young people aged 14-21 years. Entries include: Woodwork; Metalwork; Ceramics; Textiles; and Design and Technology.

The 2019 Young Craftsman of the Year Competition will be their 32nd year and is unique in what it offers. It is staged at the South of England Show, Ardingly in June and usually attracts around 150 entries. The grant will part fund the prize fund of this competition.

The organisation has made a number of applications for sponsorship to support the event and fund the total project cost from the following organisations and individuals (as yet unsecured): The French Joinery Group, Mid Sussex Timber, Brewer & Sons, MDS, S E Business Systems, The Ironmongers Company, The Worshipful Co of Joiners and Ceilers, the Mid Sussex Arts Society, the Guild of Master Craftsmen and three individuals.

Head Of Corporate Resources Comments

- Independently examined accounts have been submitted for the period ending 31st December 2017 which show a surplus of £23,374.
- Total income was £2,346,580; mainly generated from Income from Charitable activities (£1,179,289), Income from Event Centre (£874,657), Membership subscriptions (£142,667), Gain on Investment (£68,292), Other income (£38,892), Investment income (£25,603) and Donations (£17,180).
- Total expenditure was £2,323,206; consisting of Supplies and Services (£1,898,625) and Staff Related (£424,581).
- Balances held at the end of the period showed Net assets of £2,698,776, comprising of Tangible Assets £1,812,167, Investments £1,030,844, Cash £36,816, Debtors £192,636, Stock £2,908, Creditors (£366,190) and Creditors due after more than one year (£10,405).

Corporate Grant Assessment Group's Evaluation Of The Project

The South of England Show is a prestigious local event which attracts a huge number of visitors to the District. The completion aims to encourage young people to develop their skills, it acknowledges achievement and should advance their careers. The Corporate Assessment Group supports the application.

Overall Score: 5

The Project Meets the Following Corporate Objectives

Sustainable Economic Growth - this event embraces two of the South of England Agricultural Society's objectives, namely to promote crafts and skills and to encourage young people to stretch themselves and produce work of the highest standards. It is hoped that the awards will provide financial assistance and publicity to encourage the successful candidates to pursue and broaden their skills primarily in the Mid Sussex Area.

Recommendation

In order to maximise the money available in the Community and Economic Development fund it is recommended that the sum of £1,500 is provided from the sponsorship budget as a contribution towards the Young Craftsman of the year competition.