

APPENDIX C

Sponsorship

Name of Organisation	:	South of England Agricultural Society
Purpose for which Grant is Sought	:	Young Craftsman of the Year Award 2017
Total Project Cost	:	£14,821
Amount of Grant Sought	:	£1,500
Previous Grants	:	£1,000 (2015) £1,000 (2016)

Background information

The South of England Agricultural Society (SEAS) is a registered charity whose aims are 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.

The South East Agricultural Society has for many years promoted the annual Young Craftsman of the Year competition. The competition is open to anyone studying in the South East, aged 14-21 years and can be working in any medium e.g. wood, metal, ceramics, textiles and design & technology. 2017 will be the 30th year of the Young Craftsman competition.

This event embraces two of the South of England Agricultural Society's objectives, namely to promote crafts and skills and encourage young people to stretch themselves and produce work of the highest standards. Judges will be looking for craftsmanship and marks will be awarded for concept and design, use of materials, technical skills, finish, artistic merit, function, balance and proportion, and the potential in the competitor for further development of their craft or skill.

The Awards are showcased on the Tuesday 6 June before the start of the annual South of England Show at Ardingly. The presentation of awards and prizes takes place on the Saturday of the show. Mid Sussex District Council will be credited as a supporter on promotional material.

Corporate Grant Assessment Group's evaluation of the project

The Corporate Grant Assessment Group feels that this project to run a Young Craftsman of the Year Competition will provide an opportunity to showcase the talents of young people in the District and to recognise their skills. It also shows Council support for the South of England Show which a major event in the District Calendar.

The project meets the following corporate objectives

Better Services – the Council has sponsored this event for many years, to demonstrate support for the South of England Show which is one of the largest events in the District. The Council is committed to the development of young people and the recognition of skill and enterprise.

Better Lives – the completion provides an opportunity to celebrate the work of young craftspeople and will encourage the successful candidates to pursue and broaden their skills.

Better Environment – the Council's sponsorship will demonstrate support for this major event which derives a boost to expenditure in the local economy from primary and secondary spend by visitors to the show.

Recommendation

That the sum of £1,500 from the Community and Economic Development Fund be awarded to sponsor the Young Craftsman of the Year Competition 2017.