



WARRINGTON BID

PROPOSAL FOR SUPPORT FROM WARRINGTON BUSINESS IMPROVEMENT DISTRICT

Information for applicants

Funding applications for events must be received at least 6 months before an event.

The BID board will meet quarterly to review any applications that have been received.

£500 is ring fenced/allocated each quarter to support smaller scale, charitable projects.

Other in kind support will also be available (eg PR support/management expertise/promotional space etc).

Over 1/3rd of the overall budget for the year will be weighted towards the Oct/Nov/Dec period.

Sample £40k annual budget for event support:

Jan-March, Quarter 1: £7k + £500 third sector/community
April-June, Quarter 2: £7k + £500 third sector/community
July-Sept, Quarter 3: £7k + £500 third sector/community
Oct-Dec, Quarter 4: £17k + £500 third sector/community

There is a scoring system for marking the application forms. This is weighted against the following criteria.

Section 1	Collaboration/Town Centre Wide Offer	25%
Section 2	Commercially Viable/self sustainable	15%
Section 3	Ambition/Impact/Innovation/Perception changing	20%
Section 4	Track Record/Evidence of previous success/KPIs	25%
Section 5	Professional branding/PR/collateral	15%

Applications should be submitted in writing to Warrington BID: warringtonbid@groundwork.org.uk

Applications will be discussed at BID board meetings where you may be invited to make a presentation.

Financial support of between £500 and up to £15k is available depending on the funding round and date of the event. Additional operational, in-kind, practical or marketing support may be requested in addition or as alternative to financial support.

Please note that funds are limited and smaller grants or requests for non-financial support may be more successful.

Successful applications will need to demonstrate a track record, professional marketing and communication planning, collaborative approach to partnership working and show how they meet the aims and objectives of the Warrington BID.

You may be asked for copies of insurance, event management plans, health and safety certificates, risk assessments etc as additional evidence



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YOUR CONTACT DETAILS	
Applicant Name	
Company/Organisation	
Address	
Telephone	
Website	
Email	
Twitter	
No. of Twitter Followers	
Facebook	
No. of Facebook Followers	

Please tell us about your event.

GENERAL INFORMATION
Project Title
Description
When would this take place? (Date/s)
How much funding are you applying for? (£)
Is there other (non-financial) in kind support that the BID may be able to provide? (Promotional support/advice/space etc) If so, please explain.



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Section 3

Ambition/Impact/Innovation/Perception changing 20%

We are interested ambitious, perception changing events that raise the profile of Warrington and fit with our new future looking place narrative.

20% of the available scoring is allocated to this section of your application.

AMBITION/ IMPACT/ INNOVATION/ PERCEPTION CHANGING
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What do you understand about the future story of Warrington's town centre? How do you think this idea fits with the aims and objectives of Warrington BID?

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Office Use:

Section 3	Ambition/Perception	20% available	Score:
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Section 4

Track Record/Evidence of previous success able to report/evaluation against KPI's 25%

We need to report back on the success of your event. Please outline your experience and how you have measured previous success. What key performance indicators will you use?

25% of the available scoring is allocated to this section of your application.

TRACK RECORD/ PREVIOUS SUCCESS/ KPIS/ MEASURABLES

Please provide detail of previous experience/ events (if applicable)

For example press cuttings, marketing materials, branding, social media feeds, statistics, footfall figures,

Please provide the names, telephone numbers and email addresses for two references/ supporters for your project who can talk about your experience and previous projects.

Office Use:

Section 4	Experience/KPIs	25% available	Score:
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Section 5

Professional Branding/PR/Collateral

15%

We are looking for high quality branding and a clear communication and marketing plan with a track record in delivering footfall.

15% of the available scoring is allocated to this section of your application.

PROFESSIONAL BRANDING/ PR/ MARKETING COLLATERAL
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What is your marketing/ communications plan for this project/ event?

If successful in achieving support from Warrington BID, how will we be credited, profiled, recognised?

Office Use:

Section 5	Marketing/Branding	15% available	Score:
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EXTRA INFORMATION

If you have already spoken to somebody from Warrington BID/ BID Board about the idea- who was it/ when? What advice was given to you?

Office Use:

Section 1	Collaboration	25% available	Score:
Section 2	Financially Viable	15% available	Score:
Section 3	Ambition/Perception	20% available	Score:
Section 4	Experience/KPIs	25% available	Score:
Section 5	Marketing/Branding	15% available	Score:
		Total marks out of 100%	Score: