

## Warwickshire Placemaking Fund: Crib Sheet



**Overall Aim:** Projects which will enhance, improve, and enliven the town centres across Warwickshire.

### **Project must deliver one or more of the following outcomes:**

- An uplift in the local economy of Warwickshire town centres
- An improved visitor experience through signage, information, attractions, and interactions
- Improved working partnerships / networks within the town between businesses, residents and local communities
- Creation or enhancement of civic (shared) space which encourage increase people to stay in town longer, increased community use, increased footfall, or increased spend in the town
- Improved physical appearance of a town centre

**Eligibility:** To be eligible the project (and organisation) must meet all of the following criteria

The project must

- Be in a Warwickshire town centre
- Be one of the listed organisations who can apply
- Lease, own or have written permission from the owner of the land or building where they wish to carry out a project
- Be a capital project (see details below)
- Deliver the project within 12 months of receiving WCC funds
- Deliver projects that benefit the wider town centre community
- Contribute to the local economy through the delivery of key outputs (listed below) – minimum of 2 outputs must be delivered through your project
- Demonstrate that the project is sustainable beyond the initial funding period (who's going to pay for its on-going up-keep or repair if its damaged?)
- Have any necessary permissions, consents or licenses in place required to deliver the project
- Have insurance and public liability for the delivery of the project
- Comply with any relevant Health and Safety regulations (both during delivery of project and afterwards)

**Who can apply?** Organisations who can apply must be based and operating within a Warwickshire town centre; they can be

- Groups of businesses within a town centre (must be constituted and have a bank account)
- Community organisations working within a town centre (must be constituted and have a bank account)
- Business Network Groups operating within a town centre (must be constituted and have a bank account)
- Town/ parish councils

### **Key Outputs**

- Increased number of visitors to the town – local, regional and national
- Amount of improved civic space (square metres)

- Number of people actively engaged in the project
- Number of businesses actively engaged in the project
- Increase in footfall (must be measured)
- Increase in spend within the town centre shops, cafes and restaurants
- Decrease in vacant units in the vicinity of the project since it's been delivered
- Number of new signs, information boards etc installed
- Number of new partnerships set up / increase in partner meetings / number of people attending partnership meetings as a result of this project
- Increased community use of an improved or new shared space, increased footfall, or increased spend in the town
- Increase in number of events held in improved shared space
- Number of physical improvement project delivered e.g. shop frontage scheme

## The Fund

We will fund up to **£20,000** towards the cost of a project. It will be Warwickshire County Council's decision on how much is contributed based on

- Level of community and business engagement
- Expected impact of the project on the town centre, as a whole
- Local member support
- Meeting all the identified eligibility criteria

The decision on funding will be made by a panel of WCC representatives and this panel's decision will be final. WCC will not fund 100% of a project.

This is a **capital funding** pot. The fund can pay for items such as:

- building and construction costs
- equipment e.g. street furniture, signage
- professional fees that are directly associated with a capital project e.g. architect or surveyor fees

We **cannot** fund any revenue costs, this would include items like salaries; recruitment costs; rent; heating and lighting; publicity / marketing; training and expenses; event costs.

Any funding allocated will only be paid:

- if the target amount for the project is reached by the target date
- once the WCC grant terms and conditions have been signed and any required paperwork / documentation has been provided.

## How it Works (Refer to Process CRIB SHEET)

In order to 'apply' for the Warwickshire Placemaking Fund an applicant has to upload their project onto [www.spacehive.com](http://www.spacehive.com). The project will then be matched to the Fund if they meet all the basic criteria. WCC will then be alerted to the project and will carry out an assessment against the key criteria before making a decision as to whether to offer funding towards it.

## **Assessment Criteria**

- 1 - Evidence of need for the capital project and requirement for this particular project to address the need
- 2 - Evidence of community and business engagement and support for the project
- 3 - Evidence of the project's contribution towards supporting the town centre, the local economy and the benefits it will bring
- 4 – Evidence of a well costed and thought through project
- 5 - Evidence of the projects sustainability following completion (e.g. maintenance, utilities)
- 6 - A clear approach to project management, monitoring the delivery of the capital project within reasonable costs and timescales
- 7 - Evidence of process for monitoring and evaluation of the project once completed
- 8 – Alignment of the application to the core purpose of Warwickshire County Council's [One Organisational Plan 2020](#)