



HASLEMERE TOWN COUNCIL

Small Grant / Green Grant Application Form¹

CONTACT DETAILS

Name of Organisation	Surrey Hills to South Downs Community Rail Partnership (SH-SD CRP)
Contact Name	Cllr Nikki Barton
Position in Organisation	Chair
Address	
Telephone	
Email	Nikki.barton@surreycc.gov.uk / nikki.barton@haslemeretc.org

PROJECT DETAILS

Name of Project	Surrey Hills to South Downs Community Rail Partnership promotion/marketing for sustainable tourism in Haslemere, and other 4 partner communities
What aspect of the project will grant money be used for. Please be as specific as possible. ²	<p>In order to be recredited by the Department for Transport, the SH-SD CRP is required to upgrade its marketing strategy and delivery to promote the visitor economy using sustainable train travel to the 5 partnership members stations- Haslemere to Farncombe. The new marketing strategy to include a new professionally created website and line guide.</p> <p>The grant requested is required to pay for a series of short, professionally produced films for the new website to encourage people to travel by train, as a more sustainable transport mode to visit the 5 partner towns and villages, their High Streets, local businesses, cultural events and festivals. In addition, uniquely all 5 stations provide a gateway for visitors to explore the beautiful surrounding countryside of the Surrey Hills AONB, South Downs National Park, and Natural Trust and the promotional films would illustrate this. The short promotional films would be created to tell the story from a range of perspectives (a young family etc) of getting on a train from Waterloo, the short journey out of the city into the beautiful countryside and what can be seen and explored from each from each of the 5 stations.</p> <p>The partnership has seen a growth in the number of ramblers coming out of London by train to explore the countryside from the 5 partner stations- and this trend is expected to increase with the Covid lock down rise in walking for leisure and health, and the focus on the 'staycation'. As part of the post Covid recovery, stimulating the visitor economy to encourage walkers to take the train to visit our towns, and to support our local</p>

¹ Delete as appropriate

² Use a separate sheet if required

	<p>businesses can play a key role in reinvigorating our communities.</p> <p>Research by the Community Rail Network demonstrates that a walking/rambling visitor spend is far higher than the spending of a visitor arriving by car.</p>
<p>What benefits for the Haslemere community do you expect will result from the project?³</p>	<p>Haslemere will directly benefit from this professional marketing initiative that will attract more visitors to the town by train, thereby reducing the carbon footprint of individual motorised vehicle access, reducing polluting emissions and the pressure on limited parking in the town. Marketing all Haslemere and the surrounding countryside has to offer, with our range of fantastic local businesses, events and festival and protected landscapes and fine countryside that surrounds the town to the wider population via the website, and social media will bring an economic benefit to the town and the community while also addressing the need for the use of more sustainable transport modes going forward. The -project has the huge added value of additional promotion and marketing via its key strategic partners- SWR, South Downs National Park, Surrey Hills, AONB and the National Trust. This means any marketing and promotional exposure afforded by any grant awarded will be amplified and multiplied many times by our national partners.</p> <p>Haslemere has already received a National Rail Award for the work of our transformed Community Information Hub at the station and our large team of volunteers that promote sustainable tourism to the town- a grant for professional marketing material to gain exposure in the wider London area will further enhance the work already started in Haslemere. Of all the stations Haslemere is uniquely located as a gateway to both a delightful market town, but the Surrey Hills, South Downs and National Trust countryside.</p>
<p>Scheduled project start and finish date</p>	<p>April 1 2021- May 2021</p>

FUNDING DETAILS

<p>Total estimated cost of the project</p>	<p>Website production; £2500 Promotional short film production: £2175 Line guide £500 Total: £ 5175</p>
<p>Amount of grant requested from the Town Council (should not be 100% of the total estimated cost of the project)⁴</p>	<p>£1250</p>
<p>Have you or will you be applying to other bodies for financial assistance?</p>	<p>Yes /</p>
<p>If yes please state: To whom applied</p>	<p>Godalming Town Council Milford and Witley Parish Council</p>

³ Use a separate sheet if required

⁴ If this exceeds £1,000 remember to explain the exceptional circumstances for the Grants Committee to consider

	Community Rail Network
Amount(s) applied for	£2500 Community Rail Network Godalming TC - TBC Milford and Witley PC- TBC
Amount(s) received	£2500- Community Rail Network
Have you received a grant from the Town Council before? If so for how much and for what purpose?	
What fundraising activities will your organisation be doing to fund this project?	N/A- grants applied for above

ORGANISATION DETAILS

Is your organisation a Registered charity or trust? (If yes please provide Registration Number)	No Registration Number:
Is it affiliated to a National Body? If yes please specify.	Yes- Surrey Hills to South Downs Community Rail Partnership is part of the national network of Community Rail Partnerships, the SH-SD CRP has been accredited by the Department for Transport
What are the aims and objectives of the organisation?	To promote sustainable rail travel, and the visitor economy- improving the station environs and linking the community with the 5 stations as the key transport hubs in each town and village.
What is the geographical area covered by your organisation?	5 stations between Farncombe and Haslemere
Bank account to which payment should be made This must be in the name of your organisation. Payments cannot be made to individuals.	

VALIDITY CHECKLIST

For your project to be considered you must be able to confirm the following statements:

Criteria	Tick to confirm
The project is of benefit to residents of the Council's electoral area	x
You hold a bank account in the name of the organisation applying, not an individual	x
This application is accompanied by either the latest audited financial report or, where this does not exist, a forecast budget of income and expenditure relating to the grant application.	x
The grant is not for a project already completed	x

The grant is not to contribute to a surplus for charitable distribution or to increase your organisation's reserves	x
You consent to acknowledge HTC's contribution in your marketing / promotional material	x

DECLARATION

In submitting this application on behalf of the stated organisation I certify that all statements made or enclosed to be true. This application and all supporting information may be made publically available	Signed: Cllr Nikki Barton Print name: Cllr Nikki Barton
Date	March 12/2021

NOTES FOR APPLICANTS

Application procedure

Please note that no application can be considered unless delivered to the Town Clerk at Haslemere Town Council, Town Hall, High Street, Haslemere, Surrey, GU27 2HG at least **ten (10)** working days before the relevant Grant Committee or Council meeting.

No application will be considered by the Committee unless the applicant is able to confirm all of the Validity Checklist criteria. If in doubt contact the Town Clerk 01428 654305.

Consideration and notification

The application will be considered by the Grants Committee generally for capital expenditure only and on a matched funding basis.

The Committee meets every two [2] months. Successful applicants will be informed by letter/email as soon as possible thereafter.

Payment procedure

A grant payment will only be made by the Town Clerk against production of an original invoice or invoices for goods or services made out to the recipient organisation. Under no circumstances will payment be made to an individual.

Payments are made by cheque/BACS therefore the recipient organisation must hold a bank account in the name of the organisation.

Grants should normally be drawn down in one amount. The Grant Letter will state that the grant will automatically lapse if it is not claimed within the time specified.

As a courtesy, a reminder letter will be sent to the applicant organisation one [1] month before the expiry of the grant advising that the funds have not yet been claimed.

Data Protection

The information provided in this form will only be used by the Town Council in the administration of its Grants process and for no other reason. The information will be processed in accordance with the Council's data retention policy.