

MIDDLETON TOWNSHIP FUND 2021/22 APPLICATION FORM



ROCHDALE
BOROUGH COUNCIL

REF

Please read the **Terms & Conditions** and **Guidance for Applicants**. If you need advice or support to complete your application form, please contact Middleton Township Office.

SECTION 1 – NAME OF PROJECT

Name of project

MIDDLETON TOWN CENTRE MANAGEMENT CORE FUNCTION

SECTION 2 - APPLICANT DETAILS

a) Name of organisation

MIDDLETON TOWN CENTRE MANAGEMENT LIMITED

b) Type of organisation

<input type="checkbox"/> Voluntary/ community	<input type="checkbox"/> Registered charity	<input type="checkbox"/> Sports/ leisure club	<input checked="" type="checkbox"/> Limited company	<input type="checkbox"/> Private company	<input type="checkbox"/> Social enterprise	<input type="checkbox"/> Other type
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c) Aims and objectives of your organisation and activities or services it provides

- To enhance the image of Middleton town centre
- To encourage people want to shop, live, work and socialise in the town
- To ensure we promote healthy lifestyles and encourage fitness and well being
- To provide a schedule of annual events that local people want to attend year on year basis
- To help businesses to grow in and around the town centre
- To liaise with local businesses and to feedback any issues to the township manager and the relevant council departments
- To pro-actively work with key stakeholders in the town to ensure we all work together. Stakeholders include Middleton arena and Middleton shopping centre

d) Contact name

Victoria Davies

e) Contact telephone

[REDACTED]

**f) Contact address and
postcode**

[REDACTED]

g) Email address

[REDACTED]

h) Web address

www.middlelontowncentre.co.uk

SECTION 3 – ORGANISATION FINANCES

a) Have you applied for or received a Township grant before?

Yes

No

b) If you have answered yes to question a), please give details below

We have applied annually for the same grant as this one to support our ongoing promotion of Middleton Town Centre, through events, activities and business support.

c) Does more than 50% of your annual base budget/income come from Rochdale Council?

Yes

No

If yes, detail below the amounts received and Council Services providing budget/income to your organisation (a copy of your application will be forwarded to your relevant Link Officer for their comments)

£28,500 for Economic Affairs Unit

SECTION 4 – PROJECT FINANCES

a) Cost of project

£17,147 (inc Christmas Lights)

b) Amount of grant required

£17,147 (inc Christmas Lights)

c) Amount from other sources

£28.500

d) Details of other funding

Funder	What they may fund	Dates of funding decisions
RBC ECONOMIC AFFAIRS		

e) Breakdown of proposed expenditure relating to the grant funds required (enclose quotations, cost estimates or extracts from websites/catalogues. At least two quotations will be required for any items to be funded that will cost £1,000 or more to demonstrate value for money. Costs for items to include VAT only if your organisation cannot claim VAT back from HM Revenue and Customs).

Expenditure item	Cost
<u>COST OF ANNUAL TOWN CENTRE MUSIC/FOOD FESTIVAL</u>	
Sia Security	£390
Toilets	£660
Music Licence	£62
Hi Vis Vests And PPE For Stewards	£70
Photographer	£150
Marquee Hire	£1,235
Stage Hire	£1,850
Safety Services For First Aid	£155
Bands @ £250 X 5	£1,250
Compare For The Day	£250
Stewards @ £75 X 5	£375
Bar Staff	£100
Live Stream	£700
COST OF Music Festival (OKTOBERFEST)	£7247.00
<u>COST OF HALLOWEEN SPOOKY SATURDAY</u>	
Vampire Micky Mouse	£175.
Facepainer	£50
Creepy Crawly Roadshow	£300
Pumpkin Carving	£100
Cost Of Spooky Saturday	£625
<u>COST OF HERITAGE TOURS X 2 DAY – 2 TOURS EACH DAY</u>	
Guide For Tours	£200
Tickets Through Ticketsource	£150
Food Following Each Tour	£400
Stewards X3	£480
Live Streaming	£700
Cost For Heritage Tours	£1930
<u>COST OF SUMMER FUN DAYS</u>	
Facepainter (For Three Events)	£150
Punch And Judy Performer (For Three Events)	£600
Buckets And Spades And Other Incidentals	£30
Cost Of Summer Fun Days	£780
<u>COST FOR SUMMER SIZZLER</u>	
Punch And Judy	£200
Facepainter	£50
Music Licence	£65
Band//Dj	£200
Decoration	£50
Oldham Owls Bird Show	£100
Cost For Summer Sizzler	£665
<u>COST FOR CHRISTMAS LIGHTS SWITCH ON</u>	
Stage	£1,750
Presenter/Compare	£250
Childrens Entertainer For The Day	£200
Sia Security For The Day	£450

SECTION 5 – ABOUT THE PROJECT AND JUSTIFICATION

Details of the proposed project and what benefits will this project bring for participants, organisation, group or wider community?

Due to the ongoing Covid-19 pandemic and Government restrictions, all our events are be subject to change and we will monitor and follow all government and local authority advice regarding this

The figures given above are the typical costs that we incur during the year on events indicated to give you an understanding of the direct costs of putting on certain activities. In addition to these direct costs, we also have operational costs such as staff wages, which are not included above, rent for offices, insurances, public liability cover, etc.

We hold events throughout the year (not just the events mentioned above) for different demographics and in different places in and around Middleton town centre. We do this to support and include businesses in and around the town centre and not just those businesses situated on the gardens.

Our aim is to **provide free**, or low cost events for the benefit of the residents of Middleton, so that as many people as possible can attend and participate even if they have limited disposable income.

Music and Food - Oktoberfest is a one-day music and food event show casing, local music bands, local brewers of good quality ale, local food providers. This event is aimed at people without children or who have grown up children but still like to enjoy live music and good quality beer and food.

We do this event because most of our other events are aimed at families with young children or older people. We are trying to broaden our events so that we cover most demographics in and around Middleton. As with the majority of our events this event is free to enter so that we can include everyone within Middleton regardless of their financial situation.

Our Halloween event – spooky Saturday will be held in Middleton gardens; this will help to encourage people into the town centre and as it is held on a market day; onto the market too. It will be a free event so all families with differing budgets will be able to join in.

We will use local people to provide the activities on the day, such as vampire micky mouse character who will interact with the children and allow parents to take photos as a souvenir, we will advertise fancy dress with prizes for children who take part and a 'creepy crawly/animal road show for children to learn and interact with creatures and animals they may not of had the chance to see before.

We would like to reintroduce a Heritage tour again for 2021 – this is due to the popular demand for this walk and the large number of members of the community who have requested we do this again. Also, we are able to ensure that these tours can be covid-19 safe.

The tours are outside, can be limited to a specific number of people in attendance and these groups can be put into their own covid-19 safe 'bubble' during the tours. It also provides a historical insight into Middleton and its heritage that many members of its community did not have any previous knowledge of.

Summer fun days are held in the summer holidays on a Saturday and feature a small sand pit attraction, magician shows, face painting, craft tables all for free. We also work in partnership with link 4 life and Middleton arena, who kindly send staff and equipment, such as rebound trampolines for children and adults to have a go at a workout.

This encourages fitness for all and promotes the local arena and their fitness classes., we hope that it will encourage all families (with different budgets) to join us in the town centre on each Saturday and not only have fun and be entertained but also promotes fitness and wellbeing – showing that exercise can be fun.

Our summer sizzler (middle's big bank holiday bass) is an extension of our summer fun days, held on the Saturday before August bank holiday, we hope to encourage more people into the town centre and provide a 'summer holiday' feel to all who attend.

We understand that finances for some mean that they may not have a summer holiday or have the means for day trips, so we hope to bring a seaside theme day to them. This again will be a free event to encourage all to attend will include, sandpits and games, Punch and Judy, hook a duck, candyfloss and ice-cream stalls.

As well as asking local food businesses to join us and provide BBQ/ healthy style food – i.e, burgers, chicken, smoothies. We are also going to source a local band/DJ to provide a background type entertainment.

This event is planned so we can work alongside local businesses, encourage more footfall into the town centre and market, and also to provide all residents of Middleton a fun filled bank holiday event, which we hope will grow and continue year after year.

Small business Saturday we hold a window dressing competition around Middleton town centre businesses along with a brass band and free mince pie offering in the gardens to attract people to shop in the centre of Middleton before Christmas.

Covid – 19 pandemic: active planning, monitoring, and alternative arrangements/option

Because of the presence of covid-19 and the ever-changing situation and government advice regarding events etc., we will closely monitor the situation and adapt/change aspects of the events in order to achieve covid-19 protection.

Where social distancing is still required and a limit placed on gatherings, we will look to use a booking/ticketing system for our events. For example, on summer fun days, the summer sizzler, the Easter eggstravaganza and spooky Saturday children will be allocated set times to watch the Punch and Judy shows, play in the sandpit, take part in the treasure hunts, have their face painted and hold the creepy crawlies etc.

We will advertise the booking system and make it simple and effective for parents to use, making them feel safe and confident with our measures of protection. This will allow us to keep small, socially distanced groups as permitted and will facilitate at track and trace method, whilst still involving the whole community in an event.

Should Oktoberfest not be feasible a possible alternative we could look at would be to involve all local drama. Dance, singing groups to come and perform on stage in the gardens and use this to show case local talent.

We will look to allocate different time slots for each group and again use a bookings system for the audience to watch in a covered area (marquee) we can then make sure we adhere to the limit for gatherings. We will also make this available online for people who wish to watch this event virtually from home.

Should Christmas light switch on not be feasible we are looking to work alongside Middleton shopping centre and again all the local drama, dance, theatre and singing schools to put on a 'virtual' lights switch on.

We will still incorporate a booking system during the day as above to limit the audience to the set guidelines for gatherings and social distancing – but this will also be streamed online for anyone to log on and watch at home.

We are looking to use either a laser show or silent fireworks this year as these are better for the environment and for the elderly, vulnerable and animals, again this would be ticketed/booked for people who wish to be

here in person and then streamed online for the wider community. As was our 2020 event 'a magical Middleton Christmas'

As these adapted events will need to run in groups with a limited capacity, we will incur more costs but these events along with the advertisement for these will show that Middleton town centre is up and running in a safe, secure environment.

With the funding we will look to employ a company who specialises in online streaming to provide a good quality online experience.

Following the success of our Live Streamed event '**a magical Middleton Christmas**' show, which was live steamed onto our YouTube channel we have asked for additional funding this year in order to stream more of our larger events – such as the Christmas lights switch on, Oktoberfest and even the heritage tours. This gives us an alternative option should the covid-19 pandemic continue to prevent us doing live/in person events which attracts large crowds.

The response to the Live Streaming of the Christmas event was hugely positive and created feedback from lots of people who, for a number of reasons, are not normally able to attend our events. They said that the Live feed made them feel 'part of Middleton again' as they could join in from their own homes.

People who have family in Middleton, or who have moved away from the town, were able to watch online and feel re-connected to the town.

We feel that **online streaming events are a positive, safe and inclusive option**, and one in which we at Middleton town centre management would like to continue leading the way with. It is because of this positive experience that we would like to expand and develop this further.

We can then reach further out into the community to connect with those who usually are unable to join us in person – for example the elderly community, those in care/nursing homes etc.

Covid-19 protection

Since the reopening of the town centre and its businesses we have been working alongside RBC to ensure a safe and welcoming town centre. We have been, and continue, to provide all businesses with help and support – including guidance for applying for government grants.

Project start date	ALREADY STARTED			Project completion date	31/03/22	
Please indicate below the number of members in your group who reside in each Middleton area.						
Langley	Hollin	Boarshaw	Alkington	Moorclose	Junction	Rhodes
X	X	X	X	X	X	X

SECTION 6 – SUPPORTING DOCUMENTATION


Please supply the following documents when you submit your application. **IF YOU DO NOT SUPPLY THESE DOCUMENTS, WE WILL NOT BE ABLE TO PROCESS YOUR APPLICATION.** Please tick the boxes to confirm which documents you have attached to this application.

a) Annual accounts and bank statement(s)	<input checked="" type="checkbox"/>
b) Constitution/governing document	<input checked="" type="checkbox"/>
c) If your project works with children and young people under 18 years old or vulnerable adults, please confirm your organisation has the following in place: Child protection policies and procedures	<input type="checkbox"/> Yes <input type="checkbox"/> N/A
Disclosure & Barring Service (DBS) checked staff and volunteers	<input type="checkbox"/> Yes <input type="checkbox"/> N/A
d) Quotes/estimates/extracts from websites/catalogues for proposed expenditure	<input checked="" type="checkbox"/>

SECTION 7 DECLARATION

We, the undersigned agree to:

- Abide by Middleton Township Funds Terms and Conditions.
- No expenditure being incurred on this project prior to the grant decision being given.
- Certify that the information contained in this application is correct and that we are authorised by the organisation to accept these conditions on their behalf.
- Use funds, if granted, only as specified in this application, unless receiving authorisation from Middleton Township Office to make changes.
- Send the invoices/receipts for all payments made with this grant along with the completed Project Evaluation Form to the Middleton Township Office.
- Agree to participate in monitoring, auditing and evaluation related to this fund.
- Highlight the support of Middleton Township in all publicity material and agree to Rochdale Council's use of the organisation's name and photographs for promotional purposes.
- Inform Middleton Township Office immediately if either signatory leaves the organisation or can no longer fulfil their responsibilities, or someone else takes over responsibility for the grant on behalf of the organisation.

Contact Person		Organisation Chair or Treasurer (Different from Contact Person)	
Signature		Signature	
Full name	Victoria Davies	Full name	Carl Roach
Position	Town Centre and Market Manager	Position	Director
Date	24/06/2021	Date	24 th June 2021

Before you send your application to us, please check that you have:

- answered all the relevant questions and
- enclosed all the information requested:
 - Annual accounts
 - Bank statement(s)
 - BACS form
 - Constitution/governing document
 - Quotations/cost estimates/extracts from websites/catalogues

We will return incomplete application forms.

Please send your completed application form and supporting documentation to the Middleton Township Office Email: middleton.township@rochdale.gov.uk and sharron.worrall@rochdale.gov.uk