**Initial Application Form for Funding Support for a Special BID Project**

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| 1.Name of Business  |  |
| 2. Contact Name |  |
| 3.Contact Address  Postcode |  |
| 4. Day Time - Tel Number |  |
| 5. Email Address |  |
| 6. Website |  |
| 7. Description of a new project or specific activity which is going to provide additional focus to an established project. This must convey the essence of what the project/activity is about, its aims & objectives and how it will benefit the city within the Canterbury BID area. |  |
| 8. When and Where will the project take place?Which Year is funding sought from:2016/17, 2017/18, 2018/19 |  |

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| 9. Is it a New Event/project or activity or linked to a special event/activity already established within Canterbury city centre |  |
| 10. How did you discover there was a need for your project or new elements of activity within the project? (has any Market Research been undertaken? and has a need been identified within the BID area of Canterbury) |  |
| 11. How does this project contribute to the Canterbury BID Business Plan in either  1. Strong Brand 2. Superb Destination |  |
| 12a. What will the outcomes of your project be? (both Qualitative and Quantitative) In what you are hoping to achieve? How will you measure them? |  |
| 12b Do you agree to supply Canterbury BID with an evaluation report of the outcomes and ‘lessons learned’ of the project you are seeking funding for? |  |
| 13. How will funding from BID add value to your project. (Please consider the wider benefits to the city of Canterbury) |  |
| 14. If you were not awarded the full amount you were looking for what would the impact be on your project? |  |
| 15. What other sources of funding have you applied for or obtained? Including your own organisations contribution?Please set out the source and value of each contribution and whether it is confirmed, applied for or planned at this stage. |  |
| **16. FINANCIAL INFORMATION** |  |
| What are the total Project Costs? | £ | What is the planned Project Income, without the BID contribution | £ |
| What is the value of the contribution you are seeking from Canterbury BID? |  |  | £ |
| Total Project Expenditure (Excluding VAT) |  | Total Project Income, including BID ( Excluding VAT) |  |
| **BID Contribution**  (please detail exactly which activities the BID Funding will be used for wholly or in part ) |  |  |
| BID Funding will only be granted for new projects or additional elements to any established project. |  |  |
|  GRAND TOTAL |  |

|  |  |
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| **17. BE AWARE THAT SUPPORTING INFORMATION MAY BE REQUIRED IF OR WHEN AN OFFER IS MADE** | Including: A Project Delivery Plan;  Written Quotes; Marketing PlanEvaluation & Monitoring Plan |

Declaration on behalf of the organisation, group or company. I confirm that:

**Event Management**

* The information on this form is correct and any award received will be spent on the activities specified in this form
* The funding for the project will be confirmed before commencement, or adjustments made and the budget resubmitted to BID for approval.
* That any form of licence or other approval for this project has been received or will be prior to the commencement of this project e.g. Musical entertainment licence, permission to use a public space and completion of contingent Risk Assessment Form etc
* That the necessary public liability insurance etc will be in place prior to commencement of the project

**Marketing and Publicity**

* An acknowledgement of support from the Canterbury BID will be given in all marketing, publicity in print, digital or website material and the Canterbury BID brand will be included in all marketing material. All artwork must be approved by Canterbury BID prior to publication.

**Accountability**

* An evaluation report will be completed and returned to the Canterbury BID office within 6 weeks of the event.
* That the use of the bank account named above for the receipt of BID money has been approved by the Organisation/Business at Board level where appropriate and that written approval or Minutes of an appropriate meeting can be supplied as evidence of this.
* Audited Accounts of the event will be held and made available on request.

Signed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Print Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position within Organisation, Group or Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return this Initial Application Form for funding -

To: Canterbury Connected BID, 28-30 St Peters Street, Canterbury CT1 2BL

Email: events@canterburybid.co.uk

All applications will be assessed by the Canterbury BID Marketing, Events, Promotions & Christmas Sub Group.

Final decisions to be made by Canterbury Connected BID Board