



NORTH HERTFORDSHIRE DISTRICT COUNCIL

AREA COMMITTEE DEVELOPMENT GRANT APPROVAL FORM

1. Committee: **Baldock & District Area Committee**

2. Date: **10 Sep 2012**

3. Summary of application: **Funding support for help with publicity costs for promoting events**

Name of organisation: **Baldock Town Partnership**

Sum requested: **£1,000**

Total project cost: **£1,800**

Brief details:

**The Baldock Town Partnership employ a Town centre Manager who is responsible for the management of the weekly Wednesday market, the monthly farmers market , monthly car boot, weekly Baldock Network Group and for running a number of events throughout the year including The Big Lunch, Baldock Christmas Weekend event, Baldock Day and numerous sporting events including the annual Baldock Beast Half Marathon, the annual Cycle Challenge and much more. The group is seeking funding support of £1000 to assist with the printing and publishing of its last two major events of the year - the Baldock Christmas Weekend and the 2nd Baldock Half Marathon.**

Matched / linked funding: **£800**

Funder: **Fundraising Activities**

Matched /linked funding : **£0**  
or DRR

Funder:

Comments from Development Officer:

**The Baldock Town Partnership (BTP) provides a wonderful service to the communities of Baldock as well as the neighbouring villages. Each year the BTP introduces new events and initiatives for the benefit of residents as well as local businesses who benefit from increased footfall when events are held in the town centre. The BTP is working closely with the Baldock CDO to continue to develop new initiatives so that it can be self sufficient in th next couple of years. This will be achieved through income generated from events such as the half marathons and from the farmers markets and French /Italian markets during the year. The Baldock CDO has spoken with the partnership about the need for the Baldock Town Centre Manager to promote the membership scheme and to sign up more members and this will be undertaken over the next couple of monrths. This funding will be crucial for the Partnership to effectively promote its upcoming events. The application is criteria compliant and the officer recommendation is for £1000 with a condition that the Town Centre Manager actively pursues signing up new businesses for the Partnership in the coming months so that the Partnership can be self sufficeint.**

Amount recommended: **£0**

4. Comments from Ward Members:

I support / do not support this application

Name: .....

Signed:

Date:

I support / do not support this application

Name: .....

Signed:

Date: