



NORTH HERTFORDSHIRE DISTRICT COUNCIL

AREA COMMITTEE DEVELOPMENT GRANT APPROVAL FORM

1. Committee: **Southern Rural Committee (All Southern Rural wards)**

2. Date: **17 Jun 2010**

3. Summary of application: **Support the publicity costs of the 2010 Heritage Open Days**

Name of organisation: **Hitchin Society**

Sum requested: **£500**

Total project cost: **£1,300**

Brief details:

The application has set out a request for supporting the publicity costs for the Heritage Open Days from 9th - 12th September 2010. This is a free national scheme to celebrate England's fantastic architecture and culture. Hitchin Society are co-ordinators for the Hitchin and rural areas close to Hitchin. The events will be fully open to members of the public, but visitor number is unknown, although the 2009 Heritage Days was the best ever with more venues open and the highest number of visitors attending. The events are supported by up to 60 volunteers. Hitchin Society have been awarded £500 from Hitchin Area Committee in support of the events. Publicity will be via advertisements in the local press and magazines, better quality leaflets and a campaign to involve local schools. It also anticipated to promote the Heritage Days beyond Hitchin and Stevenage, as Letchworth are not participating in 2010.

Matched / linked funding: **£800**

Funder: **Hitchin Area Committee £500 & £300 existing funds**

Discretionary rate relief: **£0**

Funder:

Comments from Development Officer:

Out of the 16 venues open in 2009, only 6 were Southern Rural and 5 of these were churches. The requested grant of £500, whilst identical to that requested from the Council's Hitchin Area Committee, is dis-proportionate to the total number of rural venues, as all the other 2009 venues and activities are Hitchin based. The CDO is also mindful of the very poor coverage that the local newspapers afford to the Southern Rural area of the district. The Council's grant criteria does support 'Arts, Culture and Heritage' under the category 'Community Events' and states "Support is available towards the organisation of Community Events intended to increase or enable people to participate in community activities. The maximum award will be 50% of the costs up to a maximum of £1,000". It furthermore states "Applicants must show who will benefit and how people will benefit, either as participants, or as audiences, and how the event contributes to an on-going programme of leisure related activities.

Amount recommended: **£500**

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:

5. For officer use:

Amount awarded from Area Budget:

£0

Amount awarded from Dev't Budget

£0

Signed off by Head of Service

Signed:

Date: