



URN:

NORTH HERTFORDSHIRE DISTRICT COUNCIL

AREA COMMITTEE DEVELOPMENT GRANT APPROVAL FORM

1. Committee: Southern Rural Area Committee

2. Date: 06/07/2017

3. Summary of application: Funding to refurb and delivery of marketing / promotional initiatives

Name of organisation: Circles Café Bar CIC

Sum requested: £1,000

Total project cost: £2,500 est

Brief details:

Following a number of operational issues in running the Café Bar, the management of the CIC has been reformed in order to take on a level of redirection in how the café functions and operates.

Following a number of initiatives and community activity days held over the last school half term holiday, business and throughput has improved. The CIC has also appointed a new Manager for the café and altered its opening hours and staffing arrangements, with the view of improving future sustainability.

The committee have further marketing and innovated schemes lined up for the forth coming months, including a two week closure period over the summer holidays (usually operationally quieter than term time weeks) to refurbish & renovate the café ready for a further initiatives planned for the Autumn.

Matched / linked funding: Funder:

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or DRR

Matched / linked funding: Funder:

Comments from Development Officer:

Initiatives planned include:-

- Improved local signage - Front of the shop & banner for the school gates
- Production & distribution of promotional flyers and literature
- Sourcing reusable branded cups & introduction of new lines ie Milkshakes

The CIC committee is seeking support funding from the Area Committee in the region of £1,000 to help with the costs relating to the refurbishment over the summer and to assist with future marketing and promotional initiatives.