



# MARKET TOWNS INITIATIVE

## Guidance notes for application form

These guidance notes are to help you complete the application form for the Market Towns Initiative. The Working Group will make their recommendations based on the information provided in the application. It is important that you provide all relevant information. Only applications that are fully completed accompanied by all supporting documentation will be accepted.

If you have any queries prior to submitting an application please contact Emma Denny on 01263 516010 or email [mti@north-norfolk.gov.uk](mailto:mti@north-norfolk.gov.uk)

### SECTION 1 - CONTACT DETAILS

- 1.1 The organisation name should be the same name as appears on your governing document and bank statements. The address of the organisation should be where it operates from.
- 1.2 The main contact person should be someone who can answer questions about the organisation and the application. They should also have the authority to make the application on behalf of the organisation and sign the declaration on the application form, ideally a bank account signatory.
- 1.3 The second contact should be someone who can answer questions about the organisation and the application. This person should have different contact details in case the main contact is unavailable.

### SECTION 2 - YOUR ORGANISATION

- 2.1 Please let us know which inland market town your organisation operates from.
- 2.2 Please let us know how you heard about the Market Towns Initiative.
- 2.3 This information is needed to ensure that the organisation is eligible to apply for funding. Please refer to the Who would be eligible to apply? section in the Prospectus. A copy of the organisation's governing document must be included with the application form. If the organisation is part of a larger regional or national charity



please tell us which one and whether the local organisation has independent control of its finances and is able to make decisions locally. Regional and national charities may still be eligible to apply if the application is to deliver a specific project in North Norfolk.

- 2.4 Please provide a sentence about the main aim and purpose to the organisation e.g. 'we manage a small local museum that promotes the history of the town'.
- 2.5 Please provide details of how the organisation is run e.g. Management Committee, Trustees, Board and how many people run the organisation, either as members, volunteers or in some other capacity.
- 2.6 Please say approximately how many people are directly involved with the organisation.

### **SECTION 3 - ABOUT THE PROJECT APPLYING FOR FUNDING**

- 3.1 Please provide us with the name of the project for which you are making the application.
- 3.2 In no more than 300 words clearly describe the overall purpose of the project.
- 3.3 Please give details of the specific activities / services (outputs) that the funding would be used for. This is particularly important if the total cost of the project is greater than the amount of funding being applied for from the MTI Fund.
- 3.4 Please provide an approximate start and end date for the project i.e. month and year. Funding cannot be given retrospectively for goods or services that have already taken place. Grants would normally be expected to be spent on a project within one year of the date of the award.
- 3.5 Please provide the details of all other organisations that will be involved in delivering the project, who they are, how they will be involved, what they will do etc.
- 3.6 Please tell us how you intend to promote the project within your town and how you will provide evidence of any consultation you will undertake.
- 3.7 In no more than 200 words please explain what the project will achieve and what changes it will bring about.
- 3.8 In no more than 100 words please state the approximate number of people that you expect to benefit from the project.
- 3.9 In no more than 200 words please tell us how you will measure and monitor the outcomes (difference) the project will make? This could be for example:
  - that more people benefit from or use a service that wasn't available before

- more people volunteering and getting involved in their community
- specific issues or needs identified by communities could be addressed

3.10 Please explain the length of the project and what will happen when the funding ends? How will the benefits be maintained and how will any ongoing costs be met? (300 words maximum)

## **SECTION 4 - PROJECT COSTS**

- 4.1 Please state clearly how much funding you are applying for. Be realistic about what you need, consider where else funding could come from (e.g. other grant sources, the organisation's reserves, fund raising etc.)
- 4.2 Please provide a breakdown of the cost of the project and specific expenditure that the grant will fund. Identify if costs include VAT.
- 4.3 Please outline any funds that have already been raised for the whole project, how this was achieved (e.g. fund raising, another grant, donations etc.) and if any conditions or restrictions are in place.
- 4.4 If you need any additional help or advice with funding please say so.