



HASLEMERE TOWN COUNCIL

Small Grant / Green Grant Application Form¹

CONTACT DETAILS

Name of Organisation	This is Haslemere
Contact Name	Jo Mackay
Position in Organisation	Volunteer
Address	
Telephone	
Email	

PROJECT DETAILS

Name of Project	This is Haslemere (TIH)
What aspect of the project will grant money be used for. Please be as specific as possible. ²	We need to make improvements to the TIH website to improve the user experience. We have identified that the six changes below would have the biggest impact whilst preserving the community-focused personality that already makes <i>This is Haslemere</i> distinctive: 1. Simplify the homepage 2. Enhance event filtering and provide a calendar view of events 3. Improve mobile usability 4. Enhance our monthly email newsletter enabling residents who are not on social media to access our features 5. Expand local business content 6. Build community engagement by investment in capabilities to enable community generated content so that residents have the ability to submit, for example, favourite walks, historical photos, stories about Haslemere, local tips and hidden gems. These changes will require additional web development, subscription and hosting fees. Longer term, we are also looking to work with Visit Surrey to highlight the prominence of Haslemere within the wider region through the This is Haslemere website.

¹ Delete as appropriate

² Use a separate sheet if required

What benefits for the Haslemere community do you expect will result from the project? ³	Improved user experience for those visiting the <i>This is Haslemere</i> website, allowing them to better access the information they need. This in turn will benefit local business, voluntary groups, clubs and organisations that <i>This is Haslemere</i> promotes. Crucially though, the funding will also enable us to reach a wider audience not yet familiar with <i>This is Haslemere</i> thus helping to combat isolation and loneliness within our community.
Scheduled project start and finish date Awards cannot be retrospective	Ongoing

FUNDING DETAILS

Total estimated cost of the project	£2000
Amount of grant requested from the Town Council Maximum amount £1000	£1000
Have you or will you be applying to other bodies for financial assistance? ⁴	Yes
If yes please state: To whom applied	Waverley Borough Council
Amount(s) applied for	£500
Amount(s) received	N/A Waverley Borough Council have verbally confirmed that they can provide £500 funding but it has not been received.
Have you received a grant from the Town Council before? If so for how much and for what purpose? ⁵	No
What fundraising activities will your organisation be doing to fund this project?	We are exploring the ways we can secure ongoing funding similar to a model that the Haslemere Chamber of Commerce use.

ORGANISATION DETAILS

Is your organisation a Registered charity or trust? (If yes please provide Registration Number)	Yes – we are a CIC Registration Number: 13424641
Is it affiliated to a National Body? If yes please specify.	No
What are the aims and objectives of the organisation?	This is Haslemere is a volunteer run website with an aim of building a stronger community. It is a place where local charities, clubs, businesses and individuals can come together to share resources, knowledge and time to help and support all Haslemere residents. We currently have 2500 followers on facebook and 1500 on Instagram. Both are growing weekly.

³ Use a separate sheet if required

⁴ HTC will not accept applications for 100% of project funding

⁵ HTC will not accept applications from organisations which have been awarded a grant in the last two years.

	Website traffic is growing month on month as we continue to raise awareness of the site. Total traffic over the L6M is up 73% versus the same period a year ago. Feedback from residents demonstrates that they appreciate the positive, community feel of the website. The site is supporting local business via a monthly business spotlight. Retailers have fed back that business has increased behind these features. We would like to work with the Haslemere Chamber of Commerce to support local businesses even further. We encourage volunteering within the town via our business directory and via weekly news articles shining the spotlight either on volunteering groups or on individuals who give up their time to help others. We know that the site is successfully linking new volunteers with volunteering opportunities. The section on local clubs and groups is aimed at helping combat loneliness within our community and to help residents (both children and adults) get involved in activities locally, forming connections with others. Our news section is incredibly popular and covers a diverse range of topics. As well as shining the spotlight on volunteering, events, local clubs and businesses, we also have features on local history and provide a medium for churches and environmental groups to share the work they are doing locally.
What is the geographical area covered by your organisation?	½ of all website traffic is from the immediate Haslemere area but traffic shows that we also raising awareness of events in Haslemere amongst a wider audience – another ¼ of all traffic comes from a 25 mile radius of the town and a further ¼ from a 50 mile radius. This demonstrates that we are successfully shining the spotlight on the town and encouraging those from outside to visit. 1/3rd of all traffic is to our events page. This is easily the most comprehensive calendar of events for Haslemere and the surrounding villages and the site is bringing visitors from outside the town to participate in our extensive programme of events.
Bank account to which payment should be made This must be in the name of your organisation. Payments cannot be made to individuals.	Account Name: This is Haslemere Sort Code: 20-11-43 Account Number:

VALIDITY CHECKLIST

For your project to be considered you must be able to confirm the following statements:

Criteria	Tick to confirm
The project is of benefit to residents of the Council's electoral area	✓
You hold a bank account in the name of the organisation applying, not an individual	✓

This application is accompanied by either the latest audited financial report or, where this does not exist, a forecast budget of income and expenditure relating to the grant application.	✓
The grant is not for a project already completed	✓
The grant is not to contribute to a surplus for charitable distribution or to increase your organisation's reserves	✓
You consent to acknowledge HTC's contribution in your marketing / promotional material	✓

DECLARATION

In submitting this application on behalf of the stated organisation I certify that all statements made or enclosed to be true. This application and all supporting information may be made publicly available	Signed: Print name: Joanne Mackay
Date	