

**Application Form**

**Please submit your application by 5pm on**

**14 February 2020.**

**All sections must be answered. Answers cannot exceed the space available for each question.**

**For details of projects from previous rounds and to read the prospectus please visit** [**www.southwark.gov.uk/highstreetchallenge**](file:///\\lbsth-str-ns3\Corp%20Strategy\Strategy%20and%20Partnerships%20Unit\Local%20Economy\Commissioning\Enterprise%20Commissioning%201819\High%20Street%20Challenge%20Round%207\Programme%20management\2.%20Prospectus\Amended%20versions\www.southwark.gov.uk\highstreetchallenge)

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| **Your organisation** |  |
| **Organisation name:** |  |
| **Organisation address:** |  |
| **Type of organisation (e.g. business network, individual business):** |  |
| **Telephone number:** |  |
| **Project manager:** |  |
| **Web address**  **(if applicable):** |  |
| **Email address:** |  |
| **Details of any funding received from (or committed by) Southwark Council in the past two years:** |  |

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| **Your project proposal** | |
| **How much are you asking for?** |  |
| **Over what timeframe will your project be delivered?** |  |
| **Summarise your project in 50 words** |  |

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| **QUESTION 1** (25%)  **What will your project do and how?**  *(Three pages available)* |
| **Check your answer for the following:**   * **Clear aims and objectives** * **A detailed and convincing description of the delivery model (who will deliver what, where, when, and how?)** * **Information on the benefits that will result from the project and how these will be achieved** * **How the project fits in with the aims of The High Street Challenge** * **How your project brings an innovative or creative approach to its design or activities** * **Why this is an improvement on what has been done before** * **Details on how the project will help to generate follow-on activities in the longer term.** |
| **Outputs and outcomes (part of Question 1)** |
| **Please choose at least one outcome listed on page 7 of the prospectus, along with relevant outputs and explain how you expect your project to achieve them.** |

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| **QUESTION 2** (25%)  **How can you be confident that your project will be a success?**  *(Three pages available)* |
| **Check your answer for the following:**   * **An explanation of why you believe your aims, objectives, and outcomes are achievable** * **Details of resources and support that are available to deliver the activities involved without day to day resources or management from Southwark Council** * **Clear roles for each member of the project team and information on why they are appropriate for that role** * **Details of any partnership arrangements including how funds, roles, and responsibilities will be divided** * **Details of how the project will be managed and performance will be tracked** * **Information on how you will manage the project’s finances** * **An understanding of the risks involved and how you will prepare for these** * **Specific information (where, when, how?) on any similar activities that you have successfully delivered previously** * **Any skills or experience held by members of the project team that are relevant to the project’s activities.** |
| **Milestones (part of Question 2)** |
| **Please provide clear, achievable milestones (key stages in the delivery of the project that will demonstrate progress).** |

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| **QUESTION 3** (25%)  **What will the impact of your project be, and why is it worth the funding that you are asking for?**  *(Three pages available)* |
| **Check your answer for the following:**   * **A breakdown of the project costs and justification for the main costs** * **An explanation of how the project’s activities will benefit a large number of businesses** * **An explanation of how the project will add value to existing activities in the area** * **Clarity on how the project will continue to bring benefits to local businesses after the funding has been spent** * **Details of any additional resources (e.g. match funding) that the project will bring to the area** * **Details of the consideration given to crowd funding opportunities; i.e. will local residents or businesses be given the opportunity to financially contribute to the project** |

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| **Budget breakdown (part of Question 3)** |
| * **Please provide a breakdown of your project’s costs below, including any match funding or crowd funding** * **You can add additional rows if necessary, but your overall answer for this question must not exceed three pages.** |

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| **Heading** | **Cost** | **Funding source** |
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| **Total project cost** |  | |

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| **QUESTION 4** (15%)  **Why is your project needed?**  *(Two pages available)* |
| **Check your answer for the following:**   * **An understanding of local issues, needs, and demand.** * **A clear rationale for the proposed project – why it is appropriate for the groups and geographical areas targeted.** * **An understanding of existing activities in the area (e.g. regeneration programmes), and how the project might complement these.** * **Evidence that existing business networks and local businesses are in support of the proposed activity.** |

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| **QUESTION 5** (10%)  **How will you make sure your project is inclusive and welcoming to all?**  *(One page available)* |
| **Check your answer for the following:**   * **Details of how your project will engage diverse local community and business groups.** * **Explain how your project will promote inclusivity, particularly for low income and BAME communities.** |

SIGNED…………………………………………………

NAME………………………………………………….

POSITION…………………………………………………..

DATE………………………………………………………..