

**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:///%5C%5Clbsth-str-ns3%5CCorp%20Strategy%5CStrategy%20and%20Partnerships%20Unit%5CLocal%20Economy%5CCommissioning%5CEnterprise%20Commissioning%201819%5CHigh%20Street%20Challenge%20Round%207%5CProgramme%20management%5C2.%20Prospectus%5CAmended%20versions%5Cwww.southwark.gov.uk%5Chighstreetchallenge)

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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.**
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| **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.**
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| **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.**
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SIGNED…………………………………………………

NAME………………………………………………….

POSITION…………………………………………………..

DATE………………………………………………………..