



## AREA COMMITTEE

### Application for non-CIL Community funding 2015/16

Version 2

- This application form should be submitted by a Member to their relevant Area Committee for consideration.
- Fully completed forms should be provided to Governance 7 days before the date of the Area Committee. **Please note that if an application is incomplete when submitted the Committee will be unlikely to be able to make a decision to make a funding award.**
- If an Area Committee agrees funding, additional financial information will be requested.

PART ONE: ABOUT YOU	
1.	<b>Area Committee</b> <input type="checkbox"/> Chipping Barnet Area Committee <input type="checkbox"/> Finchley and Golders Green Area Committee <input checked="" type="checkbox"/> Hendon Area Committee
2.	<b>Members item brought by:</b> Cllr Val Duschinsky
3.	<b>Proposed organisation to deliver the proposal:</b> Mill Hill Neighbourhood Forum
4.	<b>What is the total cost of the project?</b> £18,218.31
5.	<b>How much Area Committee funding are you applying for?</b> <b>£9998.80</b>
PART TWO: ABOUT YOUR PROPOSAL	
6.	<b>What is the proposal?</b> Please provide a brief overview of the proposal and what the funding will be used for.  The Mill Hill Markets project will develop a stronger and more visible cultural offer in Mill Hill, creating a more vibrant town centre. The Mill Hill Markets programme was launched in 2015 by Mill Hill Neighbourhood Forum. The aim of the programme is to work with visiting markets to fill the retail gaps in the High Street, provide activity and additional interest in the town centre, and help local people try or expand a business by piloting products and ideas. The project funding will support the marketing and promotion of the events, performances, workshops and infrastructure for new traders.  We aim to: <ul style="list-style-type: none"><li>• Deliver an exciting calendar of innovative markets to help attract more footfall to the town centre and raise its profile.</li><li>• Hold creative interactive workshops for children during the markets to keep them engaged and spur their imaginations.</li><li>• Design creative and quality publicity materials for activities and publicise in print, web and social media</li></ul>

	<ul style="list-style-type: none"> <li>Provide free entertainment and activities for visitors and shoppers to help increase dwell time in the town centre</li> <li>Purchase event infrastructure - gazebos for start-up traders who do not have them and cannot participate in the markets as a result, and weights for safety purposes.</li> </ul> <p>The project will take place March to December 2017 and will be located on Mill Hill Broadway and the proposed Pocket Park in Brockenhurst Gardens.</p>
7.	<p><b>How will it benefit the local area?</b> Please state the area(s) within the constituency (e.g. ward(s)) which will benefit from the project</p> <p>The local areas benefitting from this project are the Mill Hill and Hale wards. Increased competition across London means that shoppers have come to expect more than retail therapy and successful town centres are those that try to give cultural and alternative experiences. Craft workshops, themed musical performances, and other entertainment offers not only are richer, more varied, and educational element to community members' visits to the town centre, but also provide something of value for those of all age ranges. The proposed activities will be focused around the visiting markets which are to be held six to eight times a year, and a summer festival, to help increase footfall and dwell time in Mill Hill Broadway. It is hoped that our proposed activities would help create and maintain the right environment for a strong and diverse local economy.</p> <p>The purchase of gazebos, weights, tables and chairs will open new opportunities to local people developing street market businesses and products (both food/drink and crafts), thus helping to deliver additional enterprise in the borough. Marquees bought with funds for this project will allow us to work with start-up businesses and other stallholders who don't yet have the financial resources to purchase their own gazebos. Our experience organising the 2016 Christmas Market for Mill Hill has shown that most craft and design traders do not have their own gazebos, an issue we could overcome next year with the purchase of quality infrastructure. We plan to store them locally with members of the Forum, which will ensure they are kept safe and in good condition. The equipment could also potentially benefit other local centres aiming to start a similar programme of events and requiring this type of infrastructure. The Forum would consider loaning the marquees to other centres for a reasonable fee, which would thus also be a source of small income generation. Overall, the high cost of hiring infrastructure for some of the markets makes the Mill Hill Markets programme less sustainable in the long run, and is a barrier to entry for both new traders in the area and potential new street markets in other Barnet town centres.</p> <p>Furthermore, while the Neighbourhood Forum volunteers are happy to act as custodians of some town centre assets and encourage community participation and partnership, they require funding to enable them conduct their work without the added burden of constantly chasing after donations and sponsorship funds. Seed-funding would make the job that bit easier. We do intend to seek private sponsorship and invest in additional infrastructure from income received, to include a mobile sound stage, the cost (£2500) of which with other key items is included in the indicative "Total cost of the project above". See also Para 10 below for Indicative list of required items which will be purchased as funds become available.</p>
8.	<p><b>Who will it benefit?</b> Please state the main beneficiaries of the project.</p> <p>The project will benefit :</p> <ol style="list-style-type: none"> <li>1. The local community in general</li> </ol>

	<p>2. Children and families      3. Older adults      4. Those not in employment, enterprise or training trying to start new businesses      5. Market stallholders      6. Local businesses      7. Barnet Council</p>
9.	<p><b>What evidence of need is there for this project?</b> Please provide any supporting evidence of need, such as local statistics or information from a needs assessment.</p> <p>Mill Hill Neighbourhood Forum was created to address planning concerns in Mill Hill and to put into place a proactive approach for preventing the decline of the town centre. The Forum's survey to 10,000 homes in spring 2015 revealed unanimous support among local residents for a programme of visiting markets to enliven the Broadway's offer. In November 2015 the high-quality French Market from Normandy came to Mill Hill, kicking off a strong succession of events that has included a visit from an Italian Market, the return of the French Market, and a three-day celebration of the Queen's 90<sup>th</sup> Birthday. The Queen's birthday celebrations crucially allowed us to pilot use of the proposed Pocket Park in Brockenhurst Gardens for a stage, bar and street food, and showed the potential for this as a community space and town square. The use of the Pocket Park saw the community enjoying the Broadway into the early evening, catching up with friends, and interacting with local business owners coming out at the end of the day. Each of the markets has brought people from Mill Hill and other neighbouring areas to the Broadway, and created more interest in the town centre. Funding would help ensure that we are able to continue to deliver events in both the Broadway and the Pocket Park (once it is completed) and build on this experience.</p> <p>Our experience over the past year has shown that the markets could have a stronger impact, and would see a valuable increase in dwell time from extra activities and entertainment, especially for children. This would benefit both the visiting market traders and town centre businesses. The proposed art workshops and entertainment are modelled in part on the successful "Animate to Activate Cricklewood" project, which was supported by Barnet Council in 2015. This project's funding allowed the Cricklewood Town Team to host visiting markets at Cricklewood Town Square and programme cultural activities to promote local people's ownership of the new space, improve the sense of community cohesion, and increase footfall for the area.</p> <p>The first trial year of Mill Hill Markets has quite clearly revealed the potential value of purchasing gazebos. This is not only in order to remove the pressure and financial risk associated with the cost of hiring this infrastructure, but most importantly opens up opportunities to a new and wider pool of enterprising local people with start-up businesses who would like to participate in the markets to trial new ideas or products, but do not yet have the means to invest in stalls. As noted above, this has been particularly true of those in the arts and design sector, who are keen to display their products more widely and develop a local customer base.</p> <p>Local people have also provided feedback that more extensive marketing would raise their awareness of the markets and their likelihood of attendance. The project's funding would help to meet the costs of printing and distributing publicity materials throughout the residential and commercial parts of Mill Hill.</p>
10.	<b>Please provide a breakdown of how the project intends to spend the Area Committee funding?</b>

	<p><b>1. Summer festival with Comida Fest = £3500</b>  Design, print, promotion of publicity materials, stage and PA hire, toilets, rubbish disposal</p> <p><b>2. Event Infrastructure</b>  5 x 3mx3m marquees @£399 each including VAT/delivery = £1995.00  4 pairs of weights @£45 a pair for each marquee x 4 marquees = £720.00  10x 6ft folding tables @ £52 each including VAT/delivery = £520  20 x folding chairs @ £10.99 each, including VAT/delivery = £219.80 + £7.99 packing/handling = £227.79</p> <p><b>3. Activities, entertainment, and music</b>  Creative workshops @ £200 each x 3 markets = £600.00  Music and performances across all markets, with a high proportion used during Christmas and markets using the Pocket Park = £1,986.01  Other children's activities such as face painting and storytelling @£150 across three of the markets = £450?</p> <p><b>Total = £9998.80 requested from the Hendon Area Committee</b></p> <p>Other investments MHNF will be making include:  Portable 5m x 3m Music Stage £2500 inc VAT  Portable Power Generators 4 x £250 inc Vat =£1000  Large 6m x 3m Gazebo for Sound Stage £450.  Weights for above 6 pairs at £45 per pair =£270  Hire cost for Tables &amp; Chairs for events £300 per event x 6 = £1800.  Hire cost of Large generator £300 for 2 events = £600  In kind – volunteer staffing for events £1800</p> <p>In purchasing these items rather than incurring the rental costs each time our markets become more sustainable for the long term.</p>												
11.	<p><b>Which corporate priority will the project assist in delivering?</b></p> <table border="1"> <tr> <td>To maintain a well-designed, attractive and accessible place, with sustainable infrastructure across the borough</td><td><input type="checkbox"/></td></tr> <tr> <td>To maintain the right environment for strong and diverse local economy</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>To create better life chances for children and young people across the borough</td><td><input type="checkbox"/></td></tr> <tr> <td>To sustain a strong partnership with the local NHS, so that families and individuals can maintain and improve their physical and mental health</td><td><input type="checkbox"/></td></tr> <tr> <td>To promote healthy, active, independent and informed over 55 population in the borough to encourage and support our residents to age well</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>To promote family and community well-being and encourage engaged, cohesive and safe communities</td><td><input checked="" type="checkbox"/></td></tr> </table>	To maintain a well-designed, attractive and accessible place, with sustainable infrastructure across the borough	<input type="checkbox"/>	To maintain the right environment for strong and diverse local economy	<input checked="" type="checkbox"/>	To create better life chances for children and young people across the borough	<input type="checkbox"/>	To sustain a strong partnership with the local NHS, so that families and individuals can maintain and improve their physical and mental health	<input type="checkbox"/>	To promote healthy, active, independent and informed over 55 population in the borough to encourage and support our residents to age well	<input checked="" type="checkbox"/>	To promote family and community well-being and encourage engaged, cohesive and safe communities	<input checked="" type="checkbox"/>
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12.	<p><b>Please tell us how your project meets the selected priority</b></p> <p>The project meets the priority of maintaining the right environment for a strong and diverse local economy by creating a more vibrant and appealing town centre for those in Mill Hill and Hale wards, and attracting shoppers and visitors from neighbouring areas who would not otherwise come to Mill Hill or tarry.</p> <p>Discussions with visitors at past markets revealed a number of people from Edgware and other areas outside Mill Hill who came specifically for the market and said they would return</p>												

	<p>because they had seen shops and cafes they liked. The Forum is aware of retail leakage to Brent Cross, and other town centres such as Borehamwood; we view the markets as one means of preventing Mill Hill Broadway's further decline. Activities, performances, and a stronger stall holder offer (which can be achieved with the use of purchased infrastructure) will prolong dwell time and develop a more thriving town centre both during the markets and afterwards. The Forum is keen to make Mill Hill a destination town centre for north London, which can only happen with an innovative mix of retail, food and culture. More extensive marketing and promotion will inform more people across the ward of the market and increase attendance and footfall.</p> <p>The project supports a healthy, active, independent and informed over-55 population by providing opportunities for older people - who may become socially isolated - to interact in the community in a safe and inclusive environment. Mill Hill's population profile for those between 60 and 79 years of age is 13% (Barnet Insight Unit, 2013) and growing; it is important that they are aware of free and welcoming activities such as the town centre markets as this demographic group ages. Again, the funding would provide more of a draw factor for various age groups with a wide selection of music and performances during the markets' opening hours. Mill Hill is a suburban town with low-rise properties where families can grow and thrive; we aim to be pro-active in making it a better place to live, work and play.</p> <p>The project will also support the priority of family and community well-being and encourage engaged, cohesive and safe communities by bringing people together from all parts of Mill Hill (and beyond). Research has shown that busier and more active town centres are usually safer and more inviting places. Providing workshops, music and performances at the markets will help to introduce an even stronger cultural element to the area, engaging the local community and introducing new experiences to young people. As one visitor said about the Italian Market, "Coming to the Broadway today makes us feel like we are away on holiday."</p>
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#### PART THREE: DUE DILIGENCE AND ACCOUNTABILITY

13.	<b>Is the applicant or organisation part of a constituted group / organisation?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
13.1	<b>If no, the individual or group will need a sponsor organisation. Has a sponsor organisation been identified?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what is the name of the organisation?
14.	<b>Are there any safeguarding issues that need to be considered?</b>	
	All of the visiting markets, entertainers, and musicians have insurance and provide risk assessments where appropriate. Children at the events must be managed by parents. Those working closely with children, such as during art workshops, will be DBS checked and organisers will need to meet Barnet Council's Safeguarding policy.	
15.	<b>Are there any equality issues related to this project?</b>	
	None. The facilities would be available to all.	
16.	<b>In the past 12 months have you sought or are you seeking funding from anywhere else, including another Council department, for this project?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

16.1	<b>If yes, please state the organisation / Council department and amount below</b>
17.	<b>Date</b>   11 <sup>th</sup> October 2016