

## Area Committee Funding Application

### PART 1 - Overview

Short description of your project (Max 60 words)

Continued expansion of our web events platform to allow users to further filter, share, email and add events and purchase marketing materials for further promotion of our services.

Amount of funding requested.

£2500

### PART 2 - About your group

Name of Organisation/Group:

Ipswich.love CIC

Address:

- REDACTED -

Name of person completing application:

Samantha Sherman

Contact Address (if same as above leave blank):

- REDACTED -

Telephone Number:

- REDACTED -

E-mail Address:

- REDACTED -

Website Address/Social Media:

www.ipswich.love

Type of organisation:

Constituted Group	Charity	Community Interest Company	Not for Profit	Private company
-------------------	---------	----------------------------	----------------	-----------------

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------

Charity Number: (if applicable)	
Company Number: (if applicable)	15365303
Date organisation established:	December 2023

What does your organisation do? Please outline the vision, values and main activities:

(Max 500 words)

Ipswich.love CIC has identified need for the residents of Ipswich Borough to be informed as to events and activities happening in the wider town area, beyond the retail centre and Waterfront areas. Through months of detail investigation via comments made on Social Media and local press, it is clear that there is some negativity in the Town and frequent complaints that there is 'nothing going on', or publicised events are 'out of budget', or 'too far away'.

Our services focus on improving the Town's connectivity and joined-up provision of hyper-local event and activity information, whilst raising awareness of our culture and heritage. In addition, we provide communication channels for people to have their say and are building community engagement collaborations, such as the recent 'Rubbish Walk' event held at Whitehouse.

The aim of Ipswich.love is to support **all** residents, diverse communities, and visitors to the Town in terms of providing services to communicate and educate, supporting the emotional wellbeing, the civic pride and connectivity of the local community.

Studying both 'All About Ipswich' and 'Ipswich Entertains', both focus on the Waterfront and Town Centre only, or on Borough driven events. Ipswich.love encompasses **all** organisations, charities, community-based locations, small businesses, CICs across the wards of the town, enabling all to advertise events for free in one single location.

Ipswich.love enables communities who otherwise might not have a public voice to be able to promote activities and events free of charge to ALL residents of the Borough. Websites can be expensive to build, need skill or outsourcing to maintain and are often out of the reach of smaller organisations. Our website brings together all communities in Ipswich in a way that does not currently exist and offers organisations, many of whom can only rely on the vagaries of Facebook algorithms the free service of widely publicising events and activities. Whilst some events might also be promoted on 'All about Ipswich', or 'Ipswich Entertains', both are more constrained by their remits and as such do not directly compete. Our service is not a competitor of either.

Examples of communities already uploading events to [www.Ipswich.love](http://www.Ipswich.love) include:

- Geek Retreat, Emmaus, Ipswich Society, Suffolk New College, The Baths, Wolsey Theatre, Suffolk Pride, Crafty Yarns, Yoga with Louise, The Cheeky Devils Club, The Thomas Wolsey, Make Play, Williams Martial Arts, Activlives, Amy Wragg etc

Ipswich.love volunteer team uploads events for those less able, offers self-upload access for those who can and provides a training guide and help for those wishing to learn.

Randomised examples of recent events posted to demonstrate the wealth of activity in the town are:

<https://ipswich.love/event/para-martial-arts-at-murrayside/>

<https://ipswich.love/event/rock-choir-summer-term-starts-now/>

<https://ipswich.love/event/activgardens-what-is-gardening-in-mind/>

<https://ipswich.love/event/activsingers-ipswich/>

<https://ipswich.love/event/east-suffolk-skylarks-ipswich/>

		YES	NO
2.1	Does the organisation/group have a recognised governing document e.g. constitution, memorandum etc.? <i>If yes, please attach when submitting the document</i>	<input type="checkbox"/> X	<input type="checkbox"/>
2.2	Does the organisation/group have a committee with at least three members?	<input type="checkbox"/> X	<input type="checkbox"/>
2.3	Does the organisation have a bank account in the organisation/group's name?	<input type="checkbox"/> X	<input type="checkbox"/>
2.4	Does the organisation/group have a safeguarding policy in place? <i>If yes, please attach when submitting the document</i>	<input type="checkbox"/> X	<input type="checkbox"/>
2.5	Has your group/organisation previously received Area Committee funding for the same or similar project in the last 3 years?	<input type="checkbox"/>	<input type="checkbox"/> X
2.6	Has your group/organisation considered or explored any other routes (for example other organisations, grant funders, companies, property owners) to fund or part-fund this project before applying to Area Committee funding?	<input type="checkbox"/> X	<input type="checkbox"/>

	Date	Amount (£)
	N/A	N/A

If you answered yes to question 2.5, please provide the amount and date received:		
If you answered yes to question 2.6, please provide the date and other routes considered:	<b>Date</b>	<b>Details</b>
	<b>15.04.2023</b>	We have approached Suffolk Community Foundation for funding but have not received a response.

Are you registered on **InfoLink**? If not, think about joining the single directory for Community & Voluntary Sector services and groups in Suffolk. It's quick and free to register. Find out more here.

<https://infoLink.suffolk.gov.uk/>

### PART 3 – Why is your project needed?

Which Area Committee are you applying to? If more than one, please indicate. Please note that the outcome of your bid is at the discretion of each Area Committee, independent of one another.

North East Area Committee	North West Area Committee	Central Area Committee	South East Area Committee	South West Area Committee
<input type="checkbox"/> X	<input type="checkbox"/> X	<input type="checkbox"/> X	<input type="checkbox"/> X	<input type="checkbox"/> X

If you are applying to more than one Area Committee, please explain why this is. What are the benefits to each area? Where will attendees come from?

<p>WE are applying to all Area Committees to further establish the project and since establishment thus far has been entirely self-funded by Ipswich loving resident directors.</p> <p>Ipswich.love CIC aims to improve the connectivity and joined up provision of event and activity information to the residents of and visitors to Ipswich.</p> <p>Our activities look to promote the whole Town and all Wards to build a sense of civic pride and community, considering the needs of residents and communities in the wider Town, beyond just the retail centre, Waterfront.</p> <p>The aim of Ipswich.love is to support all residents, diverse communities, and visitors to the Town in terms of providing services to communicate and educate, supporting the emotional wellbeing, the civic pride and connectivity of the local community.</p> <p>Our support to the community is complementary and supplementary to the reach of IBC websites.</p> <p>Funding is sought to maintain the website and to enable our team of volunteers to complete detailed outreach project visits to each of the Community Areas in North East, North West, South</p>
--

East, South West and Central Ipswich to introduce [www.ipswich.love](http://www.ipswich.love), discuss the benefits of the website, leave project marketing materials and where necessary, training.

- For example, recently the Team visited Chantry for a day of engagement and spent time in the Shopping Parades, Chantry Residents' Association, Chantry Library, Buttons and Bows nursery and others to complete on the ground engagement and understanding from local residents. The objective of the engagement is to talk to residents about their views on Ipswich, understand activity interests, introduce and seek feedback to the website as a central go to point for All things Ipswich. The visit was well received. We intend to replicate these engagement days across all areas of the town, focussing on Community and faith hubs, small businesses, organisations and charities.

What is the need for your project? Who will be helped?

Outline the information on your project below, ensuring you relate to the relevant [Area Committee Action Plan](#) (Max 500 words)

The project thus far has been entirely self-funded by the three Directors. Ipswich.love has already supported IBC and UOS events and has gained significant following via social media channels and website sign ups since launch. Website traction statistics can be provided as evidence of the need and growing popularity of the website.

The project seeks some base funding to support the costs of website project functionality expansion to provide users with more features and to purchase promotional materials to support the marketing of the website for our local outreach days and future events.

Evidence suggests that the town badly needs a sense of connectivity across the Borough, and understand brought to the residents as to the length and breadth of activity, entertainment and events open and in many cases free to use for all diverse communities and residents of Ipswich.

Ipswich.love provides a first of its kind service to all resident in the Town.

What evidence do you have of this need?

Please include results of any consultation and evidence on how it will benefit the residents of the committee area you are applying to (Max 500 words)

- Primary market is the 139,642 population of Ipswich town as users of the website (Source IBC 'key facts about Ipswich').
- Within our start-up investigation period, we set out to identify the need for a single source of information benefitting the residents of the wider Ipswich community.

We investigated the options currently available to users and found them to be multiple, in different locations and formats and focussed on the town centre and waterfront areas or Borough events. Residents are confused to understand what is available, struggle to hone-in and find activities, leading to negative comments about there being 'nothing going on' and a perception of Ipswich as a poor town.

We sought evidence via local media and social media public commentary that residents remain unaware of the spread of leisure, cultural, heritage, arts, and community-based activities available daily across the wider town. In doing this, we investigated sources as examples here (not exhaustive)

Facebook Group Name	Number of followers (000's)
Ipswich	4.2
Ipswich, Talk about Anything	28.1
Ipswich moans	11
Ipswich community Group	13
Ipswich, Suffolk, UK community group	5.1
Ipswich Star	52
EADT	48

#### PART 4 – How will your project work?

Please describe your project and how it meets the need (max 500 words)

**Our website is established here:** [www.ipswich.love](http://www.ipswich.love)

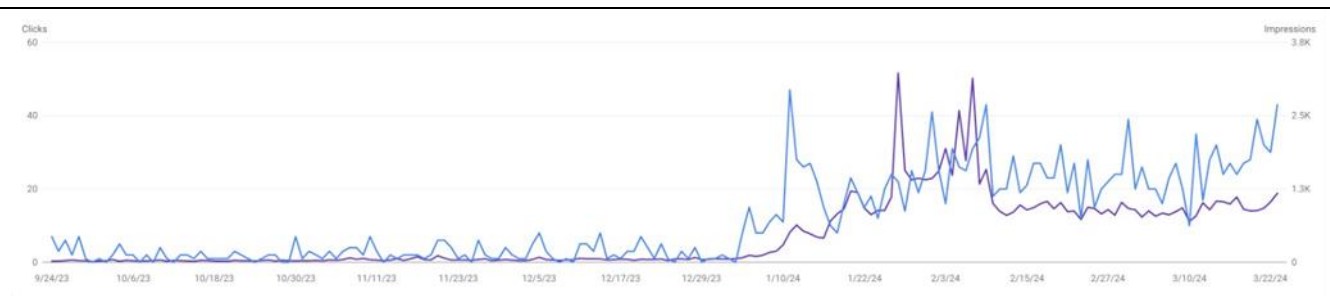
Our events platform has been launched here: [Events in Ipswich - Things to do around Ipswich - Ipswich.love](http://Events in Ipswich - Things to do around Ipswich - Ipswich.love) and contains not only IBC events, but also those for smaller charities, organisations, community spaces and businesses.

We already offer an 'add to calendar' feature on our site, whereby site users can add the Ipswich calendar of events to their phones.

We offer entities and individuals the ability to self-upload events, or offer assistance via volunteers to upload events.

Our website traction is growing rapidly as is our social media engagement as can be evidenced here:

**Website impressions: Sept 2023-March 2024**



**Funding will enable us to strengthen the functionality of the event platform project via;**

Provision of further filtering features to all website users and underpin the email offering of [www.ipswich.love](http://www.ipswich.love). Users can already add all Ipswich events to their mobile device calendar, but we aim to refine the project in order that users can pick and choose event reminders, add to calendar, select ‘free to attend’ events etc.

Purchase of marketing materials such as cards, posters, stickers, banners etc to further promote the website project.

What risks have you identified for your project and how will you manage them? (e.g. financial, health and safety, operational, success etc.)

Risk	Solution
Director resignation	Recruit and reappoint
Self-funding expenses	Seek collaboration and funding assistance
Website maintenance	The Team has appointed several members with access and training

How many beneficiaries will benefit from the project?

*Please refer to the evidence you highlighted in Section 3. (Max 500 words)*

The website is free for everyone who can have internet access, so

- Primary market is the 139,642 population of Ipswich town as users of the website (Source IBC ‘key facts about Ipswich’).

- Secondary market: Any visitors and tourists to the Town nationally or globally
- Our website directly improves the economy of Ipswich borough via the widespread connectivity of the Town through local event advertising. All local businesses, communities, charities and organisations can advertise their events and activities for free on our website. We provide the first Town-wide and inclusive website for EVERYBODY.

While Facebook is a popular platform for event listings, Ipswich.love offers several unique advantages that make it a superior choice for promoting events in the Ipswich community.

#### Tailored for Ipswich - Hyperlocal Focus

Ipswich.love is dedicated exclusively to our town. Unlike Facebook, which caters to a global audience, our platform zeroes in on Ipswich, ensuring event reaches people who are genuinely interested and more likely to attend.

#### Better Search Engine Visibility

Listings on Ipswich.love are optimised for search engines, giving events a better chance of appearing in search results. This is a significant edge over Facebook events, which often don't rank your event particularly well in search engines, limiting your visibility.

#### No Algorithm Limitations

Facebook's algorithms can restrict event's reach, often requiring paid promotions for better visibility. Ipswich.love doesn't operate on such algorithms, meaning every event gets equal visibility without any hidden costs or restrictions.

#### Community-Centric Platform

Our platform is a community-centric space. It's not just about listing events; it's about building and nurturing a local community. This ethos resonates with the audience, fostering a sense of belonging and increased engagement with events listed.

#### Easy Sharing Outside of Facebook

Not everyone uses Facebook. Ipswich.love allows for easy sharing of events across various platforms, not limiting audience to just one social media site. This broader reach is crucial for maximizing attendance.

#### No Distractions

On Facebook, events compete with a plethora of distractions - news feeds, ads, and other posts. Ipswich.love provides a dedicated space for hyper local events, free from distractions.



### Simple, User-Friendly Interface

Ipswich.love is designed for ease of use, both for listing and discovering events. This simplicity is often lost on Facebook, where navigating to event listings can be less straightforward.

### Connect with a Targeted Audience

Ipswich.love attracts users who are specifically interested in local events and happenings. This targeted audience means Borough events are more likely to attract attendees who are genuinely interested.

How will potential beneficiaries be made aware of the project?

1. We are promoting the website via self-funded attendance at events held by IBC, UOS, Business Networking sessions and F2F Networking meetings.
  
2. We have promoted the Website via our social media channels:
  - Insta: @ipswich.love
  - FB: @wechooseipswich
  - LinkedIn: @ipswich-love
  
3. We have appeared on radio slots to discuss the project and seek support

How will your project affect people from different backgrounds? Have you considered how to make your project fair for everyone in relation to the Equality Act of 2010?

Our project and website are inclusive of all communities. Whilst we are independent and not aligned to any political party or faith, we welcome all enquiries.

		YES	NO
4.1	Have you considered the use of volunteers for delivering your project and how you will promote these volunteering opportunities?	<input checked="" type="checkbox"/> X	<input type="checkbox"/>
4.2	Have you read the relevant guidance and information about volunteers in Appendix 1 of the <a href="#">Funding Guidelines</a> ?	<input checked="" type="checkbox"/> X	<input type="checkbox"/>

If you answered yes to any of the above questions, please state how you will promote your opportunities and engage with volunteers?	We have a founding Team of three Directors for Ipswich.love, but in addition, we have a panel of volunteer experts who give their time in their specific areas of expertise. We meet with volunteers and communicate regularly
---	--

Please describe how you will minimise the environmental impact of your project.

The project is web-based.

#### PART 5 – Costs & Funding

Please provide a full breakdown of project costs for each item of expenditure, and enclose quotations/links where applicable:

Description of expenditure	Cost (£)
Web hosting, domain server expansion via Google Workspace, add-on provision by Mailchimp software	£1000 Costs to provide further site stability, plus ability to provide further features to resident users via software provision
Marketing and promotional materials (postcards, posters, banners, stickers, tote bags)  We use materials from <a href="https://wttb.co.uk/">https://wttb.co.uk/</a>  Quotes can vary dependent on size, style, material, colour and design	£1500 Postcards £60 per 1000 Posters £50 per 100 Window Stickers £60 per 100 Roller Banners £37 each Totes £3 each Badges £30 per 100 Selfie Frames £15 each

Total project costs	£2500	
Total amount requested from the Area Committee(s)  If you are applying to more than one Area Committee, please consider the amount of money requested is proportionate to the impact of the project on the residents in each specific area.	North West	£500
	South West	£500
	Central	£500
	North East	£500
	South East	£500

Please show in the table below how much funding you have already secured or are currently applying for towards the project:

Name of Funder	Amount of funding requested	Granted (yes/no)	Waiting for outcome (yes/no)

How will any remaining costs be met?

The CIC has been self-funded by the Directors to date. Costs above are only for the web expansion project. All remaining expenses are still funded by the Directors until further support can be obtained.

How will the project be sustained after the funding has been spent?

--

Via self-funding by the Directors, the future sale of merchandise and via the seeking of Corporate and grant funded support.

## **PART 6 – Supporting Information**

Please attach your supporting documents as appropriate to your application

### **All Grants**

- ☐ Recognised governing document e.g. constitution, memorandum, Charity or Community Interest Company registration etc.\*
- ☐ Proof of bank account in the name of the organisation (e.g. bank statement or letter) \*
- ☐ Results of consultation (if applicable)
- ☐ Safeguarding policy (if applicable)
- ☐ Quotations for project costs (if applicable)

### **Medium & Large Grants (£1,000 over)**

- ☐ Yearend accounts \*

If no yearend accounts are available (for instance if you are a new group), please provide a copy of your accounts to date and a scan of your latest bank statement

### **Large Grants (£5,000 and over)**

- ☐ Business plan or similar document setting out your plan to sustain your organisation & project.\*

\* required, as appropriate to grant size.

## **PART 7 – Monitoring your success**

The Area Committee will require progress reports during the life of the project, what methods will the organisation use to measure success of the project? What will be the key performance measures that you will report on?

Monitoring is collecting and recording information about what your group is doing – outputs (number of sessions held, number of attendees, demographics etc), outcomes (the effect your work is having on peoples' lives) and impact (the change created as a result of the project).

Evaluating is using the information collected (qualitative and quantitative), together with other information and peoples' experiences, to get an overall picture of your group/project, its work, and its impact.

Key performance indicators:

1. Website Traction statistics
2. Social media engagement statistics
3. F2F feedback from meetings with users, supporters, community leaders and charity teams

## **PART 8 – Terms & Conditions**

Any misleading, incorrect statement, or fraudulent action or statement at any stage of the application process, whether deliberate or accidental, may render the application invalid and require the repayment of Area Committee Funding in full if paid or the withdrawal of the Area Committee Funding offer.

Applications found to be fraudulent will be reported to the police.

The Area Committee Funding will be used for the purpose set out in the approved report or as amended with the agreement of the Area Committee and the applicant organisation.

Any Area Committee Funding awarded will not be increased in the event of an over spend.

Applicants should note that the award must be acknowledged as Ipswich Borough Council Area Committee Fund and must comply with any reasonable requests relating to publicity.

Any organisation awarded Area Committee Funding shall be subject to monitoring, which could involve site visits and the collection of statistics.

The applicant will forward to the Communities Team, performance information within 6 months or on completion of the project. Failure to submit this information may render the applicant ineligible for further Area Committee Funding and may be asked to repay the funding in part or full.

We confirm that all staff / volunteers working with children, young people or vulnerable adults have had the relevant DBS checks completed (applicable where appropriate).

Area Committee monitoring and evaluation helps us to ensure that funding is spent in accordance with Area Committee guidelines. You will be sent a link to an online form following the completion of your project, or bi-annually until your project is complete.

**Please note that your declaration confirms that you have read and accepted the terms and conditions for Ipswich Council Area Committee Funding.**

We require the signatures of two people authorised to sign on behalf of your group (that are not directly related to each other).

### Signatures

We, the undersigned, on behalf of the applicant organisation/group understand and agree that:

- We are authorised to complete this application on behalf of our organisation/group.
- We have the power to accept the Area Committee funding awarded to our organisation/group subject to the terms and conditions listed and the power to repay the Area Committee Funding in the event of any funding condition not being met.
- This funding application falls within the objectives of our group or organisation.
- All staff / volunteers working in a position of trust with children, young people or vulnerable adults have had the relevant DBS checks completed.

Signed by authorised signatory (1):	Signed by authorised signatory (2):
- REDACTED -	- REDACTED -

Please return your completed form to the Community Engagement team at Ipswich Borough Council:

e: [communities@ipswich.gov.uk](mailto:communities@ipswich.gov.uk)

**Niamh Sherwood (East)**, t: 01473 433134 e:

[niamh.sherwood@ipswich.gov.uk](mailto:niamh.sherwood@ipswich.gov.uk)

**Beth Robinson (Central)**, t: 01473 432837 e:

[beth.robinson@ipswich.gov.uk](mailto:beth.robinson@ipswich.gov.uk)

**Zara Hanman (West)**, t: 01473 432226 e:

[zara.hanman@ipswich.gov.uk](mailto:zara.hanman@ipswich.gov.uk)

