



RYDE
TOWN COUNCIL

GRANT APPLICATION FORM

SECTION 1 - INTRODUCTION

Name of Organisation	Isle of Wight Pride
What does your organisation do?	To promote equality and diversity for the public benefit, the elimination of discrimination on the grounds of sexual orientation and gender identity: Raising awareness of the public about the issues and difficulties affecting the lives of lesbian, gay, bisexual and transgender people; cultivating a sentiment in favour of equality and diversity and staging an annual LGBTQ+ festival

SECTION 2 - TYPE OF GRANT APPLIED FOR

Are you applying for a marketing or community grant?	Community Grant Fund
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SECTION 3 - YOUR PROJECT

Please tell us about your project	<p>In 2017, Isle of Wight Pride staged its first annual LGBTQ+ festival in Ryde with a parade and activities focused around the beach and Eastern Gardens for approximately 5,000 people.</p> <p>In 2018, having UK Pride status a larger event was held for approximately 12,000. Both years had been ticketed (free) and organised to comply with the Isle of Wight Act.</p>
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In 2019, with the challenge of being in the shadow of the previous year the new Trustees of Isle of Wight Pride overturned the earlier decision to have a 'fallow' year by staging a scaled back event.

This consisted of a parade and community village centered around Ryde Superbowl. Due to the smaller size, it was open to all and was welcomed by many for returning more to the original roots and local community feel.

In 2020 the plan was to return to the beach with an event for up to 4,999 people. This was postponed due to the COVID-19 pandemic, as was 2021.

This year, as life seeks to find its way back to normality and restrictions on events have been removed, Isle of Wight Pride is working to return with its LGBTQ+ festival in Ryde

We see the July event as the shop window for our work on equality and diversity issues for the LGBTQ+ community, along with local business, groups and the wider Island being part of the celebrations.

Isle of Wight Pride 2022 will take place on Saturday July 16th and consist of the following:

- Parade – from Ryde School, via Union Street to Eastern Gardens (depending on road works). Departs 11am
- Pride Stage and bar at Eastern Gardens (area between Peter Pan's and the fountain). The stage will be a special trailer unit. It will be positioned along the Harbour wall by the gardens overlooking to an audience on the beach. (This reduces the cost of a stage on the beach that needs considerable underpinning). Time Noon to 19:00
- Pride on the beach – Harbour beach. This will be an enclosed ticketed area for up to 4,999. It will be the stage viewing area and have a premium enclosure. We will have fun and games throughout the afternoon as part of the entertainment. Activities will run from noon to 19:00 latest.
- Pride Community Market – around Ryde Pavilion (rest of Eastern Gardens) we are planning

	<p>on a free area with charity stalls and traders. We hope to have a community stage. Time noon to 18.00</p> <ul style="list-style-type: none"> • Work with businesses in Ryde, predominantly Union Street, Lind Street, Cross Street, High Street and on the Esplanade to 'Pride up Ryde' for the weekend by having window displays and offering a welcome to everyone attending the event, along with activities related to their business. We will be encouraging those with their own licenses to stage Pride related events into the evening to keep the party going.
Date of Application	January / February 2022
Project start date and expected duration	Immediate for six months.

SECTION 4 - DEMAND FOR THE PROJECT

In order for Ryde Town Council to properly evaluate your grant proposal it is vitally important that you are able to demonstrate a legitimate need for the project you are proposing.

Please take the time to highlight the research you have done as well as how you will evaluate the success of the project.

What are the expected outcomes of the project and how will you measure any success against them?

How have you evaluated the demand for your project?	<p>In 2017 approximately 4000 plus attended, in 2018 it was just over 12,000 and in 2019 just under 4,000 to a much smaller event with no staged entertainment.</p> <p>Every parade has secured a turn out equivalent to many others that take place in the town.</p>
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	<p>We know similar events and activities in Ryde are in great demand and bring many benefits to the town.</p> <p>Pride activities have grown throughout the UK, and with the easing of restrictions many will return this summer. They have a large following with people attending from communities in nearby areas, Previous IW Prides have attracted many visitors from the mainland particularly along the south coast.</p>
<p>How will you measure the success of your project?</p>	<p>Success will be measured by the number of people attending various aspects of the event. Also, the success to local business from extra trade and a surplus of funds to contribute to ensuring the event is sustainable in future years and the Charity can continue its work throughout the year.</p> <p>We will also measure feedback from the community and attendees. In 2018 due to the pathway laid on the sand a young person said it was the first time they had been on a beach. In 2019 the community village received a lot of positive feedback due to the number and variety of stalls.</p>

SECTION 5 - FUNDING FOR YOUR PROJECT

It is important that you have fully costed your project and are able to demonstrate how the potential grant funding from Ryde Town Council will be utilised.

Amount of Grant Funding requested	£10,000
Total cost of your project/event	Our current estimates which are based on experience of staging Isle of Wight Pride in 2017, 2018 and 2019 are a total cost of circa £50,000 to £60,000.
Percentage of Total Cost that the Grant Funding Represents	Based on £60,000 it is 16.67%
How will any outstanding costs be met?	Income from: Fundraising, Sponsorship, Ticket price for the Party on the beach (Parade and community village are free), Trader pitches (charities free or reduced rate) and commercial participation fees, Bar income and merchandise. Donations, Contribution from reserves.
Please outline how the project costs been identified and provide a detailed breakdown for each. <i>If it is easier to put this in a spreadsheet then please attach one to the application.</i>	Parade Road Closures and marshalling £ 4,000 Seafront activities Infrastructure and Site Equipment £ 17,500 Staffing (Security/First Aid) £ 5,000 Production/Artists/Operational £ 10,000

	<p>Beach</p> <p> Activities etc £ 5,000</p> <p>Community Area</p> <p> Infrastructure and Site Equipment £ 4,000</p> <p> Production/Artists/Operational £ 5,000</p> <p>Marketing £ 2,000</p> <p>10% Contingency £ 5,000</p> <p>Total £57,500</p>

SECTION 6 - ALTERNATIVE PROJECT FUNDING

While we would like to be able to fund far more projects it is important to remember that Ryde Town Council has very limited capacity to fund projects.

Therefore please demonstrate other funding streams that you have investigated and are utilising.

<p>Which other sources of funding have been sought for this project? Please include any applications that have been made, both successful and not.</p>	<p>Hovertravel have been the headline sponsor since the beginning and continue to do so with both financial support and in kind assistance.</p> <p>Funding is also held from Visit Isle of Wight.</p> <p>Funding is currently being pursued from previous sponsors and new leads.</p>
<p>How is income generated for your organisation?</p>	<p>Fundraising, sponsorship and any surplus from this event contributing to ensure the LGBTQ+ festival remains sustainable and continues each year supporting the local community and economy.</p>

SECTION 7 – RYDE TOWN COUNCIL CORPORATE PLAN

The Town Council has recently adopted a Corporate Plan.

To view the Corporate Plan 2020/25 see the Home page of the Town Council's Website [Link to Home Page](#)

<p>How does your project help the Town Council to achieve the objectives set out in this Plan and a Charter for Ryde?</p>	<p>Isle of Wight Pride hopes to meet the following objectives set by Ryde Town Council:</p> <p>Objective 2: Protect, Enhance, Support and Celebrate our Town's Unique Environment</p> <p>Objective 3: Promote and Support our Local Economy</p> <p>Objective 4: Protect and Promote the Interests of Residents</p> <p>Foundation – Annual events programme</p> <p>Isle of Wight Pride has established itself as a valued and expected annual event and is committed to being part of the calendar of community events in Ryde.</p> <p>We see the charity as having a long-term sustainability by being embedded into the community of the Isle of Wight and in particular the town of Ryde. Our aim is to use the annual event to champion the importance of equality and diversity by highlighting the advances that have been made for the LGBTQ+ community in the UK and around the world, whilst also raising awareness of the prejudice and danger that many still face in many countries.</p> <p>Isle of Wight Pride is open to all to enjoy who share our vision for a world in which people can be their authentic selves with no fear of censure, judgement, inequality of abuse, proving that 'Love Wins'.</p> <p>Isle of Wight Pride brings with it a party atmosphere which benefits all who take part; including families, visitors and residents in Ryde. There is something for everyone at the event. We have seen how the day has spread benefit to businesses throughout the town and allowed many to affirm their support for the event and its aims.</p> <p>It has drawn new visitors to Ryde and the Isle of Wight who may not have chosen to come and who we believe will return, not just for Pride but, to further explore our welcoming Island. We know that the event has also allowed many people who left the Isle of Wight in their late</p>
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	<p>teens and twenties feeling that they did not belong to return home in the confidence that they can be themselves. The power of this should not be underestimated. Isle of Wight Pride has made a change for the better on the Isle of Wight.</p> <p>There is a clear need for Isle of Wight Pride to continue and build on the fantastic difference that it has made to the Isle of Wight's reputation demonstrating our openness and inclusivity and breaking previous assumptions about local attitudes.</p> <p>Isle of Wight Pride meets and helps to deliver Ryde Town Council's objectives to support and enhance the health, wellbeing, and economy of Ryde to benefit its residents, local businesses and visitors within a culture that makes the best use of our heritage and the beauty of Ryde.</p> <p>We do this by bringing value to the Town, value to the community (including having presence of charities and our own information for those who may need help and advice) and showing off the beautiful historic and natural beauty of Ryde. The ability to have activities on the beautiful sandy beaches is a major draw for visitors and a unique selling point for Isle of Wight Pride. In 2022 we will back on the beach. Hovertravel our main sponsor has already allocated a craft for activities the night before and on the day.</p>
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SECTION 8 – PARTNERSHIPS

Ryde Town Council firmly believes that the total can be greater than the sum of the parts and that partnerships can achieve great results. In this section please outline partnerships your organisation currently has, those explored for this project and any reasons you feel they might not have been relevant.

<p>Highlight other organisations who you will collaborate with to provide the project and outline any approaches you have made to other organisations who may share similar goals.</p>	<p>Isle of Wight Pride works closely with other community groups on the Island including Out on an Island and is a co-founder of Seasons of Pride a collective of like-minded business and community groups. UNISON is a valued supporter, with a trustee being a local LGBTQ+ representative.</p>
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Please tell us who will do the work and who will manage the project	The project will be overseen by Trustees Laura Fraser and Andy Newman

SECTION 9 - DOCUMENTATION

Please submit the following information in support of your application:

- A copy of your organisations most recent audited or verified accounts (please redact any information that you do not want in the public domain (e.g. account number or signatures) (Attached)
- Evidence of any partnership funding (available on request due to GDPR)
- A copy of your organisations constitution or set of rules of governance – Attached from Charity Commissioners.

TERMS AND CONDITIONS

Please read the following information before signing and sending your application

- (a) I/We declare that the information I have given in this application is true and accurate to the best of my/our knowledge
- (b) I/We declare that any grant awarded by Ryde Town Council will be used for the specific purposes description in this application
- (c) I/We confirm that a completion/evaluation form will be submitted to the Town Council together with **evidence of expenditure** or set of accounts detailing costs for the project/activity/event for which the grant is awarded with-in one month of the end of the funding year being completed. Failure to do so will put any further funding requests in jeopardy
- (d) The grant must be spent within 12 months of it being awarded
- (e) You/your organisation will inform the Town Council if there is a delay in the start project/activity/event
- (f) Your organisation must acknowledge the support from Ryde Town Council in any marketing and promotional activity – a copy of the Town Council's logo will be provided for this use.
- (g) You must repay the grant (or part of the grant)
 - i. if the project does not go ahead or is not completed;
 - ii. if the full amount of the grant monies is no longer required;
 - iii. if the any of the terms of the grant are not complied with
- (h) Additional conditions may be added before the release of any monies and will be notified to the applicant on the award of the grant.

If you have any questions please contact us on grants@rydetowncouncil.gov.uk

THE DECISION OF THE TOWN COUNCIL IS FINAL

PLEASE NOTE INFORMATION GIVEN WILL BE TREATED AS IN THE PUBLIC DOMAIN. PLEASE REMEMBER TO REDACT ANY SENSITIVE INFORMATION.

I/WE UNDERSTAND THAT KNOWINGLY PROVIDING FALSE OR MISLEADING INFORMATION WILL INVALIDATE THIS APPLICATION AND WILL RESULT IN THE REQUIRMENT TO REPAY ANY GRANT THAT HAS BEEN AWARDED

Please return this form together with all the accompanying documentation to:

grants@rydetowncouncil.gov.uk