

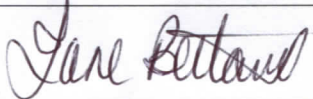
## BIG Warsop Activity Proposal 2015/2017



<b>1. Project Title</b>	Big Warsop communications	
<b>2. Contact Details:</b> Who is making the application?	Contact Name: Jane Bettany	
	Organisation: Guidemark Publishing	
	Address: 185 Lambourn Drive, Allestree, Derby	
	County: Derbyshire	Postcode: DE22 2US
	Tel: 01332 557122;	Mobile: 07534 851924
	Fax:	Email: <a href="mailto:j.bettany@guidemarkbooks.co.uk">j.bettany@guidemarkbooks.co.uk</a>
<b>3. Contribution to BIG Warsop overarching vision</b>		
How will your project contribute to the achievement of the BIG Warsop overarching vision?		
<p><b>In writing your activity plan, please keep in mind the vision and values of BIG Warsop, that this is a resident led 10 year programme to help make Warsop Parish an even better place to live and that all proposals are considered by the resident partnership group.</b></p> <p>The vision is <b>“Provide a catalyst and capability to make Warsop Parish great, helping residents achieve their potential and bring back vibrancy and pride”</b></p> <p>Please provide a brief outline against the key priorities outlined below (unless already pre-completed by BIG Warsop)</p>		
<b>Strengthening Communities</b>	<p>Across the three strands of the plan, this communications proposal will:</p> <ul style="list-style-type: none"> <li>• Tell and inform residents and organisations about Big Warsop.</li> <li>• Listen and respond to what residents are telling us.</li> <li>• Share success and build community ownership and capacity.</li> </ul>	
<b>Encouraging training and social enterprise</b>		
<b>Influencing statutory partners and provision</b>		
	<p>Guided by the partnership, we anticipate the focus being:</p> <ul style="list-style-type: none"> <li>• Gathering information about activity and creating news stories</li> <li>• Preparing copy and design of leaflets and occasional newsletters for electronic and doorstep delivery</li> <li>• Updating and keeping up to date the website</li> <li>• Building and using a key contacts database for email</li> <li>• Building social media presence</li> <li>• Setting up the basis for running an annual survey which then is used to produce an annual set of infographics about resident perceptions.</li> </ul>	

<p><b>4. Project Description:</b></p> <p>a) What will it involve?  b) How will you do it?  c) How will it be managed?  d) How will its progress be monitored?  e) How many people will be involved etc...</p>	<p>We will co-ordinate, create and ensure regular and timely communications through:</p> <ul style="list-style-type: none"> <li>• Warsop and District news + other press</li> <li>• Warsop Web</li> <li>• Big Warsop Web including links to Face book and Twitter</li> <li>• Radio 103.2</li> <li>• Events</li> <li>• Local meetings</li> <li>• Social media, including Facebook Twitter accounts</li> <li>• Leaflets for online and printed distribution to residents and local organisations</li> <li>• Other communications resources such as pop up banners and marketing freebees.</li> </ul> <p>Our communications will include:</p> <ul style="list-style-type: none"> <li>• Sharing stories of success from initiatives in the Big Warsop plan</li> <li>• Sharing the work of the partnership</li> <li>• Building community interest through letting people know about events such as the carnival and <ul style="list-style-type: none"> <li>○ Letting people know what's been agreed in the Big Warsop Plan</li> <li>○ Encouraging people to take part and get involved in Big Warsop</li> <li>○ Encouraging people to volunteer in other ways across Warsop.</li> </ul> </li> </ul> <p>Guidemark Publishing will work closely with the plan co-ordinator, a nominated resident lead and identified local partners and organisations.</p>
<p><b>5. Expected outcomes of the activity.</b>  What difference will the activity make to local people and the Parish of Warsop?</p>	<p>Our communications approach is based on the need to identify those people, organisations and communications vehicles and pathways that can help us reach our goals. We aim to:</p> <ul style="list-style-type: none"> <li>• Tell and inform residents and organisations about Big Warsop.</li> <li>• Listen and respond to what residents are telling us.</li> <li>• Sharing success and building community ownership and capacity.</li> </ul>
<p><b>6. Project Location</b>  Where project is to be located?  (although the project does not need to be located within Warsop Parish, your plan must clearly show how local people will be involved in and benefit from the activity)</p>	<p>Guidemark Publishing is based in Derby. Jane Bettany will maintain regular contact with the partnership and with relevant local partners to ensure the outputs are met.</p>
<p><b>7. What consents are required and when given?</b>  e.g. Planning Permission</p>	<p>We will ensure all relevant required consent is obtained for any content created and published for Big Warsop.</p>

<b>8. Project Timescale</b>	Start date: end October 2015	End date: end March 2016	
<b>9. What links are there to existing activities?</b> a) Are other organisations involved in the project? b) Does it help or complement other projects operating in the area?	<p>This Comms proposal is designed to enhance all aspects of the plan and in so doing to raise the profile of our partners.</p> <p>We appreciate the desire of Big Warsop to develop a partnership with Meden Vale School, with students acting as news reporters. This is a model we are familiar with in Allenton, valuing the benefits and recognising the practical difficulties in making it happen. We will seek to develop links during the 5 months period and look to agree specific and focused elements of reporting undertaken by the students, but with the backstop that the copy will nonetheless be done by us if required.</p>		
<b>10. Monitoring &amp; Evaluation.</b> If your proposal is successful then you will be required to complete a BIG Warsop review and evaluation pro-forma. Please let us know if you intend to undertake any other monitoring.	<p>Guidemark Publishing will report against what we have done and indicate what measure of success we see it has having had. We will report twice in the period of proposed funding between end of October 2015 and end of March 2016. We propose an initial report before Christmas focusing on initial work and progress and one in March toward the end of the funding period.</p>		
<b>9. Project costs and Profile</b>	<b>Item Costs excluding VAT</b>		<b>Nov 15- Mar 16 £</b>
	Please see attached PDF; below is a summary of proposals, including time allocation anticipated		
	Newsletter 1 X 4 pages		£375
	Website maintenance and content		£750
	Fliers, posters and other promotional material		£200
	Social media management		£333
	Press releases		£200
	Print management		£100
	TOTAL COSTS excluding VAT		£1958
<b>1.</b>	<b>TOTAL COSTS including VAT</b>		<b>£2349.60</b>
<b>10. Quotes Received</b> Please note that for itemised costs within projects from £500 to £20,000 written	<b>Supplier</b>	<b>Quote/Cost</b>	
	See quotes for printing attached in the PDF		

evidence that 3 companies have been approached for quotes must be provided with the application.			
<b>11.Funding Requested</b> Include the amount you are requesting from <b>BIG Warsop</b> and where (if appropriate) other sources have come from; please indicate if this has already been secured.	<b>Funder &amp; Date Secured</b>		<b>Nov 15- Mar 16</b> <b>£</b>
	BIG Warsop		<b>£2349.60</b> <b>+printing costs as required</b>
	Other:		
	<b>TOTAL</b>		
<b>17.Forward Strategy</b> Do you plan to carry this activity on past the BIG Warsop funded timeframe? If so how will this be achieved?	The outline is based on working with Big Warsop to help energise and bring up to date communications between now and end of March 2015, linking with the ending of the current plan. Guidemark Publishing is keen to work with Big Warsop about how to maintain momentum and seek a more local source to lead and drive communications beyond March.		
<b>19.Applicant Declaration</b>	I declare that to the best of my knowledge and believe the information given on the application form and in my supporting material is correct. I accept the Terms and Conditions should my application be successful.		
<b>Applicant Signature:</b>			
<b>Name and Title:</b>	JANE BETTANY		
<b>On behalf of: (name of organisation)</b>	GUIDEMARK PUBLISHING LIMITED		
<b>Date:</b>	19-10-2015		