



TODMORDEN TOWN COUNCIL

GRANT APPLICATION FORM – MAXIMUM GRANT £3,000

Applicants should familiarise themselves with the Discretionary Grants Policy and award criteria before submitting their Grant application. Please complete all the highlighted boxes on this application form

Contact Details

Name of Organisation	Todmorden Information Centre Trust
Address of Organisation	
Name of person making application	
Position in Organisation	
Phone Number	
Email address	info@visittodmorden.co.uk
Website	visittodmorden.co.uk

Organisation Details

What type of Organisation are you? (Delete as appropriate)	
Charitable organisation	Unregistered Community Group/Club/Society
Registered Charity (Charity number please state below)	Other (please state below) Unincorporated Trust
Do you have a constitution or a set of rules? (if yes, please enclose a copy of your constitution)	Yes
Are you part of a larger, national or regional organisation? (If yes, please give details)	No
How many trustees, volunteers and service users are there in your organisation?	12 Trustees and 10 Volunteers
Tell us about your organisation, its aims and the work you wish to undertake and your main activities and how you encourage engagement from all sections of the Todmorden Community	
<p>Todmorden Information Centre isn't just a tourist hub – it's the beating heart of our community. For over 35 years, we've championed Todmorden, empowering residents and attracting visitors through essential information, vibrant events, and unwavering support for local businesses.</p> <p>Our core aims:</p> <ul style="list-style-type: none"> Boosting local economy: We showcase 40+ artists/artisans and authors, host "Meet the Maker" events, and partner with local attractions like the Hippodrome, driving footfall and business growth. 	

- **Fostering community:** We serve as a platform for groups like Dementia Friendly Tod, host inclusive events like the virtual advent calendar, and provide vital resources, connecting residents and empowering participation.
- **Promoting Todmorden:** We collaborate with regional tourism boards, celebrate local heritage, and actively showcase Todmorden's unique charm, enhancing its image and attracting visitors.
- **Ensuring sustainability:** We seek diverse funding, utilise volunteers, and partner with organisations like Cards for Good Causes, maximising impact and minimising costs.

Will your project have any implications in respect of climate emergency and if so, how do you intend to minimise such impact?

Todmorden Information Centre recognises the urgency of the climate emergency and actively strives to minimise its environmental footprint across all operations. Here's how:

1. Sustainable practices:

- **Reduced printing:** We leverage digital platforms for information dissemination, minimising paper use and printing costs.
- **Local sourcing:** We prioritise local suppliers for goods and services whenever possible, reducing transportation emissions.
- **Energy efficiency:** We implement energy-saving measures in our physical space, utilising LED lighting and optimising heating/cooling systems.

2. Promoting sustainable choices:

- **Partnerships:** We collaborate with organisations like Todmorden Climate Action and Friends of Centre Vale Park to advocate for sustainable practices and raise awareness within the community.
- **Sustainable tourism:** We promote eco-friendly travel options, highlight green spaces and local, sustainable businesses, and encourage responsible visitor behaviour.
- **Educational outreach:** We share information on sustainable living through our platforms, events, and collaborative projects, empowering residents to make informed choices.

3. Continuous improvement:

- **Regular audits:** We regularly assess our environmental impact and identify areas for improvement, aiming for carbon neutrality in the long term.
- **Innovation:** We actively explore new technologies and practices to reduce our environmental footprint further.

We understand that every action counts, and we are committed to minimising the TIC's climate impact while maximising our positive contribution to Todmorden's sustainable future.

How will you acknowledge the Assistance of Todmorden Town Council on all promotional material - see declaration attend of application.

The support from Todmorden Town Council is acknowledged throughout the signage in the Information Centre, on all written correspondence (physical and virtual) and is addressed on the Visit Todmorden website. Any press releases sent out also acknowledge the gratefully received and vital support from the Town Council.

Project Information

Which Grant are you applying for?		
Small Grant	New Organisation	Climate

What is the Purpose of grant request (delete as appropriate)			
Town Hall Hire	Project Delivery	Core Funding	Civic Pride
Town Centre Improvement	Voluntary sector youth Engagement	Social Exclusion	Accessibility and inclusivity
Community Benefit	Community Cohesion	Safety/promotion	Cultural Arts & Music
Environmental project	Climate change	Food Growing	Town Centre Event
Skill development	Economic difficulties	Health & Wellbeing	Community Room Venue Hire
Other (please state)			
Project Name	Todmorden Information Centre		
When will your project start?	April 2024 – Grant application for the financial year		
When will your project finish?	March 2025		

How will your project benefit the local community within the Todmorden town boundary?
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<p>The Todmorden Information Centre is much more than just a tourist hub; it's a vital resource serving the entire Todmorden community within the town boundary. Here's how our project directly benefits residents:</p> <ul style="list-style-type: none"> • Economic engine: We support local businesses by promoting over 40 artists/artisans and authors, hosting "Meet the Maker" events, and driving footfall through partnerships with attractions like the Hippodrome. • Community connector: We serve as a platform for diverse groups like Dementia Friendly Tod and Age Concern Todmorden, host inclusive events like the virtual advent calendar, and provide essential resources, empowering residents and fostering connections. • Celebration of heritage: We showcase Todmorden's unique history and cultural attractions through exhibitions and events, strengthening local identity and civic pride. • Information hub: We provide residents with comprehensive information on local services, events, and activities, facilitating participation and engagement in the community. • Sustainable future: We promote eco-friendly practices, collaborate with sustainable initiatives, and educate residents on mindful choices, contributing to a greener Todmorden. <p>By supporting the TIC, you invest in a project that directly benefits every resident within the Todmorden town boundary, building a more vibrant, inclusive, and sustainable community for all.</p>

Additional Information

Todmorden Information Centre is a hub for tourism information, promoting Todmorden as a destination to visit and explore, as well as ensuring residents and visitors access essential information and services. Continued funding helps secure the Centre's future, benefiting the entire community. The Centre's 35-year history of success demonstrates its effectiveness in fulfilling its mission and its value to the community. Its achievements, such as supporting 40+ local artists and authors, show its positive impact.

Continual funding for Todmorden Information Centre (TIC) represents a strategic investment in the town's future, delivering significant benefits to Todmorden Town Council across multiple key areas:

1. Economic Growth and Development:

- **Boosting local businesses:** TIC actively promotes and supports over 20 local artists/artisans and 20+ local authors, generating increased footfall and sales. The "Meet the Maker" events directly connected local producers with customers, encouraging local spending and business growth.
- **Attracting visitors:** Partnerships with organisations like Todmorden Hippodrome and Friends of Centre Vale Park, in addition to diverse ticket sales (appendix 1) for local events, drive tourism and cultural vibrancy, drawing visitors to Todmorden and contributing to the local economy.
- **Supporting community groups:** TIC serves as a vital resource and platform for local groups, showcasing their work and attracting new members, fostering a thriving community spirit. The virtual advent calendar throughout December was well-received.

2. Community Engagement and Cohesion:

- **Promoting inclusivity:** Working with groups such as Dementia Friendly Tod, Age Concern Todmorden and the Scouts, plus the virtual advent calendar, demonstrates TIC's commitment to engaging all community segments, fostering social inclusion and strengthening community bonds.
- **Encouraging local participation:** Initiatives like the "Friends of" scheme and information on supporting local businesses empower residents to contribute directly to the town's development, fostering a sense of ownership and pride.
- **Connecting residents with resources:** TIC provides essential information and resources on local services, events, and activities, empowering residents and facilitating active participation in the community.

3. Brand Awareness and Civic Pride:

- **Promoting Todmorden:** TIC actively collaborates with organisations like Calderdale Tourism Board and Friends of Centre Vale Park, showcasing the town's unique attractions and natural beauty to a broader audience.
- **Enhancing the town's image:** TIC's 35-year legacy of service and commitment to local businesses and communities contributes to a positive perception of Todmorden, attracting new residents and visitors.
- **Celebrating local heritage:** Exhibitions and events such as the "History of TIC" celebrate Todmorden's rich history and cultural heritage, fostering a sense of civic pride and identity.

4. Sustainability and Cost-Effectiveness:

- **Multiple funding sources:** TIC actively seeks funding from diverse sources like Reaps Moss Windfarm and Prince of Wales's Charitable Fund. At the same time, not all applications are successful or can fund core running costs, such as staffing; TIC is attempting to reduce reliance on Town Council funding. Discussions around the feasibility of charitable status are still ongoing.

- Volunteer support: TIC benefits from a dedicated team of volunteers, minimising operational costs and maximising the impact of Town Council funding.
- Collaborative partnerships: Working with other organisations like Cards for Good Causes allows TIC to offer unique services and attract new visitors without incurring additional costs.

Todmorden Information Centre is not just a visitor centre; continued funding from the Town Council ensures this vital resource thrives, benefitting the community in countless ways. By supporting the Centre, you invest in Todmorden's economy, image, and, most importantly, its people. It is not just an investment in a valuable community resource but a strategic decision that yields tangible benefits for Todmorden Town Council across critical areas like economic growth, community engagement, brand awareness, and sustainability. With your support, you are investing in the future of Todmorden, fostering a vibrant, thriving community that benefits residents and visitors alike.

Appendix 1

Tickets sold for:

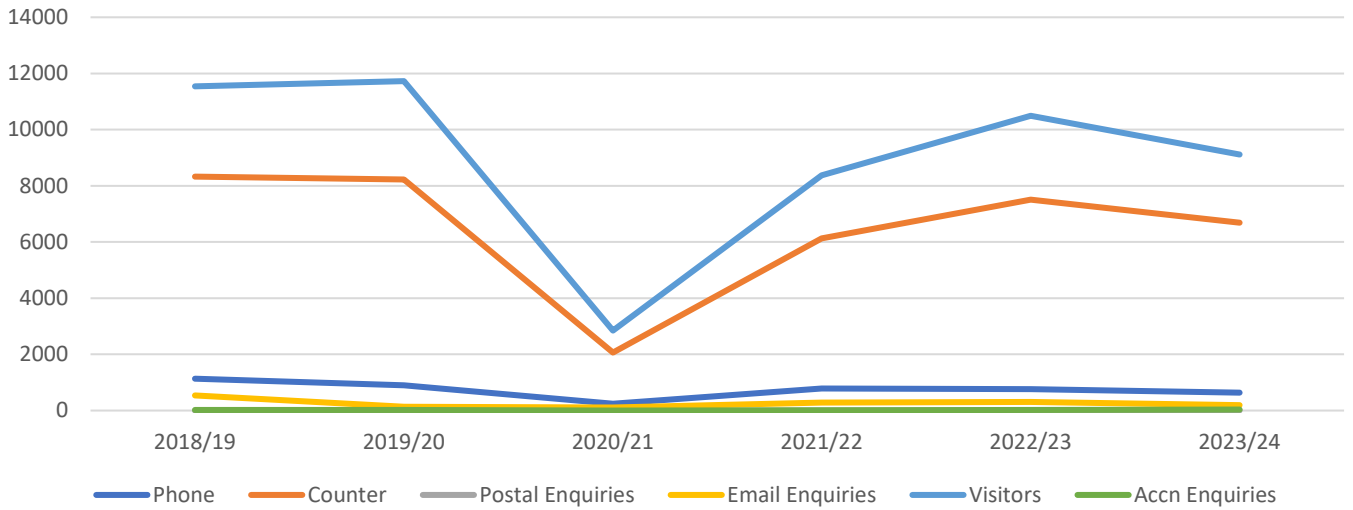
- | | |
|--|--------------------------------------|
| 1. Todmorden Hippodrome Theatre | 10. Todmorden Scouts |
| 2. Todmorden Choral Society | 11. Frou Frou Club |
| 3. Todmorden Orchestra | 12. Todmorden Town Hall Tours |
| 4. Mayor of Todmorden's Charity events | 13. Three Valleys Gospel Choir |
| 5. Todmorden Folk Festival | 14. St. Joseph's Pantomime |
| 6. Todmorden Country Fair | 15. Hebden Bridge Burlesque Festival |
| 7. Dementia Friendly Tod | 16. Hebden Bridge Film Festival |
| 8. Story Magic Theatre | 17. Hebden Bridge Brass Band |
| 9. Todmorden Book Festival | |

Appendix 2

Users of Todmorden Information Centre

N.B. 2023/24 figures up to January 31st 2024.

USER CONTACT PER FINANCIAL YEAR TO DATE

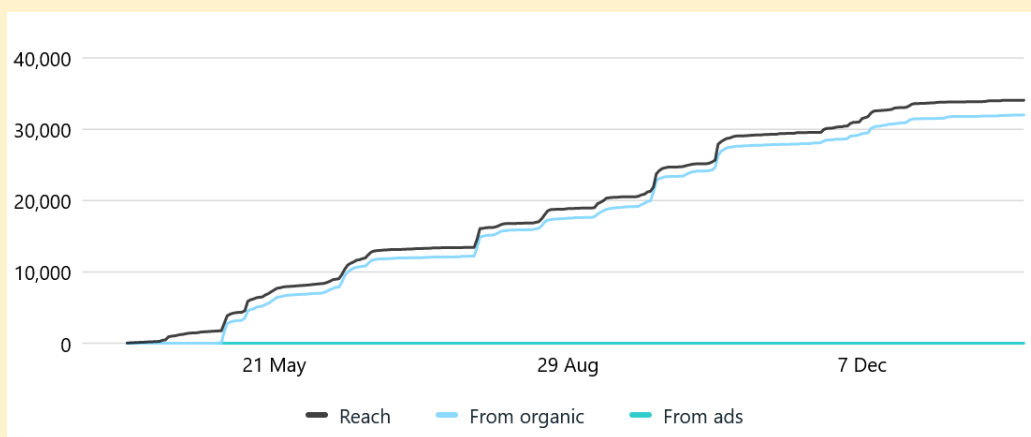


Appendix 3

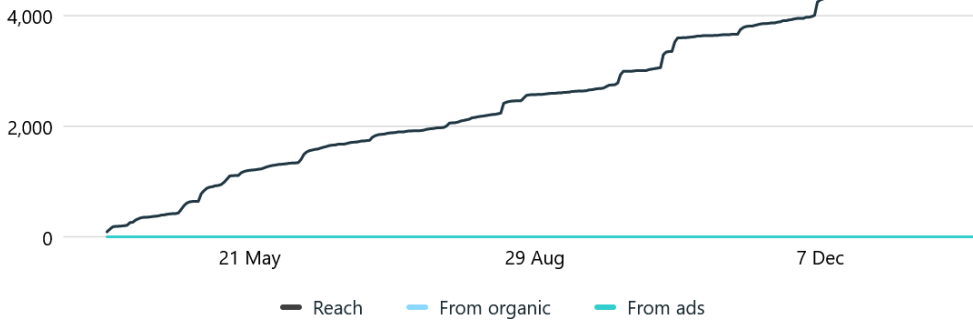
Social Media

In the period April 2023 – January 2024, the most liked Facebook post was a post encouraging people to support local businesses on Black Friday. The most liked post on Instagram was one promoting exploring local places on World Tourism Day. This post had the highest reach on Facebook, reaching over 5,600 people. The highest-reaching post on Instagram was a reel from the virtual advent calendar promoting Porcus’ attendance at the Meet the Maker events. The audience on Facebook and Instagram was drawn mainly from the UK, 97.6% and 88.9%, respectively, with the USA, 0.9% and 1%, and Australia, 0.6% and 0.3%, in second and third.

Graph 1 - Facebook Reach



Graph 1 - Instagram Reach



N.B. Facebook Page reach: The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach differs from impressions, which may include multiple views of your posts by the same people. This metric is estimated.

Instagram reach: The number of unique accounts that saw your posts or stories at least once. Reach differs from impressions, which may include multiple views of your posts by the same account. This metric is estimated.

visittodmorden.co.uk

The most popular pages on the website are currently what's on, the online shop, local history, Gaddings Dam and guides. Regarding e-commerce, the top-sold items over the last year were the Todmorden Photographic Calendar, Lewis McCormick Calendar, Walks Around Leaflets and Magnets.

1st April 2023 – 31st January 2024:

Total Visits	Unique Visits	Returning Visits	Pages Viewed	Avg. Pages Per Unique Visit
44369	14681	29688	52396	3.1

Why is this project needed? What advantage will it bring to Todmorden?

Why is it needed?

- **Gap filler:** Calderdale Council no longer provides or supports any Information Centre within the borough; Todmorden Information Centre provides essential services for residents and visitors.
- **Economic driver:** We champion local businesses, artists, and events, attracting visitors and boosting the local economy.
- **Community hub:** We connect residents, empower participation, and foster a sense of belonging.
- **Town advocate:** We showcase Todmorden's unique charm, enhancing its image and attracting visitors.

What advantages will it bring?

- **Thriving economy:** More visitors, increased local spending, and business support.
- **Stronger community:** Inclusive events, essential resources, and a platform for connection.

- **Positive image:** Enhanced town brand, celebrated heritage, and civic pride.
- **Sustainability:** Responsible resource management and long-term impact.

How many people within the Todmorden town boundary will benefit from the project?

All residents, 16000+, are welcomed to Todmorden Information Centre. Approximately two-thirds of in-person users are residents, and between 4000 and 7000 will have benefited in 2023/24. Online Todmorden users are approximately, 7000-9000 beneficiaries.

Also, all visitors, some of whom are potential residents, will benefit.

Please include dates and venue of events if applicable (include a draft programme if available.)

Todmorden Information Centre, 15 Burnley Road, Todmorden, OL14 7BU

Ordinary hours: Monday – Saturday 10am – 3pm

Extra hours are included depending on the events occurring in Todmorden or the Centre, which can include evenings and Sundays.

Financial Information/ Project Costs

Total Project Costs	£28,312.54
Amount requested from TTC	£20,911.40
Have you previously applied for grant funding from Todmorden Town Council? (If yes please give details including when and how much)	Yes
2023/24 - £20,116 granted (paid due to previous underspend) 2022/23 - £17,000 2021/22 - £24,000 2020/21 - £19,000 2019/20 - £19,000 When funding was withdrawn by CMBC in October 2007, Todmorden Town Council very kindly began their funding. It has been very gratefully received.	
Have you or this group previously applied for or received any other grant for this project? (If yes please give details below/ separate sheet)	Yes
Applied to	Prince of Wales' Trust
Dates of application	February 2023
Received from	Refused
Date received/or due	
Amount received	£0

Budget: This budget should be for the total cost of the activity you are applying to do. Please be as accurate as you can, as you may be asked to explain any amount which is unclear.

(Please provide estimates/quotations of the proposed items of expenditure you may use as evidence on separate sheets. If you are unable to claim VAT back please ensure the gross value is put in here. And please do not round figures up)

PLEASE SEE ATTACHED SHEET

Expenditure Description	Cost (£)
Managers Salary inc NI Contributions	£20,911.40
Casual staff Costs	£4461.60
Holiday Cover	£1761.76
Additional Hours	£233.97
Contingency (eg sickness/training)	£943.80
	£
Volunteer Hours (based on £10 per hour as for this project only)	£10,400
Total Expenditure	£38,712.53

Other income	
Income Description	Cost (£)
	£
	£
	£
	£
Volunteer Hours (this should match the figure in the expenditure table)	£10,400
Total Income	£

Organisation Financial Information

Level of Reserves Held at application date	£ 59,000
Bank Statement(s) Balance at application date	£ 757.62
Total value of Assets Held	£1000

Name of signatory on the account 1	
Name of signatory on the account 2	

Organisations Bank details	
Bank Account Name	
Bank (HSBC, Natwest etc)	
Sort Code	
Account Number	

Official Use Only

Sum requested from Todmorden Town Council	£20,911.40
Applicant contribution % = (B/A)%] n/a
Todmorden Town Council Contribution % = (C/A)%	
Total income (must be sum of B & C above) and equal to figure A	
Does applicant contribution % meet criteria – see end of application form	
Volunteer Hours % contribution	
Does the volunteer hours contribution % meet criteria	
Town Clerk confirmed Bank details and supporting documents.	