



## **‘Gloucestershire Trade Local Campaign’**

### **Frequently Asked Questions**

#### **1. *What is the Gloucestershire Trade Local Campaign?***

The Gloucestershire Trade Local Campaign offers one-off funds of up to £2,000 to support community events and activities designed to encourage more people to become aware of, and to use, the products and services of local retailers and other businesses in rural Gloucestershire.

These events and activities will help rural towns and large villages which are recognised as economic centres within Gloucestershire to take advantage of the gradual turnaround in the economic climate by supporting locally-based businesses, making them more resilient in the future.

The funding will provide 'seed corn' resource to help establish or strengthen such events and activities.

It's been designed to compliment the Federation of Small Businesses' national 'Keep Trade Local' campaign which seeks to stem the tide of business closures, reverse the trend and defend the choice and diversity that customers deserve.

#### **2. *What is the aim of the fund?***

The aim of the fund is to:

- Provide a small amount of easily accessible funding which will assist with broadening or creating new events or activities within market towns and large villages which are important rural economic centres in Gloucestershire.

These events or activities will aim to draw more footfall to their high streets and also raise awareness of local commerce, traders and other services.

#### **3. *How much can we apply for?***

This is a one-off fund. Each application can be for a maximum of £2,000. The fund is a FIRST COME, FIRST SERVED application process.

#### **4. *Who can apply?***

The fund will be available to any community or business organisation or parish/town council that is based within a rural town or large village which is recognised as a rural

economic centre – for example, a Chamber of Commerce or Trade, Business Group, Parish or Town Council or a local community group.

Whoever applies must demonstrate they have active support from other local organisations, including their respective parish or town council. We are looking for projects where partnership working is evident, where business groups are working together with other community groups for the common good of their communities.

#### **5. What can the fund be used for?**

- Broadening an existing community trade local/shop local event or activity to attract more visitors and participants
- Establishing a new event or activity where one did not exist previously
- Wider PR and marketing to raise awareness of the event or activity

#### **6. Where can I find out more?**

Contact Daniel Judges: [daniel.judges@gloucestershire.gov.uk](mailto:daniel.judges@gloucestershire.gov.uk) or 01242 864144 to discuss your idea and to request an application form, or visit Gloucestershire First [www.glosfirst.co.uk](http://www.glosfirst.co.uk)

Dan will manage the process on behalf of the Gloucestershire Market Towns Forum and will report progress straight to Gloucestershire County Council and the county's Economic Taskforce. He will also give advice and steer any applications.

The forms can be sent out electronically, via email or via the post. However, completed forms **must be returned and signed for authentication purposes** to Dan by **post**. An application form that has not been signed by the authorised person will be returned and a delay is likely.

#### **7. How long will it take for us to hear whether our application is successful?**

It is envisaged that the turnaround for applications will be between three to five weeks, from receiving the completed application.

#### **8. Who will make the decision on the applications?**

A panel will view and comment on each application. The panel will be made from representatives from Gloucestershire First, Federation of Small Business, Gloucestershire Rural Community Council and Gloucestershire Market Towns Forum.