



Tuesday, April 15, 2025

# 1. Contact Information

Melksham Town Council is committed to supporting and strengthening our local community. Each year, we allocate a portion of our budget to a grants scheme designed to bring tangible improvements to the lives of residents and enhance community well-being. These grants aim to support local projects, initiatives that contribute to a stronger, more connected, and vibrant Melksham.

**Please read the grant application policy and guidance notes, before completing this form.**

**Please Note - Applications that do not benefit the community and/or individuals based in the area covered by Melksham Town Council will be rejected.**

**The area covered by Melksham Town Council does not include Bowerhill, Berryfields or surrounding villages, including Semington, Beanacre, Whitley and Shaw.**

**Following your Application, you are encouraged to attend the Finance, Administration & Performance Committee meeting relevant to your application round. This will allow you to ask and answer any questions in support of your application.**

**Organisation/Group Name**

Melksham Carnival

**Contact Name**

[REDACTED]

**Postal Address**

[REDACTED]

**Postcode**

[REDACTED]

**Phone Number**

[REDACTED]

**Mobile Phone Number**

[REDACTED]

**Email**

[REDACTED]

## 2. Type of Grant

**Which type of grant are you applying for? Please refer to policy**

Core Grants

**If applying for a facilities hire grant, please contact Melksham Assembly Hall team or check the Parks and recreation hire policy prior to making this application to obtain a quote for the exact amount your hire will cost for your event.**

**If applying for a Community Grant, is the maximum that can be applied for is £1000**

No

**If Yes, please explain the exceptional circumstances:**

\* Please note that there isn't a way to skip past this question on submission, we are not applying for a community grant-but had to give an answer anyway

### 3. About your organisation

**Please confirm that your organisation has:**

Its own bank/building society current account, in the name of the organisation, with two unrelated signatories

At least three members on its management committee/board

A written governing document (e.g. a constitution, memorandum, articles of association, set of rules or trust deed)

**Are you a registered charity ?**

No

**Is your organisation part of, or affiliated to, a larger organisation?**

No

**Please tick the categories that best describe your organisation:**

Community Event

### 4. Aims and Objectives of your organisation

**What does your organisation do and how does it benefit the community and/or individuals in the area covered by Melksham Town Council?**

The objectives of the Carnival committee are :

\* To organise the annual Melksham Carnival parade through the town for the entertainment of the residents of Melksham, the neighbouring areas and its visitors

\*To improve community engagement by encouraging as many local community and voluntary groups, schools and local businesses to participate in the parade as possible

\*To organise other activities in support of Melksham carnival (for example, fundraising events and events to raise the profile of the Carnival)

\*To raise funds to support the running of the Carnival.

All profits from any years Carnival will be re-invested into the next years budget.

In addition to our objectives, the Carnival Committee may spend funds as necessary for achieving the objectives and contributing to the vibrancy of the community we live in.

### 5. The Project/Service

**Project or Service Name:**

Carnival procession

**Please describe what the funding is being requested for:**

The estimated costs for a successful procession, based on our 2024 event include:

Safety provisions,

Road closures- £2,857

Car park hire -£193

Insurances-£1040  
 Parade entertainment/other costs-£557  
 Event security staff-£200  
 Toilet/bin hire -£600  
 Royalty costs-£550

This makes an estimated basic operating cost of £5997.

This is before adding approximately 385 hours annually of man power sourcing, planning, attending this and not only our own events, but those that we support in the local community.

At minimum wage this is another £4700 making our costs £10,697 as a minimum.

We are asking that Melksham Town Council continue to support our efforts in making sure this age old Melksham FREE event, continues to grow and thrive in a community that clearly loves it.

With the funding from Melksham Town Council, we can provide a safe, fun, FREE summer event, showcasing the best of what Melksham has to offer its residents in terms of social groups, sports teams, businesses and services as well as the creativity and passions of their town.

We are asking for £4000 per year, for each of the four year grant rotation.  
 £4000 is approximately 38% of each years total costs.

### **What evidence do you have that this project/service is required in the area covered by Melksham Town Council?**

Melksham Carnival is a long-established and well-attended FREE community event.

The energy and enthusiasm for the event from participants and spectators (which is often shared publicly through social media) shows the event is very popular and fosters the growth of community spirit.

The parade route is entirely within the area covered by Melksham Town Council and the majority of the participants and spectators come from the town.

If the event wasn't held within the area covered by Melksham Town council, it would not be 'Melksham' Carnival, and wouldn't be the tradition loved by so many, both in their current thoughts and memories of the past.

### **What evidence do you have that this project/service is will benefit the community and/or individuals based in the area covered by Melksham Town Council?**

The event aims to improve community engagement by encouraging as many local community and voluntary groups, schools and local businesses to participate in the parade as possible. Through participating in the event groups and local businesses have the opportunity to promote themselves and showcase what they do in a fun and festive way.

The event brings the community together and adds vibrancy to the town. Social media posts show that many people, still resident in the town and further afield, have fond memories of past Carnivals and consequently fond memories of Melksham

### **What evidence do you have of adverse effects on the community and/or individuals based in the area covered by Melksham Town Council if your project/service does not continue?**

If Melksham Carnival was not to continue it would be a loss to the town. Short term it would be the loss of a vibrant fun community event enjoyed by participants and spectators throughout the town, and a lost opportunity to build community spirit. Long term it would deprive the younger generations from forming positive memories about the event and about the town.

## **6. Beneficiaries**

**How many people in total will benefit from this grant?** 8500+



How many of the beneficiaries are residents of the area covered by Melksham Town Council?

Approx 75%

Please explain how you calculated the number of beneficiaries within the area covered by Melksham Town Council?

In 2024, based on entry forms there were ~420 participants in the procession. Based on the nature of the entry we have estimated that 70% are residents in the area covered by Melksham Town Council. The number of spectators in 2024 has been estimated to be 8000, based on photos/videos of the parade and the length of the route. These will mainly be residents of the area covered by Melksham Town Council but will also include residents of the area covered by Melksham Without Parish Council and further afield. We have estimated that 75% of spectators are residents in the area covered by Melksham Town Council based on the observation that the majority of people walk to see the procession. In 2025 and subsequent years we are aiming to grow the Carnival and to increase both the participant and spectator numbers

7. Financial Information

Estimated Total Cost of Project?

£42,788 (£10,697 PA)

Grant Amount requested?

£16,000 (£4,000 PA)

What are your current or planned subs/fees/charges?

Melksham Carnival is and will remain a free to enter, free to enjoy event making it accessible to all. As it stands we do not charge any fees/subs for our volunteers and committee members

Please note: Melksham Town Council do not normally give grants for running costs unless there are exceptional circumstances.

Please include:

- grants received and applied for from other organisations
- any income received from fundraising
- any existing reserves

Please note: projects over £250 must be match funded if you are requesting over £250 (voluntary time can be counted as benefit in kind)

8. Annual Accounts

Please provide the following information from your annual accounts:

Account year Ending:

30/09/2024

Total Expenditure:

£5059.80

Total Gross Income:

£7270.74

Balance at year end:

£5835.04

Savings (Reserves, Cash, Investments)

0

If your savings are more than your annual expenditure, what are they for?

N/A

## 9. Eligibility

Please tick to confirm that this grant application meets the following criteria

**Please tick to confirm that this grant application meets the following criteria**

Is NOT for a private organisation operating as a business to make a profit or surplus.

Is NOT for a national organisation or charity.

Is NOT for an "Upward Funder" (e.g. a local group whose fundraising is sent to central Headquarters for redistribution).

Will NOT be passed on to any other individuals or groups (except to pay for goods and services).

Is NOT for a political or religious organisation.

Is NOT for an activity that is completely funded from another funding source.

Is NOT for loans or interest payments.

Is NOT for an organisation whose function is primarily undertaken by the Health Authority or Wiltshire Council's Social Services.

Is NOT for an organisation that discriminates on the grounds of race, religion, age, gender, transgender, sexual orientation, marital status, pregnancy or any disability.

Is NOT for any expenditure incurred or committed before confirmation of the grant (e.g. for a one-off project which has already happened).

Is the Grant requested for general or ongoing running costs such as salaries or rent?

**Is the Grant requested for general or ongoing running costs such as salaries or rent?**

No

## 10. Additional Information

**Has your group/organisation previously received funding from Melksham Town Council**

Yes

If Yes what year was it awarded?	2024/25
How much was awarded?	£2500
What was the funding for?	Costs associated with Melksham Carnival inc. Bonnie baby, Royalty Tea Party , and procession essentials
Is the funding for security measures?	<div>No</div>
If Yes, do you have the support of the local police and/or crime reduction officer?	<div>No</div>
Is the funding for work with vulnerable adults or children?	<div>No</div>
If Yes, do you have the support of either Adult Social Care or Children's Services at Wiltshire Council	<div>No</div>

## 11. Checklist

Please ensure the documents outlined below are attached:

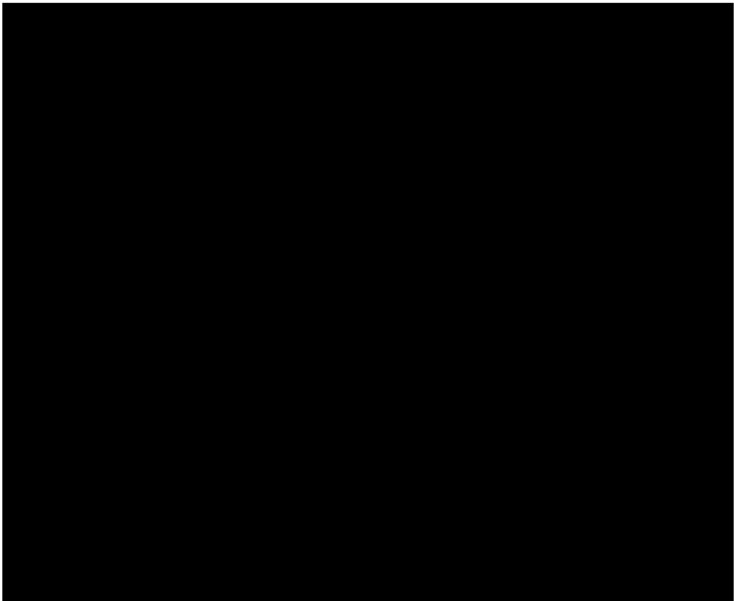
Please note - applications that are missing documents will be rejected unless an explanation is provided for its absence.

Upload a copy of your governing document, (e.g. constitution, memorandum, articles of association, set of rules or trust deed)

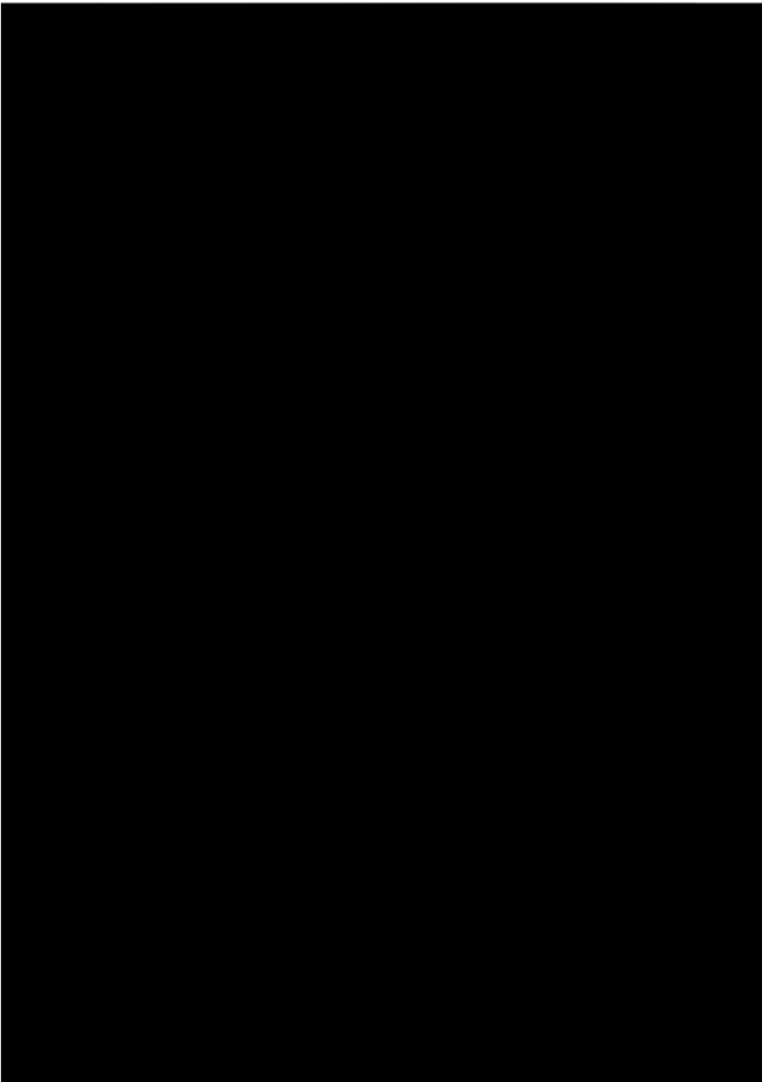


Constitution 2025.docx


Upload a copy of your most recent accounts




Upload a copy of your most recent bank statement & details of any other investments/savings




A copy of your Safeguarding Policy

 Safeguarding Policy.docx

A copy of your Equal Opportunities Policy or Statement

 Equality and Diversity Policy 2025.docx

A copy of your Environmental Policy (or evidence of the environmentally responsible and sustainable practices of your organisation).

 MC-Environmental-statement-2025.pdf

12. Bank Account Details

Name of Account

Account Number

Sort Code:

## 13. Declarations

- In accordance with the General Data Protection Regulation (GDPR), I/we agree that Melksham Town Council will process and hold personal information about me/us only in relation to my/our grant application.
- I/we consent to my/our personal information, including that contained within this form, being stored manually and/or electronically. It will be held securely and treated confidentially for 6 years after an application is made.
- I/we understand that it will only be accessed by authorised staff members to manage the grant application process.
- I/we also understand that Melksham Town Council may pass details onto an official organisation where required to do so by law or contract.
- I/we understand that my/our data will be disposed of securely 6 years after the application and that I/we have the right to correct the information at any time.
- I/we have been made aware of my/our rights under GDPR.
- I/we declare that the information confirmed in this application is correct and that any grant received will be applied as detailed in the request.
- I/we declare that I/we have read the Grant Application Policy and that the application complies with the terms laid out in the Policy.
- I/we declare that I/we have included all the requested information.
- I/we fully understand that if I/we do not include the requested information and/or if the application does not comply with the policy, the application may be rejected.
- I/we agree to complete and return a Monitoring Form within 6 months of receipt of any grant funds for consideration by the Finance, Administration & Performance Committee.

**Signature**



**Date**

Tuesday, March 4, 2025

**Do you give consent for photos to be provided or taken of you and your organisation for use in social media, press releases and future grant marketing**

Opt In

**Would you like your information retained to be contacted about grant opportunities from Melksham Town Council Events**

Opt In

At Melksham Town council we understand the importance of protecting your data. To see how we process, store and look after your data, see our privacy policy on our website, <https://www.melksham-tc.gov.uk/> or ask a member of the team to send you a copy. 01225 704187



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Signed

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