

## Cornwall Council Vitality of Towns Programme

### Town Centre Revitalisation Fund - Town Vitality Funding

Cornwall Council has established the **Town Centre Revitalisation Fund (TCRF)** to support the development of investment proposals for towns in Cornwall.

The TCRF represents an important opportunity to support the development and delivery of place shaping objectives in Cornwall's towns, whilst assisting the recovery from the impact of the Covid-19 pandemic.

Within the TCRF, funding of **up to £1m for 'Town Vitality' (TV) activities is potentially available** to towns in Cornwall, in allocations of up to a **maximum of £150k per town**, depending on size and need.

#### Who Can Apply?

TCRF Town Vitality funding is available to support the development of investment proposals for towns in Cornwall that are not in receipt of the Government's Future High Street or Town Deal funding.

**The lead applicant and 'Accountable Body' for Town Vitality funding must be a Town Council.**

To be eligible for Town Vitality funding, the applicant Town must have a delineated High Street (defined as a cluster of 15 or more retail addresses within 150 metres.)

To demonstrate readiness for Town Vitality funding, Towns must also have an existing 'Town Team' or 'Place Shaping Partnership' in place. Such Teams/Partnerships can take many forms but to be eligible for Town Vitality funding the Town must be able to demonstrate that they have an established and functioning partnership in place, with an emerging plan or strategy for the revitalisation of their Town Centre, either in whole or part.

Towns will need to demonstrate that their Town Team/Partnership operates in a transparent and objective way for the benefit of the Town it represents. Clear arrangements need to be in place for governance, assurance and audit etc. It is

important that the membership of the Town Team/Partnership reflects the diversity of both the town and its surrounding area.

Towns are strongly advised to seek the guidance and support of their Cornwall Council Community Link Officer (CLO) at an early stage in the application process to ensure the CLO is able to confirm/support the Town's readiness to access Town Vitality funding. Engagement with the CLO is required before an application is submitted and, ideally, before significant work/time is committed to completing the application form. The CLO's views on readiness will be taken into account in assessing the merits and appropriateness of all Town Vitality applications received. Please see Section 2.5 of the Application Form.

### When Can I Apply?

Eligible towns can apply to access TCRF Town Vitality funding by submitting a funding application in the form attached at Annex 1 below. Applications must be submitted within the timeframe set out on the Town Centre Revitalisation Fund web page <https://www.cornwall.gov.uk/business/economic-development/town-centre-revitalisation-fund/> and will be assessed at the intervals specified therein.

If successful, applicants will receive a Grant Offer Letter setting out the amount of grant they have been awarded, the terms and conditions that will apply and the timescale within which the grant must be spent.

### How Much Can I Apply For?

As defined above, eligible Towns, will be able to apply to access Town Vitality funding in accordance with the table below.

Population	Indicative Grant (£)
Up to 10,000	Up to £50,000
10-20,000	Up to £100,000
20,000 +	Up to £150,000

Please refer to Annex 4 for details of the relevant population size for each Town.

**It should be noted that the above figures are indicative only.** The **population size** of each Town will be taken into account in determining the level of grant that Cornwall Council will consider, as will;

- the **outcome/s** to be delivered
- the **impact** of the investment sought and
- the degree to which **evidence of need (and opportunity)** has been demonstrated by Towns within the applications they submit
- **value for money**

Grant awards will also take into consideration the extent to which the proposed activities align with, and enable the further progression and development of, the Town's identified or emerging place shaping vision and priorities.

#### What Can I Use TCRF Town Vitality Funding for?

Town Vitality grants are intended to fund **revenue** activities only.

The grant is being made available to support applicants take forward specific development work to advance plans/proposals that will improve the economic, social and environmental revitalisation of their Town Centres.

The types of activities (not exhaustive) that might be funded include;

- Feasibility studies
- Conceptual designs
- Community/stakeholder engagement
- Demand studies
- Targeted research
- Commissioning of professional/specialist expertise to provide technical advice, etc
- Bid writing capacity/expertise

Towns across Cornwall are increasingly likely to see a higher turnover of uses and the re-purposing of buildings within their centres in the future. The key to future vibrancy is therefore to maintain a critical mass of activity within core centres in order to ensure that Town Centres remain 'bustling' and vibrant.

In the applications/proposals received for TCRF Town Vitality funding, Cornwall Council wants to see that Towns have begun to consider how their centres can support

a new mixed-use environment and encourage a diverse offer. This could, for example, include improving parks, green spaces and public realm and/or changes in use that make best use of Towns' built, cultural and heritage assets. Proposals could also consider the 're-greening' of town centres and public spaces to provide cleaner and safer environments, with less dependency on the car, improved green infrastructure and improved connectivity across and within Towns.

Amongst other things, Towns should be considering the following within their ongoing place shaping dialogues;

- **Proactively utilising vacant and underused premises for alternative activity and entrepreneurship** including the introduction, for example, of pop up shops and mixed use, meanwhile uses, office and residential space, leisure, creative and cultural activity.
- **Creating managed workspace hubs** to enable different ways of working and provide Town Centre working accommodation for employees unable to work from home but wanting to reduce their need to commute.
- **Encouraging community facilities** including exploring initiatives that help to promote mixed uses and create additional footfall into Town Centres.
- **Encouraging the use of upper floors** including disused storage space and ancillary floorspace.
- **Encouraging the redevelopment of existing town centre sites** to increase the mix of uses.
- **Recognising that some existing Town Centre buildings could potentially revert to residential use** to support housing requirements for residents with a reduced reliance on cars such as for older and younger people. A 'mix' of accommodation can help generate a more 'balanced' type of community needed to support long term sustainability.
- **Providing for the multi-use of public realm to support pop up uses and events** including provision of tables and chairs, temporary eateries and theatre and art events to attract people into towns.
- **Making places accessible** including access for walking and cycling and high quality WIFI.

Applications submitted should specifically show that the following Town centre priorities have been, or are being, considered;

- Strengths, weaknesses, opportunities and threats
- Shops and buildings that are empty in the Town Centre
- Changing demand and need (e.g. floorspace requirements, shop layout etc)
- Community demand for non-retail facilities and urban green space/public realm
- Housing demand and unmet need

- Connectivity throughout the Town and where potential improvements can be made

### Procurement

Individual Towns will be responsible for the compliant commissioning of all inputs/services proposed within their applications. All commissions are to be conducted in accordance with the Town Council's Standing Orders, Financial Regulations and recognised public procurement requirements.

Where several applications include proposals to commission similar pieces of work (such as data collection, research, demand studies for example), Cornwall Council reserves the right to consider whether commissioning the services under one combined/consolidated procurement process on behalf of multiple Towns might be more appropriate.

### The Application Process

In order to access TRCF Town Vitality funding, eligible applicant organisations must complete the Application Form (Annex 1) below.

Completed applications received by the Council will be assessed as quickly as possible and funding awards will be made on the basis set out above, the information provided, and also taking into account;

- The number and level of other applications received
- The available budget
- The quality of applications and the completeness of the information provided

**Completed applications for Town Vitality funding support must be submitted to [vitalitytowns@cornwall.gov.uk](mailto:vitalitytowns@cornwall.gov.uk) within the timeframe set out on the TCRF web page.**

Note that the Council is not bound to accept/support all or any of the applications submitted, nor will it be held liable for any costs incurred by applicants in the completion of their applications.

**The Guidance Version of this Application Form (see Annex 2) should be referred to by applicants when developing and submitting their proposals. Any questions or clarification requests on the application form or process should be directed to the relevant Cornwall Council Community Link Officer in the first instance;**

**<https://www.cornwall.gov.uk/media/44951611/clo-map.pdf> )**

## Annex 1: Application Form for TCRF - Town Vitality Funding

### Section 1: Applicant Details

1.1 Applicant Organisation (Accountable Body)	<b>Liskeard Town Council</b>
1.2 Applicant (Work) Address	<b>3 – 5 West Street, Liskeard PL14 6BW</b>
1.3 Main Contact;	
<ul style="list-style-type: none"> <li>Name</li> </ul>	Yvette Hayward
<ul style="list-style-type: none"> <li>Position in the Organisation</li> </ul>	RFO & Deputy Town Clerk
<ul style="list-style-type: none"> <li>Work Email Address</li> </ul>	office1@liskeard.gov.uk
<ul style="list-style-type: none"> <li>Work Telephone Number</li> </ul>	01579 559561
<ul style="list-style-type: none"> <li>Work Mobile (Optional)</li> </ul>	
1.4 Is the Applicant VAT Registered?	Yes
1.5 VAT Registration Number	818-3239-25

### Section 2: Town and Partnership Details

2.1 Town	Liskeard
2.2 Partnership Details <i>250 words (max)</i>	Redevelopment of the former cattle market site in Liskeard is currently a key project and focus for town vitality. This project has a working group which has been established for approx. 5 year with a membership of Cornwall Council officers representing a number of departments, Cornwall Councillors, town councillors, the Neighbourhood Plan team, and the Liskerrett Centre. There is a Memorandum

	<p>of Understanding in place to regulate the working relationship.</p> <p>While the focus of the group is redevelopment of the cattle market, to ensure this is done within the context of what is happening in the wider town, the agenda includes updates and discussion on other issues within the town which would have an economic impact on the town, and invites guest participants to report on other projects e.g. the new library provider.</p> <p>This project will be delivered in partnership with Cornwall Council as holders of the public realm, and also landowners for the possible sites for the proposed cycle hub.</p>
<p>2.3 Stakeholder Commitment <i>250 words (max)</i></p>	<p>The Liskeard Neighbourhood Plan which was made in 2018 after receiving 91.5% support at referendum contains policies and projects for sustaining and enhancing Liskeard’s modern market town centre and the protection and enhancement of connectivity within the town and the nearby countryside for pedestrians and cyclists.</p> <p>To develop these further Liskeard has had an active travel working group in place for nearly two years, whose membership comprises Cornwall Councillors, town Councillors, Cornwall Council and Cormac officers, members of local and national cycling groups and local professionals such as a landscape architect and retired transport planner, who have all helped shape the proposals. Notes from the meetings of this group are reported back to the town council via the Communications and Engagement committee and have been published on the town council website.</p>

	The Town Council has also been a part of the Looe Valley Trail steering group since early 2016 and has provided it financial support.
2.4 Delivery Partners <i>250 words (max)</i>	<p>Cornwall Council and Cormac will be delivery partners in the project, with officers from the transport team drafting the brief for the feasibility study, and Cormac delivering work on the redevelopment of the bus stops.</p> <p>We understand Looe Town Council will be submitting their own similar bid to develop a cycle hub in the Millpool at the other end of the Liskeard to Looe multi use trail and develop connectivity with their town centre, although we are both at different stages in these processes. A joint meeting has already taken place to share work to date, and another is proposed for January after discussion at the next meeting of Looe Town Council, to maximise opportunities to share information and develop proposals which complement each other and result in viable economic opportunities.</p>
2.5 Community Link Officer (CLO) <i>250 words (max)</i>	<b>David Read – statement requested 15/12/20</b>

### Section 3: Project/Proposal Details

3.1 Project(s)/Proposal(s) Name	Active Travel in Liskeard
3.2 Project(s)/Proposal(s) Description <i>500 words (max)</i>	<p>The project will commission a comprehensive feasibility study covering the following:</p> <ul style="list-style-type: none"> <li>Identifying the preferred option for a town centre cycle hub (and model for commercial operation) to link with the Liskeard to Looe multi use trail and Liskeard loop and maximise the economic benefit the trail can bring to the town, which will facilitate new</li> </ul>

	<p>business opportunities and create an asset for people to visit, who will spend money in the town.</p> <ul style="list-style-type: none"><li>• Improve multi use safety on a number of key routes including; Station Road, New Road/Dean Street, Plymouth Road and Charter Way, linking key locations and green space in Liskeard, and ensuring these dovetail with and enhance the work being delivered by the Liskeard to Looe trail, including providing a link between the trail, proposed cycle hub and railway station, and delivering environmental benefits. The routes will look to facilitate sustainable access to key residential, retail, employment and educational services, improve air quality in the town and tackle climate change. People who walk and cycle take more trips to the high street over a month (<i>Source: TfL, 2014</i>). Over a month people who walk to the high street spend up to 40% more than people who drive to the high street (<i>Source: TfL, 2013</i>). The study will also look to identify key improvements to signage and supporting infrastructure such as cycle parking. Cycle parking delivers five times the retail spend per square metre than the same area of car parking (<i>Source: Raje and Saffrey, 2016</i>).</li><li>• Improve public transport infrastructure within the town, redeveloping bus stops on Barras Street which are no longer fit for purpose to accommodate the current longer 10.8m, lower buses making more frequent journeys within the town (on typical weekdays approximately 200 arrivals and departures on Barras Street daily) than when originally designed. This should also encompass promoting the use of multi modal transport,</li></ul>
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	<p>connecting bus stops, cycle trails and the railway station, and the necessary wider infrastructure of street furniture including cycle parking to facilitate it. This will improve connectivity with other towns and provide better travel to work opportunities for the people of Liskeard and the surrounding hinterlands it services.</p> <p>This project will help protect the viability and vitality of the town centre. High street walking, cycling and public realm improvements can increase retail sales by up to 30% (<i>Source: Lawlor, 2013</i>).</p> <p>During the Covid 19 pandemic small independent local shops have played a key role for those nervous of larger busier settings and wishing to avoid the use of public transport. Improved access to the town centre will encourage those people to continue supporting local business. In addition, during the first lockdown many people turned to walking and cycling for exercise and this builds on those changed lifestyles to direct travel in these forms towards the high street and away from online channels to aid recovery.</p>
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Section 4: Programme & Milestones	
4.1 Proposed Start Date(s)	asap
4.2 Proposed Completion Date(s)	
4.3 Overall Duration of Project(s)/Proposal(s)	
4.4 Phasing	
4.5 Milestones and Dependencies	Draft brief

<p>250 words (max)</p>	<p>Council approval Procurement process Council approval of selection Commission study Undertake study Receive study Recommendations to Council Next steps</p>
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### Section 5: Need and Opportunity

<p>5.1 How will the project(s)/proposal(s) address place-shaping and town regeneration needs? 250 words (max)</p>	<p>Liskeard is a large town located in South East Cornwall, which also services a large hinterland of local villages with a population of approx. 30,000. The town is well positioned on the A38 and well served by frequent mainline rail and bus links, and a popular branch line between Liskeard and Looe. However, provision within the town for pedestrians and cyclists is relatively poor and has lacked recent development.</p> <p>Delivery of a comprehensive network of walking and cycling routes linking key services can not only improve the environment, health and wellbeing of Liskeard’s residents but support economic growth.</p>
<p>5.2 What opportunities will the project(s)/proposal(s) capture? 250 words (max)</p>	<p>Cornwall Council’s Local Transport Plan has earmarked £100K capital funding for the delivery of walking and cycling infrastructure within the town. The completion of this study will put Liskeard in an excellent position to bid for future funding opportunities.</p> <p>In addition, there are s106 contributions due from a new development on Charter Way which may be used to contribute to the needs identified in that area.</p>

	<p>The Covid-19 crisis has radically changed travel behaviour over a very short time period. Traffic levels in Cornwall have dipped as low as 40% of normal daily levels and there are indications nationally that when lockdown measures are removed there may be as much as a 30% reduction on normal traffic levels as a result of changes to work patterns and travel behaviour. The impacts on the Transport sector are difficult to determine but are likely to be long lasting, the use of public transport for example will face significant challenges in terms of user confidence. Uncertainty remains with regard to how people choose to travel in the future and what a new ‘normal’ may look like. There is evidence to suggest more people are walking and cycling as road space is freed up by a lack of vehicles. The lack of vehicles on the road allows an opportunity to imagine a transport network focussed on walking and cycling and build towards this.</p>
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## Section 6: Strategic Fit

6.1 How will the project(s)/proposal(s) link to local long-term place shaping proposals?  
*250 words (max)*

The Liskeard Neighbourhood Plan contains policies and projects for sustaining and enhancing Liskeard’s modern market town centre and the protection and enhancement of connectivity within the town and the nearby countryside for pedestrians and cyclists.

### Key Stats

- Population 9,417
- Approximately 20% of households have no access to a car.
- Significant number of short distance Travel to work trips - approximately 35% of Travel to Work trips are 5km or under compared to 32% for Cornwall.

	<p>The Town Council has previously submitted bids on behalf of a partnership including the Devon and Cornwall Rail Partnership, to the GWR Customer and Communities Fund to provide improved cycle parking facilities at Liskeard railway station, and continues to explore opportunities of this nature.</p>
<p>6.2 How will the project(s)/proposal(s) contribute to wider area plans and strategies? <i>250 words (max)</i></p>	<p>The project builds on the Cornwall Council £3.5m investment in the Liskeard loop of the Looe Valley Trails and the redevelopment of Liskeard Cattle Market. The project also aligns with wider Cornwall Council programmes such as the Making Space for Nature programme which is focussed on Castle Park.</p> <p>The delivery of the network supports national and local policy including the delivery of Cornwall’s Local Plan, Cornwall’s Local Transport Plan, Cornwall’s Physical Activity Strategy and the emerging Green Infrastructure Strategy for the area and Cornwall Council’s commitment to addressing Climate Change through the 2019 Climate Change Declaration.</p>

### Section 7: Costs & Funding

<p>7.1 What will the Town Vitality grant be spent on? <i>250 words (max)</i></p>	<p>To undertake a feasibility study to further develop the walking and cycling aspirations for Liskeard. The scope of the works is to be agreed but will potentially include;</p> <ul style="list-style-type: none"> <li>• Clarity regarding the potential location of a cycle hub and what form this may take.</li> <li>• A set of schemes developed to an outline design level, these would be built on the concept work already undertaken but be</li> </ul>
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	<p>developed to ensure they meet Highway Standards and latest best practice.</p> <ul style="list-style-type: none"> <li>• A set of cost estimates to deliver the potential schemes.</li> <li>• Community consultation – this could be pre or post scheme design.</li> <li>• A design review of the current bus stops along Barras Street. To accommodate vehicles in operation and the number of service journeys, with a view to expanding the stop locations on both sides. The adjustment of the stops would accommodate current operations and future proof the space for public transport use.</li> </ul>
7.2 Amount of Town Vitality grant sought (£)	£40 – 50,000
7.3 Direct funding coming from other sources (£)	Nil
7.4 Secured/not secured?	n/a
7.5 Total project(s) costs (£)	£40 – 50,000

## Section 8: Outputs & Outcomes

8.1 What will the project(s) achieve? <i>250 words (max)</i>	Liskeard Town Council will be in a position to utilise capital funding and s106 contributions already allocated, and bid for expected tranches of government funding as it becomes available meeting required funding deadlines.
8.2 What impact will the project(s) have on the Town/area and/or on project(s) participants <i>250 words (max)</i>	<p>Increasing number of journeys to work, school and for shopping made by bicycle and on foot – reflected in feedback from schools, and demand and usage of carparking.</p> <p>Increase in leisure cycling locally</p> <p>Increase in visitors who enjoy cycling.</p>

	<p>Improved access to bus bays – reflected in positive feedback from bus operators and passengers.</p> <p>New economic opportunities in the cycle related, leisure and tourism industries – reflected in new businesses opening within the town and growth within the existing business sectors.</p>
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### Section 9: Sustainability, Equality and Diversity

<p>9.1 How will the project(s)/proposal(s) contribute towards the principles of good sustainable (economic, social, environmental) development?</p>	<p>The positive benefits of increased walking and cycling to personal health and wellbeing, the environment and economy are well documented. Key benefits include;</p> <ul style="list-style-type: none"> <li>• 12.7 jobs are supported or sustained for every £1 million of investment in sustainable transport infrastructure, more than for road building</li> <li>• long distance cycle routes generate as much as £30m a year to the economies they pass through, sustaining over 600 full time equivalent jobs</li> <li>• High street walking, cycling and public realm improvements have been shown to increase retail sales by up to 30%.</li> </ul>
<p>9.2 How will the Applicant ensure that good practice in terms of equality and diversity principles is taken into account and promoted in the project(s)/proposal(s)? <i>100 words (max)</i></p>	<p>Liskeard Town Council has an Equality and Diversity policy approved on 30 June 2020 which it is committed to putting into practice.</p> <p>The outcome of our project will be a transport scheme linking rail travel, bus routes, pedestrian and cycleways which is suitable for all users, including those with disabilities.</p>

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Section 10: Risks	
<p>10.1 Are there any key risks associated with the design/planning and/or delivery of the project(s)/proposal(s), in whole or in part? <i>250 words (max)</i></p>	<p>As a small town council with limited budget, resources, officer time and specialist skills, design, planning and delivery of a project of this nature will be a challenge. Additionally, we do not have control of the assets and infrastructure involved. The potential sites for the cycle hub are owned by Cornwall Council, who also have responsibility for the highways identified and public realm.</p> <p>However, this could be mitigated by support and partnership working with Cornwall Council and its specialist teams.</p>

**Important Note to Applicants - Please be aware that if you commence project activities or enter into any legal contract/s before the formal approval of your project(s), any expenditure is incurred at your own risk and may render the project(s) ineligible for support.**

**General Data Protection Regulation (GDPR) and Freedom of Information Act 2000**

Cornwall Council is 'data controller' for personal data processed in relation to Town Centre Revitalisation Fund applications and awards under GDPR Article 6 (1) (f) 'processing is necessary for the purposes of the legitimate interests' pursued by the Council.

Cornwall Council's full privacy notice is attached to this form at Annex 3 and can also be found on the Council's website.

Please note that Cornwall Council as a public body is bound by the Freedom of Information Act and may have to disclose some of the information contained in the application if requested.

### Declaration and Signature

I declare that I have the authority to represent Liskeard Town Council in making this Application for Town Vitality funding.

I understand that acceptance of this Town Vitality funding Application does not in any way signify that the project is eligible for Town Vitality funding support or that Town Vitality funding has been approved towards it.

On behalf of Liskeard Town Council, I confirm that:

- Liskeard Town Council has the legal authority to carry out the project; and
- the information provided in this Application is accurate.

I confirm that:

- I shall inform the Council if, prior to any Town Vitality funding being legally committed, I become aware of any further information which might reasonably be considered as material in deciding whether to fund the application.
- I am aware that if the information given in this Application turns out to be false or misleading, the Council may demand the repayment of funding and/or terminate any agreement to provide funding in relation to this Application.
- I confirm I am aware that checks can be made to the relevant authorities to verify this declaration and that any person who knowingly or recklessly makes any false statement for obtaining grant or for assisting any person to obtain grant funding is liable to be prosecuted.

For and on behalf of the Applicant Organisation

Name:

Position:

Date

## Annex 2: Applicant Guidance (Applications for TCRF - Town Vitality Funding)

### Section 1: Applicant Details

<p>1.1 Applicant Organisation (Accountable Body)</p>	<p>Provide the full name of the applicant organisation. This must be the Town Council (acting as the Accountable Body). Only in exceptional circumstances will an application from another organisation be deemed eligible. The Applicant Organisation has the responsibility for the delivery of the project, incurs costs and receives the grant monies from the Council.</p>
<p>1.2 Applicant (Work) Address</p>	<p>Provide the full postal/official registered address of the Applicant Organisation.</p>
<p>1.3 Main Contact;</p>	<p>Provide details of the person who will be the main point of contact for this application.</p>
<ul style="list-style-type: none"> <li>• Name</li> </ul>	
<ul style="list-style-type: none"> <li>• Position in the Organisation</li> </ul>	
<ul style="list-style-type: none"> <li>• Work Email Address</li> </ul>	
<ul style="list-style-type: none"> <li>• Work Telephone Number</li> </ul>	
<ul style="list-style-type: none"> <li>• Work Mobile (Optional)</li> </ul>	
<p>1.4 Is the Applicant VAT Registered?</p>	<p>Yes/No - confirm VAT status of the Applicant. If the Applicant is VAT registered, any grant funding awarded will be provided on a 'net of VAT' basis.</p>
<p>1.5 VAT Registration Number</p>	<p>Confirm VAT Registration Number if registered or insert 'N/A' if not registered.</p>

Section 2: Town and Partnership Details	
2.1 Town	Insert name of Town for which funding support is being sought.
2.2 Partnership Details <i>250 words (max)</i>	Give details of relevant local partnership/place shaping forum and their role in the delivery of the grant funded works. Provide details of constitution/membership, how long established etc.
2.3 Stakeholder Commitment <i>250 words (max)</i>	The Applicant must show that the project/proposal has the support of appropriate stakeholders, local Elected Members, Councillors, BIDs etc.
2.4 Delivery Partners <i>250 words (max)</i>	Will any other organisations (aside from the Applicant) be responsible for delivering parts of the project/proposal? If so, provide details here of the relevant 'work package/s', the name/s of the organisation/s and extent of their activities/responsibilities.
2.5 Community Link Officer (CLO) <i>250 words (max)</i>	Insert name of CLO. Provide a written statement from the CLO detailing their support for your project

Section 3: Project/Proposal Details	
3.1 Project(s)/Proposal(s) Name	Insert name of project/proposal
3.2 Project(s)/Proposal(s) Description <i>500 words (max)</i>	Please provide a summary of your proposal as if describing it to someone who is unaware of your plans. You should include a broad but clear description of what you wish to achieve. Specifically identify what activities/interventions are proposed and what they are intending to achieve. Please explain how the project(s)/proposal(s) will support the Town's recovery from the adverse impacts of the Covid-19 pandemic.

### Section 4: Programme & Milestones

4.1 Proposed Start Date(s)	Insert date
4.2 Proposed Completion Date(s)	Insert date
4.3 Overall Duration of Project(s)/Proposal(s)	Number of months
4.4 Phasing	Confirm any proposed intermediate stages or phasing within the project(s).
4.5 Milestones and Dependencies <i>250 words (max)</i>	Confirm any key milestones and/or project/proposal dependencies (eg. Committee decisions, financial approvals, statutory permissions required etc).

### Section 5: Need and Opportunity

5.1 How will the project(s)/proposal(s) address place-shaping and town regeneration needs? <i>250 words (max)</i>	Set out the key issues/needs that the project will tackle.
5.2 What opportunities will the project(s)/proposal(s) capture? <i>250 words (max)</i>	Identify the main opportunities that TCRF will help secure. What difference will the grant make? What 'value' will it add to existing or already planned place shaping/town regeneration activities?

### Section 6: Strategic Fit

6.1 How will the project(s)/proposal(s) link to local long-term place shaping proposals? <i>250 words (max)</i>	Identify the main relevant town/area local strategies. Explain how Town Vitality funding support for your project will contribute to the realisation of key local aims/objectives.
6.2 How will the project(s)/proposal(s) contribute to wider area plans and strategies? <i>250 words (max)</i>	Identify the main (wider) area-based strategies. Explain how Town Vitality funding support for your project will contribute to the realisation of wider area/strategic aims and objectives.

Section 7: Costs & Funding	
7.1 What will the Town Vitality grant be spent on? <i>250 words (max)</i>	Explain the main items of activity that the Town Vitality funding will be used to pay for (eg. purchase of specialist expertise, design, research etc). Explain how the Town Vitality expenditure is 'additional' - ie. over and above any expenditure that might otherwise have been incurred by the Applicant Organisation/local partnership.
7.2 Amount of Town Vitality grant sought (£)	Specify total funding amount(s) requested. Provide details of headline budget (main areas of expenditure/cost headings). <b>Applicants are requested to provide headline details and a simple breakdown of costs (main cost headings) where available as this will assist with consideration of the application.</b>
7.3 Direct funding coming from other sources (£)	Confirm the amount of additional funding coming from others and the source/s.
7.4 Secured/not secured?	Confirm whether any additional funding coming from others has been (or is in the process of being) secured. If not secured, provide details of the anticipated timescale/s.
7.5 Total project(s) costs (£)	The overall total cost of the project(s)/proposal (s) including Town Vitality grant and match funding from other sources.

Section 8: Outputs & Outcomes	
8.1 What will the project(s) achieve? <i>250 words (max)</i>	Provide details of any direct outputs/benefits that will arise from the investment.
8.2 What impact will the project(s) have on the Town/area and/or on project(s) participants <i>250 words (max)</i>	Describe the short, medium and long-term results/impacts that the project(s) will deliver and how this will be measured.

### Section 9: Sustainability, Equality and Diversity

9.1 How will the project(s)/proposal(s) contribute towards the principles of good sustainable (economic, social, environmental) development?  
*250 words (max)*

Please provide details of the anticipated social, economic and environmental impact(s) of your project(s)/proposals(s) with reference to any relevant local or national policies, strategies and/or action plans.  
Explain how the project(s)/proposal(s) maximise positive environmental impacts or mitigate potential negative impacts. Environmental impacts could for example include; waste minimisation, energy efficiencies, reductions in pollution, improvements in recycling, reduction in miles travelled etc.

9.2 How will the Applicant ensure that equality and diversity good practice principles are taken into account and in the project(s)/proposal(s)?  
*250 words (max)*

Explain how the applicant/projects/proposals will:

- promote equality between men and women?
- prevent discrimination based on racial or ethnic origin, religion or belief, disability, age or sexual orientation?
- ensure people with disabilities can access the project(s)?

### Section 10: Risks

10.1 Are there any key risks associated with the design/planning and/or delivery of the project(s)/proposal(s), in whole or in part?  
*250 words (max)*

Please clarify any key risks here.  
Provide a brief explanation of the steps that are being or will be taken to reduce/remove each of the risks identified.

## Annex 3: Cornwall Council Privacy Notice

### **Who will control my data?**

The Data Controller for all the information you provide on this form is Cornwall Council, New County Hall, Treyew Road, Truro TR1 3AY. Data Protection Registration Number: Z1745294

### **There's something I don't understand**

"If you need help in understanding or completing this form, please contact the Economic Growth Service team on telephone number 0300 1234 100 or by emailing [stephen.facer@cornwall.gov.uk](mailto:stephen.facer@cornwall.gov.uk)"

### **Why do you need my information?**

You have asked us to provide you with an Economic Growth Service as part of the Town Vitality Funding Grant, so we need your name, address, phone number and e-mail address. Without them we will not be able to provide you with this service.

### **How we will use the information about you**

The information you provide on this form will be used to process your grant application therefore the processing is necessary to enable a grant award to be considered and if successful awarded.

Cornwall Council is required under Lawfulness of Processing Conditions – Article 6(1)(f)– 'processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party.'

Cornwall Council processes information provided by an applicant for Town Vitality Funding purposes in order to be able to consider/determine any grant award. Limited personal information is being collected through this application process. If successful, a grant offer letter will be generated using the information provided by the applicant. Town Vitality Funding is discretionary revenue funding to stimulate town centre development opportunities, in line with the eligibility criteria outlined in the Town Vitality Fund application and guidance form. This processing is not part of the Council's statutory function.

### **Who else will we share your information with?**

We will only use this information in conjunction with your Town Centre Revitalisation Fund grant application for Town Vitality Funding. This may include checks with Planning, Housing, Transport and Property Service as part of the

grant award scoring process to determine the strategic fit of the application and to determine the level of grant awarded.

Cornwall Development Company, a company wholly owned by Cornwall Council, will also have access to this information as part of the grant application assessment process.

### **How will we look after your data**

- Your data will be held within Cornwall Council's secure network and premises and will not be processed outside of (the UK/the EEA). Access to your information will only be made to authorised members of staff who are required to process it for the purposes outlined in this privacy notice.

### **How long will you keep this information for?**

- Current year plus 6 years from the date of claim.

### **What are my data rights?**

Your personal information belongs to **you** and you have the right to:

- be informed of how we will process it
- request a copy of what we hold about you and in commonly used electronic format if you wish (if you provided this to us electronically for automated processing, we will return it in the same way)
- have it amended if it's incorrect or incomplete
- have it deleted (where we do not have a legal requirement to retain it)
- restrict how we process it
- object to us using it for marketing or research purposes
- object to us using it in relation to a legal task or in the exercise of an official authority

### **How do I exercise these rights?**

If you would like to access any of the information we hold about you or have concerns regarding the way we have processed your information, please contact: Data Protection Officer, Assurance, Cornwall Council, County Hall, Truro, TR1 3AY, Tel: 01872 326424, Email: [dpo@cornwall.gov.uk](mailto:dpo@cornwall.gov.uk)

## I don't agree with something

We would prefer any complaints to be made to us initially so that we have the opportunity to see if we can put things right. However, if you are unhappy with the way we have processed your information or how we have responded to your request to exercise any of your rights in relation to your data, you can raise your concerns direct with the Information Commissioner's Office Tel No. 0303 123 1113 <https://ico.org.uk/concerns/>

## Annex 4: Eligible Towns and Population Size

### Cornwall Town (& City) Councils - Population

<b>Council</b>	<b>Population (2017) Estimate</b>
Marazion	1500
Fowey	2457
Padstow	2786
Lostwithiel	2848
Porthleven	3223
Camelford	3296
St. Columb Major	5030
St. Just	5013
Looe	5194
Callington	5970
Wadebridge	6972
St. Blaise	7254
Torpoint	7645
Penryn	8266
Hayle	9302
Liskeard	9912
Launceston	10452
Bude-Stratton	10535
Helston	11674
Redruth	15169
St. Ives*	11119
Bodmin	15936
Saltash	16830
Truro (City Council)*	20013
Penzance*	20973
St Austell	21054

Newquay	22074
Camborne*	21975
Falmouth	23061

Source: Office for National Statistics licensed under the Open Government Licence: '*Parish Population estimates for mid-2002 to mid-2017 based on best-fitting of output areas to parishes (released as an ad-hoc)*'. November 2018.

\* Already in Receipt of UK Government Future High Street or Town Deal funding

## Annex 5: For Cornwall Council Internal Use Only

Appraising Officer	
Date of Appraisal	

Application Checked for Completeness? (Core requirements met and all responses to Section 2 questions provided)	Yes/No/Further Action
Eligibility Checks Completed?	Pass/fail

Section	Appraiser's Comments
Project/Proposal Details; (Reference 3.2)	
Need and Opportunity; (Reference 5.1 and 5.2)	
Strategic Fit; (Reference 6.1 and 6.2)	
Value For Money (Reference 7.1, 8.1 and 8.2)	
Total Overall Assessment	