

# Forest Hill 2012/13 Assembly Fund Project Form



## SECTION A: Overview

*Which assembly is this project for?*  
Forest Hill

*Project Title: Use this space to provide a short, but descriptive, title of your project.*  
The 'Totally Locally Forest Hill' Campaign

*Delivery organisation & contact details:*

<b>Organisation</b>	Forest Hill Traders Association
<b>Contact person</b>	
<b>Telephone</b>	
<b>Address</b>	
<b>Email address</b>	

## SECTION B: Project Description

*Use this space to describe the project and, most importantly, what it will achieve.*

The Campaign aims to promote the existing high street of Forest Hill by means of social media, a literature campaign, street furniture and events

With the increased footfall from the pools, our aim is also to showcase what Forest Hill has to offer and to harness a more positive perception of it as being a great place to visit and to shop

*Which assembly priority and action does the project address? The assembly priorities and action plan are available from the assembly coordinator.*

*Town centre re-vitalisation and regeneration*

*Who will be involved in your project? Use this space to provide some information. Will your project involve local residents, Council officers, other partners? Do you need any external expertise to help you run your project? Think about the different ways in which*

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people will be involved in your project.

- Local Businesses
- Forest Hill Traders Association
- Forest hill Society
- Portas Pilot Town Team
- Local Press
- Council

## SECTION C: Project Resources

How much will the project cost? Use this space to provide details on how much money you need to run the project. Please be as detailed as you can. If you don't know precise figures, please estimate, but indicate where you have done this. Please also note that expenditure and income must be the same, if this is not the case please speak with the local assemblies team.

<b>Expenditure</b>			
Oyster wallets (x 1000)			£580
Bags (x 250)			£450
FHTA to cover costs of Poster and Leaflets			£100
Large 'Forest Hill Hidden Gems' Street Sign/Map			£150
<b>Total Project Expenditure</b>			<b>£1280</b>
<b>Income</b>			
Assembly Fund requirement			£1000
Other Council funding (please specify)			
Other funding (please specify)	Applied for	Confirmed	
<b>Total Project Income</b>			<b>£1280</b>

We will consider charging a small for the bags, any income received will be used to purchase more bags.

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## SECTION D: Project Delivery

*How will you go about delivering this project? Who will be helping you to run it? Are you relying on specialist knowledge or skills, such as an expert in construction? Use this space to tell us who is responsible for the different phases of the project.*

*Traders Association meetings with action planning  
Distribution of door-door leaflets by local estate agents, hand-outs at Forest Hill Station  
Posters in Stations*

*Local businesses will bring their own areas of expertise to the project*

### Project Management Team

*Please provide details of the key people who will be delivering this project.*

Name	Contact Number	Email address
Serge Sumerling		
Ayshin Demirci		
Sally Herdic		

### Key stages in delivering the project

*The project must be completed by the end of November 2013. Please indicate when the project will start and end, and key stages in between.*

Action	Lead Person	Deadline
Traders Ass Meeting – allocating jobs	Ayshin Demirci	31 <sup>st</sup> Oct
Artwork for the campaign	Serge Sumerling	15 <sup>th</sup> Nov
Production of marketing items and creation of press release	Sally Herdic	25 <sup>th</sup> Nov
Press release distribution	Serge Sumerling	25 <sup>th</sup> Nov
Leaflet distribution	Ben Nicol	30 <sup>th</sup> Nov

## SECTION E: Impact

*Use this section to describe the impact that the project will have on other people within the ward. Think about whether it will help a particular community. Does your project particularly impact on, for example, disabled people, children or older people?*

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The project aims to bring the community together and impact it in a positive way 'as a whole'

## SECTION F: Risks

*Think about what some of the risks associated with the project and what will be done to minimise their impact. If you're planning an outdoor event, for example, what would happen if it rained?*

*None*

## SECTION G: Evaluation

*How will we know if the project has been a success? Use this space to outline what success will look like. For example, for a children's playground success might be lots of children using it on a daily basis and good feedback from parents and other members of the community.*

*Feedback through the Totally Locally Forest Hill website*

*Number of 'hits' to the website*

*General chat to shop keepers on the street*

*Increased sale to independent shops*