



Broadstairs & St Peter's Town Council

APPLICATION FORM FOR EVENT SPONSORSHIP

PLEASE READ THESE NOTES BEFORE COMPLETING THIS FORM

- a) Please complete the form carefully in readable CAPITALS in black ink or typed. The application needs to contain ALL the information requested and is required to be completed and returned with all relevant documentation. The grant-making criteria is on the Town Council's website at www.broadstairs.gov.uk.
- b) Please enclose an up-to-date copy of the Constitution/Rules of your organisation.
- c) Please enclose a copy of the latest accounts for your organisation. Please be accurate about your budget and finances. If your funding application is approved, we may ask for evidence of quotes to back up your budget statement.
- d) Public sector funds are limited so we are seeking a clear account of how you meet the Council's priorities in putting on your event. Please ensure that you consider your answers carefully as the process is competitive and your application will be assessed in accordance with the Grant Criteria as set out on our website.
- e) If appropriate, the Council may require that a member of the organisation attend a meeting of the appropriate Committee to give a presentation about the request.
- f) If appropriate, the Council may require that a Member of the Town Council be appointed to the organisation requesting financial assistance.
- g) Should your organisation be successful in its grant application, the Town Council requires that you acknowledge its financial assistance in ALL publicity, publications and social media posts by using the Town Council crest, with text "Broadstairs & St. Peter's Town Council" under the crest. Please contact the office for a high-resolution copy of this.
- h) Any financial assistance is given on the understanding that your organisation complies with current legislation on Equalities and Diversity and Unlawful Discrimination.

Your Details

Name of Organisation:

BROADSTAIRS FOOD FESTIVAL CIC (Easter event)

Grant amount requested £3,000

FOR OFFICE USE ONLY

Date form received

Accounts Enclosed

Copy of Constitution

Grant Approved / Declined

1. Contact Name	MS JO SCOTT
2. Position	EVENT DIRECTOR
3. Address	4 DALMANEY CLOSE, BROADSTAIRS Postcode CT10 1HS
4. Telephone	07866 857 088
5. email	Info @broadstairsfoodfestival.org.uk
6. Website	broadstairsfoodfestival.org.uk
7. Name & address Of TREASURER	as above

1. What is the name of your event? A working title is acceptable.	
BROADSTAIRS OCTOBER FOOD FESTIVAL	
October Food Festival	
3. Which date(s) will your event be held on?	Please state the start date and time:
3 rd to 5 th October 2025	10.00 on each day
<i>If you are applying for funding for a package of events then please outline these on a separate sheet and attach to this form.</i>	Please state the end date and time:
	18.00 / Fri and Sat 17.00 / Sun

<p>4. Is your event open to the public? If not, your event will not qualify for funding.</p> <p>Free to all</p>
<p>5. Please provide a general description of your event. Include things like where will your event be held, how it will be promoted and who you expect to attend.</p> <p>3 day weekend providing a family oriented food and drink event. Free entertainment and activities for residents and visitors. Av attendance 28k; extensive online promotion and a 8k print run brochure.</p>
<p>6. How many times have you previously held this event? Is this the first time this event has been held?</p> <p>Festivals held since 2009</p>
<p>7. Please confirm how your event will be promoted/marketed?</p> <p>Online promotion; locally distributed 8k print run brochure. Mid and North Kent advertising; travel, coach tour magazine advertising. Produced in Kent newsletter. Local banners and posters in accordance with timeline permitted. NEW - re brand and new website March 19th. National and regional press releases. (see attached article/ Independent 3rd March)</p>
<p>8. Please explain how the event links to at least one of the Council's 'Cleaner, Safer, Kinder' initiatives:</p> <p>We annually review our waste policy with inclusion of re-usable drinkware; card/paper separation on site; glass recycling bin. Raise awareness of free parking in St Peter's Park road carpark on Saturdays; inform coach operators of Vere Road parking; Our volunteer team is gathered from the local community. Many are retirees who find friendship and support through volunteering. We appreciate their energy, enthusiasm and past skills so we take care to listen, take care to maintain and foster contact between festivals.</p>
<p>9. Why do you think the council should sponsor your event?</p> <p><i>(i) How is the event going to support and promote Broadstairs & St. Peter's?</i></p> <p>The event has a high profile on the festival calendar which in turn offers a strong, positive reflection for the town. We ensure local imagery is used and have an image portfolio for press use. For Easter, we have met requests from Good Food, Olive magazine and British Airways for their HiLife magazine</p> <p><i>(ii) How will it support and benefit the local economy of Broadstairs & St. Peter's?</i></p> <ul style="list-style-type: none"> • We support the economy of the town by sourcing services and supplies locally: printing, banner production, waste management, insurance broker. • We invest in local businesses by prioritizing their attendance and through discounted entry pitch fees to encourage attendance and growth. (Cornicello / Scuff & Co, assisted in 2024) • Feedback from local retailers and providers of hospitality shows an uplift in direct revenue during the event weekend. • Free to attend educational workshops are hosted by local craftspeople – using the festival to showcase their products and skills with a view to future sales.

Managing your Event

10. Is anyone else financially contributing to your event? If yes, please give the details below:	
(a) <i>Easter Funding secured: Name of funder:</i>	<i>Amount secured:</i>
Var	£625
Flint and Flame	£500
Chamber of Commerce	£500
Seastay	£1,250
Stagecoach	£1,000
(b) <i>Funding applied for: Name of funder:</i>	<i>Amount requested:</i>
(c) Funding being used from Reserves or Fundraising:	Amount
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11. If this would be your only source of funding, please explain why?
12. If this is a recurring event and you have received funding from the Town Council before, have you sought alternative funding from another funder? If not, why? From other commercial sponsors - not funders

13. Is your organisation VAT registered? If so, please supply your VAT number:

430 5234 36

14. Do you have public liability insurance of not less than £5million to cover the event? If yes, please provide a copy with this application. If no then please outline below when you intend to secure it.

Attached

15. Do you employ anyone to help with your event? If yes, how many people do you employ?

Contracted in only. No PAYE

16. Do you have any volunteers assisting your event? If yes, how many volunteers do you have?

Our growing pool of volunteers currently numbers 62

17. Please give a brief outline of the skills, experience and/or training that your employees or volunteers have in managing or working on an event.


Our Event Director has been in post for 14 years; our Site Director, 10.
Our volunteers have been emergency workers: nurses, police and fire officers; teachers, company directors. Some have undergone First Response / Defib training and are aware of the nearest kit (Chandos Sq.) All volunteers are given a site-specific briefing the day prior to the festival

18. Is your event affiliated to any national or local support organisation? If yes, please provide full details:

- Broadstairs & St Peters Chamber of Commerce
- Broadstairs Tourism & Leisure Association
- Produced in Kent associate member

Event Budget

NOTE: Autumn Festival includes a demonstration kitchen, and associated theatre support costs so, financially, is not a mirror image of the Easter event.	
Direct Income	
57 marquee pitches	44,967.00
Direct costs	6,800.00
Advertising / marketing	
inc correc; flyers; banners; posters; print	
Programme design, print	
Onsite	
Power instal and fuel	5,328.00
Fence, water, waste etc	2,576.00
Hire	
Marquees	
Portable toilets, PA	12,083.00
Land hire /net of deposit	4,668.00
Theatre Kitchen	2,800.00
Personnel	
Director, H & S, Soc media, bookkeeper, security, 1st aid	18,695.00
Consumables	
stationery, postage,	
volunteer viz vest / refreshments	2,600.00
	55,550.00
Income [A] less costs [B]	-10,583.00
Agreed sponsorship	
Annual sponsorship; 50% of	5,241.00
	-10,583.00
Shortfall - grant assistance and on site donations	-5,342.00
Total Income / TWO festivals 2024	125,078.00
Less Total Expenditure	108,179.00
Annual Surplus / Loss	16,899.00
Annual Savings (Reserves, Cash, Investments)	30,530.00
As stated in the Easter application we have committed a substantial % of this reserve for a rebrand, and new web site	

Are you an employee of the Town Council or Thanet District Council? Are you related to an employee or a Councillor at the Town Council or Thanet District Council?	
NO	
I am an Employee: Please record your job title, department and line-manager.	
My relative is: Please provide their name, your relationship to them, and the role/job that they play at the Council.	
I certify that the information given on this form is correct and understand that the form will provide the basis on which the grant application is considered. I enclose an up-to-date copy of the constitution or rules of the organisation and the latest accounts.	
 SIGNED:	DATE: 09/04/2025

Please return the completed form – together with all appropriate attachments:

**The Town Clerk
Broadstairs & St. Peter's Town Council
Pierremont Hall
Broadstairs
CT10 1JX**

town.clerk@broadstairs.gov.uk



Policy Schedule

Charities and Community Groups insurance policy

Reason for Issue:	Renewal
Policyholder:	Broadstairs Food Festival
Policy Number:	S22040
Address:	c/o Cleverdons 7 The Broadway Broadstairs Kent CT10 2AD
Period of insurance:	26-Aug-2024 to 25-Aug-2025 both dates inclusive
Premium:	£ 78.53 (plus IPT @12.00% = £ 9.42) = £87.95

Insurance cover provided

Professional liability	Insured
Management liability	Insured
Entity defence	Insured

Professional liability

Limit:	£250,000
UK Excess:	£100
Jurisdiction:	U.K.

Management liability

Limit:	£250,000
UK Excess:	£0
Jurisdiction:	U.K.

Entity defence

Limit:	£25,000
UK Excess:	£1,000 Investigations only
Jurisdiction:	U.K.

Signed: 
Director of Underwriting, Markel (UK) Limited

Date: 22-Aug-2024

CERTIFICATE

Policy: HU EVT 7415948 (74)



Certificate of public and products liability insurance

Insured name:	Broadstairs Food Festival CIC		
Business Description:	Food Festival Event Organiser		
Company address:	Cleverdons 7 The Broadway Broadstairs		
Postcode:	CT10 2AD	Country:	United Kingdom
Policy number:	7415948		
Insurer:	Hiscox Insurance Company Limited		
Policy Period:	From 26/08/2024 to 25/08/2025 both days inclusive		
Limit of indemnity:	£ 5,000,000		
Additional insureds:			

Signed for and on behalf of Hiscox Insurance Company Limited

Ben Horton
Chief Underwriting Officer, Hiscox UK

Note: this certificate is for information purposes only and does not contain the full terms, conditions and exclusions of the insurance cover and does not constitute a contract of insurance.