



# Congleton Town Council

## Application for Financial Assistance



### Part 1: Applicant(s) and Project Details

<b>Application Reference Number (office use only)</b>	GR13/2223
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1.1	<b>Applicant(s):</b>	Phil Dawson
1.2	<b>Representing:</b>	Congleton Harriers <a href="http://www.congleton-harriers.co.uk">www.congleton-harriers.co.uk</a>
1.3	<b>Email Address:</b>	[REDACTED]
1.4	<b>Tel No.</b>	[REDACTED]
1.5	<b>Project Title:</b>	35th annual 'Cloud 9 Hill Race' 5th March 2023
1.6	<b>Project Objectives:</b>	<p>To promote running and health to the people of Congleton and the surrounding area not only club runners but adults of all ages, abilities and experience. To introduce occasional runners to off-road running as a healthier and safer alternative to road running. To recognise achievements and encourage participation we award prizes in all age categories both Male and Female.</p> <p>To use surplus funds to support local charities and not for profit groups.</p>
1.7	<b>Brief Project Description:</b>	<p><b>The unique and charismatic 'Cloud 9 Hill Race'</b> is a very popular annual event attracting 350 plus runners every year and ranks highly on the Fell Runners Association calendar. It is one of the largest Fell races in the country taking in Bosley Cloud and the ancient Bridestones along the 9 mile route which starts and finishes in Congleton. Now in its 35th year and more popular than ever we expect another large turnout.</p> <p><b>Each year an amount is donated to local charities.</b></p>
1.8	<b>Details accounts/budgets</b>	<p>The event is organised by the members of Congleton Harriers running club who give their time free to marshal, time keep, set up and provide refreshments for runners and spectators. The majority of our costs which we estimate in 2023 to be around £1851 are covered by entry fees. <b>However, this is not guaranteed</b>, inclement weather can reduce the number of entrants dramatically or even cause cancellation (as happened in the Foot &amp; Mouth year and the Pandemic. So, given this is the club's only fundraising event (out of the three we organise each year), and we also donate part of the proceeds to local charity, we are looking to secure support to cover a portion of the costs and ensure the race continues in the future.</p> <p>By maintaining low club subscriptions we feel confident we are able to attract more runners of all ages and from all walks of life thus providing a relatively inexpensive means of keeping fit and meeting other like minded people. We cater for beginners by ensuring club members</p>

		accompany them on runs as well as offer transport should they wish to attend races.	
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## Part 2: Cost Details / Resources / Timescale

2.1	<b>Total Cost of Project:</b>	Estimated £1851	
2.2	<b>Total contribution sought:</b>	<b>£425 To cover essential Medical costs</b>	
2.3	<b>What will the money be spent on?</b>	See attached quotation	
2.4	<b>Any ongoing costs:</b>	Storage of signage, equipment, any stock items £100 per annum.  Most of the main costs will be repeated each year except for signage which will likely be replaced every 3-4 years.	
2.5	<b>Details of <i>confirmed match funding include source</i></b> Cash:  In kind:	None to date	
2.6	<b>Resources needed:</b>	Financial support as requested. Plus any other publicity as may be offered in Town council publications, Tourist office etc would be greatly appreciated. We aim to get as many local participants as possible.	
2.7	<b>Estimated timescale of project from start to finish:</b>	Race one day obviously. But approximately 4 months in total. To include planning 3 months and completion / close off 1 month	

## Part 3: Potential Benefits / Outputs

3.1	<b>What are the potential benefits/outputs to residents of Congleton</b>	Promotes Congleton as a place to live and set up business to a wider audience. Promotes running as a means to stay fit and healthy for all ages and abilities. Introduces local running clubs to the community and encourages membership. Promotes community participation in the organisation of events Provides support to local charities Promotes local businesses who get involved in the event.	
3.2	<b>Are there similar services/projects provided in the area</b>	No other local events on the same day as far as we are aware and certainly nothing as unique or charismatic as the 'Cloud 9'.	

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**Part 4: Evaluation**

4.1	<b><i>How will the project be evaluated?</i></b>	<p>A full profit and loss account will be prepared  A formal post race review meeting will be held  A press report will be written  From direct emails and feedback that appears on the Fell Runners Association and Runners' World forums, and via various other publications.</p>
4.2	<b><i>Who will carry out the evaluation?</i></b>	Congleton Harriers 'Cloud 9' race committee

Signature: 

Date: 29<sup>th</sup> November 2022