

**Grant summary**

**Organisation**

Child Safety Media

**Funding request**

Funding is requested towards the 'Crucial Crew' child safety event.

**Total cost**

£18,200

**Funding request**

£2,000

The difference between the total cost and the amount requested will be bridged by matched funding and sponsorship.

**END OF REPORT**

## Macclesfield Town Council Large Community Grant application form

Grants from £250 up to £2,000

Community for Voluntary Services Cheshire East (CVSCE) is a registered charity and independent organisation that provides support and services to groups. CVSCE provides support to Macclesfield Town Council's grant programme by reviewing completed grant application forms to ensure they meet the criteria set out in the Council's Grants and Funding Policy. For more information, please refer to the policy.

CVSCE can also offer guidance on completing the application form.

### Your Contact details

Please complete table 1.

Table 1 Contact details

Applicant name:	[REDACTED]
Position in organisation:	<b>Director, Partnerships</b>
Organisation:	<b>Child Safety Media</b>
Address:	[REDACTED]
Contact number:	[REDACTED]
E-mail address:	[REDACTED]
Contact address (if different from above):	<b>N/A</b>
Telephone number:	[REDACTED]
Website:	<b><a href="http://www.childsafetymedia.co.uk">www.childsafetymedia.co.uk</a></b>

### Contact details for senior member of the organisation

This must be the chair, secretary, treasurer or a senior member of your committee and different from above.

Please complete table 2.

Table 2 Contact details for senior member of the organisation

Senior contact name:	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

## Organisation profile

Please complete table 3 to describe your organisation profile, selecting Yes or No where applicable.

Table 3 Organisation profile

Registered charity:	<b>No</b>
Registration number:	
Voluntary organisation:	<b>No</b>
Community group:	<b>Yes</b>
Company Limited by Guarantee:	<b>No</b>
Not for profit organisation:	<b>No</b>
Social enterprise:	<b>No</b>
Other:	<b>Limited Company</b>
How long has your organisation been in existence?	<b>Since 02/04/2013</b>
What does your organisation do? (A summary of this information will be used on our website if your application is successful). Maximum of 50 words:	<b>Child Safety Media is a leading provider of child safety events in the North West and delivers safety events to thousands of children and young people covering topics such as personal safety, fire, and home safety, first aid, crime, drugs, bullying, anti-social behaviour and health &amp; wellbeing.</b>

Please complete table 4 on your organisation's land, premises and facilities, selecting Yes or No where applicable.

Table 4 Land, premises and facilities

Own its own land/premises/facilities	<b>No</b>
Hire private land/premises/facilities	<b>Yes</b>
Hire local authority land/premises/facilities	<b>No</b>
Lease the land/premises/facilities	<b>Yes</b>

Please give details of lease expiry date/length of lease	<p><b>We hire individual venues for all of our events.</b></p> <p><b>The current 3-year lease on our offices, that commenced 19 December 2022, expires on the 18 December 2025, when it is up for review.</b></p>
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Please complete table 5 to indicate how many staff, paid or otherwise, are involved with your organisation.

Table 5 Number of staff

Number of full-time paid staff	<b>2</b>
Number of part time paid staff	<b>5</b>
Number of casual paid staff	<b>We have a number of contractors that act as on-site coordinators for us; these people are normally ex-Emergency Service personnel or ex-child safety partner agency staff.</b>
Number of full-time unpaid staff	
Number of part time unpaid staff	
Number of casual unpaid staff	

## Previous funding

Has your organisation received a grant from Macclesfield Town Council before?

Please complete table 6, selecting Yes or No where applicable.

Table 6 Previous funding

Previous funding from Macclesfield Town Council	<b>Yes</b>
If yes, please tell us when and how much was awarded:	<b>In February 2024, a grant of £2,000 was approved.</b>
How did you hear about the Community Grant Scheme?	<p><b>Originally, details were sent to the late Dorothy Flude (in her capacity, at the time, of Cabinet Member for Children &amp; Families). We were then referred to Helena Gowler (Community Engagement Officer) by Dan Coyne (Communities, People Directorate).</b></p> <p><b>You will be pleased to hear that we are also run a similar event in Crewe.</b></p>

## Your project/activity/event

Complete table 7 to describe you project, activity or event.

Table 7 Project/activity/event description

Date of activity/event or anticipated start date of project:	<b>Monday, 24th March to Thursday, 3rd April 2025</b>
Name of project (maximum 10 words):	<b>MACCLESFIELD 'Crucial Crew'</b>
Briefly describe what the grant you are requesting is required for and why it is needed (maximum 150 words):	<p><b>This multi-agency child safety event is fully supported by Cheshire Police who will be heavily involved throughout; remaining participating agencies will include NW Ambulance Service, SP Energy Networks, Cheshire East Young Person's Substance Misuse Service, British Transport Police, School Nurses (Cheshire East 0-19 Service), MyBnk and Everybody Health &amp; Leisure.</b></p> <p><b>The purpose of 'Crucial Crew' is to raise a child's awareness of threats and dangers in a fun, interactive, and enjoyable way. Examples of activities covered are: Personal Safety, Internet Safety, Anti-Bullying, Water Safety, Gas &amp; Electricity Safety, Railway Safety, Drug &amp; Alcohol Awareness, Anti-Social Behaviour, Crime Reduction, Road Safety, Fire Safety, Safety at Home, Health &amp; Wellbeing, Financial Education and First Aid. The entire events will be coordinated by Child Safety Media and we shall be using a tried and tested model to deliver an enjoyable and educationally validated learning experience.</b></p>
If you are successful with your application, please describe what your project/event/activity will achieve and what difference it will make to your organisation/area, how it will extend/develop community activity and how it meets the criteria listed in the Policy for the Allocation of Community Grants (maximum 150 words):	<p><b>Crucial Crew is specifically aimed at Year 6 children (10-11-year-olds) as Transition Year is deemed to be one of the most important years in the school life of a child.</b></p> <p><b>They will learn by experience to:</b></p> <ul style="list-style-type: none"> <li>· <b>React correctly to dangerous and threatening situations.</b></li> <li>· <b>Avoid becoming a victim of an accident or crime.</b></li> <li>· <b>Understand the role that the emergency and support services play, how and when to contact them.</b></li> <li>· <b>Gain life skills that may help them to keep themselves and others safe.</b></li> <li>· <b>Be aware of the consequences of their own actions on the safety of others.</b></li> </ul>

	<p>· <b>Develop skills and understanding in personal, social and health education, allowing them to lead confident, healthy lives.</b></p> <p><b>Our aim is to provide approximately 900 children, attending primary schools across the borough of Macclesfield, with the knowledge and skills they may need to stay safe and well.</b></p>
How will your project or service be sustained in the future? Maximum 50 words):	<b>Each year, schools are invited to contribute to the overall cost of the event. However, the scheme is not sustainable without additional help, and we shall continue to actively see support from local government and the local business community (we believe we will secure support this year from Cheshire Crimebeat).</b>
If your application is for an event and you make a profit, please state how this will be used:	<p><b>To ensure that we are able to continue to run those events that we currently do, as well as trying to coordinate other Crucial Crew events in areas where our partner agencies need a voice.</b></p> <p><b>Traditionally, all Crucial Crew schemes across the North West were formally coordinated by the Police, but over time, due to cutbacks etc., Child Safety Media have been asked to reinstate a number of them on their behalf, and currently coordinate 25 multi-agency child safety events in Greater Manchester, Merseyside, Surrey, and Cheshire educating approximately 30,000 children annually.</b></p>

## Projected expenditure

Complete Table 8 with estimates of your total project costs and provide brief details. Use a separate sheet if necessary and provide quotes.

Table 8 Projected expenditure

Item	Estimated cost	Details
New build/refurbishment		
Furniture/fixtures/fittings		
Equipment purchase	<b>£5,400</b>	<b>Handbooks for children</b>
Equipment hire	<b>£3,000</b>	<b>Coach Hire</b>

Item	Estimated cost	Details
Premises/facility hire	<b>£1,800.</b>	<b>Macclesfield RUFC</b>
Materials	£	
Advertising/marketing/publicity	£	
Workshops/seminars/training	£	
Other	<b>£8,000</b>	<b>Event planning, preparation, and delivery (including funding of all administration costs, coordinators post, insurances, risk assessment and evaluation)</b>
Total Cost	<b>£18,200</b>	(leave blank)

## Projected income

Complete Table 9 to specify match funding from other sources (external grants, own contribution etc), selecting Yes or No where applicable.

Macclesfield Town Council will take into account your ability to obtain funding from other sources and from your own existing funds when recommending an award.

Table 9 Projected income

Item	Amount	Applied for and expected to hear date	Confirmed
Matched funding amount (Grants etc.)	£9,900	Yes	Yes
Own existing funds/fundraising		Yes/No	Yes/No
Projected income from ticket sales etc.		Yes/No	Yes/No
Other Local Authority e.g. Borough/Town Parish		Yes/No	Yes/No
Sponsorship (Please specify)	£5,400	From Cheshire Crimebeat	No
Donations (please specify)			Yes/No
Non-cash or in-kind contributions			Yes/No
Total projected income			n/a
<b>Amount requested from Macclesfield Town Council</b>	£2,000	Towards the costs of coach hire and venue hire	n/a
<b>Balance outstanding</b>	£900		n/a
<b>Please state exactly what the town council funding will pay for:</b>			
Contribution towards 2025 Macclesfield Crucial Crew project			
<b>If there is a balance outstanding or you are not awarded the full amount requested from Macclesfield Town Council, state below how the shortfall will be covered or whether the project will be delayed:</b>			

Item	Amount	Applied for and expected to hear date	Confirmed
<b>From the local business community</b>			

## Accounts summary

Answer the questions below and complete Table 10 to summarise the organisation's most recent accounts.

Are the figures a projection because the organisation has been running less than 15 months? No

Are the figures from the organisation's latest accounts? Yes

If your organisation is VAT registered, please supply your VAT number:

**160 1319 51**


Table 10 Accounts summary

Account year ending	2023/24
Total income for the year:	454,109
Total expenditure for the year:	332,614
Surplus or deficit:	121,495
Total savings or reserves in the bank at year end:	98,878

## Bank details

Complete Table 11 with the organisation's bank details.

Table 11 Bank details

Organisation's bank account name (payee name):	<b>Child Safety Media</b>
Organisations bank account sort code and account number:	

## Project beneficiaries and equality

Complete Table 12, selecting Yes or No where applicable.

Table 12 Project beneficiaries and equality

Total number of people you expect to access your event, activity or facility:	<b>Approximately 900</b>
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Which groups will benefit from your project (i.e. age, disability, ethnicity, disadvantaged etc.)?	All
Which geographical area (whole parish or ward(s)) will benefit most from your project, event or activity?	<b>All primary schools in the Macclesfield Town area have been invited to attend.</b>
Does your organisation restrict access on the grounds of age?	No
Does your organisation restrict access on the grounds of disability?	No
Does your organisation restrict access on the grounds of gender reassignment?	No
Does your organisation restrict access on the grounds of marriage and civil partnership?	No
Does your organisation restrict access on the grounds of pregnancy and maternity?	No
Does your organisation restrict access on the grounds of race?	No
Does your organisation restrict access on the grounds of religion and belief?	No
Does your organisation restrict access on the grounds of sex?	No
Does your organisation restrict access on the grounds of sexual orientation?	No

## Supporting documentation

Please complete Table 13, selecting Yes or No to indicate if you have the documents. You do not need to send these documents in with your application (apart from your Governing Document, which must be signed, and Safeguarding Policies, to be supplied by e-mail or post within 7 days of submitting this application) but we may request copies at a later date.

Up to date Annual accounts/income and expenditure	Yes
Governing Document	Yes
Safeguarding policies	Yes
Relevant insurances	Yes
Quotes/estimates for equipment	Yes
Affiliation to a Governing Body	
Equalities and Inclusion Policy	Yes
Planning permission	

## Data Protection

Please ensure that you read this section before submitting your application.

### Grant application administration

Part or all of the information you supply to us will be held on our IT system. This information will be used for the administration of grant applications and for statistical analysis.

Copies of your application, but with personal details redacted, will be provided at the relevant council meeting for consideration of awarding the grant.

For transparency purposes, information about successful grant applications is added to our website and made available to the local press. The press may request contact details of someone able to provide additional information.

Please indicate below if you consent to us passing on your name and email address to the local press for this purpose.

Yes

### Grant application support

Please indicate below if you agree for this form to be shared with CVSCE for the purposes of evaluating the application against Macclesfield Town Council's criteria for grants:

Yes

Please indicate below if you agree if you agree to CVSCE contacting me by the following methods to provide feedback or offer additional support on completing this application:

Postal address	Yes
Email address	Yes
Phone	Yes


## Declaration



Please complete table 13 – two signatories are required.

I certify that to the best of my knowledge all the information contained within this application is correct.

I confirm that I understand, agree and accept the terms and conditions of this grant as set out in the Grants and Funding Policy.

Table 13 Declaration

Signed:	
Date:	16.01.2025
Name:	
Position in group:	Director

Signed:	
Date:	16.01.2025
Name:	
Position in group:	Director

Return to Macclesfield Town Council, Macclesfield Town Hall, Macclesfield SK10 1EA

For further information on how Macclesfield Town Council processes personal data, please view our privacy policy at [www.macclesfield-tc.gov.uk](http://www.macclesfield-tc.gov.uk) or call 01625 374142.