

Expression of Interest for a Community Asset Transfer (July 2017)

This application form should be completed by all groups wishing to have their application for an asset transfer from the Borough Council to be considered and returned by email to jo.ireland@scarborough.gov.uk

Date of application	
Name and Location of Asset in which you are interested	
Name of your organisation	
Name and contact details of the Lead Contact, including email (this will be the lead person for correspondence etc)	
What type of organisation are you? e.g. registered charity?	
What do you want to use the asset for? Please include brief details of any activities or services which will be delivered and specify whether these are existing activities or new ones. Include details of how your proposals will be funded e.g. grants, sustainable income streams etc	
Do you have any plans to improve the physical condition of the asset? Please specify, including details of how improvements will be funded	
If this asset is transferred to you what do you think will be the main benefits for the local community?	
How long are you seeking to lease/manage this asset for?	
Please give details of any consultation you have undertaken with the community or other organisations about your proposals	
Who are the key people involved in your organisation, with a summary of their role and key skills?	
What do you think are your key strengths of your proposals?	
What do you think are the key weaknesses?	
Please give an approximate timescale for the development of your business plan?	

Once your initial Expression of Interest has been assessed by the Council you will be invited to submit a **business plan**, which sets out more detail about your organisation and your proposals.

We welcome informal discussions prior to this stage and there are sources of help available to you, to help you prepare your business plan.

You can structure your business plan in any way you like but it should contain as a minimum the following information

Business Plan Element	Detail to be included
Summary	This is usually written last and should include a clear summary of <ul style="list-style-type: none"> ○ Who you are ○ What you want to do ○ How you intend to do it
About your organisation	This should include details about: <ul style="list-style-type: none"> ○ Your track record ○ What you currently do ○ How you run your organisation, for example details about your staff (paid and volunteers), governance and your legal structure ○ Any relevant partnership working
Summary of the project	This includes: <ul style="list-style-type: none"> ○ Project objectives ○ How you will deliver these objectives ○ The impact and benefit of your project ○ Proposals for the management and operation of the asset ○ Proposals for any improvements to the asset you intend to undertake (and where relevant proposals for the management of any construction phase)
Market	In this section you need to consider: <ul style="list-style-type: none"> ○ Needs – what needs will you be meeting? Who will be the beneficiaries of your project? How many? ○ Supply – who else is delivering similar activities in the same area? Is there potential for collaboration or competition? ○ Demand – Who will purchase the products/services you provide? ○ Pricing – what is the rationale for pricing (e.g. for services, renting space etc) <p>Be as specific as you can e.g. how many people will benefit each year.</p>

Promotion	<p>This is about how you promote your asset and encourage people to use it. You should include details about your marketing strategy, including:</p> <ul style="list-style-type: none"> ○ What methods you will choose (online, direct to the customer) ○ Who will you target? ○ Who will do this?
Resources (Financial Information)	<p>This is a critical section. You should include explanations explaining the rationale for any projections and any assumptions made.</p> <p>You need to be clear about the different types of income/expenditure for your project. This includes:</p> <ul style="list-style-type: none"> ○ Capital (this includes one off expenditure, for example improving or altering the building, purchasing equipment). Be clear about how such expenses will be financed, for example through specific grants or from surpluses from other parts of the business. ○ Revenue, these are on going expenses, for example payment of staff, costs associated with delivering services, ongoing maintenance costs. Again be clear about your income streams e.g. payments for delivery of services, rental income, grants etc. <p>You should include:</p> <ul style="list-style-type: none"> ○ Financial projections ○ Your cashflow for the first two years ○ Your expected budget (for the next 3-5 years) ○ Longer term projections/assumptions about the long term sustainability of your project.
Risk assessment, management and mitigation	<p>This should include:</p> <ul style="list-style-type: none"> ○ Identifying the different risks associated with the project and a description of the implications of those risks occurring. ○ Risks should be evaluated in two ways – the likelihood that the risk will occur and the level of impact if the risk item does occur. ○ For each risk you should set out the actions that will be taken to prevent the risk occurring, or to cope with the risk if it occurs.

The organisation will also be expected to submit additional supporting evidence, for example, copies of governing documents, expressions of support from partners/customers, copies of accounts, plans etc.

Equalities Information

Under the Equalities Act 2010, the Local Authority has a duty to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

There are eight protected characteristics of people who use services, which are

- Age
- Disability
- Gender reassignment
- Pregnancy and maternity
- Race
- Religion and belief
- Sex (gender)
- Sexual orientation

As part of the assessment of your application we will assess the extent to which your application will help us to achieve the above duties.

1. Please describe how you will ensure your activities/services will be accessible to, and foster good relation between groups in relation to the eight protected characteristics above.

2. Please describe how your activities/services will be accessible to and benefit communities or individuals who experience financial or social disadvantage?

For any help and advice in completing this form please contact Jo Ireland,
Customers, Communities and Partnerships Manager.

Jo.ireland@scarborough.gov.uk