



Large grants programme

Application form

Your form

This application form gives us outline information about you, what you are applying for and your budget. To be eligible you must complete all the questions on the form.

Before you start to fill in this form, please read the guidance notes available www.cabe.org.uk/seachange

Your proposal

As well as filling in this application form, you need to provide a proposal about the project you are asking the programme to support. We cannot assess your application without it. The document '*Large grants programme: your proposal*' give details of what to include.

We will assess your application using this form, your proposal, additional support information you submit and any other information we ask for. We also use our partners' knowledge.

Go to www.cabe.org.uk/seachange for step-by-step information about how to apply and submit your application.

Email seachange@cabe.org.uk

This application form contains the following sections:

Section A:	About you
Section B	About your capital project
Section C	Other information
Section D	Budget
Section E	Declaration

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Section A About you

1 Name of Local Authority

Thanet District Council

If your application is a consortium bid, are you the lead Local Authority?

|
| No

Name(s) of other Local Authorities involved

Name(s) of arts, cultural or other organisations involved

- Dreamland Trust
 - Arts Council England
 - English Heritage
 - SEEDA
 - Kent County Council
 - Turner Contemporary
 - Home & Communities Agency
 - Government Office for the South East
 - Heritage Lottery Fund
-

2 Address

Please provide your postcode

Please also give the area code for your phone number.

Margate Renewal Partnership
11 – 13 King Street
Margate

Kent

Full postcode

C

T

9

1

D

A

Phone number:

Area code **01843**

Main number **609337**

Website address **www.margaterenewal.co.uk**

Textphone

Fax number **01843 609271**

3 Please give the following details for the main contact person.

Name of the main contact person **Derek Harding**

Position **Programme Director**

Phone number:

Area code **01843**

Main number **609336**

Email address **derek.harding@thanet.gov.uk**

We will send acknowledgement of receipt of your application by email to this contact.

Textphone

Fax number **01843 609271**

4 Please tell us if you or your main contact person has particular communication needs and what these are. (For example, 'I prefer materials in large print' or 'Our main contact person needs everything on audio CD'.)

n/a

Section B About your capital project

Your proposal will provide us with all the detail about your capital project that you want to provide. This section gives us outline detail only.

5 What is the name of the project you are applying for?

(Please give the name or working title)

Dreamland Margate

6 Where will this project take place? please give us the address and postcode of the main site of your project. Deprivation indicators for your project will be based on this information. If your project is taking place over a wider geographic area, please tell us the main areas where the project will take place.

Full address

**Dreamland,
Marine Terrace**

Margate

Full postcode

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7 If you are applying for a building project, please give us details (max 100 words) about issues that might effect delivery of this project. This might include legal issues such as restrictions on title, securities and covenants on properties

The site is currently owned by the Margate Town Centre Regeneration Company. They will transfer ownership of the site to the Dreamland Trust. There are no other covenants or restrictions that affect the project. The majority of work will not require planning consent. Listed building and planning consent will be required to works to the Cinema building. A conservation statement has been prepared and English Heritage and the Council are fully involved in the design process.

8 When will your project start and end?

Note: we normally need 12 working weeks to assess applications.

The start date for your project should also include the planning and preparation time you need. It should be the date from which spending from this funding programme starts.

The end date should be the date when spending from this funding programme ends.

Please see the Process and timetable section (section 8) in the guidance notes which identifies the delivery period for each wave. Please ensure that you can spend the funding allocated through this programme within the relevant delivery period.

	Day	/	Month	/	Year
Start date	01	/	August	/	2009
End date	28	/	February	/	2011

9 Summarise the timing of your project highlighting Outline plan of work or key milestones.

If you are applying for a building project, you may wish to use the RIBA Outline Plan of Work and send this as part of your additional support information (available at www.cabe.org.uk/seachange within our information sheets section), which sets out work-stages for your project.

Key milestones	Start date	End date
HLF Application	Completed	September 2009
Scheme design to Stage D	August 2009	October 2009
Sea Change Grant application	April 2009	June 2009
OJEU Tender – Construction	June 2009	December 2009
OJEU Tender – Operator	October 2009	February 2010
Construction	January 2010	January 2011

Have you previously applied for funds from any of the Sea Change partners towards this particular project? (Please indicate in box below) Your Sea Change application will not be looked unfavourably if funding has not be allocated by a partner,

FUNDER	REFERENCE NO.	RESULT OF APPLICATION
CABE		N/A
Arts Council England		N/A
English Heritage		N/A
BIG Lottery		N/A
Heritage Lottery Fund	HG-08-19260	Not Known
MLA		N/A
Regional Development Agency		N/A

11. Where relevant, please provide details of your existing cultural programme/strategy (100 words max) Please indicate if you do not have an agreed strategy

Dreamland was an operating amusement park from the 1880 until 2006. Two listed structures of the three within the site are the focus of the project. The Grade II listed Scenic Railway is a sub-type of wooden roller-coaster. It is the fourth oldest surviving coaster in the world. The Dreamland Cinema is a Grade II* listed building that has been used variously as a single auditorium cinema, a two-screen cinema (following conversion in the 1970s) and a bingo hall.

***Creative Margate* provides a cultural framework for the next 10 years. The Dreamland project is one of the key priorities in the programme.**

12. Where relevant, do you expect the cultural programme at the venue/space to change as a result of your project? Please describe how you expect it will change (100 words max)

The site is not currently used.

The project will create a park featuring a range of cultural activity.

It will celebrate the popular culture of amusement parks and seaside resorts through interpretation, exhibitions and the immersive experience of going on classic rides. It will be the first park in the world to do so.

It will also celebrate and tell the story of youth culture in the UK and its Margate connections, again the only place to do so.

A vibrant ongoing programme of events and festivals, including a major Winter Festival, will be supported from commercial revenue that it generates.

13 Do you expect the number of people using the venue/space to change as a result of your project? Please describe how it will change e.g. profile of users, number of users, seasonality of use (100 words max)

700,000 annual visits are estimated. Half are expected to pay to go on rides (there will be no charge for entry to the park).

600,000 of the visits are expected to be from outside a 15 minute travel time and 250,000 are expected to be visits to the town that are motivated by the park (as opposed to visits by the people who are in the town for other purposes).

Market research has shown that it will appeal to a range of ages and socio-demographic groups. Dreamland will complement Turner Contemporary in attracting a broad audience to the town.

The programming of events and festivals, new restaurants, bars and retail outlets will be an attraction in their own right.

14. Staff and volunteers

Please tell us how many permanent jobs will be created through the expanded cultural venue/space

Full time posts (35 hours per week, or more)	17
Part time posts (less than 35 hours per week)	100

Please tell us how many volunteer posts will be created through the expanded cultural venue/space

Volunteer posts (10 hours per week, or more)	6
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Section C Other information

Regional Development Agencies

RDAs have an important role to play as one of the programme’s partners and we will consult them about all applications. As part of this process we will also let them know the outcome of your application.

You must discuss your activity with your RDA before you apply.

Please confirm that you have spoken to your RDA

Yes

Regional Development Agency and contact name(s) you were in contact with:

**Pam Alexander , CEO and Chair of the Margate Renewal Partnership Board
Stella Bellem, Head of Culture and Creative Economy**

Advance notice: Does your Local Authority intend to apply to Sea Change for other projects?

Please tell us about other cultural projects in your seaside resort or Local Authority area that you may seek funding from Sea Change in a future wave. Please note that priority will be given to Local Authorities that have not received funding through this programme before.

No

Section D Budget

- You should read carefully the 'Notes on your budget' section of the guidance notes before filling in section D: budget and refer to the relevant note whilst completing each section of the budget
- This budget should be for the total cost of the activity you are applying to do
- The 'expenditure' (spending) and income for your activity should match

Income for your activity

Grants will not be released until match funding of at least 100% (this must be 100% cash and excludes in-kind contributions) is confirmed in writing to CABE.

From you (Local Authority)

	Confirmed		
Thanet District Council	<input checked="" type="checkbox"/>	£	750,000
	<input type="checkbox"/>	£	
	<input type="checkbox"/>	£	
Subtotal 1			750,000

RDA funding

	Expected	Confirmed		
ERDF SE Competitiveness Programme	<input checked="" type="checkbox"/>	<input type="checkbox"/>	£	250,000
	<input type="checkbox"/>	<input type="checkbox"/>	£	
Subtotal 2			£	250,000

Other public funding

	Expected	Confirmed		
Heritage Lottery Fund	<input checked="" type="checkbox"/>	<input type="checkbox"/>	£	3,019,069
Arts Council for England,	<input checked="" type="checkbox"/>	<input type="checkbox"/>		100,000
English Heritage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	£	100,000
Other partner contributions	<input checked="" type="checkbox"/>	<input type="checkbox"/>		203,007
Subtotal 3			£	3,422,076

Private funding	Expected	Confirmed		
Margate Town Centre Regeneration Company	<input type="checkbox"/>	<input checked="" type="checkbox"/>	£	4,000,000.
	<input type="checkbox"/>	<input type="checkbox"/>	£	
		Subtotal 4	£	4,000,000

Support in kind (List the non-cash contributions of equipment, materials, time and services, and give an estimated value for each item. Make sure you include who is giving the contribution. Use this subtotal for the 'Value of support in kind' in the 'Expenditure' part overleaf.)

Source	Expected	Confirmed		
Volunteer Trustees time	<input type="checkbox"/>	<input checked="" type="checkbox"/>	£	4,800
Other Trustees	<input type="checkbox"/>	<input checked="" type="checkbox"/>		3,000
	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>		
				7,800

✓ Total income from other sources (add subtotals 1 to 5)	A	£	8,429,876
✓ Amount you would like from us	B	£	4,000,000
✓ Total income (add the total income from other sources (A) and the amount you would like from us (B))	C	£	12,429,876

Expenditure for your activity

Value of support in kind

(Repeat the amount from subtotal 5 for 'Income' here.)

Subtotal 6	£	7,800
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Capital expenditure: Expenditure will depend on the scale and focus of the project but may include headings such as: pre construction (including feasibility study; land or property purchase, legal fees); design and construction (including design competition and design team fees) inflation; contingency.

1. Construction – Cinema Building	£	1,421,686
2. Construction – Amusement Park	£	6,242,365
3. Cinema Organ – Survey & Works	£	55,000
4. Demolitions & Asbestos Removal	£	1,270,000
5. Landscaping		1,220,859
6. Professional Fees – Cinema		257,000
7. Professional Fees – Amusement Park & Landscaping	£	1,093,500
Subtotal 7	£	11,560,410

Project Management (include the costs of a project manager)

8. Project Manager p/t	£	65,416
9. Client Representative/ Trust Lead f/t	£	55,000
10. Administrator p/t	£	14,520
11. Recruitment		4,250
12. Staff travel		2,500
13. Tender Costs, Printing & OJEU Compliance		25,000
Subtotal 8	£	166,686

Public engagement work

14. Public Events, Website & Education Costs	£	29,000
15. Audience Development	£	15,000
16. Archive Project – Creation of Integrated Online Catalogue of Amusement Park archives		48,000
17. Youth Street Culture Project – Engagement, Exhibitions & Programme Development		63,600
Subtotal 9	£	155,6000

Access (costs enabling your project to be physically and intellectually accessible to everyone and/or costs enable the project to be accessible to specific groups)

18. Site Interpretation – Scoping, Design & Installations	£	430,000
19. Conservation Management Plan	£	8,000
	£	
Subtotal 10	£	438,000

Evaluation costs

20. Evaluation	£	35,000
	£	
	£	
Subtotal 11	£	35,000

Capacity building

21. Trustee capacity building & out of pocket expenses	£	6,380
22. Volunteer training & out of pocket expenses	£	9,000
	£	
Subtotal 12	£	15,380

Other expenditure

22. Fundraising costs	£	6,000
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23. Legal fees, land, governance and contracts		42,500
24. Green Tourism Accreditation		2,500
Other (please give details)	£	
Irrecoverable VAT	£	
Subtotal 13	£	51,000

✓ **Total expenditure (add subtotals 6 to 13)** D **£ 12,429,876**

✓ **Balanced budget**

Please tick here to confirm that your total income (C) and total expenditure (D) are the same.

Section E Declaration

Data protection and freedom of information

We are committed to transparency and accountability. This includes being clear about how we assess and make decisions on the Sea Change programme and how we will use your completed application form and other documents you give us. We are happy to provide you with copies of the information we hold about you, including our assessment of your application.

As a public organisation we follow the Data Protection Act 1998 and the Freedom of Information Act 2000. For further information, see details on our website at www.cabe.org.uk

Declaration

We will take your signature on this form as confirmation that you understand our obligations under the Data Protection Act 1998 and the Freedom of Information Act 2000 and that you accept that we will not be liable for any loss or damage to you pursuant to our fulfilment of our obligations under the relevant law.

- ✓ I confirm that I am the Local Authority Chief Executive and have the authority to sign this application. *[digital signature acceptable]*

I confirm that, as far as I know, the information in this application is true and correct.

Your signature

Richard Samuel

Name (Use CAPITAL LETTERS)

Richard Samuel

	Day	/	Month	/	Year
Date	29	/	April	/	2009

Go to www.cabe.org.uk/seachange for step-by-step information about how to apply and submit your application.

Email seachange@cabe.org.uk

- ✓ These questions must be filled in

Appendix one Checklists

Additional support information checklist for building project applications

1. *Essential* information

In order for us to assess your application you must provide us with the following essential additional information. Without this information, we will *not* be able to process and assess your application which will be classed as ineligible.

Using the list below, please tick to confirm that you have included this additional supporting information in your application. Please ensure that each document is clearly labelled so that we know what it is. We may request further information as part of the assessment process.

- Cost plan for the project
- Cash flow for the project
- Relevant architectural information. Include drawings and plans
- Images
- Detailed plan of work in the form of a timeline or build schedule.

2. *Helpful* information

The following documentation should be included as part of your application only *if it is already available*. This information will provide us with more helpful detail when doing our assessment.

Please note that should your application be successful, you may need to provide the following information before you can drawdown any funds from your award.

- Business plan - Include a copy of your most up-to-date business plan
- CVs of key team members such as the designs team, project manager etc. **(See Business Plan)**

Equality impact assessment

Risk register **(See Business Plan)**

Letters of support from partnership funders, funding commitment in-kind pledges

Environmental/sustainability statement **(See Proposal)**

Copy of lease. Agreement to lease or development agreement **(See Business Plan and draft Memorandum of Understanding)**

Masterplan

3. Other information

Other additional information includes any other relevant documentation which you may wish to submit as part of your application, for example:

- Five-year detailed financial projections
- Marketing plan
- Masterprogramme
- Sensitivity analysis on critical assumptions (a sensitivity analysis measures the impact if you change one of the key assumptions in your financial forecasts)

Application submission checklist

We can assess only complete applications. If your application is not complete, we will not assess it. Before you send it to us, please check the following to make sure your application is complete.

Please check the following to make sure your application is complete.

Mark with the tick symbol ✓

- Have you filled in the budget section of the application form and checked that your budget balances?
- Have you included 'Your proposal' and followed the headings we provide in the guidance notes?
- Have you supplied the 'Additional support information' relevant to your project outlined in Appendix one?
- Have you kept a copy of your application for your records?

Finally,

- **Submit the application online**

Submit your application form, written proposal and supporting documentation online at:

www.cabe.org.uk/seachange

- **Send us two copies of the paper version**

You also need to send us two paper copies of your application (application form, proposal and supporting documentation). The signature from the chief executive of your local authority must be sent as an original paper document.

Please send all documents to:

Cathy Page – Sea Change Programme Manager
CABE
1 Kemble Street
London WC2B 4AN

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Beneficiary monitoring

Please note that this information is being gathered for monitoring purposes only and will not be used to assess your application.

1. Ethnic background of direct beneficiaries

Is your project directed at, or of particular relevance to, groups supporting people from a specific ethnic background?

No

Yes

If you have answered 'No' please go to question two. If you have answered 'Yes', please indicate the ethnic background of the people who will benefit from your project, ticking up to three categories.

White

British

Irish

Any other White background

Mixed

Mixed ethnic background

Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background

Black or Black British

Caribbean

African

Any other Black background

Other ethnic background

Chinese

Any other

2. Gender

Is your project directed at, or of particular relevance to, people of a specific gender?

No

Yes

If 'Yes', please tick

Male

Female

3. Age

Is your project directed at, or of particular relevance to, people of a particular age group?

No

Yes

If 'Yes', please tick 0-24 years 25-64 years 65+ years

4. Disability

Is your project directed at, or of particular relevance to, disabled people?

No

Yes

5. Faith

Is your project of particular relevance to people of a specific faith?

No

Yes

If 'Yes', please indicate the faith of the people who will benefit from your project (you may select more than one box)

Christian

Hindu

Jewish

Muslim

Sikh

Buddhist

Other

6. Sexual orientation

Is your project directed at, or of particular relevance to, lesbian, gay or bisexual people?

No

Yes

7. People with caring responsibilities

Is your project directed at, or of particular relevance to, groups supporting people with caring responsibilities?

No

Yes