



The 2010 National Market Town Awards

Notes for guidance on completing an application



Application forms in PDF format are available as part of the Market Town Awards online promotional pack at weblink: [Market Town Awards Information Pack](#).

You can also download the appropriate regional application form by clicking on the link below:

[North East application](#)

[North West application](#)

[Yorkshire and Humber application](#)

[West Midlands application](#)

[East Midlands application](#)

[East of England application](#)

[South East application](#)

[South West application](#)

(The following paragraph numbers relate to the relevant box number on the application form)

1. Please give a title or name to the project that is being submitted.
2. Specify the market town in which the project was completed.

3. Give the name of the lead partnership/organisation submitting the project and eligible to receive the award. This should be a Market Town Community Partnership or local authority.
4. Please state if you are a member of Action for Market Towns, and if so, what type?
5. Please list the key partners who played a part in the delivery of the project.
6. State when the partnership was formed.
7. The contact name should be someone involved with the project and the completion of this entry form. They should be available and able to answer any queries that may arise during the evaluation of this entry form. The contact name will also be published in our Best Practice Case Studies database and given to the media (unless you make a specific request for privacy).
8. Please say which of the four categories that you are entering your project under. Towns may enter different projects in different categories, but can make only one entry in each category. Examples of the types of projects included in each category are:
 - **Environment and Culture:** Environmental improvement, conservation, transport, heritage, streetscape design, leisure, tourism, sport
 - **Social and Community:** Social issues, disadvantaged groups, community facilities, education, youth projects, housing, crime reduction
 - **Business and Economy:** Workspace provision, training, business promotion, social enterprise, growth and diversification
 - **Partnership and Strategic Working:** Health Check and Action Planning, succession planning, partnership management, influencing strategic policy, collaborative working

Please note that these are only examples and that this is not an exhaustive list. It is appreciated that some projects may fit in to more than one category as they are broad ranging. Where this is the case the most appropriate category should be determined by the project's central objective or output. Guidance is available from Action for Market Towns on which projects are appropriate for which categories - either telephone: 01284 756 567 or email: awards@towns.org.uk.

9. Please provide a 50-word description of the project describing what it did and for whom. This summary will be used for any publicity associated with the awards.
10. Please give a full project overview clearly stating which part of the project was completed between the 1st April 2009 and 31st March 2010. This should detail what the project did, how, by whom and for whom.
11. Please describe how you identified the local need for this project and how this need was fulfilled by the project activity. Also describe how you involved the community

in the design and delivery of the project. Please set your answer out under the three following sub headings:

- **Community:** Describe what part of the town community benefited from the project's outcomes. It may not necessarily be the entire community. e.g. the business community.
 - **Need:** Clearly describe how your project met local need. Please explain how you identified that this need existed. Refer to your Healthcheck or any other research undertaken.
 - **Community Involvement:** Describe how you consulted with your community before or during the development phase of your project. Explain how your community has been involved in the design, management and delivery of your project. Describe how they will be involved with the future sustainability of the project or project outputs.
12. The judges are particularly looking for evidence that you have designed and delivered your project to a high standard using innovative techniques. Please answer this question under the following two sub headings:
- **Quality:** Describe how the products, services and processes involved in your identifying, designing and delivering the project were of a high standard.
 - **Innovation:** Demonstrate how the project itself or the methods used to deliver the project were new to the area or region. The judges are looking for imaginative approaches to common issues.
13. Describe what was learnt along the way that can be shared and how easy it would be to transfer the project to another town (in no more than 100 words). The judges are looking for projects which can easily be replicated in other parts of the country, focusing on both the process of how the project was conceived and executed, along with the final outcome of the project.
14. Please give a breakdown of your project funding. List sources and amounts of funding; include all in-kind contributions and local fund raising. Also give projections of ongoing costs and sources of funding and support that can maintain the future viability. Detailed accounts are **not** required. This is simply to assist the judges in assessing what has been achieved and how the project will be sustained in the future.
15. Please supply an electronic photograph or image of your project. **These should be high resolution (300k file size or above) jpgs.** These photographs will be used for publicity as well as evidence to support your application.

Further information and clarification can be obtained from Action for Market Towns.

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Email: dawn.dowds@towns.org.uk

