

Strengthening Delivery of the Covenant Supporting our Armed Forces Communities: Marketing

Introduction:

The Armed Forces Covenant Fund Trust has kindly awarded Neath Port Talbot, Swansea and Bridgend a grant under their 'Strengthening Delivery of the Covenant' programme. The grant intends to continue to fund projects working in the region that are dedicated to supporting members of the Armed Forces Community. This grant will be utilised to allow your organisation to gain access to marketing resources which will support your work with the Armed Forces community. For example, social media marketing, gazebos with livery, printing etc. (This list is non-exhaustive)

Via this application form you are now able to apply for grant funding of up to **£1,500** per organisation.

Applications are welcomed for delivery between **September 2022 – November 2022**.

This fund will be administered by **Neath Port Talbot Council** on behalf of the Armed Forces Covenant Trust Fund. Any queries regarding the grant can be sent to the Armed Forces Liaison Officer at **.....@npt.gov.uk**

Completed application forms should be sent via email to: **.....@npt.gov.uk no later than **Friday 16th September 2022**.**

To be eligible to apply, the applicant must be a constituted and established voluntary organisation or community group, and have a bank or building society account in the name of the organisation or have a host organisation willing to accept the funds on their behalf (*payments will not be made to individuals*). Applications from individuals will not be accepted.

Application Objectives:

Applications must demonstrate how their required marketing needs will meet at least **two** of the following criteria:

- Raise awareness of your organisation and your work
- Make your organisation more sustainable
- Support members of the Armed Forces Community (AFC);
- Support community integration for members of the AFC;
- Reduce isolation for members of the AFC;
- Support and promote any local initiatives for the AFC;
- Positively promoting the contribution of the AFC in Wales.



Applications must demonstrate reasonable costs for activity / value for money, and any expenditure must be substantiated in respect of all costs.

Note: Organisations must keep records and retain receipts and invoices in relation to monies spent in order to allow access to these by the relevant local authority's internal or external auditors should that be required.

What happens next: You will be notified of the outcome of your application by email on or soon after the **23rd September**.

Successful Applications: You will be required to submit a brief completion report with a list and copies of project invoice(s) and accompanying receipts no later than **16th December 2022**.

1.	Name and full address of community group/organisation:	
2.	Name of key contact:	
3.	Email address:	
4.	Telephone Number:	
5.	Description of marketing needs (100 words)	
6.	What are you planning? (in no more than 500 words) <ul style="list-style-type: none">• Tell us what you plan to do• How you have identified the need for this marketing• Tell us how you will prove the marketing has been successful	



7.	<p>How will you meet TWO or more of the following objectives? (in no more than 500 words)</p> <ul style="list-style-type: none"> • Raise awareness of your organisation and your work • Make your organisation more sustainable • Support members of the Armed Forces Community (AFC); • Support community integration for members of the AFC; • Reduce isolation for members of the AFC; • Support and promote any local initiatives for the AFC; • Positively promoting the contribution of the AFC in Wales. <p><i>(Applications must demonstrate reasonable costs for activity / value for money)</i></p>	
8.	<p>Total Marketing Cost (please include quotations for any items):</p>	
9.	<p>Amount requested from this funding:</p> <p>Please provide a breakdown of marketing costs</p>	



10.	Have you applied to any other funding bodies for funding towards the required training?	
11.	How do you feel the grant could impact opportunities for people to use and promote the Welsh Language (positive or negative) and if in any way it treats the Welsh Language less favourably than the English Language? How could positive impacts be increased, or negative impacts decreased?	

Financial Breakdown	
Item of Spend	Amount Claimed (£)
Total Claimed	£

Name (Print clearly)..... Position

Signature:..... Date:



Please send your completed application form via email to:

.....@npt.gov.uk no later than 5pm on 16th September 2022

All successful applications will be required to complete an end of grant report and return to@npt.gov.uk by 16th December 2022.

For office use only:

Date application received by Neath Port Talbot County Council.....

Date of panel meeting

Date of decision to applicant

