

**Surrey County Council's Local Committee for  
Waverley  
Bids for Members' Allocations**

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| <p><b>1. Name of project:</b> GODALMING TOGETHER – ACHIEVING MORE</p>   |
| <p><b>2. Which organisation would be responsible for carrying out the project?</b><br/>GODALMING TOGETHER COMMUNITY INTEREST COMPANY</p> <p><b>Name of contact person:</b> Suzie Gortler, Godalming Town Projects Coordinator,</p>  |
| <p><b>3. Description of Project:</b></p> <p>a) <b>what will be done?</b> A variety of initiatives will be carried out within the whole 2-year project to:<br/><b>Maximise the economic potential for the area, maximise the visitor potential for the area, improve the street scene and infrastructure.</b> There are a number of issues that were identified in the consultation (Godalming Healthcheck). The project aims to revitalise the Godalming town centre which has suffered severe retail decline, bring businesses and organisations together that form the heart of the town centre and beyond and serve the local community and visitor sector.<br/>The Welcome to Godalming Signage (section EC1 Action point in the Godalming Healthcheck to improve footfall in retail shopping streets), is just one element of the project. Other action points will be to improve tourist, visitor and community information.</p> <p>b) <b>what needs will it address?</b><br/>The lack of clearly identifiable 'WELCOME TO GODALMING SIGNAGE' (Heritage signs)</p> <p>c) <b>what geographical area will it cover?</b><br/>Godalming</p> <p>d) <b>who will benefit?</b> local community, businesses and organisations and visitor sector</p> <p>e) <b>Please confirm that, where expenditure is for maintenance or repair of a non-Surrey County Council building, you envisage that building will remain in use for the foreseeable future.</b> N/A</p> |
| <p><b>4. What consultation has been undertaken?</b><br/>The Godalming Healthcheck was undertaken by a group of local volunteers who took on the task of carrying out a "market town healthcheck" for Godalming, Farncombe and the surrounding villages. Evidence was collected and a comprehensive report produced which was sent to every household in 2009.</p>   |

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|--|------------------------------------|--|------------------|---------|---|---------|---------------------|---------|----------------------|-------------------------------|
| <p><b>5a. When will the project be:</b> a) started: <b>Autumn 2010</b><br/>completed: <b>July 2012 (total project)</b><br/><b>Signage element of project to be completed as soon as possible</b></p> <p><b>5b. When will you need the funds?</b> As soon as possible to be able to order and erect the signage Signage started Autumn 2010 completed Autum 2010</p>  |                                    |  |                  |         |   |         |                     |         |                      |                               |
| <p><b>6. What is the total cost of the project?</b> £26,500 whole project cost over 2years - the Welcome to Godalming Signage is just one aspect of which the costings are broken down below</p> <p><b>Please include estimate/breakdown of costings.</b><br/><b>Sign face:</b> Welcome to Godalming (Please drive carefully within an emblem on the to)</p> <table> <tr> <td>Costs: 4 x signs in total required</td> <td></td> </tr> <tr> <td>1 x 1.2sq m sign</td> <td>£150.00</td> </tr> <tr> <td>1 x 89mm diameter post = £350.00 per post (2 required per sign)</td> <td>£700.00</td> </tr> <tr> <td>Total cost per sign</td> <td>£850.00</td> </tr> <tr> <td>Total signs required</td> <td>4 @ £850.00 = <b>£3400.00</b></td> </tr> </table> | Costs: 4 x signs in total required |  | 1 x 1.2sq m sign | £150.00 | 1 x 89mm diameter post = £350.00 per post (2 required per sign) | £700.00 | Total cost per sign | £850.00 | Total signs required | 4 @ £850.00 = <b>£3400.00</b> |
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| 1 x 1.2sq m sign   | £150.00                            |  |                  |         |   |         |                     |         |                      |                               |
| 1 x 89mm diameter post = £350.00 per post (2 required per sign)  | £700.00                            |  |                  |         |   |         |                     |         |                      |                               |
| Total cost per sign  | £850.00                            |  |                  |         |   |         |                     |         |                      |                               |
| Total signs required   | 4 @ £850.00 = <b>£3400.00</b>      |  |                  |         |   |         |                     |         |                      |                               |
| <p><b>7. How much of the total cost would you like from the Local Committee?</b><br/><b>Please include estimate/breakdown of this part.</b><br/>£3,400.00</p>  |                                    |  |                  |         |   |         |                     |         |                      |                               |
| <p><b>8. Where is the rest coming from?</b><br/>Godalming Town Council, Godalming Chamber of Commerce, Waverley BC<br/><b>Is it promised already, or still to be found?</b></p>  |                                    |  |                  |         |   |         |                     |         |                      |                               |
| <p><b>9a. Have you applied to anywhere else for this same funding?</b><br/><b>If so, to whom and when? Please give details.</b><br/>NO</p> <p><b>9b. Have you applied for this funding from any other part of Surrey County Council? Please give details.</b><br/>NO</p>   |                                    |  |                  |         |   |         |                     |         |                      |                               |
| <p><b>10. Have you received Local Committee funding for this or any other purpose in the past? Please give details.</b><br/>05/06 - £2500 from P Martin for Godalming Healthcheck<br/>06/07 - £2500 from C Slyfield for Godalming Healthcheck</p>  |                                    |  |                  |         |   |         |                     |         |                      |                               |
| <p><b>11. If this project will need funding in future, how will that be met?</b><br/>N/A</p>   |                                    |  |                  |         |   |         |                     |         |                      |                               |

**12. Details of the contact person for your project. This should be the person with whom the Local County Councillor will liaise.**

Name:- Suzie Gortler

Role in project Godalming Town Project Coordinator

Address:- Waverley Borough Council, The Burys, Godalming, Surrey

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**13. Name of local County Councillor proposing request to the Local Committee:** Steven Cosser

**14. Comments of Area Director:**

Recommended to Committee:

Date: 06/09/2010