

APPENDIX 2

SUPPORT FOR WIRRAL'S COASTAL RESORT TOWNS - NEW BRIGHTON PROPOSALS

Applicant & Project Title	Project Summary	Grant sought	Offer	Score	Overall score	Ranking
Wellington Rd Conservation Area Society Tidal Pool	The project proposes to bring back into use the tidal pool on New Brighton beach (at the bottom of Victoria Rd) as a paddling pool and small boating pool. This involves the refurbishment and rebuilding of the existing tidal pool walls.	£10,650	£10,650	617	71%	1
RESORT Summer Events Programme	To develop a summer programme of events for New Brighton. This will take the form of a series of seaside street entertainment – Punch & Judy, face painting, stilt walking etc. This will be complemented by the provision of a high quality promotional leaflet, highlighting a wide range of business, community and charitable events during the year.	£16,000	£16,000	547	63%	2
Wallasey Yacht Club “Get your Feet Wet”	To promote New Brighton as a key venue for water sports and leisure activities through the provision of a series of water based events and family orientated activities. Funding will contribute towards the cost of and hire of basic equipment and specialist instructors, advertising/promotional material, prizes and mementoes.	£23,400	£16,012	540	62%	3
RESORT visitnewbrighton.com	To create a dedicated website for the town aimed at potential visitors or existing residents, providing a wide range of practical information on events and activities, facilities on offer, info on local businesses and a local history section. The website will also be linked to a New Brighton Facebook and Twitter account.	£9,000	£9,000	526	60%	4
The Vocational College New Brighton Blooms	To facilitate environmental improvements to Victoria Rd and its immediate environs (Belmont, Richmond & Windsor Streets) to reinvigorate the shopping area and encourage increased footfall. Utilising local horticultural and joinery students, this will involve planting activity and the siting of hanging baskets and planters.	£10,560	£10,560	517	59%	5

New Brighton Community Partnership New Brighton Heritage & Information Centre	To create a Heritage and Information Centre in Victoria Rd to provide a focal point which will link Victoria Road with the new mixed-use development along the promenade. Features include displays and films depicting local history, and the provision of a “tourist” map of the town for use in conjunction with guided walks. Support is required towards start up costs – rent/rates and the costs of employing a Development Worker.	£37,778	£37,778	480	55%	6
	Subtotal		£100,000			
Wallasey Sea Cadets Crow’s Nest	The project will facilitate an additional classroom within the cadet’s HQ in New Brighton, which will in turn enhance nautical related training opportunities for young people.	£18,576		465	53%	7
Warplane Wreck Investigation Group Museum Project	Based within Fort Perch Rock the proposal involves the refurbishment of the exhibit areas that house an extensive collection of WWII aviation archaeology. This will include new display cases, interpretation, lighting, internal redecoration etc	£5,500		432	50%	8
St Peter’s & Paul’s Church Floodlighting of Dome Project	To illuminate the dome of the church and create a “beacon of hope” for the community providing a visible landmark along the Mersey waterfront. This involves the supply and installation of 6 high performance floodlights which will operate via a sensor or can be switched on manually as appropriate.	£26,000		427	49%	9
Marine Radio Museum Society Marine Radio Museum	Based within Fort Perch Rock, the project involves the construction of a replica of the RMS Titanic Radio Room with radio equipment, audio aids and memorabilia relating to the sinking of the Titanic.	£6,000		422	48%	10
Involve Northwest Reachout New Brighton	The project provides a personalised outreach service to the unemployed to develop an action plan towards improved health and economic activity. Working with a wide variety of multi agencies the project seeks to gain the trust of individuals, improve confidence and self esteem and ultimately train people to become “volunteer outreach workers”.	£83,288		313	36%	11
Livewire Productions 4U New Brighton Heritage 4U	To support a feasibility study/heritage interpretation plan to examine ways in which a heritage centre could be integrated into the current regeneration activities in New Brighton thereby enhancing the current tourism offer. In addition funding is sought for 2 Heritage Development workers for a fixed six month period.	£38,000		230	26%	12