

For more details about this project:

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Worthing Town Centre Initiative (WTCI) has recently converted into a Community Interest Company.

### What does WTCI do?

Since its formation in 1992, WTCI's focus has been to enhance and improve Worthing's Town Centre through:

#### Events

- Planning and organising Town Centre markets and events
- Attracting funding for events
- Promotion and marketing of Town Centre activities.

#### Decorative enhancement

- Christmas Lights funding and installation
- Worthing in Bloom floral projects
- Public Art projects
- Heritage projects.

#### Tourism, Advertising & Promotion

- Promotion of the Town Centre
- Improved signage
- Information boards
- Gateway banners
- Produce and distribute Worthing Pocket Guide
- Manage Town Centre advertising sites
- Participate in tourism strategy meetings.

#### Administrative & Community

- Publication and distribution of Town Centre Newsletter
- Manage the Shopwatch scheme and promote Crime Reduction initiatives
- Lobby local authorities for Town Centre improvements and investment
- Comment on planning applications.

### What is a Community Interest Company?

Set up as a new legal model in 2005, Community Interest Companies (CICs) are limited companies with special additional features created for the use of people who want to conduct a business or other activity for community benefit, and not purely for private advantage. This is achieved by a "community interest test" and "asset lock", which ensure that the CIC is established for community purposes and the assets and profits are dedicated to these purposes.

Registration of a company as a CIC has to be approved by the CIC Regulator who also has a continuing monitoring and enforcement role.

To find out more visit [www.cicregulator.gov.uk](http://www.cicregulator.gov.uk)

WTCI receives funding from a number of sources:

- Grants from the business community and other organisations
- Generation of money through activity in the town
- Donations for specific projects
- Advertising revenue
- Other grants.



*See it to believe it!*

This is brought to you by the West Sussex Social Enterprise Network (WSSSEN).

**For more information visit [www.wssen.org.uk](http://www.wssen.org.uk)**

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