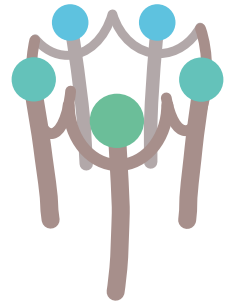


West Sussex Social Enterprise



CASE STUDY 3

Worthing Town Centre Initiative

For more details about this project:

Contact:
Sharon Clarke

Address:
Worthing Town Centre Initiative
7 Richmond Road
Worthing
West Sussex
BN11 1PN

Telephone:
01903 203252

Email:
Sharonclarke@wtci.fsnet.co.uk

Website:
www.worthingtowncentre.co.uk

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

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 case study has been compiled by West Sussex County Council for the West Sussex Social Enterprise Steering Group with the express permission of the project. For more information on the West Sussex Social Enterprise Steering Group - Contact 01243 777606

If this information is needed in an alternative format please contact us and we will try to meet your needs. Call 01243 777544.
Designed and published by West Sussex County Council, Environment and Development, June 2007. www.westsussex.gov.uk