

Grant summary

Organisation

Maximum Cheer

Funding request

Funding is requested towards the cost of transport to the Global Cheerleading Tournament in Montreal.

Total cost

£39,242.24

Funding request

£1,975

The difference between the total cost and the funding request will be bridged by parental contributions.

END OF REPORT

Macclesfield Town Council Large Community Grant application form

Grants from £250 up to £2,000

Community for Voluntary Services Cheshire East (CVSCE) is a registered charity and independent organisation that provides support and services to groups. CVSCE provides support to Macclesfield Town Council’s grant programme by reviewing completed grant application forms to ensure they meet the criteria set out in the Council’s Grants and Funding Policy. For more information, please refer to the policy.

CVSCE can also offer guidance on completing the application form.

Your Contact details

Please complete table 1.

Table 1 Contact details

Applicant name:	[REDACTED]
Position in organisation:	Founder and Head Coach
Organisation:	Maximum Cheer
Address:	[REDACTED]
Contact number:	[REDACTED]
E-mail address:	[REDACTED]
Contact address (if different from above):	
Telephone number:	[REDACTED]
Website:	

Contact details for senior member of the organisation

This must be the chair, secretary, treasurer or a senior member of your committee and different from above.

Please complete table 2.

Table 2 Contact details for senior member of the organisation

Senior contact name:	[REDACTED]
Contact address:	[REDACTED]
Telephone number:	[REDACTED]
E-mail:	[REDACTED]
Position in organisation:	secretary

Organisation profile

Please complete table 3 to describe your organisation profile, selecting Yes or No where applicable.

Table 3 Organisation profile

Registered charity:	No
Registration number:	
Voluntary organisation:	No
Community group:	<p>Yes- the members pay fees for their coaching (I am a sole trader), however the competition side is a separate voluntary run enterprise enabling members to enter competitions from grass root to international level. We do not charge members for our time in:</p> <ul style="list-style-type: none"> - Collecting entry fees/ travel expenses etc - Entering them in the competitions - Being at the competitions with them in a coaching capacity - Sourcing music and kit for competitions
Company Limited by Guarantee:	No
Not for profit organisation:	No
Social enterprise:	No
Other:	
How long has your organisation been in existence?	Since 2006
What does your organisation do? (A summary of this information will be used on our website if your application is successful). Maximum of 50 words:	Maximum Cheer provides cheerleading opportunities for ages 4–19 across all ability levels, from beginner to world-class athletes. We develop confidence, teamwork, and wellbeing through inclusive coaching, while creating pathways into leadership through coach mentoring, qualifications, and employment opportunities—supporting long-term personal growth, skills development, and community engagement through sport.

Please complete table 4 on your organisation's land, premises and facilities, selecting Yes or No where applicable.

Table 4 Land, premises and facilities

Own its own land/premises/facilities	No
Hire private land/premises/facilities	Yes
Hire local authority land/premises/facilities	No
Lease the land/premises/facilities	No
Please give details of lease expiry date/length of lease	

Please complete table 5 to indicate how many staff, paid or otherwise, are involved with your organisation.

Table 5 Number of staff/volunteers

Number of full time paid staff	1
Number of part time paid staff	2
Number of casual paid staff	20
Number of volunteers	5

Previous funding

Has your organisation received a grant from Macclesfield Town Council before?

Please complete table 6, selecting Yes or No where applicable.

Table 6 Previous funding

Previous funding from Macclesfield Town Council	No
If yes, please tell us when and how much was awarded:	
How did you hear about the Community Grant Scheme?	

Your project/activity/event

Complete table 7 to describe you project, activity or event.

Table 7 Project/activity/event description

Date of activity/event or anticipated start date of project:	13 th July 2026
Name of project (maximum 10 words):	AIA Global tournament
Briefly describe what the grant you are requesting is required for and why it is needed (maximum 150 words):	<u>Maximum Cheer</u> is seeking funding support to help cover essential travel costs for our athletes competing at the AIA Global Cheerleading Tournament in <u>Montreal</u> —a prestigious international event where we are making history as one of the first clubs in the world to take part. This opportunity will allow our young athletes, to represent not only our club but also our local community on a global stage. To make this possible, we must travel to <u>London</u> for our international departure, with coach transport provided by <u>Golden Green</u> at a cost of £1,975 . Funding towards this travel would directly reduce financial barriers for families and ensure all selected athletes can participate, regardless of background. This experience will provide life-changing opportunities, inspiring confidence, resilience, ambition, and pride while showcasing the talent and dedication within our community.

<p>If you are successful with your application, please describe what your project/event/activity will achieve and what difference it will make to your organisation/area, how it will extend/develop community activity and how it meets the criteria listed in the Policy for the Allocation of Community Grants (maximum 150 words):</p>	<p>If successful, this funding will have a lasting impact on Maximum Cheer, our athletes, and the wider Macclesfield community. As a Macclesfield-based club, we provide inclusive cheerleading opportunities for young people aged 4–19 from all backgrounds and abilities, creating a safe, supportive environment where participants can become active, build confidence, and develop lifelong skills. Support towards travel costs will ensure that financial circumstances do not prevent talented local athletes from accessing this once-in-a-lifetime international opportunity. Their participation will inspire younger members and demonstrate what can be achieved through commitment, teamwork, and community support. Beyond competition, our club actively encourages Macclesfield residents to get involved through beginner programmes, school partnerships, community events, and volunteer and coaching pathways, helping more local people become physically active and engaged. Success at an international level will bring pride to Macclesfield, raising the town’s profile and strengthening community spirit through shared achievement.</p>
<p>How will your project or service be sustained in the future? Maximum 50 words):</p>	<p>Maximum Cheer is sustained through class fee income from our coaching programme, alongside fundraising, sponsorship, and grant support for our voluntary competition programme.</p> <p>Our competition pathway is community-led and volunteer-run, ensuring funding directly benefits athletes while enabling us to grow participation, strengthen community engagement, and create future coaching and leadership opportunities such as duke of Edinburgh physical, skill and voluntary contribution.</p>

If your application is for an event and you make a profit, please state how this will be used:	n/a
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Projected expenditure

Complete Table 8 with estimates of your total project costs and provide brief details. Use a separate sheet if necessary and provide quotes.

Please ensure that table 8 and table 9 add up to the same amount.

Table 8 Projected expenditure

Item	Estimated cost	Details
New build/refurbishment		
Furniture/fixtures/fittings		
Equipment purchase		
Equipment hire		
Premises/facility hire		
Materials		
Advertising/marketing/publicity		
Workshops/seminars/training		
Other	£1975	Coach transport to London
Total Cost	£1975	

Projected income

Complete Table 9 to specify match funding from other sources (external grants, own contribution etc), selecting Yes or No where applicable.

Macclesfield Town Council will take into account your ability to obtain funding from other sources and from your own existing funds when recommending an award.

Table 9 Projected income

Item	Amount	Applied for and expected to hear date	Confirmed
Matched funding amount (Grants etc.)	0	No	No
Own existing funds/fundraising	£39242.24- for 21 children attending and this is the cost being covered by the parents.	Yes- parents pay for the cost of the competition trip.	Yes
Projected income from ticket sales etc.	0	No	No

Item	Amount	Applied for and expected to hear date	Confirmed
Other Local Authority e.g. Borough/Town Parish	0	No	No
Sponsorship (Please specify)	0	No	No
Donations (please specify)	0	No	No
Non-cash or in-kind contributions	0	No	No
Total projected income	41217.24		
Amount requested from Macclesfield Town Council	£1975		
Balance outstanding	£1975		
<p>Please state exactly what the town council funding will pay for: As there are no direct flights from Manchester to Montreal, we are having to travel to London Heathrow to fly out on 13th July. The funding will cover the cost of this.</p>			
<p>If there is a balance outstanding or you are not awarded the full amount requested from Macclesfield Town Council, state below how the shortfall will be covered or whether the project will be delayed: Parents will have to pay the short fall.</p>			

Accounts summary

Answer the questions below and complete Table 10 to summarise the organisation's most recent accounts.

Are the figures a projection because the organisation has been running less than 15 months? No

Are the figures from the organisation's latest accounts? Yes

If your organisation is VAT registered, please supply your VAT number:

Table 10 Accounts summary

The below is from the clubs competition fee account called Maximum Cheer which takes in payments for competition entries, kit, travel expenses (including travel to America for the world championships)- all the aspects that are NOT part of the business and run voluntary.

Account year ending	2026
Total income for the year:	179986.60
Total expenditure for the year:	183503.30
Surplus or deficit:	-£5516.7
Total savings or reserves in the bank at year end:	0

Bank details

Complete Table 11 with the organisation's bank details.

Table 11 Bank details

Organisation's bank account name (payee name):	Maximum Cheer
Organisations bank account sort code and account number:	Natwest Sort code [REDACTED] Account number [REDACTED]

Project beneficiaries and equality

Complete Table 12, selecting Yes or No where applicable.

Table 12 Project beneficiaries and equality

Total number of people you expect to access your event, activity or facility:	37
Which groups will benefit from your project (i.e. age, disability, ethnicity, disadvantaged etc.)?	Maximum Cheer Spirit (the team) for the travel
Which geographical area (whole parish or ward(s)) will benefit most from your project, event or activity?	Macclesfield
Does your organisation restrict access on the grounds of age?	Yes- they must be old enough to take part (we start from age 4)
Does your organisation restrict access on the grounds of disability?	No
Does your organisation restrict access on the grounds of gender reassignment?	No
Does your organisation restrict access on the grounds of marriage and civil partnership?	No
Does your organisation restrict access on the grounds of pregnancy and maternity?	No- but medically and for safety reasons pregnant woman should not actively take part in cheerleading.
Does your organisation restrict access on the grounds of race?	No
Does your organisation restrict access on the grounds of religion and belief?	No
Does your organisation restrict access on the grounds of sex?	No
Does your organisation restrict access on the grounds of sexual orientation?	No

Does your organisation restrict access on the grounds of political activity?	Yes/No- not applicable
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Supporting documentation

Please complete Table 13, selecting Yes or No to indicate if you have the documents. You do not need to send these documents in with your application (apart from your Governing Document, which must be signed, and Safeguarding Policies, to be supplied by e-mail or post within 7 days of submitting this application) but we may request copies at a later date.

Up to date Annual accounts/income and expenditure	Yes
Governing Document	Yes/No
Safeguarding policies	Yes
Relevant insurances	Yes
Quotes/estimates for equipment	Yes
Affiliation to a Governing Body	Yes
Equalities and Inclusion Policy	Yes
Planning permission	Yes/No- N/A

Data Protection

Please ensure that you read this section before submitting your application.

Grant application administration

Part or all of the information you supply to us will be held on our IT system. This information will be used for the administration of grant applications and for statistical analysis.

Copies of your application, but with personal details redacted, will be provided at the relevant council meeting for consideration of awarding the grant.

For transparency purposes, information about successful grant applications is added to our website and made available to the local press. The press may request contact details of someone able to provide additional information.

Please indicate below if you consent to us passing on your name and email address to the local press for this purpose.

Yes

Grant application support

Please indicate below if you agree for this form to be shared with CVSCE for the purposes of evaluating the application against Macclesfield Town Council's criteria for grants:

Yes

Please indicate below if you agree if you agree to CVSCE contacting me by the following methods to provide feedback or offer additional support on completing this application:

Postal address No
 Email address Yes
 Phone Yes



Declaration



Please complete table 13 – two signatories are required.

I certify that to the best of my knowledge all the information contained within this application is correct.

I confirm that I understand, agree and accept the terms and conditions of this grant as set out in the Grants and Funding Policy.

Table 13 Declaration

Signed:	
Date:	14.05.26
Name:	
Position in group:	FOUNDER AND HEAD COACH

Signed:	
Date:	14.05.26
Name:	
Position in group:	SECRETARY

Return to Assistant Town Clerk Helena Gowler by emailing a copy of your grant application to admin@macclesfield-tc.gov.uk

For further information on how Macclesfield Town Council processes personal data, please view our privacy policy at www.macclesfield-tc.gov.uk or call 01625 250730.