



COMMUNITY GRANTS FUND APPLICATION

Please answer all questions which are relevant to your organisation – failure to do so may result in a delay in the determination of your application

PROJECT (In no more than 25 words)	Bringing Shrewsbury's medieval history to life—The Battle of Shrewsbury Festival with immersive reenactments, education, and celebration to preserve and share our unique heritage.	GRANT AMOUNT REQUESTED	£3000
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Contact Details

Q1 Name of organisation making application:

MH Historical

Name of contact for this application

Title: Mr

First Name: Matthew

Surname: Howarth

Position held in the organisation: [REDACTED]

Contact Address, including full postcode:

[REDACTED]

Postcode: [REDACTED]

Contact Telephone Number: [REDACTED]

Email address: [REDACTED]

About your organisation

Q2 What type of organisation are you?

Tick (✓) relevant category:

Registered Charity: () Charity Registration Number

Voluntary Organisation: ()

Company Limited by Guarantee: () Company Number

Other – Please specify: **Currently organising under own business, however it is not for profit to ensure it is free entry and any profit made during the weekend goes back into the event.**

The Battle of Shrewsbury Festival will be becoming a CIO in the future.

Q3 When was your organisation established?

2019

Q4 Briefly describe your organisation.

Describe your organisation, including how many members/users you have, whether there is a subscription fee and the usual activities/services you provide.

If you are a new organisation, describe the services/activities you plan to provide.

The Battle of Shrewsbury Festival is one of Shropshire's most celebrated heritage events, bringing history vividly to life on the very ground where the famous 1403 battle took place. Each year, the festival attracts over 300 re-enactors, including skilled living historians, archers, knights, and craftspeople who recreate the sights, sounds, and atmosphere of medieval England. Together, they transform the Shrewsbury Battlefield site into a vibrant, educational experience for visitors of all ages.

The festival typically draws over 5000 visitors across the weekend, making it one of the region's largest historical celebrations. Families, schools, and tourists come to experience dynamic battle reenactments, authentic medieval camps, traditional crafts, and storytelling that illuminate the lives of those who fought and lived during this pivotal period of English history. The event not only entertains but deeply engages audiences with the real stories behind the Battle of Shrewsbury—one of the first in England to see extensive use of the longbow and a defining conflict in the rebellion against King Henry IV.

Beyond its educational and cultural importance, the festival has a significant economic and community impact. It supports local businesses, heritage groups, and charities while raising awareness of the Battlefield Church and visitor centre, ensuring continued preservation of this historic landscape. By connecting people with their past in a powerful and interactive way, the Battle of Shrewsbury Festival strengthens community

pride and secures the legacy of one of England's most important medieval battlefields for future generations.

Q5 If you are a subsidiary of a larger organisation, please state which one.

N/A

Q6 Does your organisation have an agreed Constitution or Memorandum of Association?

Please state which and attach a copy:

Not at present but currently writing a constitution for the future of the festival as a CIO.

Q7 What is your primary source of funding?

Traders fees and donations during the event and online.

Details of the project or activity you are planning

Q8 Describe the projects/activity you plan to use this grant for.

- i. Try to be specific about what you will do and how you will do it.

The £3,000 funding is vital to the future of the Battle of Shrewsbury Festival. Each year, the event brings history to life with over 300 re-enactors and 5,000 visitors, celebrating one of England's most significant medieval battles. Without this essential support, the festival's ability to deliver high-quality re-enactments, educational displays, and community engagement will be at serious risk.

Funding would directly cover core costs such as arena set up, facilities such as toilets and infrastructure, and accessibility, ensuring the event remains professional, inclusive, and safe for all. It would also help provide educational materials, support re-enactor expenses, and enable wider promotion to attract new audiences.

The Battle of Shrewsbury Festival is more than an event—it's a living connection to Shrewsbury's history and identity. Losing funding would threaten its sustainability and the preservation of the Battlefield site's story for future generations, impacting local heritage, tourism, and community pride.

- ii. Please state how you have identified this need and how the project will benefit the people of Shrewsbury, together with the estimated time span. If you are seeking continuation funding for this project, please provide evidence for this continued need.

- iii. How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity?

5000 over the weekend

- iv. Please indicate which of the key pillars of the Council's Vision are met and how:

Pillars	Met	How
Building Resilient Communities For Shrewsbury	yes	Creating engagement with the battlefield area and people learning more about why the areas they live in are named like they are such as featherbed lane.

Supporting Shrewsbury Residents To Live Active And Healthy Lives Through The Provision Of Quality Services		
Preserving Shrewsbury's Heritage	Yes	The event supports the heritage and history of the Battle of Shrewsbury and the areas medieval history through engaging displays, demonstrations and activities for all ages and free access too. We want to ensure its free entry to make sure that people don't have any barriers financially to the visitors.
Creating A Greener And Better-connected Shrewsbury		
Maintaining A Sustainable, Resilient And Efficient Organisation		
Taking Positive Action To Tackle Climate Change		

Q9 What criteria will be used to measure the success of the project and how many people from the Parish of Shrewsbury do you expect to benefit from it?

The success of the Battle of Shrewsbury Festival will be measured through a combination of quantitative and qualitative criteria. Key measures will include:

- **Attendance figures:** The festival typically attracts over 5,000 visitors across the weekend, and maintaining or increasing this number will be a primary indicator of success.
- **Community participation:** The involvement of more than 300 re-enactors, local volunteers, craftspeople, and heritage groups will demonstrate strong engagement from the community and regional partners.
- **Visitor satisfaction and learning outcomes:** Feedback surveys and onsite evaluations will gauge visitors' enjoyment, understanding of local history, and perception of the event's educational value.
- **Economic impact:** Success will also be reflected in the positive boost to local businesses, traders, and hospitality venues within the Shrewsbury area.
- **Heritage engagement and awareness:** Increased awareness and visitation of the Battlefield Church and visitor centre will serve as an indicator of the event's contribution to local heritage preservation.

It is expected that a significant proportion of the 5,000 attendees—approximately 2,000 to 2,500 people—will come from the Parish of Shrewsbury, including local families, schools, and community groups. These residents will directly benefit through educational experiences, community pride, volunteering opportunities, and the festival's contribution to the local economy and cultural identity.

Health & Safety

Q10 What, if any, special safety issues are related to your project/activity?

Please provide the following information:

i. What kind of insurance does your organisation have?

The success of the Battle of Shrewsbury Festival will be measured using a combination of quantitative and qualitative criteria to capture both engagement and impact. One primary metric is attendance, with the festival typically drawing over 5,000 visitors. Monitoring the proportion of local attendees from the Parish of Shrewsbury will help evaluate direct community benefit, and we anticipate that at least 3,000 local residents—including families, school groups, and individuals—will actively participate in or attend the festival.

Visitor engagement and satisfaction will be assessed through post-event surveys, allowing attendees to share feedback on their experience, learning outcomes, and enjoyment. Additionally, spot surveys conducted throughout the weekend will explore visitor interests, preferences, and understanding of the historical content in real-time, helping organisers evaluate which elements are most impactful and engaging.

The festival also relies on over 300 re-enactors and living historians, so their ongoing satisfaction and involvement will serve as another key success measure. Educational impact will be measured through feedback from schools and families, assessing how effectively the festival conveys the historical significance of the 1403 battle and the heritage of the battlefield site.

Finally, community and economic impact will be considered by tracking local participation and the benefits to nearby businesses. Collectively, these measures will ensure the festival continues to enrich the Parish of Shrewsbury culturally, socially, and educationally, preserving the battlefield's legacy for future generations.

ii. Do the leaders have the relevant qualifications and/or experience?

The organising team have a wide range of experience in events management, health and safety and over 10 years event experience working with clients such as Churches conservation trust, National Trust and English Heritage.

iii. What policies does your organisation have in place (i.e. Health and Safety, Child Protection/Safeguarding, working with vulnerable adults, Equal Opportunities, CRB Checks etc.)? *You may be required to submit copies of your policies.*

Risk assessments, SAG reports and safeguarding are in place. The main organiser has a current DBS in place.

Funding of your project

Q11 Previous Applications

If you have applied for and received funding from Shrewsbury Town Council in the past please provide details of the amount, the year and briefly what the funding was used for.

Year	Project Description	Award £

Q12 Project Funding

Please provide details of the amount of funding you need for your project and give us a breakdown of what the money is for (please enclose any relevant estimates or details).

Tell us the amount of grant requested £3000 and provide a detailed breakdown as to how you have reached this figure

Project Expenditure Please list all items of expenditure for your project	Amount of Project
First aid cover for the event	£1200
Public facilities - portaloos	£1500
Flyers about the event including history of the battle and battlefield area – printing and design cost	£600
Event promotion and advertising	£600
Staffing expenses (Food, travel, accommodation)	£300
Reenactor/ living history costs (to increase current features)	£1000
Total	£5200
Project Income Please list how the project shall be funded	
Donations	£1200
Traders fees	£1000
	£
	£
	£
What is the difference? This should be the same as the amount of Grant you are applying for	£3000

Q13 Covering a Shortfall

If the Town Council makes an offer less than the amount requested, how will that impact on the Project and how will you cover the shortfall?

We will be looking for potential sponsors and trading opportunities which will bring in a small income to help cover the shortfall and ensuring the event is free entry for all.

Q14 Sustainability

What plans do you have in place to ensure that your organisation becomes more sustainable and less reliant on grant funding, particularly from the Town Council?

We are planning to develop the team so then we can organise smaller events to help fundraise for the main weekend along with developing corporate sponsors to event well.

Your Accounts

Q15 Please provide the following details from your most recent annual accounts

Total Income	£2729.29
Less Total Expenditure	£2875.02
Surplus / Loss	£145.73
Savings (Reserves, Cash, Investments)	£0

Please provide a copy of your most recent annual audited accounts or, in the case of newly established organisations, the projected income and expenditure for the next twelve months.

You need to include these documents with this application.

Account Details

Q16 Please provide your bank or building society account details

You can only apply for grant if you have a bank/building society account in the name of your organisation. We will only pay grants into an account which requires at least two people to sign each cheque or withdrawal. **These people should not be related.**

Account name: [REDACTED]

Sort Code: [REDACTED] Account Number: [REDACTED]

Bank/building society name: [REDACTED]

Bank/building society address [REDACTED]

[REDACTED]

Who are the signatories and what position do they hold in your organisation?

- | | | | | |
|---|------|------------|----------|----------------|
| 1 | Name | [REDACTED] | Position | Events Manager |
| 2 | Name | | Position | |
| 3 | Name | | Position | |

Any Other Information

Q17 Any other information which you consider to be relevant to your application.

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Declarations

Q18 Declaration

Please give details of a senior member of your organisation.

For example, this may be your Chairperson, Treasurer or Secretary. They must read the application and sign below. **(This must not be the main contact name in Q1).**

*I confirm, on behalf of the Battle of shrewsbury medieval festival (T/A MH Historical)
(insert name of organisation):*

That I am authorised to sign this declaration on its behalf, and that, to the best of my knowledge and belief, all replies are true and accurate.

I confirm that I have read the Terms and Conditions set out in the Notes which accompanied this application and further confirm that this application is made on the basis that if successful, the organisation will be bound to use the grant only for the purpose specified in this application, and will have to comply with those Terms and Conditions and any others which the Council might attach to the Grant.

Post held in organisation: Assistant manager

Title: [REDACTED] First Name: [REDACTED] Surname: [REDACTED]

Organisation address:

[REDACTED]

[REDACTED]

[REDACTED]

Postcode: [REDACTED]

Telephone: [REDACTED]

Signed: [REDACTED] Date: 2/2/26

Q19 Signature of Person Completing the Application

This must be the signature of the person named in Q1 as the main contact and **not be the same person who has signed in Q18**

I confirm that, to the best of my knowledge and belief, all the information in this application from is true and correct. I understand that you may ask for additional information at any stage of the application process.

Signed: [REDACTED] Date: 02/2/26

Checklist

1. Have you answered every question? ☐
2. Have all signatures been completed? ☐
3. Have you included a copy of your constitution? ☐
4. Have you included a copy of your most recent audited accounts? ☐
5. Please state any supporting documents you are submitting: ☐

Please return your completed application form to:

**Town Clerk
Shrewsbury Town Council
Livesey House
7 St John's Hill
Shrewsbury
SY1 1JD**

Telephone: 01743 281010
Email: Helen.ball@shrewsburytowncouncil.gov.uk