



## 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

<b>PROJECT</b> (In no more than 25 words)	An Exhibition to Celebrate 40 Years of Shrewsbury Town Crier Martin Wood	<b>GRANT AMOUNT REQUESTED</b>	<b>£880</b>
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### Contact Details

**Q1 Name of organisation making application:**

Shrewsbury Summer Season Ltd

.....  
Name of contact for this application

Title: Ms

First Name: Maggie

Surname: Love

Position held in the organisation: [REDACTED]

.....  
Contact Address, including full 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: ( Y ) Company Number ...07522930

Other – Please specify: .....

Q3 When was your organisation established?

2011

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 Shrewsbury Summer Season Ltd was established in 2011, by a group of business people and arts workers, taking forward the promotion of cultural events in the town over the summer months. Following the introduction of a Shrewsbury event calendar by Shrewsbury BID, Shrewsbury Summer Season concentrated on the promotion of plays in the Castle grounds over a 10-year period.

Following a dormant period through Covid, we ran a successful festival to mark the 350th anniversary of Shrewsbury Dancing Master John Weaver. We are also managing the relaunch of SY Open Studios in 2024.

We are now working with Katy Rink of My Shrewsbury magazine to create a free exhibition to honour 40 years of service by our Town Crier Martin Wood. This will run throughout the month of June in the community gallery at SM & AG which has kindly been donated to us for the period by the museum - as a forerunner to the Shrewsbury Arts Festival.

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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: .....

Memorandum of association in your files

**Q7 What is your primary source of funding?**

Private sponsorship, In kind

**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.

We are planning an exhibition to celebrate Martin Wood's 40-years in the role of Shrewsbury Town Crier - SM&AG is providing the community gallery in June 2024 for this

. We are planning:

- a lifesize cutout of Martin for selfies
- display cases showing previous regalia & bells & press cuttings
- interpretation panels (design & print)
- A History of Shrewsbury Town Criers
- Picture mounts & printing/laminating to show Martin in the role through the years
- kids' corner with TC dress-up and bells
- Jake Gourley's portrait of Martin (which will also be on display in the main Arts Trail exhibition)

- a tribute to Martin's wife Sue in her role with him as the Town Crier

Publicity: Shropshire council newsroom and Visit Shropshire/Four Corners PR have pledged their help (we obviously have My Shrews covered and I can share content with Shropshire Star also) and the museum will promote it too.

Martin and Shropshire Archives will both give talks during the run of the exhibition

We'll plan a 'This is Your Life' style exhibition opening night with Martin, hosted by Maggie & Katy and with all of his friends and colleagues contributing something.

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.

Martin's wife Sue, who died last year, was determined that the town ought to do something major to honour Martin's contribution over 40 years.

The Town Crier exhibition will be free to the public to visit in the community gallery at SM & AG throughout the month of June.

The people of Shrewsbury will be able to have selfies taken with our giant cutout (and the real thing, when he can be there!), engage in 'Meet the Town Crier' sessions, get Martin's autograph, listen to fascinating talks on the history of the town crier in Shrewsbury (from Shropshire Archives and Martin himself) and truly participate in

thanking Martin for his service and enjoying learning about his role and colourful engagements and stories through the years.

This exhibition will contribute to the cultural capacity of Shrewsbury - turning Martin into a living legend and enshrining his story for future generations.

One of the display boards from the Town Crier exhibition will accompany a new portrait of Martin (commissioned by My Shrewsbury and acquired for the museum's permanent collection); the intention is that this will be the interpretation for Martin's story as a legacy for all future visitors to Shrewsbury.

In addition, we anticipate this will draw significant local, regional and national press attention for Shrewsbury, to raise the profile of our town and boost footfall through our summer season.

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

Max = entire population!

Min = 6,000+ based on average visitor figures to the museum (70Kpa)

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 criteria for success will be an increase in visitor numbers to the museum during the month of June - and also press coverage. We also anticipate the exhibition to draw attention to The Shrewsbury Arts Trail this year, of which it will be a forerunner. The portrait of the town crier will be one of the star attractions in the Arts Trail community exhibition this year throughout July and August. We anticipate that a minimum of 6K visitors will benefit, based on average visitor numbers at the museum, but would expect a significant 'bump' from local visitors due to the amount of publicity around this. We fully expect to secure local, regional and national publicity and have already been pledged publicity support by My Shrewsbury, Shropshire Star, Original Shrewsbury, Visit Shropshire (who have given us access to the brilliant Four Corners PR for national reach) and the news agency BavMedia. We would also seek to engage BBC Shropshire and Midlands Today - and possibly also The One Show. We have a track record of achieving this (with Doorstep Carols!).

The success can also be measured by traction on our respective social media pages (22K + combined followers for My Shrewsbury, 43K combined followers for Original Shrewsbury).

**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?

Visitors to the exhibition will be covered under the museum's own insurance. Shrewsbury Summer Season is experienced in risk management and have had comprehensive insurance in place in the past, covering public liability and any other recognised risks, as applicable.

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

Yes - Maggie Love is a well known patron of arts and events organiser in Shrewsbury - and also serves a town guide, visitor information assistant and Lead Ambassador. She also has a track record of curating exhibitions. In the past Shrewsbury Summer Season has organised multiple events, brochures and celebrate the Town's Heritage. Maggie was a director with the Shrewsbury Heritage group that produced the following festivals: Medieval Weekend, Tudor Weekend, Shakespeare Day, Darwin Days and Shropshire Olympian Festival. She was also the Artistic Director of The Shropshire Diamond Jubilee Pageant 2012, for HM The Queen.

Katy Rink is editor & founder of the much-loved A4 local publication and website My Shrewsbury magazine - she also set up the national event Doorstep Carols, securing national engagement and publicity over a successive 3 year period. They both have sharp insight into public demand and interest in heritage & history.

Katy created the text for Shrewsbury BID's Heritage guide working with Phil Scoggins from the museum and also for the current Shrewsbury Visitor Guide - her national and regional journalism experience combined with her passion for local history & knowledge of Shrewsbury enables her to create engaging interpretive text.

We are already a long way ahead with getting the exhibition off the ground and have secured engagement with key players (Shropshire Archives, Shrewsbury Museum & Arts Gallery, Shrewsbury Arts Trail, artist Jacob Gourley and obviously Martin himself)

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- 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.*

This is an area we will need to look at and make sure we are doing correctly, in tandem with SM&AG. Maggie holds a current DBS certificate, a chaperone licence, recent first aid and has significant event management experience.

## 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 £
2011	Shrewsbury Summer Season events website & brochure	4000
2012	Shrewsbury Summer season events website & brochure	4000
2013	Shrewsbury Summer season events website & brochure	2000
2023	John Weaver Festival	350

### 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 £880 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
Artwork design	£450
Banners	£250
Copy photos @ £1 each x50	£ 50
x4 A-0 panels design and print	£180
Hangings and fixings	£170
Flyers/Postcards – publicity Design and print 2,000 postcards	£150
Lifesize cut out – special commission as Martin is 7' 2"	£80

Paint and tools	£50
<b>Total</b>	£1380
<b>IN KIND</b>	
Writer and researcher	£5000
Coordinator	£3000
HIRE balcony/Square for talks	£1,000
<b>Total</b>	£9,000
<b>Project Income</b> Please list how the project shall be funded	
Private sponsorship	£500
<b>Shortfall</b>	£880
<b>What is the difference?</b> This should be the same as the amount of Grant you are applying for	£880

**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?

Currently, we have no funding in place for the exhibition - at the very minimum we need to cover graphic design/artwork for the interpretive display boards (AO Panels), foamed boards and publicity leaflets. We are both pledging our own time pro bono and Katy is already donating research, editorial, PR and exposure in My Shrewsbury. Without this minimal funding, it will be difficult to proceed.

We will also explore other sources of funding e.g. Shrewsbury BID and private sponsorship.

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**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?

This is a one off application for a single event on behalf of Shrewsbury - we will not need to come to the Town Council in future.

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**Your Accounts**

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

Total Income	£ 200
Less Total Expenditure	£ 200
Surplus / Loss	£Nil
Savings (Reserves, Cash, Investments)	£4,992.40

*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 | ...Director.....   |
| 2 | Name | ... [REDACTED] ..... | Position | .....Director..... |
| 3 | Name | .....                | Position | .....              |



**Any Other Information**

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

This is a priceless opportunity to celebrate and make the most of Martin’s 40-year contribution to Shrewsbury town, to make sure he is recognised and thanked within his own lifetime and to ensure that his legacy is remembered by successive generations to come. Katy and Maggie are prepared to put the work in for free, to donate their very considerable experience and networks to make this a success. They are already working with other stakeholders who have pledged resources (space from the museum, PR coverage from Visit Shropshire and Shropshire Council) and are thus seeking only minimal support from the Town Council in this 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 ...Shrewsbury Summer Season Ltd.....(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: ...

Title: ...

First Name: ...

Surname: .....

Organisation address:

[Redacted]

Postcode: [Redacted]

Telephone: ... [Redacted] .....

Signed: [Redacted] Date: ...25/01/2024.....

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: .....25/01/2024.....

**Checklist**

- 1. Have you answered every question? Y
- 2. Have all signatures been completed? Y
- 3. Have you included a copy of your constitution? You have one on file
- 4. Have you included a copy of your most recent audited accounts? Y
- 5. Please state any supporting documents you are submitting:  
Finance statement  
2023 Accounts

**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](mailto:Helen.ball@shrewsburytowncouncil.gov.uk)**