



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)	Please help The Shrewsbury Ark update our website and create marketing materials to build sustainable support from businesses and individuals for our vital community work.	GRANT AMOUNT REQUESTED	£2500
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Contact Details

Q1 Name of organisation making application:

The Shrewsbury Ark

Name of contact for this application

Title: Mrs

First Name: Kim

Surname: Tunbridge

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 1163476

Q3 When was your organisation established?

1972

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 Ark is a well-established local charity with over 50 years of experience supporting homeless and vulnerable people in Shrewsbury. We operate a day centre in the heart of the town, which provides a safe and welcoming space for individuals facing homelessness, poverty, addiction, mental health issues, or social isolation.

We support approximately 200 individual service users per year, with around 30–40 attending weekly for a range of essential services. There is no subscription or membership fee—our services are free and accessible to all in need.

Our usual activities and services include:

- Hot meals, drinks, showers, laundry, and basic supplies
- One-to-one support from trained staff and support workers
- Referrals to housing, healthcare, and benefits services
- Partnership work with Shropshire Council's Rough Sleeping Team
- Practical help such as ID recovery, CV writing, and job search
- A safe, respectful environment that fosters trust and stability

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: Constitution.

Q7 What is your primary source of funding?

The Shrewsbury Ark runs entirely on grants and donations from the general public.

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.

Marketing Materials Proposal – £2,500 Budget

- 1. Website Update & Development – £800**
 - Collaborate with a developer to modernise the website
 - Improve navigation, mobile compatibility, donation features
 - Add sections for "Friends of the Ark", fundraising campaigns, and corporate partnerships
- 2. "Friends of The Ark" Pin Badges – £600**
 - Custom enamel badges for supporters
 - Approx. 1000 units for people who join Friends of The Ark giving direct debits each month
 - Boost supporter identity and ongoing engagement
- 3. Branded Half Marathon Running Tops – £300**
 - Branded technical running shirts for volunteers and supporters running for The Ark for London Marathon and Shrewsbury Half Marathon
 - Encourages community fundraising and public visibility during events
- 4. Professional Design of Marketing Materials – £400**
 - Design templates for posters, social media, leaflets, newsletters
 - Strong, consistent branding for outreach and fundraising
- 5. Printed Outreach Materials – £400**
 - Print flyers, postcards, banners for:
 - "Friends of The Ark"
 - Fundraising events
 - Business sponsorships
 - Distributed to shops, cafés, events, and local partners

Total: £2,500

This package strengthens your digital presence, builds community identity, and boosts public visibility, laying the foundation for long-term, sustainable support.

- 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.

The need for this project has been identified through our frontline work with Shrewsbury's homeless and vulnerable community, as well as feedback from organisations we have contacted for support.

We are seeing increasing numbers of people in crisis needing our support, and while we prioritise using our limited funds to keep the day centre running and services open, we have no dedicated funding for marketing, promotion, or fundraising materials. This lack of visibility makes it harder to attract sustainable support from individuals, local businesses, and grant-making bodies.

This project will enable us to raise awareness of our work, grow community support, and develop income streams, helping ensure our long-term sustainability. With updated marketing tools and a refreshed website, we will be better positioned to communicate our impact, promote fundraising initiatives, and build relationships with donors and corporate sponsors.

The benefit to the people of Shrewsbury is clear: increased support for The Ark means we can continue providing vital services to those at risk of homelessness, helping individuals move forward into housing, stability, and employment.

The estimated time span for this project is 3–6 months, with immediate impact upon completion and long-term benefits for both fundraising and community engagement.

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

200 per year

- 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		
Supporting Shrewsbury Residents To Live Active And Healthy Lives Through The Provision Of Quality Services		
Preserving Shrewsbury's Heritage		

Creating A Greener And Better-connected Shrewsbury		
Maintaining A Sustainable, Resilient And Efficient Organisation		The Shrewsbury Ark maintains a sustainable, resilient, and efficient organisation by prioritising core services, working in strong partnership with local agencies, and maximising limited resources to meet urgent needs. Our focus is always on delivering front-line support to those most in need—ensuring our day centre remains open and accessible. We operate with a lean staffing model supported by volunteers, maintain low overheads, and carefully allocate every donation and grant to maximise impact. We build resilience by: • Partnering with Shropshire Council's Rough Sleeping Team and other agencies to coordinate care • Adapting quickly to meet rising demand and changing community needs • Developing new initiatives such as our "Friends of the Ark" supporter scheme and Tenancy Ready Programme While we are currently under-resourced for marketing and income generation, we recognise the importance of investing in communication tools to help secure long-term support. This project aims to strengthen our organisational sustainability by enabling us to build awareness, attract new donors, and engage local businesses.
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?

Success will be measured through increased income, community engagement, and donor growth. Specifically, we will track:

- Income generated from community fundraising events such as the Shrewsbury Marathon and Half Marathon
- Growth in regular monthly donors through our recently launched "Friends of The Ark" scheme, which already has 60 supporters and is steadily growing
- The number of new supporters, local businesses, and partners engaging with our improved website and printed materials
- Increased awareness and visibility of The Ark's work across Shrewsbury, leading to wider community involvement

We estimate that this project will benefit at least 200 people from the Parish of Shrewsbury over the next 12 months. These include individuals directly supported by our services, as well as local residents who become engaged through fundraising, volunteering, or regular giving.

By improving how we communicate and fundraise, we will ensure the long-term sustainability of our services for Shrewsbury's most vulnerable residents.

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?

We are fully insured.

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

Yes.

- 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.*

Under 18's, code of conduct, smoking policy, safeguarding, remote working and lone working, health and safety, fire evacuation procedure, equality and diversity, confidentiality, client complaints procedure, alcohol and substance misuse and whistleblowing policy.

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 £
2024	Transport to gym for boxing lessons	1000
2023	Staff and Volunteer Training	1000

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 £2500 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
Website Update & Development	£800
"Friends of The Ark" Pin Badges	£600
Branded Half Marathon Running Tops	£300
Professional Design of Marketing Materials	£400
Printed Outreach Materials	£400
Total	£2500
Project Income Please list how the project shall be funded	
We are only asking the Community Grant for this amount, we aren't sourcing income form other sources.	£

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?

If the Town Council is unable to support this project, we will be unable to move forward with it. Our current grant and donation income is prioritised entirely towards keeping our day centre open and operational.

This funding would allow us to invest in much-needed marketing tools—such as an updated website, printed materials, and supporter engagement resources—which we currently cannot afford. These improvements would significantly strengthen our ability to attract sustainable support from individuals, local businesses, and grant funders, helping to secure the long-term future of The Ark and its vital services for Shrewsbury's most vulnerable residents.

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 project will be highly sustainable, both environmentally and financially. At The Shrewsbury Ark, we already operate with sustainability at the heart of our work—minimising waste wherever possible. We ensure no food is wasted by preparing meals based on need, and we actively recycle materials across the organisation. By investing in well-designed, long-lasting marketing materials and a digital presence, we will significantly reduce our reliance on printed leaflets and posters, cutting down on unnecessary paper waste. Not only does waste have an environmental impact, but it also creates avoidable costs for our small charity. This project will allow us to communicate more efficiently and responsibly, helping us to protect both the environment and our limited resources.

Your Accounts

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

Total Income	£ 360,028
Less Total Expenditure	£ 301,161
Surplus	£ 63,095
Savings (Reserves, Cash, Investments)	£ 58,982

As we are a charity with income less than £1,000,000 we are not required to audit our accounts, but they are independently verified.

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]

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

- | | | |
|---|-----------------|--------------------|
| 1 | Name [REDACTED] | Position Trustee |
| 2 | Name [REDACTED] | Position Treasurer |
| 3 | Name [REDACTED] | Position Chair |

Any Other Information

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

This grant would fill a gap in our budget that we haven't been able to prioritise. Having professional materials to attend events, engage supporters, and raise awareness will be a game changer for us. It will allow us to represent The Shrewsbury Ark more effectively in the community, attract new supporters, and build the long-term sustainability we need to continue supporting vulnerable people in Shrewsbury.

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 Shrewsbury Ark

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: [REDACTED]

Title: [REDACTED]

First Name: [REDACTED]

Surname: [REDACTED]

Organisation address:

[REDACTED]

Signed: [REDACTED] Date: 26.6.25

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: 26.6.25

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