



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 T (In no more than 25 words)	Shrewsbury Light Trail is a new winter event featuring light installations across town, celebrating heritage and nature, aiming to become an annual, inclusive cultural highlight.	GRANT AMOUNT REQUESTED	£3000
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Contact Details

Q1 Name of organisation making application:

.....Shrewsbury Arts Trail

CIC.....

Name of contact for this application

Title:Miss.... First Name: Jessica Surname:

Richards.....

Position held in the organisation:

...[REDACTED].....

Contact Address, including full postcode:

[REDACTED]

[REDACTED].....

.....

.....

.....

.....

..... Postcode: [REDACTED]

[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: Community interest company.....

Q3 When was your organisation established?

.....19th December 2022

.....

.....

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.

Shrewsbury Arts Trail CIC is a Community Interest Company established in December 2022 to support, promote and deliver accessible public art, exhibitions and creative initiatives across Shrewsbury. Our activities are aimed at enhancing community wellbeing, increasing footfall for local businesses, and celebrating Shrewsbury's cultural heritage through inclusive, creative programming.

We do not charge a subscription fee and our services are free to the public. Our key activities include outdoor art trails, artist-led workshops, exhibitions, and collaborative events. In 2024, we welcomed over 25,000 visitors to our summer arts trail, and we have built strong partnerships with local artists, venues, and organisations including Shrewsbury BID and Shropshire Council.

As part of our ongoing growth, we are developing the Shrewsbury Light Trail in partnership with DJT Entertainment, a new winter event designed to bring light and community spirit to the town centre during the festive season. We aim to turn this into an annual, inclusive event that supports local economic, social, and cultural regeneration.

Q5 If you are a subsidiary of a larger organisation, please state which one.
no

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

Please state which and attach a copy:yes please
find
attached.....
.....

Q7 What is your primary source of funding?

.....grants and sponsorship

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Details of the project or activity you are planning
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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 will deliver the first-ever Shrewsbury Light Trail — a free, town-wide light art event in December 2025. Working with DJT Entertainment and local partners, we will install illuminated artworks and creative lighting displays in key locations including Shrewsbury Castle, Shrewsbury Library, St Mary’s Churchyard, The Parade, and the Dingle at the Quarry.

All installations will use low-energy lighting and will be designed to be accessible, family-friendly and visually impactful, encouraging visitors to explore the town centre during the darker evenings. The trail will run for 7–10 days and will complement the existing Christmas lights provided by the Town Council and festoon lighting on Dark Street by Shrewsbury BID.

Funding will support the installation costs, artist and technical fees, and marketing.

- 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.

There is currently no winter light event in Shrewsbury. The Shrewsbury Light Trail will increase footfall, support local businesses during the quieter season,

and offer a free cultural experience for families. It responds to public enthusiasm for our previous summer arts trails (which drew over 25,000 visitors) and feedback from Shrewsbury BID and local traders.

The project builds on existing festive activity, complementing the Christmas lights installed by Shrewsbury Town Council and the festoon lighting on Dark Street organised by Shrewsbury BID. By enhancing and expanding these efforts with creative, low-energy installations, we aim to create not only a beautiful but also a safer and more welcoming environment during the darker months.

This project supports community cohesion, encourages exploration of Shrewsbury's heritage sites after dark, and brings people together through inclusive, accessible programming. If successful, it will become an annual winter tradition. The first edition will run for 5–10 days in November 2025.

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

10,000+

- 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	The light trail will bring people together during the festive season through free inclusive public event. Fostering community pride, supporting families and encouraging people to engage in the town in the main shopping season of the year
Supporting Shrewsbury Residents To Live Active And Healthy Lives Through The Provision Of Quality Services	yes	encouraging walking, exploration and outdoor activity for all ages. It offers cultural experience that promotes mental wellbeing and provides a safe healthy was to spend time with others

Preserving Shrewsbury's Heritage	yes	the trail highlights sites including st marys church and the quarry celebrating and reimagining them through a creative lighting
Creating A Greener And Better-connected Shrewsbury	yes	by linking multiple locations across the town with accessible walking routes. The trail helps improve town centre connectivity and encourages movement through key areas of shrewsbury
Maintaining A Sustainable, Resilient And Efficient Organisation	yes	As a CIC with a proven track record and strong local partnerships we use resources efficiently and deliver high impact events with minimal overheads ensuring long term sustainability
Taking Positive Action To Tackle Climate Change	yes	All installations will use low energy lighting and be powered by efficient technology, showcasing how art and events can be environmentally conscious. We will promote sustainable travel to and around the trail

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 using a combination of footfall tracking, feedback surveys, social media engagement, and input from local businesses and partners. We will monitor:

- Estimated visitor numbers across the trail sites
- Responses to post-event surveys (both in-person and online)
- Feedback from partner venues and traders regarding footfall and community response
- Social media reach and public engagement with the installations

Based on attendance from our summer arts trail and local Christmas footfall patterns, we anticipate the Shrewsbury Light Trail will directly benefit over 10,000 people from the Parish of Shrewsbury.

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?

All relevant insurance is in place either through Shrewsbury Arts Trail CIC or DJT Entertainment, including public liability insurance and cover for event delivery in public spaces.

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

Yes. The project will be led by experienced professionals from both Shrewsbury Arts Trail CIC and DJT Entertainment. Between them, the team has successfully delivered large-scale public events, light installations, and community arts programming, with strong working knowledge of health and safety protocols, licensing, and public engagement.

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.*

We have relevant policies in place including:

- Health & Safety
- Equal Opportunities
- Safeguarding/Child Protection
- Public Liability and Event Insurance
- Risk Assessment protocols for public art and events

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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 £
2025	Workshops for children with a installation in town centre	£1000
2024	Workshops for children with a installation in town centre	£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 £.....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
artist/ creative fees for 3-4 installations	£1700
Installations and technical support	£1300
Marketing and promotional materials	£500
Risk assessments, insurance and permissions	£500
	£
Total	£4000
Project Income Please list how the project shall be funded	
In kind support from djt entertainment	£500
support/ promotion from Shrewsbury BID	£500
	£
	£
total	£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?

If the Town Council is unable to fund the full amount, it would significantly impact the scale and quality of this first-year pilot. We have already pared back the original plan due to wider funding challenges, so further cuts would risk reducing the number of installations or compromising the visual impact.

As this is the first edition of the Shrewsbury Light Trail, securing this initial funding is essential to proving the concept. Once delivered, we will be in a much stronger position to attract sponsorship and additional support from local businesses in future years.

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 actively working to make the Shrewsbury Light Trail sustainable by keeping core costs low, building in-kind partnerships (e.g. with DJT Entertainment), and focusing on free public engagement to build visibility and support. Following the first event, we plan to seek commercial sponsorship, regional arts funding, and contributions from local traders to reduce reliance on Town Council grants.....

Your Accounts

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

Total Income	£53,133
Less Total Expenditure	£53,068
Surplus / Loss	£65
Savings (Reserves, Cash, Investments)	£430

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]
[REDACTED]
.....

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

Bank/building society name: [REDACTED]
[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.

We have a proven track record of delivering high-quality, inclusive public art events in Shrewsbury, including the Shrewsbury Arts Trail which drew over 25,000 visitors in 2024. Our work directly contributes to the town’s cultural vibrancy, community wellbeing, and economic activity.

This new Light Trail will be a natural and timely extension of that work — designed to support residents during the darker months, celebrate the town’s heritage, and encourage exploration of Shrewsbury’s public spaces.

We are passionate about making this a lasting addition to the town’s calendar, with potential to grow through local partnerships, sponsorship, and ongoing community support.

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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 [REDACTED]

[REDACTED](Shrewsbury Arts Trail CIC):

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:

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Title:

First Name:

.....

Surname:

.....

Organisation address:

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.....

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Postcode:

Telephone:

Signed: Date:

.....12/7/2025.....

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:  Date:
.....12/7/2025.....

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: ☐

Yes to all

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