



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)	To write and publish a book of walks compiled by Shrewsbury residents for the benefit of the local community and visitors to the area	GRANT AMOUNT REQUESTED	£1,894.22
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Contact Details

Q1 Name of organisation making application:

Shrewsbury Ramblers

Name of contact for this application

Title: Mr First Name: Curt Surname: Williams

Position held in the organisation: Project Manager

Contact Address, including full postcode:

Postcode:

Contact Telephone Number

Email address:

About your organisation

Q2 What type of organisation are you?

Tick (✓) relevant category:

Registered Charity: Charity Registration Number 1093577
Voluntary Organisation:
Company Limited by Guarantee: Company Number
Other – Please specify:

Q3 When was your organisation established?

The Ramblers UK were founded in 1935. The Shrewsbury group of the Ramblers was founded in 1973.

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.

Our organisation exists to promote walking and its associated health benefits. The Shrewsbury Group has 430 members. Subscriptions are paid annually to Ramblers UK and a total annual allocation of £478 (2022) is returned to the group to cover expenses. A regular programme of walks is offered three days per week and on Wednesday evenings in summer. We also provide volunteers to assist Shropshire Council in maintaining the public footpath network.

Shrewsbury Ramblers is governed by a committee of volunteers elected at an Annual General Meeting. Principle officers include Chair, Secretary and Treasurer. Additionally, we have officers responsible for Membership, Rights of Way and Programme Production, Publicity and an Events Co-ordinator. Committee meetings are held at regular intervals with recorded Minutes and Agenda. Sub-committees are formed for specific purposes such as the present Book Project.

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

Ramblers UK

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

Memorandum of Association.

Please see:

Attachment 1 - Memorandum of Association

Q7 What is your primary source of funding?

The Ramblers Association, 1 Clink Street, 3rd Floor, London, SE1 9DG.

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 plan to produce a companion book to ***20 Walks in and around Shrewsbury***. The new book will offer 20 new walks chosen from the favourites of our members.

We plan to use the grant to cover up-front costs for specialists to produce suitable simplified maps, procure graphic design and book layout services and to have the book printed. Volunteers will undertake all other activities.

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.

Research indicates a need for improved health and that walking reduces stress and anxiety, improves mood and increases energy levels, providing benefits to both mental and physical health.

Our first book was published in 2012 and has sold almost 10,000 copies. Feedback on the book indicates that purchasers found it informative, compact and easy to use. We are following a similar template for the second book.

Comments from both users of the book and our network of outlets indicate an appetite for a new publication to the same standard. The book was reprinted twice to keep up with demand.

We estimate that the book will be ready by late autumn 2023.

- iii. How many people from the Parish of Shrewsbury do you expect to benefit from your project or activity? 15,000 est.

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 major measurable criterion will be the number of books sold as a proxy measure of the number of people who will benefit, bearing in mind that each book is typically utilised by multiple users. We expect sales similar to our first book. Previous sales were driven by local demand, indicating local people as the main beneficiaries.

The book will benefit local businesses through sales and will be an attraction to visitors. The mapping and printing will be carried out by local companies in Shrewsbury, specifically M A Creative Limited and New Era Printing.

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 believe, insurance is not an issue for producing the book.

For the safety of those who use the book, the project team will ensure safe walking for a range of abilities in the following ways:

Producing detailed directions, easily-read maps and high-quality signage,
Testing each walk several times by experienced walkers such that any issues encountered will be resolved,

Including in walk descriptions the total milage and grading of effort involved,

Referring to the need for suitable footwear and consideration of weather conditions

The above will allow walkers to be well-informed to make decisions. Ultimately, we expect walkers to undertake walks at their own risk.

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

Yes. Members of the project team have extensive experience of walk planning and leading. In addition, they have a wealth of experience in various sectors of the economy over many years. The project is run using classic project management methodology, utilising a project manager of considerable experience.

The project team comprises the following personnel:

Chair - Retired, Logistics Development Executive

Treasurer - Retired Local Government Employee

Project Manager - Retired Programme Director

Subject Matter Expert - Retired Education Professional

Subject Matter Expert - e, Retired Local Government Employee (Education)

Editor - professional editor

Consultant - author of the original book

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*

With reference to safety issues, the Ramblers Organisation has well-developed Health and Safety and Safe Guarding Policies which are regularly reviewed, monitored and updated to comply with legislation. The organisation takes its responsibilities in this area extremely seriously. Copies of these policies can be provided if required.

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 £
	None	0

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 **£1,894.22**..... 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
Printing (2,000 copies) & Graphic Design costs Please see Attachment 2 - Quote 24873	£3,948.00
Map Creation	£1,800.00
Waymarkers	£460.00
Project Management team, editing, walk route creation all provided free by volunteers	£0.00
	£
Total	£6,208.00
Project Income Please list how the project shall be funded	
Shrewsbury Ramblers Book Account, as at audited accounts November 2022	£4,313.78
	£
	£
	£
	£
What is the difference? This should be the same as the amount of Grant you are applying for	£1,894.22

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?

The success of the first book leads us to believe that a first print run of 2,000 is appropriate to reduce the printing cost per book. Any shortfall in revenue would force us to reduce the initial print run which would in turn impact the profitability and availability of the book. It is also possible that we might

have to delay publication while we raise additional funds. thereby forestalling the spin-off benefits to the health of the community.

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-time request to cover the upfront costs of producing and printing the book. Our goal is to get people walking, not making a profit. We price the book with a small margin that will allow us to cover future reprinting costs. This approach has worked successfully with the original book.

Your Accounts

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

Total Income	£19,278.26
Less Total Expenditure	£19,759.70
Surplus / Loss	£(481.44)
Savings (Reserves, Cash, Investments)	£8,296.40

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.

Please see:

- Attachment 3 - Balance Sheet
- Attachment 4 - Income _ Expenditure
- Attachment 5 - Book Account 2012-2022

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

Sort Code: Account Number:

Bank/building society name

Bank/building society address:

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

1	Name	Position	Treasurer
2	Name	Position	Chairman
3	Name	Position	Account Manager

Any Other Information

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

Our first book is sold in many outlets in Shrewsbury town centre (Tourist Information Office, Write Here, Waterstones, Shrewsbury Library, Shropshire Wildlife Trust) and at post offices within the Shrewsbury bypass, Battlefield 1403 Farm Shop and Special Days at Radbrook. We have a strong existing outlet network.

Our national organisation affords us publicity opportunities through access to the Ramblers website and the Ramblers Walk Magazine where we can promote Shrewsbury.

The book will help contribute to the overall health and environmental aims of the Shrewsbury Big Town Plan and to the outdoor activities of local people.

Declarations

Q18 Declaration

Please give details of a senior member of your organisation: **Andrew Hubbard**
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 Ramblers:

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: **Chairman**

Title Mr. First Name:

Surname:

Organisation address:

Postcode

Telephone

Signed:


Date: 27/01/2023

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 form is true and correct. I understand that you may ask for additional information at any stage of the application process.

Signed:

 Date: 27/01/2023

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:

Cover Letter

Attachment 1 - Memorandum of Association

Attachment 2 - Quote 24873

Attachment 3 - Balance Sheet

Attachment 4 - Income _ Expenditure

Attachment 5 - Book Account 2012-2022

Please return your completed application form to:

**Town Clerk
Shrewsbury Town Council
Riggs Hall
The Library
Castle Gates
Shrewsbury
SY1 2AS**

Telephone: 01743 281010

Email: Helen.ball@shrewsburytowncouncil.gov.uk