

**SHREWSBURY TOWN COUNCIL  
RECREATION & LEISURE COMMITTEE  
6 MARCH 2024**

**Officer:** Andy Hall (Youth & Community Manager)

**AMPLIFY PROJECT**

**Purpose of Report**

- 1. To update the Committee on the Amplify Project in partnership with the Hive**
- 2. To utilise the community funding provided by Lets Rock to act as match funding for the wider project.**

**THE PROJECT**

The Town Council has developed meaningful partnerships with The Hive over many years creating jointly created and managed projects to provide young people with arts related projects.

Officers have been working with The Hive staff to develop a project that captures the potential experience gained by young people working with the large event organisers to provide capacity for young people to organise their own event in the park. This will also tie into the work in planning for a Keep Safe Festival this year and the Deputy Mayor's aspirations to hold a Youth Event in the park during his Mayoral Year. It is anticipated that the Town Council Youth Group that meets weekly at the Hive will be targeted to take part in this project.

An application was submitted to the Arts Council, which was successful. This allowed for a further bid to the UK Shared Prosperity Fund allowing the project to be expanded to address your ASB. This too has been successful. The initial bid requires some element of match funding.

For a number of years Lets Rock has provide a community contribution to further the arts and sustain events in the park. This accumulating fund has been used to purchase infrastructure to support events. It is proposed to utilise £5000 of that fund to act as the match funding for this project.

**BENEFITS OF THE PROJECT**

The Town Clerk, during her annual discussions with the larger events organisers has encouraged all of them to contribute time and expertise to this project, recognising that managing events is a specialist activity, many events are folding due to a number of pressures including costs and legislation and that there is a need to bring on the next generation of event organisers.

The Quarry is a frequented location for young people from across the town and the prospect of being able to assist young people to organise a young persons' event is quite exciting, providing distraction activities from other forms of behaviour

**RECOMMENDATIONS:**

- (i) That the Report be noted
- (ii) That the Town Council's involvement in the project be supported
- (iii) That £5000 from the Let's Rock fund be released to cover the match funding elements to release the wider funding