



## SHREWSBURY TOWN COUNCIL 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)	Organising and producing a two day virtual conference to raise public awareness about the impact of alcohol and sharing latest research about support to enable recovery and promote mental wellbeing.	<b>GRANT AMOUNT REQUESTED</b>	1000
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### Contact Details

Q1 Name of organisation making application:

Share Shrewsbury

Name of contact for this application

Title : Ms First Name: Jane Surname: Mackenzie

Position held in the organisation:

CEO

Contact Address, including full postcode:

Contact Telephone Number:

Email address:

### About your organisation

**Q2 What type of organisation are you?**

Tick (✓) relevant category:

Registered Charity:  Charity Registration Number **1181046**  
Voluntary Organisation:   
Company Limited by Guarantee:  Company Number .....  
Other – Please specify: .....

**Q3 When was your organisation established?**

**December 2018**

**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.

We are a very small charity, run entirely by volunteers, and our aim is to support anyone affected by alcohol addiction. This includes support for the friends and family of those experiencing alcohol addiction. We have 3/4 part time volunteers who get involved from time to time with community based activities such as local litter picks and public meetings to raise awareness about the impact of alcohol dependence and to offer support for the friend and family of sufferers. We are a just setting up a post covid support group, and will be re-starting our litter picks in the Quarry over the Christmas period. We do not provide alcohol recovery services, but instead, signpost individuals to existing services in their local community.

We have over 200 Share supporters living in and around Shrewsbury, including professionals working in the health and mental wellbeing sector, and the most important part of our work is to campaign with them to improve services and raise public awareness about alcohol related issues.

**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:

Yes, we have a Constitution

Q7 What is your primary source of funding?

### Fundraising and donations

#### 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 delivering our ground breaking virtual two day conference on May 19th and 20th 2022 called:

“ Alcohol - Sharing the Truth”

We are being supported by Yarringtons, who will produce the event, and we are very grateful to Carl Jones, who has agreed to be our presenter. Because the event is virtual, people who buy tickets can benefit in the run up to the event by signing into the website and accessing the online resources and the live chat room where they can talk with other delegates from across the country. On the conference dates, delegates can either participate live, or download the presentations afterwards to watch at their leisure.

There will also be interactive workshops which delegates can take part in.

We are seeking a grant to allow us to cover these production costs, and to help us to publicise the event widely. We would like as many people as possible to hear this important message about how to protect themselves and their families both from alcohol harm, and the mental health issues which accompany alcohol dependence.

We already have a conference website, and our speakers in place, with several speakers representing Shropshire, including our Director of Public Health, Rachel Robinson, young people's drug and alcohol lead, Sonya Jones and Julie Kenny, manager from Shropshire

Recovery Partnership. TV presenter Adrian Chiles has agreed to speak to tell his story about his descent into alcohol dependence. They have all given their services freely, because they are backing what we are trying to achieve. Please click on this link for more information

<https://shareshrewsbury.org.uk/conference/>

We originally intended to hold it this November, but because I did not have the resources to market and publicise it widely enough, we decided to postpone it until May next year.

We have a great conference, with world class speakers, but need funding in order to reach a wide audience, and make a real difference.

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.

Alcohol is the biggest killer of men under 50 in the UK, and liver disease has increased threefold during the covid lockdown. Women are rapidly catching up, as alcohol is killing more young women in their prime than ever before. Here in Shrewsbury, the social problems associated with dependent drinking, including children going into care, domestic violence, criminal activity, violent crime and mental health issues are far ranging. This affects all ages and social groups, especially employees, since most dependent drinkers are in employment.

We need to start a conversation with the public about this issue, break down the stigma and show people where they can get help. The time span is six months, and after this first event, we are planning to build on this foundation and become self-funding.

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

Approximately 6000

**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?

We will be seeking feedback from our conference delegates and our speakers to determine our success. This will take the form of surveys, feedback forms and by gathering data from the website on the traffic to it, including click throughs etc.. We will have a virtual chat room and virtual message board on the conference website, and this will also provide valuable feedback. Our speakers represent organisations including Imperial College London, University of Birmingham, Public Health England, Shropshire Council, Linköping University Sweden, The Daily Telegraph, AA, Adfam, Alcohol Change UK, and also the Government's National Recovery Champion, Dr Ed Day. They will also assist us in collating feedback to measure the success of the event.

### 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? Public Liability Insurance
- 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 N/A as this is an online event.*

### 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 £
2020	We used the funding to pay the production costs for alcohol information leaflets which were distributed to the publ	500


**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 £,1000..... 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
Yarrington ( subsidised ) production costs	5000
Marketing and support with advertising, including social media	1850
Advertising materials	500
	£
	£
<b>Total</b>	<b>7350</b>
Project Income Please list how the project shall be funded	
Sponsorship	3200
Ticket sales	800
Charity funds	2350
	£
	£
<b>What is the difference?</b> This should be the same as the amount of Grant you are applying for	<b>1000</b>

**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?

It will mean that Share Shrewsbury will have to subsidise the event from our charity funds.....

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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

We are intending to establish this as an annual conference, and we have already learned a great deal about the process of organising such a complex online event, and the resources needed. In particular, we will start recruiting sponsors and applying for grant funding at an earlier date so that we can fund our own marketing and have less reliance on volunteers. Once we have succeeded in holding our first conference, it will be easier to attract sponsorship and other support.

**Your Accounts**

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

Total Income	£4,305.00
Less Total Expenditure	£4,570.08
Surplus / Loss	£(265.08)
Savings (Reserves, Cash, Investments)	£17622.05

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 give us 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: .....  
.....

Bank/building society name: .....  
.....

Bank/building society address.....  
.....  
.....  
.....

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

- |   |      |                                |
|---|------|--------------------------------|
| 1 | Name | Position CEO and Trustee       |
| 2 | Name | Position Treasurer and Trustee |

**Any Other Information**

**Q17 Any other information which you consider to be relevant to your 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 .....Share Shrewsbury.....(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: Treasurer and Trustee

Title First Name: Surname:

Organisation address:

Telephone:

Signed: .. te: .....1 December,2021.....

### 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: .....

## 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  
Riggs Hall  
The Library  
Castle Gates  
Shrewsbury  
SY1 2AS**

**Telephone: 01743 281010**

**Fax: 01743 281051**

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