



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)	The Shrewsbury Dancing Master	GRANT AMOUNT REQUESTED	£1,000
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Contact Details

Q1 Name of organisation making application: Shrewsbury Summer Season Ltd

Name of contact for this application

Title :Ms First Name: **Maggie** Surname: **Love** .

Position held in the organization: Creative Director

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

Voluntary Organisation:

Company Limited by Guarantee: Company Number **07522930**

Other – Please specify:

Q3 When was your organisation established?

2011

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 Summer Season Ltd was established in 2011, by a group of business people and arts workers, taking forward the promotion of cultural events in the town over the summer months. This was done through the production of a very popular annual guide covering local arts events, together with setting up an events website. Additionally, we promoted and managed our own events.

Following the introduction of a Shrewsbury event calendar by Shrewsbury BID, Shrewsbury Summer Season concentrated on the promotion of plays in the Castle grounds. We are very proud that we achieved 15 years of bringing Shakespeare to the Castle. In 2020 we made the decision to hand over this activity to Theatre Severn as Covid restrictions and safety could be better managed by Shropshire Council. This has proved to be highly successful, with the Council achieving multiple bookings in the grounds of the Castle last year.

The SSS company has been dormant through the pandemic years, waiting for the right event to begin supporting the cultural life of the town again.

2023 marks the 350th anniversary of birth of The Shrewsbury Dancing Master, John Weaver whose productions displayed the roots of English Ballet and Pantomime. He is known as the Father of Pantomime and English ballet. Our intention is to organise a festival in Shrewsbury in the summer of 2023 to properly recognise, for the first time, this famous son of our town.

We have begun planning some events. We are conscious of John Weaver's wider influence and connections and are building up contacts with national organisations we will work with, to enhance the events and exhibitions that we plan for Shrewsbury. We are also in talks with local organisations to work collaboratively with them, keen for them to theme their 2023 activities to align with this festival.

We intend this to be a widely publicized programme, with appeal to locals and visitors. John Weaver's history adds significantly to the town's cultural heritage and this will attract new

visitors to the town.

We want to start publicity this year, to build up a following and an anticipation of what will be an important part of Shrewsbury's cultural life and visitor offer during 2023. To do this we wish to produce a leaflet and website to begin promotion and are looking at co-funding for this initial project.

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:

Articles (memorandum) of association attached.

Q7 What is your primary source of funding?

- Private sponsorship
- Ticket sales for events
- Sale of leaflets

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.

2023, marks the 350th anniversary of The Shrewsbury Dancing Master, John Weaver. He is known as the Father of English Pantomime and English ballet.

We have begun planning some events for this significant anniversary. The focus of our plans is to inform visitors and locals of the achievements of this famous son of the town. We wish to produce a leaflet and website detailing John Weaver's life and times. This will be an important source of information, which can be used after the 2023 festival, to promote the town's cultural heritage. It can be adopted as part of the town's visitor information library.

The leaflet and website will provide a history of the local connections to John Weaver. His birthplace in the town is not known but we do know that he was baptised at Holy Cross 21st July 1673. We also know that his father was a well-established Dancing Master in the town and that he attended Shrewsbury School. He married twice and all twelve of his children were baptised in all four of the town's Parish churches, meaning that he lived in various establishments across the town. He travelled to work in London and became a well-established dance and theatrical producer. He returned to Shrewsbury and became a well published writer and an established gentleman of the town.

The research work will take time this year and there will costs for copies archive material, including sourcing documents to prepare a comprehensive town map of the places connected to John Weaver. It is well known that Shrewsbury between 1680 – 1780 was one the top 20 destinations for its luxury and leisure offer. The market town grew in the Georgian period and the local dancing masters were fashionable and well respected.

We know that following John Weaver's success in London's Drury Lane Theatre in 1717, he returned to Shrewsbury and produced shows in The Market Hall in the Square.

Online information on John Weaver will become part of Shrewsbury's history with links to the importance of his life and works.

We would also like to commission and produce as lasting commemorative installation in the grounds of Old St Chad's. We know from records that he was buried in the south aisle.

There a small brass name plate fixed to the wall inside Old St Chad's Lady Chapel, it is not publicly visible. (photo included). We would like to commission a commemorative installation for public reference. The work will take the form of a carved stonework in keeping with the ancient site.

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- 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.

As a Town Guide, a casual Visitor Information assistant and a lead ambassador for Shrewsbury BID I interact with visitors and residents. Shrewsbury has a rich heritage and visitors love making connections with history. Visitor numbers are on the increase in the town and county and the tourist offer is building our economy.

The love of 'dance' has a huge following from young dancers, professionals and Strictly fans. Residents are also showing huge interest in the rich history of Shrewsbury.

Providing an information leaflet on the 'Shrewsbury Dancing Master' 1673 – 1760, will increase visitors to the area. This in turn that will raise the profile of the ancient site of Old St Chad's. It is the second highest point in the town which is why the old St Chad's church was built on the site.

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

10,000 plus

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?

Sales of the leaflet will inform us of an initial success of the popularity and interest in the project.

Additionally, through our website and other online activity, we will ask people interested in this project to sign up for email updates and can evaluate this interest.

There will be social media pages with data that can be reviewed, and which will retain feedback and comments.

The installation will attract attention, which can be monitored through comments and local observation.

Visitors to events in the town will have purchased tickets or signed up to attend, meaning numbers will be known.

There is an interest from residents and visitors is discovering more about local famous people. Shrewsbury can now boast to have yet another important figure in history.

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?

Appropriate insurance for 2023 events will be sourced when required. We are experienced in risk management and have had comprehensive insurance in place in the past, covering public liability and any other recognised risks, as applicable.

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

Maggie's current work as stated above, Town Guide, Visitor Information assistant and Lead Ambassador has provided her with an insight to public demand and interest in Heritage. Walking trials and leaflets of the Town are extremely popular with sales in the 1,000's per year.

In the past Shrewsbury Summer Season has organised multiple events, brochures and celebrate the Town's Heritage. Maggie was a director with the Shrewsbury Heritage group that produced the following festivals: Medieval Weekend, Tudor Weekend, Shakespeare Day, Darwin Days and Shropshire Olympian Festival.

- 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*

Maggie holds a current DBS certificate, a chaperone license, recent first aid and has significant event management experience.

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 £
2011	Shrewsbury Summer Season Events website and brochure	£4000
2012	Shrewsbury Summer Season Events website and Brochure	£4000
2013	Shrewsbury Summer Season Events website and Brochure	£2000
2012	Events – Funday Mondays	£2000
2013	Events – Funday Mondays	£2000

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 £1,000 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
Artists Admin, Graphic designer for leaflet, stone mason/sculptor/carpenter	£3,000
Operational Costs Archive copies, Insurance	£600
Capital Installation	£1,500
Publicity Marketing/Publicity, Printing of Leaflet, set up of website, banners, advertising	£3,000
Total	£8,100
Project Income Please list how the project shall be funded	
Private sponsorship	£4,100
Sale of leaflets	£3,000
Total	£7,100
What is the difference? This should be the same as the amount of Grant you are applying for	£1,000

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?

This project is in the early stages of development. Getting the research, archive copies and printing of the leaflet is the first step. The leaflet will educate and energize people about the 350th anniversary of this important Dancing Master from Shrewsbury. Support and help toward the costs of producing the leaflet would be greatly appreciated at this stage.

The commemorative installation in Old St Chad's requires consultation and discussion with the Town council directly as the grounds are cared for by the grounds staff. We are also aware that a consultation with the diocese needs to take place.

If full funding is not available then we will need to hold back on the plans for the commemorative installation because it is more important, at this stage, to proceed with work towards the 2023 festival through the leaflet and website.

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?

Shrewsbury Summer Season has been able to support itself for the last eight years. This project is a 'one off' event for 2023 with a lasting legacy.

Your Accounts

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

Total Income	£878
Less Total Expenditure	£878
Surplus / Loss	£0
Savings (Reserves, Cash, Investments)	£4892

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:

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 Director |
| 2 | Name | Position Director |

Any Other Information

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

Old St Chad's as a Heritage site that is currently suffering some unfortunate misuse and much as our local services have deterred such abuse, it is reoccurring. Placing an important commemorative installation that will attract visitors and increase footfall to the area could deter the inappropriate anti-social behavior. We would welcome further discussion with the Town Council on improving the landscape and delivering the commemorative installation.

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 **Shrewsbury Summer Season Ltd** (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: Director

Title First Name: Surname:

Organisation address:

..... Postcode:

Telephone: --

Signed: Date: 25 January 2022

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: 25 January 2022

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