



Shrewsbury Town Council

SHREWSBURY TOWN COUNCIL COMMUNITY GRANTS FUND APPLICATION

25 JAN 2018

Action:

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)	Shrewsbury Cartoon Festival Activities in The Square	GRANT AMOUNT REQUESTED	£200
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Contact Details

Q1 Name of organisation making application: Shrewsbury Cartoon Festival Ltd.....

Name of contact for this application

Title : Ms First Name: Alison.....Surname: Patrick.....

Position held in the organisation:

Sponsorship & Fundraising Volunteer

Contact Address, including full postcode:

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.....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 10236485.....
- Other – Please specify:

Q3 When was your organisation established?

2003.....

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 Cartoon Festival is the longest established Cartoon Festival in the UK. The Festival offers creative fun, allowing people to see artists at work, giving an insight into the imaginative and technical skills of Cartoon drawing, encouraging people of all ages to use drawing as a means of expressing ideas, stories, humour as part of ordinary life as well as inspiring some individuals to deeper exploration of cartoon art. At the heart of the Festival is a day of free live cartooning in The Square. Shrewsbury attracts around thirty professional cartoonists from around the UK, and sometimes from overseas, at minimal expense. The Shrewsbury Cartoon Festival organisers seek to maintain this important link and position within the cartooning community. The artists draw on giant canvases, draw free caricatures, give advice and tips to budding cartoonists and lead 'have a go, workshops. Additional elements of the festival include exhibitions of UK and international cartoon art and a Cartoon Trail in the town centre. The Festival has worked with community groups, local schools and colleges, shopping centres and businesses.

The Festival is organised by a committee comprising 5 local volunteers and 3 members of the Professional Cartoonists Organisation. The artists taking part give their time and talents free of charge and travel at their own expense. They are provided with overnight accommodation, lunch, tea and coffee.

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

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

Please state which and attach a copy:

Constitution.....

Q7 What is your primary source of funding?

Sponsorship, grants, event income and

donations.....

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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.

The Festival will use the funding to part fund the purchase of additional materials and equipment for artists and to fund the purchase of materials to pilot an area for the visiting public to draw cartoons in The Square on Saturday 21st April. Although the Festival artists provide some of their own materials, the scale of the activity in The Square means that the type of materials needed are different to those that artists own and use for their regular work. The giant cartoons which the public see taking shape during the day require a large supply of canvas, thick pens, graphite pencils and large supplies of paint, ink, etc...which need to be replenished this year. The Festival would

also like to provide additional and similar materials to set up an area in the Square where members of the public can also draw cartoons together.

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.

The giant cartoons in The Square are the focal point of the Festival allowing anyone to experience the event, without charge and without commitment, to see artists at work, talk to them about their work, start to understand the imaginative and technical processes, be inspired, have fun, feel better, enjoy the Town centre. The public drawing area is a response to requests and comments made by visitors to previous Festivals that they would have enjoyed the chance to do some cartoon drawing on the day and with other people in the Square. The activity will be part of the Festival alongside the professional artists but also clearly identifiable as a public 'have a go' activity.

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iii) How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity?
*Estimated numbers participants in drawing area/overall visitors to activity in The Square during the day

40/ 2000*

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?

Comments book/feedback forms

Numbers as monitored for public drawing activity

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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 and employee liability insurance to cover members of the public, artists, volunteers and organisers.

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

The Festival organising group includes four individuals with several years experience of event organisation and/ or project management.

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- 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 carry out risk assessments on activities for Health and Safety and protection of children and vulnerable people. We have an inclusive policy and as part of this we try to use accessible venues (for personal mobility and public transport) as far as possible. We try to offer core activities free of charge although voluntary donations are invited.

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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 £
2017	Animation workshops	£250
2015	After school & digital/ animation workshops	£500
2014	Community workshops	£500
2013	10 th Birthday celebrations	£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 £200 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
Canvas & heavy duty paper for boards for giant cartoons £280 and additional supply for set up of public drawing area £70	£350
Art materials for artist drawing in The Square – pens, acrylic paints, mixing palettes, cloths, brushes, graphite pencils £130 and additional supply for public drawing area £50	£180
Additional materials for Workshops – paper, pens, pencils, flip charts, crafting materials	£130
Venue & equipment hire	£1300
Accommodation	£1220
Insurance	£450
Publicity, print, website, admin	£770
Transport & set up costs	£350
Misc	£150
	£4900

Total	
Project Income Please list how the project shall be funded	
Sponsorship	£2350
Grants	£1000
Event income and donations	£1350
	£
	£
What is the difference? This should be the same as the amount of Grant you are applying for	£200

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?

Reduce other activities e.g. workshops which will impact on donations and / or redesign the public art area to use paper, pencil etc... which will mean that people are working individually as they would at home rather than working large alongside each other and the cartoonists. This will reduce the public interest and excitement of the activity and may make it less appealing for participants. The alternative is to dip into reserves which may impact on the 2019 Festival.

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

In 2017 the Cartoon Festival covered all costs after several years of having to make up a shortfall from reserves. A policy of charging for some events and inviting voluntary donations for others has generated more income from the event. A sponsorship drive has brought in further income. Although this remains a difficult and highly competitive

source to tap into the Festival will continue to seek support from business sponsors and business community grants at various levels.

Your Accounts

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

Total Income	£5368.11
Less Total Expenditure	£4320.89
Surplus / Loss	£1047.22
Savings (Reserves, Cash, Investments)	£5900

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:

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Bank/building society name:

Bank/building society address:

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

- 1 NamePosition
- 2 Name Position
- 3 Name Position

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 Shrewsbury Cartoon Festival 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 & Chairman of Organising
Committee.....

Title First Name: Surname:

Organisation address:

Chairman contact address:

Registered Office:

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.....
..... Postcode:

Telephone: (Chairman)

Signed: Date:

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: Copy of 2017 brochure