

SHREWSBURY TOWN
COUNCIL

20 JUL 2018

RECEIVED



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

PROJECT (In no more than 25 words)	Shrewsbury Festival of Literature	GRANT AMOUNT REQUESTED	£2,500
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Contact Details

Q1 Name of organisation making application:

SHREWSBURY FESTIVAL OF LITERATURE

Name of contact for this application

Title: MS First Name: SUSAN Surname: CAROLINE

Position held in the organisation:

CHAIR

Contact Address, including full postcode:

Contact Telephone Number:

Email address:

About your organisation

Q2 What type of organisation are you?

Tick (✓) relevant category:

Company Limited by Guarantee: (yes)

Q3 When was your organisation established? 2015. Incorporated in June 2016

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 Festival of Literature (SFL) was formed in late 2015 (attained Company Ltd by Guarantee status in mid-2016). It is a not-for-profit organisation run by volunteers. It has 2 directors and a committee structure with Chair, Secretary and Treasurer.

The purpose of SFL is to host quality literary events for adults in the town which are open to everyone. SFL aims to celebrate the work of well-known writers as well as others whose voices are not so often heard. SFL also strives to provide opportunities for locally-based writers and poets with appearances, workshops, and information and advice such as 2017's Self-Publishing Expo.

SFL is in its third year and its efforts are currently focused on the 3 day Festival of Literature which takes place over the last weekend in November.

In future years it is planned that events will take place throughout the year.

SFL is not a membership organisation although people can choose to support its work by becoming a 'Friend' of the organisation for the duration of the Festival.

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?

Yes

Q7 What is your primary source of funding?

Sponsorship from local businesses and ticket sales

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.

Grants monies will be used to support the running of the festival – for PR, brochure

printing, website maintenance, administrative costs and supporting events (see Festival programme, attached)

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.

Shrewsbury has a long history of hosting high quality literary events primarily through Shrewsbury Bookfest, which focuses on Children's books, and Gateway Promotions which has a long and successful history of literary events for adults but whose proprietor has recently retired. Therefore a gap was identified and a group of local people decided

to remedy this. Shrewsbury Festival of Literature (SFL) is currently preparing for its third weekend event (23rd – 25th November 2018) and the previous 2 events have been pleasingly successful. It is hoped to grow the festival by increasing awareness and appeal to even more Shrewsbury residents and in time encourage people from farther afield. We believe that the festival benefits the town culturally and economically: guest authors are entertained in local restaurants and stay in local hotels. The events are spread amongst a number of venues in town, increasing footfall and spend in these establishments. The timing of the festival at the end of November also has the potential for people do participate in seasonal shopping, again benefitting local retailers. We wholeheartedly believe that the Festival of Literature in Shrewsbury will raise the profile of the town.

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

500 approx

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?

SFL carries out evaluation at each event that takes place over the festival weekend and this informs future decisions re speakers/venues/timings etc. The evaluation asks audiences to grade each event for excellence, value for money, what was liked/not liked and for suggested improvements. SFL also monitors audiences for age range, gender, ethnicity and disability.

Audiences grew from the first festival in 2016 to the second as demonstrated by increased ticket sales. It is expected that this trend will continue at this year's event. SFL expects audiences of approximately 500 over the whole weekend.

SFL works hard to publicise itself through traditional means – brochures, posters, bookmarks – as well as by using technology – a website, social media – and has been fortunate to retain the services of a local PR agency which has been immensely helpful.

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?

Full public/employers' liability insurance

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

The Chair is the owner of a Shrewsbury-based independent bookshop and has current and previous career experience in event management. One of the Directors has experience of working in a library, administration and venue management. The

volunteer co-ordinator works for other local festivals and has many years' experience.

- 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*

One director has an advanced DBS check, is trained in fire safety and venue management. SFL carries out a Risk Assessment for each venue where an event is being held. Each venue will have its own health and safety procedures which SFL adheres to. SFL ensures that each venue chosen for events has disabled access and, where possible, hearing loop technology. SFL has worked with Signal, a charity for people with hearing impairment, to provide such technology. All SFL volunteers are supported in working with members of the public.

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 £

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 - £2,500 - 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
AUTHOR FEES	£2100.00
PRINTING/TICKET/BROCHURE/OTHER MEDIA	£ 875.00
VENUE HIRE	£ 860.00
SPEAKERS' EXPENSES	£ 550.00
SUNDRY EXPENSES: Insurance/Hospitality	£ 475.00
ACCOMODATION	£ 450.00

PUBLICITY/WEBSITE	£ 950.00
Total	£6200.00
Project Income Please list how the project shall be funded	
SPONSORSHIP	£1500.00
TICKET SALES	£2200.00
	£
What is the difference? This should be the same as the amount of Grant you are applying for	£2500.00

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?

SFL has run and paid for 2 festivals since it began through a mix of ticket sales, sponsorship and goodwill. Sponsorship is becoming harder to find although we continue to ask businesses for support and although we have been fortunate in this regard over the last 2 years it is not possible to know how much we will receive. SFL will continue to seek support throughout each year.

Minimum ticket sales levels are also calculated and monitored and events that are failing to sell have been cancelled in the past before the event thus minimising costs.

Ticket sales are always difficult to calculate but some events always sell better than others creating a buffer for some of the less well-known speakers who come to SFL.

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 the first time SFL has sought grant funding from any organisation in nearly 3 years and we are very proud of that fact, even though this has resulted in some stress for the small organising committee.

Some extra funding, which the committee views as interim support even though we would be delighted to be successful in this matter, means that we can put effort into expanding what SFL does and increase its appeal across a wider demographic. This is very hard to do, however, when every penny of expenditure has to be carefully considered.

However, SFL will continue to work with local businesses and with such support will be able to continue at the current level.

Your Accounts

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

Total Income	£8380.92
Less Total Expenditure	£7494.92
Surplus / Loss	£ 886.00
Savings (Reserves, Cash, Investments)	£0.00

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
2	Name	Position
3	Name	Position

Any Other Information

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

In mid-2015, Fiona Checkley, one of the Directors of SFL, decided that it would be A Good Thing if the town hosted a literary festival and then determined to try to make that happen.

Shrewsbury has been dubbed a town of festivals (we do hold a lot for a smallish place) and has been home to the hugely well-regarded Shrewsbury Bookfest which began in 1999 (and was the first festival in the UK to focus exclusively on children's books). As a result of Fiona's zeal a small group of people came together to organise a festival of literature for adults.

Shrewsbury Festival of Literature (SFL) held its inaugural event over the weekend of 25th - 27th November 2016 and a second festival took place over the last weekend of November in 2017. Both were successful producing happy audiences, satisfied authors and speakers and a very relieved group of organisers! Both events were self-sustaining, financially, by means of sponsorship from varied businesses as well as income generated in ticket sales.

The aim of SFL has been from the start, and continues to be, to celebrate works from well-known writers as well as others whose voices are not so often heard. SFL also strives to provide opportunities for locally-based talent with appearances, and opportunities such as 2017's Self-Publishing Expo which sought to provide sound advice for local authors in the minefield that is self-publishing.

Events are held in a variety of venues, of varying sizes, throughout Shrewsbury town centre and we are lucky to have some beautiful buildings from which to choose. Our events tend to be smaller in size – this year's main venue seats just over 100 – as one of our Patrons, Jonathan Coe, told us that authors often enjoy talking to smaller audiences as it's easier for them to really engage with people. We have 2 patrons; Jonathan Coe, author of *The Rotter's Club*, and Frieda Hughes – poet, artist and daughter of Ted Hughes and Sylvia Plath.

Shrewsbury Festival of Literature is an independent, not-for-profit, limited company. It is run by a small group of people, including our Directors, Fiona Checkley and Hilary Hannaford. We have a great group of volunteers who come together at Festival-time to make it all happen. SFL is also supported financially by local business.

Attached is the programme for the 2018 festival which takes place over the weekend of 23rd to 25th November. Also included is last year's brochure.

Declarations

Q18 Declaration

Please give details of a senior member of your organisation.

For example, this may be your Chair, 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 FESTIVAL OF LITERATURE:

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:

Title: First Name: Surname:

Organisation address:

Post Code:

Telephone:

Signed:

Date:

19/07/2018

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