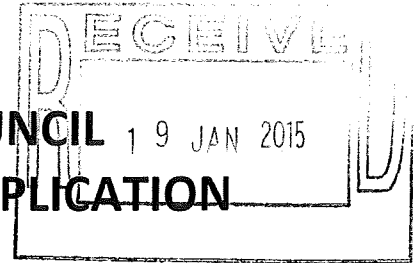




SHREWSBURY TOWN COUNCIL COMMUNITY GRANTS FUND APPLICATION



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 Cartoon Festival 17 th & 18 th April 2015 After school, animation & digital workshops	GRANT AMOUNT REQUESTED	£500
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Contact Details

Q1 Name of organisation making application: Shrewsbury Cartoon Festival

Group.....

Name of contact for this application

Title : [redacted] First Name: [redacted] Surname: [redacted]

Position held in the organisation: [redacted]

Coordinator.....

Contact Address, including full postcode:

[redacted]

[redacted]

.....

.....Postcode: [redacted]

.....

Contact Telephone Number: [redacted]

Email address: [redacted]

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
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 only regular cartoon festival of its kind in the UK. The Festival is mainly free for people to see cartoonists at work, take part in various 'have a go' workshops, have their caricatures drawn, see cartoon exhibitions, get professional advice on their own cartoon artwork. We sometimes make a small charge for ticketed events e.g. an illustrated talk by a high profile cartoonist. We exhibit over 100 newly commissioned cartoons in town centre venues. We have one full day of free events in The Square with around 35 participating artists, 20 event organisers and 2000 – 3000 visitors. We run 6 – 10 free cartoon workshops for all ages and abilities in town venues. We have worked with community groups, local schools, shopping centres, and businesses. In July 2014 we worked with the Royal Shrewsbury Hospital to provide a long term display of cartoons from the Festival to enhance the patient environment on Ward 31.

The Festival is organised by a committee comprising members of the Professional Cartoonists Organisation (PCO) and local volunteers with some officer support from Shropshire Council. The artists participating in the Festival are offered overnight

accommodation, food and drink during their stay. They are not paid any fees or travel expenses and they even contribute towards the cost of one of the meals.

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:

Constitution.....

Q7 What is your primary source of funding?

Festival funding is from several sources. The main ones are:

Arts Grant Shropshire Council .

Charitable Trust

Commercial Sponsorship.

In 2014 we were grateful to be awarded a £500 Community Grant from Shrewsbury

Town Council

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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.

2 -3 Cartoon animation workshops on 18th April at The Hive to be led by a professional

artist/ animator

1 after school workshop on Friday 17th April at a town centre venue led by a professional

cartoonist

Digital cartooning demonstrations in The Square presented by a professional cartoonist.

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.

In 2014 the drop-in after school workshop attracted 40 attendees, mostly young people.

Some years ago we put on small scale digital and animation cartoon workshops which were well-received but limited in capacity. The increased use of and continual development of digital media to create cartoons plus the popularity of animation suggests that we should be including these forms in our programme. We have not had the capacity within the group to further develop this area until this year.

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

105

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?

Record of attendance numbers at workshops. Feedback and evaluation forms

Anecdotal feedback is also gathered by volunteers who steward the activities.

The Festival as a whole is expected to benefit around 3000 people of whom about 32% are residents of Shrewsbury, 41% from the wider area. In addition town businesses benefit from the visitor spend totalling £245,000 particularly of the 27% of visitors from further afield including overnight stays. (Information from Economic Impact Assessment carried out by The Research Solution in 2013).

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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 Liability Insurance will be taken out to cover the event dates.

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

...The Festival organising committee includes five individuals with extensive experience of event management.

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*

The Cartoon Festival has been working to the same policies as Shropshire Council and we intend to continue this. We carry risk assessments on activities for health & Safety and protection of children and vulnerable people. We have an inclusive policy and as part of this we try to use accessible venues as far as possible and offer as many activities as possible free of charge.

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 £
2014	Community Workshops	500
2013	10 th Birthday Celebrations	1500

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 £500..... and provide a detailed breakdown as to how you have reached this figure

Activity cost breakdown for after school, animation & digital workshops

Accommodation & meals for 3 artists	£230
Hire of premises, equipment & materials	£160
Marketing contribution	£80
Volunteer expenses	£30

Project Expenditure (whole Festival) Please list all items of expenditure for your project	Amount of Project
Artists accommodation & meals (including workshop leaders)	£2400
Infrastructure & support for activities in the Square (includes digital demonstrations)	£1230
All workshops materials, venues & expenses	£290
Exhibition costs	£880
Smile Trail & marketing	£1350
Admin, insurance, volunteer expenses	400
Total	£6550
Project Income Please list how the project shall be funded	
Grants (Shrops Council, Charitable Trust)	3500
Sponsorship	1900
Contributions from artists towards expenses	650
What is the difference? This should be the same as the amount of Grant you are applying for	£500

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?

We will reduce the number of workshops offered accordingly.

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 have had to become less reliant on grant funding in recent years and have managed our budget and focused on one main day in order to deliver all the core Festival activities on a reduced budget. We are seeking the grant support for additional activities which will help develop the festival into new areas and increase capacity.

We have held recruitment activities to increase the number of volunteers on the organising group particularly in respect of help with fundraising and sponsorship. We have recruited new volunteers and this is starting to increase our sponsorship support as well as our capacity to organise different activities.

We are also building some income earning activity into the Festival although we aim to keep as many activities as possible free of charge.

Your Accounts

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

Total Income	£ 4569.63
Less Total Expenditure	£ 5998.80
Surplus / Loss	£ -1429.17
Savings (Reserves, Cash, Investments)	£4132.95

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: [REDACTED]

Bank/building society name: [REDACTED]

Bank/building society address.. [REDACTED]

.....

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

- | | | |
|---|----------------------|---------------------|
| 1 | Name [REDACTED]..... | Position [REDACTED] |
| 2 | Name [REDACTED].... | Position [REDACTED] |
| 3 | Name [REDACTED] | Position [REDACTED] |

Any Other Information

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

Patrons: Libby Purves, Andrew Marr, Phill Jupitus, Martin Wainwright, Alex Lester, Katy Tanner We identify the importance of laughter to people's well-being and believe that what we deliver to the residents and visitors to Shrewsbury is a valuable , creative and therapeutic experience. In the words of our patrons: BBC Radio 2 presenter Alex Lester, " a world without cartoons would be a far less joyful place. Cartoonists should be cherished"

BBC broadcaster and writer Libby Purves: "cartoons encapsulate truth, rage, absurdity and human nature. Once a year Shrewsbury becomes their spiritual home."

Declarations

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 Group (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: Chairman

Title First Name: Surname

Organisation address:

Postcode:

Telephone:

Signed: Date: 16-1-15

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.

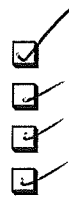
Signed: Date: 16.1.15

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:



4 copies of the 2014 Shrewsbury Cartoon Festival leaflet

Please return your completed application form to:

**Town Clerk
Shrewsbury Town Council
The Guildhall
Frankwell Quay
Shrewsbury
SY3 8HR**

**Telephone: 01743 281010
Fax: 01743 281051
Email: Helen.ball-stc@shropshire.gov.uk**