



SHREWSBURY TOWN COUNCIL COMMUNITY GRANTS FUND APPLICATION

Shrewsbury Town Council
TO
8 DEC 2014
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 Folk Festival will bring diverse dance and music workshops to Shrewsbury School-children part of its themed outreach programme & its continued support of the local visitor economy.	GRANT AMOUNT REQUESTED	£2000.00
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Contact Details

Q1 Name of organisation making application:

SHREWSBURY FOLK FESTIVAL

Name of contact for this application

Title : MRS First Name: JOY Surname: LAMONT

FESTIVAL ADMINISTRATOR & SPECIAL PROJECTS MANAGER

P O BOX 106

WORTHEN

SHREWSBURY

SY5 9XG

Contact Telephone Number: [REDACTED]

Email address: [REDACTED]

About your organisation

Q2 What type of organisation are you?

Tick (✓) relevant category:

Registered Charity:

Voluntary Organisation:

Company Limited by Guarantee: (x) Company Number ... 6773602

Other – Please specify:

Q3 When was your organisation established? 1997

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.

www.shrewsburyfolkfestival.co.uk

Shrewsbury Folk Festival is one of the UK's leading folk festivals. Located in the heart of Shrewsbury, it is held annually from Friday to Monday of the August Bank Holiday weekend. With around 8,000 physical visitors, musicians, dancers, volunteers and workers and a further worldwide audience of more than 30,000 (detailed below).

The Folk Festival generates about £1million economic impact for local business, retailers, hotels and services (Visitor Statistics & Impact statistics are sourced from the Shropshire Council, Economic Impact Study of 2013 undertaken by The Research Solution Ltd, Worcester). Based on the Cambridge Econometrics' estimates of average turnover per full-time equivalent (FTE) job in each sector, the additional expenditure generated by the Folk Festival was sufficient to support 14.6 jobs – 10.4 directly and 4.2 indirectly – of which 13.3 FTE jobs were additional.

In town there is a parade of musicians and dancers on Saturday which has been led by the Town Mayor in the previous two years; gathering 1000s people on the streets. On Saturday and Sunday there are a variety of dance displays throughout town at different locations. Local pubs receive folk artists for pub sessions, which are very popular and exceedingly financially successful for the pubs concerned.

On the festival site the programme provides folk art music and dance acts of world class performers on 5 main stages, with camping, catering and all associated facilities. There is a weekend programme for young people and also children under 12. There are opportunities to build music and dance skills through workshops and classes and by participating together.

A free-to-use festival bus service runs to/from the festival site to the town centre every 20 mins until late in the evening on Saturday and Sunday.

National / International On-line Audience Shrewsbury Folk Festival broadcasts live during the festival weekend, with an audience of tens of thousands of people across the world; provided by Microvideo, Shrewsbury. In 2014 there were:

- More than 37,000 viewers of the live on-line broadcast

- Viewers tuned in from 47 countries across five continents
- People watched in 687 towns and cities across Europe including 577 in the UK
- Watchers in all 10 Canadian provinces and 37 of the 50 US states.

During the night time period – when the music stops – we broadcast a continuous travel-log show-casing Shrewsbury as a visitor destination. This has a world-wide reach. We do not charge for this facility but it is under review for next year.

Throughout the year there are folk concerts taking place at The Hive or The Morris Hall.

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 Memorandum of Association

Q7 What is your primary source of funding?

The festival sells ticket and receives commission on sales of food etc on the festival site.

For this one off project additional funding of £88k is sought from the Arts Council, the Grants for the Arts application result will be known in February.

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.**

Festival priorities:

Diversity, Outreach, Learning, New Work and Online Activity.

As part of the development plan, in 2015 and 2016 there will be 80 new dance workshops available to Shrewsbury School children and people living in Shrewsbury. These will be led by world class dancers in Appalachian, Indian Kathak, English Clog, Flamenco and Irish Step. Alongside the workshops will be rarely seen World Music and Dance acts appearing at the festival and in the community.

Furthermore, we will introduce top quality musicians (bands) in school workshop situations, as well as launching the new Shropshire Folk Ensemble featuring the most talented young musicians, and weekend workshops.

Dance and music showcases featuring the children from schools and community groups will be shown at the festival in 2015 and 2016.

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 festivals' audience development plan has five themes:-
Diversity – Learning – Outreach – Online and New Work. The development plan is entirely based on feedback from our visitors and participants, independent economic impact study, critical review and research.

There is little provision for dance activity; dance is the most requested physical activity in schools, after football. We expect this project to be popular at a time when arts provision is declining in our schools and we want to help provide both diversity in terms of ethnicity and in terms of rural provision, as well as physical activity. We know that youngsters enjoy taking part, feel their confidence boosted, discover new skills, learn how to work together, how to rehearse and be self-disciplined. Over the two year period to September 2016, about 500 children will have the option to participate as dancers or musicians in structured workshops, rehearsals and on stage at the festival. We will offer some reduced price festival tickets (and a few sponsored tickets) for the benefit of families; exceptionally gifted children (music and dance) will be mentored by Paul Sartin from Bellowhead.

The festival wishes to diversify its programme to include more world musicians, new commissions and more learning opportunities both in the community and at festival in August 2015 and 2016. This need has been identified as part of our own research into diverse cultural provision for rural communities, from our participant's feedback and from peer observation.

Additionally, feedback from the economic impact study (2012) shows that about half of the festival's day visitors (as opposed to weekend visitors) are from Shrewsbury.

As well as the economic impact and the community outreach programme the festival will continue to build local festival audiences with free events over the festival weekend, and paid for events all year round.

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

500 children and an minimum 500 adults
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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?

The project is based on experience, founded on the secure marketing principles of need and demand. The festival has created an evaluation plan covering a number of activities that will help measure success. We will solicit feedback from every participant; we will appropriately film and photograph the workshops; and will gauge audience appreciation at the showcase events which will happen on Festival Friday in 2015 and 2016. We will be in dialogue with teachers and ask them what difference they have noticed. Registers will be kept of all workshop and rehearsal activity so we will know exactly who has participated. We expect about 500 children to take part, we assume that 50% will be from the Parish of Shrewsbury.

We will review the on-line survey of visitors who attend festival for impact and critical review.

We will monitor engagement figures on the website, on-line broadcasting, and social media outlets.

Health & Safety

Q10 What, if any, special safety issues are related to your project/activity?
Please provide the following information –
What kind of insurance does your organisation have?

£5million Public Liability Insurance

Do the leaders have the relevant qualifications and/or experience? Yes:

- Project managers has many years' experience as an Event Manager and an Arts Project Manager
- Festival Directors are frequent expert panel members at Association of Festival Organisers conferences. They have also organised 17 years of folk festivals
- The artistic leads will be the best exponents of music and dance that we can afford to buy:

DANCE - Hannah James is the Lead Artist and comes from a background of theatre dance, tap, Irish dance and clogging she has a unique exciting style and has been involved in many national and international projects; she has led many education projects. Sonia Sabri Company based in Birmingham, exponents of thrilling Indian Kathak dancing in contemporary settings.

MUSIC – project lead is Izzy Maclachlan senior lecturer in Music Technology at Birmingham City University. With Paul Sartin, from Bellowhead as mentor; Damien Barber of the Demon Barbers Roadshow, and other quality musicians as required during the whole programme.

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 festival has a full Health & Safety document which includes a Child Protection/Safeguarding Policy. The project manager is also an experienced arts Chaperone; other artists and volunteers will be briefed and trained as required. All artistic leaders will be DBS checked before they go into school/community environment.

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 £
2010?	Bus transport to/from festival site <-> town	2500

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 **£2000**
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
PROJECT COSTS OF TWO YEAR PROGRAMME THRU TO SEPT 2016. TOTAL ARTISTIC SPENDING FOR COMMUNITY WORKSHOP LEADERS (80+ SESSIONS); WEEKEND WORKSHOPS; DEVELOPING FOLK ENSEMBLE FOR YOUNG PEOPLE; FESTIVAL PROGRAMMING NEW WORK AND WORLD MUSIC	£104,190
ACCESSIBILITY: COMMUNITY COSTS, IE TRANSPORT OF CHILDREN, VENUE HIRE, PRODUCTION OF COMMUNITY / CHILDRENS SHOWCASE PERFORMANCES, VIDEOING	£12,500
DEVELOPING PEOPLE: SAFEGUARDING/CHAPERONE, TRAINING, DEVELOPING THE CHILDREN'S FESTIVAL TEAM AND THEIR NEW WORK	£1540
MARKETING; WEBSITE BROADCASTING, SOCIAL MEDIA ADVOCATES, COLLECTING EVALUATION MATERIAL	£10,600

OTHER MANAGEMENT COSTS, EXPENSES & ACE REPORT WRITING (FESTIVAL CONTINGENCY OF £10K IS NOT SHOWN IN THIS BUDGET)	£ 5,900
Total	£134,730
Project Income Please list how the project shall be funded	
ARTS COUNCIL G4A GRANT expected Feb 2015	£88200
SHREWSBURY FOLK FESTIVAL	£37530
SHROPSHIRE COUNCIL GRANT	£5000
PERFORMING RIGHTS SOCIETY (PRS) GRANT expected Feb 2015	£2000
Total	£132,730
What is the difference? This should be the same as the amount of Grant you are applying for	£2000

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 would re-gig the budget to cover any shortfall by removing some activity from the programme. This may mean less workshops facility or a reduction in community showcase costs for example.

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

PLEASE NOTE that the festival is sustainable in its own right and is not seeking grant funding in order to help with the sustainability of the annual festival. Although the surplus of each festival is not greatly significant, all profits are held over to seed-fund the delivery of the next festival.

However we cordially invite the Town Council to be part of the funding for this bespoke project. We know that we adequately fulfil the following STC grant aims and objectives:

- Supporting and contributing to the economic and social life of the town and regeneration of the local community.
- Encouraging and promoting the economic and commercial vitality of the town.

Your Accounts

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

Total Income	£505,900
Less Total Expenditure	£467,141
Surplus	£ 38,759

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]

Any Other Information

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

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 FOK FESTIVAL:

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: [REDACTED] First Name: [REDACTED] Surname: [REDACTED]

Organisation address:

P O BOX 106
WORTHEN
SHREWSBURY SY5 9XG

Contact Telephone Number: [REDACTED]

Signed: [REDACTED] Date: 17.12.14

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: [REDACTED] Date: 17/12/14

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:
Recent Accounts
Company Memorandum of Association



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