



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 Fields Forever Festival creative arts outreach programme 'Forever Creativ' Phase 2 – community tent	GRANT AMOUNT REQUESTED	£2500
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Contact Details

Q1 Name of organisation making application: Forever Invasion Ltd OBO Shrewsbury Fields Forever Festival

Name of contact for this application

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

Position held in the organisation: Director

Contact Address, including full postcode:

Forever Invasion Ltd,

[REDACTED]

[REDACTED]

Postcode: [REDACTED]

Contact Telephone Number: [REDACTED] or [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: (x) Company Number 07593154
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.

Forever Invasion Ltd was established in 2011 to develop and manage an annual contemporary music, arts and comedy festival to service the town of Shrewsbury. The annual festival 'Shrewsbury Fields Forever Festival' is organised by a committee of volunteers from the local area offering their professional capacity to help develop and promote the project. They all share the vision of developing and creating a successful contemporary music, arts and comedy festival within their home town, to help provide a missing cultural event catering for all ages and demographics and assisting local talented musicians and artists by providing a platform to perform alongside international acts without having to venture out of the region.

The ultimate goal is to help nurture a thriving music and creative arts scene within Shrewsbury, using the annual Shrewsbury Fields forever festival as a platform to showcase local talent alongside international artists.

The organising committee consists of approximately 10 members, however sub-committees, associated social groups / artists, musicians and general volunteers can reach over 150 volunteering at peak times over the festival weekend to ensure that not only is the event a success, but a locally driven success. Many volunteers receive on site training in various roles and obtain valuable work experience in an industry poorly served in the Shropshire region. Work experience has formed part of local educational assessment for various courses, and as such a college lecturer forms part of the organising committee.

The festival itself runs over three days and features a plethora of attractions, including live music, comedy and art installations. In addition to this various charities and community groups are encouraged to attend the festival to generate awareness for their cause or even fundraise. Local community engagement permeates throughout all of the Festivals dynamic whilst attracting a national focus for sales.

Wherever possible local businesses and suppliers are utilised to maintain the local footprint.

8000+ people attend each day of the festival, with many travelling from outside the region creating a huge boon for the local tourism and economic imprint.

Based on 2013's event, the estimated economic impact of the festival (before multiplier) has been estimated by the governments Economic impact toolkit as: **£2,240,291.92** this is with an approximate error margin of 5% due to questionnaire data sample size.

Direct economic activity of the festival for 2013 has been estimated via the toolkit as £150,000+ (this does not include ticket sales).

75% of the festivals audience is gleaned from outside the geographic region, boasting tourism dramatically over the weekend although as the event matures a significant rise in Shrewsbury attendance is being experienced.

Data was based on 16000, instances of attendance over the weekend, data for 2014 is still being audited but would have shown as significant jump again in direct economic spend.

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: Memorandum of Association

Q7 What is your primary source of funding?

The major sources of funding are as follows:

Festival Ticket sales

Committee support / loans

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.

As default Shrewsbury Fields Forever has become the towns festival due to appealing to the broadest audience possible. Because of this the festival has a strong remit to encourage the development of local talent and engage with the local community. As such a three phase plan is conceived to not only further enhance the platform for local artists / musicians, but help provide an outreach programme to encourage beginners to participate in the creative arts, in both music and visual fields whilst offering an area to showcase local community initiatives, to generate awareness by capitalising on a large captive audience. Phase 1 of the project is already in place, with many bands finding a limited place.

This application is to initiate phase 2 of the project, which will see a dedicated 'Shrewsbury communities' tent at the festival. This area will provide a place for arts workshops, arts displays, discussion forums for various social and environmental groups (not excluding broader democracy groups) such as LGBT and of course music workshops.

The tent will / can be active for all three days of the festival, 15th , 16th , 17th July and the programme will be devised by many groups and individuals invited to participate.

Many individuals may have been sourced pre event as part of our outreach programme to identify local talent.

Workshops – particularly in the visual arts will take place pre – festival and a degree of nurturing / mentoring by professional and semi professional artists will be offered.

Educational talks will be held to encourage budding musicians.

Phase 2 is to provide a strong platform for showcasing acts whilst extending a scouting facility for new local talent.

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.

Through satisfaction surveys and venue / platform diversity analysis a common picture of a lack of facilities for people to enjoy or develop their passion for contemporary music in particular has been sharp. This led to the development of Shrewsbury Fields Forever festival's inception, however it remains the only event / facility in Shrewsbury for local talent to participate in a regional / national sized event alongside internationally renowned artists.

Over the previous years, there have been many economic and cultural diversity boosts for the town due to the festival happening, encouraging many not only to attend but further their creative careers from a local casual perspective, to a larger regional / semi professional level. Many local bands having gained valued nurturing and experience at the festival have gone onto performing nationally, including appearances on BBC radio. The festival has helped to support various local businesses to develop into a more sustained regional focus, and many individuals having gained valuable work experience gone on further up within the industry. The tourism benefit over the festivals weekend must feature as one of the regions major pulls.

Phase 2 will continue to help stimulate the creative arts 'pick up' within the region via offering support and mentorship through workshops and the incentive to display to a large captive and contemporary audience (The festival itself which carries kudos due to featuring prominent international acts). Revenue within the music industry continues to grow within the country, it is important to develop the local infrastructure, in this particular case grass roots musicians and artists to take advantage of this growth with the economy.

This within a couple of years will lead to more activity within the local sector, generating not only more cultural wellbeing for society but extra economic boosts for the town.

It is hoped that a further phase of expansion, phase 3 will be developed for late 2016 / 2017 enabling a mobile / road show type workshop to directly engage with local communities within the various wards and parishes in the Shrewsbury area to further encourage the participation within the creative acts and the festival itself.

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

10000+

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 success of the applied for Phase 2 of the project, will be measured by the following:

Perceived Increased participation of local talent in music

Perceived Increased participation of local talent within visual / dynamic arts

Increased interest of volunteers

Diversity of 'community tents' programme

Community tents attendance profile over the weekend of the festival

All those that attend the festival shall directly benefit from the creative / community output of the programme and its show case tent, however in addition to this in a broader sense the support networks of family, local businesses and off shoot opportunities from developing a new generation of creative types lends.

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?

The festival has complete operational, professional and Public liability insurance for the duration of its activities. All the equipment is further insured against damage.

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

All participants have extensive experience and or qualifications to ensure optimum delivery of service – for e.g music workshops may be carried out by Degree level lecturers or nationally renowned musicians. Children will be protected via CRB (or current equivalent) checked staff.

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 festival has a comprehensive health and safety document incorporating policies on all the above, and checked via a Safety advisory group.

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 £
N/A	N/A	N/A

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 £2500.00 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
Big top tent structure	£3950.00
Tent staging	£297.50
Tent lighting & sound	£1050.00
Tent technician	£250.00
Art Materials (estimated)	£500.00
Arts workshops (pre show)	£300.00

Arts workshops (on show)	£500.00
Artists / mentor fees	£650.0
Security / art storage	£500.00
Total	£7975.50
Project Income Please list how the project shall be funded	
Sponsorship / other grants	£2500.00
Festival ticket sales contribution (dependent on sales)	£2975.50
	£
	£
	£
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?

Phase 2 of the project is dependent on being able to fund a show case tent. If an amount lower is offered then a reduction in workshops and artists / mentors will be made 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

Whilst endeavouring to provide a strong service for the community this is the first year the festival has applied for grant funding. This is to help facilitate further expansion into the development of new talent and community engagement within the festival itself. It is expected over subsequent years that the festival will grow in sufficient size to accommodate the funding privately or through sponsorship from improved public exposure.

Your Accounts

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

Total Income	£133445
Less Total Expenditure	£136133
Surplus / Loss	£-2689
Savings (Reserves, Cash, Investments)	£7311

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]
[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 | Position |

Any Other Information

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

We have attracted some of the largest acts / artists to ever visit the town over the years, whilst maintaining the local dynamism and focus that the volunteer team brings. We have been featured on various radio stations, television programmes and magazines further enhancing the towns tourism profile nationwide. It is hoped that we can enhance the local landscape and community to take full advantage of this national profile.

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 Forever Invasion Ltd:

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: Secretary

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

Organisation address:

.....Forever Invasion ltd, [REDACTED] Postcode: [REDACTED]

Telephone: [REDACTED]

[REDACTED]

Signed: [REDACTED] Date: 21 / 01 / 2016

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 form is true and correct. I understand that you may ask for additional information at any stage of the application process.

Signed: 

Date: 21 / 01 / 2016

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:

Memorandum of Association
Most recent filed accounts
Brief demographic overview

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