



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

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|--|--|-------------------------------|---------------|
| PROJECT (In no more than 25 words) | Shrewsbury Shakespeare Day – A 'pop up' Street Theatre day celebrating 400 years since his death and the connection to Shrewsbury. | GRANT AMOUNT REQUESTED | £1,200 |
|--|--|-------------------------------|---------------|

Contact Details

Q1 Name of organisation making application: Shrewsbury Heritage Ltd

Name of contact for this application

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

Position held in the organisation:

Event Coordinator

Contact Address, including full postcode:

[redacted]
[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: (x) Company Number
Other – Please specify:

Q3 When was your organisation established?

Shrewsbury Heritage Celebrations est in 2003 evolved into Shrewsbury Heritage ltd 2014

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 Heritage was established in 2004 and has delivered 8 large scale events, celebrating a particular epoch or major figure in the town's rich heritage. A team of professional artists create and rehearse each event with volunteers of all ages and abilities, to create high quality entertainment, accessible to all.

In the past taking part the Shrewsbury Heritage events has been entirely voluntary. It has been considered a highly valuable visitor experience seeing and meeting characters on the Streets, especially when they have direct connection to the Town's rich Heritage. We are proposing for the first time this year to ask for a £10 donation to help with the cost of costumes. Some of members do help with the making but we still need to supply them with the fabric. We are gradually building a collection of costumes for future events. An average of 30 volunteers choose how they participate. Some help with costume, some sing, dance or act - some do everything. SH has an Open Access policy, encouraging everyone and anyone of all abilities and backgrounds and accommodating all ages, so that it's possible for families to participate together.

There are no auditions. Some seasoned veterans bring new friends or neighbours. Others hear about our work via the internet.

The style and direction of each event varies, but commonly, for the dramatic scenes, participants work under professional direction through discussion and improvisation towards a script. Singing and dancing are rehearsed and performance skills are developed. Costumes are added and the performances take place in public spaces, generally in the open air.

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

Q7 What is your primary source of funding?

Over the years we have received Heritage Lottery Funding, Awards for All, Local Government Support, Private sponsorship and LJC Grant funding. We are currently working on finding a patron to help secure annual funding and hope to become more independent in delivering activities to support the Town's vibrant Visitor Economy. We were able to offer FREE entertainment during the Heritage Open days last due to Private support.

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.

April 23rd 2016 is the 400th anniversary of Shakespeare's death. There are many celebrations planned for Shakespeare 400. Shrewsbury Heritage plans to produce a selection of Shakespeare scenes for performance to create Shrewsbury Shakespeare day and be available for other festivals and events.

In Shrewsbury things will be happening in The Castle, outside the Library, at the top of Pride Hill, at Darwin's Gate, St Mary's Church, Shrewsbury Museum and Art Gallery, various Coffee Shops and Pubs, the Shopping Centres and in the Square. There will be extracts from Henry IV part 1 including reference to the battle of Shrewsbury, the witches from Shakespeare's Macbeth will weave their spells in corners and alleyways. Comic scenes from Twelfth Night, The Comedy of Errors, A Midsummer Night's Dream and Two Gentlemen of Verona will entertain shoppers and visitors. Falstaff will be demanding another cup of sack. You may hear Hamlet in a famous soliloquy, see Romeo and Juliet in a passionate embrace or hear fairies singing as they guard Titania while she sleeps.

Much of the casting will depend on the actors available, but we hope to perform about 10 – 12 scenes. Local Youth Theatre group SYT is performing Twelfth Night at Theatre Severn that weekend and the Junior group will be performing at the Kids Festival in the Quarry. Both groups will also perform in the Town Centre.

We will offer workshops in dances from Shakespeare plays. For example: The end of Much Ado About Nothing, fairy dances from A Midsummer Night's Dream – and perhaps the most famous dance in Shakespeare – the Capulets' ball in Romeo and Juliet.

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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.

When we offered the Medieval dance and drama scenes for the heritage Open days last September the 30 plus participants all requested that they would like

to do more. The all expressed delight in celebrating the town's rich Heritage in such a participatory way. Many of the dances invited audience participation.

They reported back that visitors to the Town love taking their photographs and that there were lots of 'selfies' with the costumed character. The visitor has a record of their visit to Shrewsbury in an interactive way and they will share this positive experience with family and friends.

The celebration day is Saturday April 23 – so the group will have an initial few meeting with potential participants during February and weekly rehearsals will begin at the beginning of March.

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| <p>6 – 8,000 ? More if the town is busy.</p> |
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iii) How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity?

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?

Each venue will calculate the audience numbers and stewards will record these numbers.

Final collection with Shrewsbury Heritage. There will also be film recording made and photographs.

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?

Performing and Creative Arts Insurance with Rees Astley

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

Over the years we have involved many professional artists, both locally based and from elsewhere. For this programme we will principally involve the following local artists –

MAGGIE LOVE is a dance historian, choreographer, theatre producer and arts administrator. She has worked with the California Shakespeare and Clivedon Shakespeare Festivals and Shakespeare documentaries and films. The whole programme will be managed and produced by her.

BEVERLEY BAKER is an experienced theatre director and professional costume designer and seamstress. She will be in charge of the wardrobe and will assist in direction.

PAUL SAUNDERS (aka Wynddebagge) is a professional musician, specialising in historic dance and song, especially folksong. He has worked in many different styles

and places, especially in open-air and public spaces. He will offer workshops in the musical instruments of the time and assist with the dancing and vignettes.

PAUL HIGGINS studied English at Jesus College Cambridge and was a teacher and then Local Authority Adviser for English and drama. Paul worked for RSC Education as a tutor on the Prince of Wales Shakespeare School. He revised the York Longman AS/A2 Study Guide for 'Twelfth Night' and has recently recorded online interactive material on 'Hamlet' for Advanced and Undergraduate Level. He offers his help as a volunteer.

We will also engage a few other professionals to assist with costume, props and presentation of the performances.

- ii) 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*

CRB – Chaperone licence = Maggie

Health and Safety – Risk assessment

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 £ |
|------|---------------------|---------|
| | | |
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| | | |

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 £1200 ... 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 |
|--|-------------------|
| Rehearsal venue hire 20hrs x £36 | £ 720 |
| Event Insurance | £ 350 |
| Costumes for approx 30 characters @ £35 per person | £1050 |
| Costume Design, tailor and fit 20 hrs x £20 | £ 400 |
| Muscian/Director 20 hrs x £20 | £ 400 |

| | |
|---|--------------|
| Director/Producer/Choreographer 30 hrs x £20 | £ 600 |
| Marketing and Publicity | £ 680 |
| Square Hire and PA | £ 300 |
| Total | £4500 |
| Project Income Please list how the project shall be funded | |
| SC Arts Revenue | £1000 |
| Private Sponsorship | £2000 |
| £10 donation for each volunteer | £ 300 |
| What is the difference? This should be the same as the amount of Grant you are applying for | £1200 |

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?

Should the Council offer less than requested, Shrewsbury Heritage would need to cut back on Rehearsal costs and possibly reduce participants.

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 are aware that the generosity of Council support over the years has enabled the group to support the Town in projects that celebrate the rich Heritage. We always manage to find Private sponsorship and have been able to find almost 75% of the costs of this project. It would therefore be a great to shame to reduce the quality produced.

We will continue to look for a private patron sponsor and to reconsider HLF again for future projects.

Your Accounts

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

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|--|----------------|
| Total Income | £ 3,761 |
| Less Total Expenditure | £ 3,470 |
| Surplus / Loss | £ 291 |
| Savings (Reserves, Cash, Investments) | £ 291 |

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.

This event coincides with Children's Festival in the Quarry. We will also be promoting SYT performing Shakespeare at the event. We aim to engage new members to the group and would appreciate any contacts Council may have.

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 Heritage :

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:

[redacted]

[redacted]

Postcode: [redacted]

Phone: [redacted]

[redacted signature]

Signed: Date: January 22nd 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 from is true and correct. I understand that you may ask for additional information at any stage of the application process.

Signed: [redacted signature]

Date: 22/1/16

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

By Jan 22 2016