



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)	Community Building Arts Project for Shrewsbury Children (including those with SEND)	GRANT AMOUNT REQUESTED	£3,000
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Contact Details

Q1 Name of organisation making application:

Shrewsbury Arts Trail CIC.....

Name of contact for this application

Title: Ms..... First Name: Jessica..... Surname: Richards.....

Position held in the organisation: [REDACTED].....

Contact Address, including full postcode:

[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 ... 14548986
- Other – Please specify: Community Interest Company.....

Q3 When was your organisation established?

Established 2021, registered with Companies House in December 2022

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 Arts Trail CIC is on a mission to engage rural audiences in Shropshire with contemporary art and creative experiences. For three years we have achieved this by bringing internationally renowned artworks directly to our local communities, showcasing them alongside local artists and delivering an inclusive programme of sculpture trails, exhibitions and events, community outreach and schools engagement.

We remove the barrier of cost by offering our programme for free and the barrier of access by placing artworks, and delivering our activity, in unusual public spaces across Shrewsbury including parks, shopping centres, churches, bars and cafes. Across 30+ venues in Shrewsbury we engage circa 100K visitors/participants each year.

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:

.....

Q7 What is your primary source of funding?

Grant funding, sponsorship and donations. We receive a huge amount of in-kind volunteer time and free venue hire from the 30+ local businesses, public and third sector organisations who participate in Shrewsbury Arts Trail.....

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.

The Shrewsbury Arts Trail, now in its fourth year, continually seeks to enhance and adapt to better serve the needs of the local community. We actively gather feedback from volunteers, visitors, and workshop participants annually. Based on this input, our objectives for 2025 are:

Enhance Arts Opportunities for Children: We aim to provide more high-quality arts activities for children in Shrewsbury. This includes collaborating with schools and community groups, with a specific focus on those schools that have had to reduce or cease their in-school art programmes. Local artists will lead sessions helping children to collaborate to create a huge community artwork.

Promote Inclusion: We strive to increase the participation of Shrewsbury children and young people with special educational needs and/or disabilities (SEND) in high quality arts activities.

Raise Environmental Awareness: Our goal is to foster greater environmental consciousness among visitors and participants during the Shrewsbury Arts Trail - facilitating discussions, encouraging sustainable choices and building community around this urgent issue.

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.

Need: The need for the project has been identified through feedback gathered from volunteers (including venues who host Shrewsbury Arts Trail exhibitions and events), visitors to the Shrewsbury Arts Trail and participants in our workshops. We hear the considerable educational and wellbeing benefits that children experience from participating in high quality arts activities, the need for community building activity, the need for free and low cost activity for children during a cost-of-living crisis, the need for inclusive and accessible activities for children and young people with SEND and the increasing desire amongst Shrewsbury communities to see environmental responsibility front and centre in

Benefits:

- By fostering collaboration, shared experiences and a sense of belonging, the project will strengthen community bonds.

- Engaging local artists, community groups and schools in meaningful ways encourages a vibrant and supportive artistic community.
- By providing more high-quality arts activities, children in Shrewsbury will have greater exposure to creativity, self-expression and skill development.
- Collaborating with schools and community groups ensures accessibility and broad reach, benefiting a diverse range of children.
- Addressing schools that have reduced or ceased in-school art programmes helps fill the gap and enriches their educational experience.
- Increasing participation of children and young people with special educational needs and disabilities (SEND) ensures equal access to artistic experiences.
- Inclusion fosters a sense of belonging, boosts confidence and promotes understanding among all participants.
- By emphasising sustainable materials in community workshops, the project.
- Visitors and participants will gain awareness of environmental impact, leading to more conscious choices beyond the Arts Trail including responsible consumption and waste reduction.
- The project will build community around environmental responsibility, helping to foster connections and support those experiencing 'climate anxiety'.

Timespan: we are seeking funding to deliver activities during summer 2025 to co-include with the other sculpture trails, exhibitions and events delivered by Shrewsbury Arts Trail

- ii. How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity?

150 children and young people, one local artist and many thousands of visitors who will get to view the finished artwork

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 project will be evaluated based on participant numbers and feedback from surveys. The entire Arts Trail attracts over 100,000 visitors and participants annually. Specifically for this project, we will deliver ten sessions with schools, early years providers and community groups, including SEND (Special Educational Needs and Disabilities) settings.

With an average of 15 participants per session (more for schools and fewer for early years settings), the project will engage approximately 150 children and young people who currently lack access to high-quality art activities. Participants will benefit from working with local artists, creating a large community artwork and having their work exhibited as part of the Shrewsbury Arts Trail 2025.....

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 cover.....

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

We have a track record of effectively managing and delivering large, complex projects over several years. Our extensive network includes over 100 volunteers and more than 30 partner venues. Together, they contribute to making the Shrewsbury Arts Trail a significant visitor attraction that provides substantial community benefits to communities in Shrewsbury.

- 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.*

We have health and safety and child protection policies in place.....

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 £
2023	Community workshops/engagement	1000

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

We are requesting £3,000 from Shrewsbury Town Council. However, if the council can provide additional financial support, especially over multiple years to support the sustainability of the Shrewsbury Arts Trail, we would love to discuss other activities that the trail offers and how we can acknowledge the council's support on signage/social media etc. Activities such as our sculpture trail and exhibitions align with Shrewsbury Town Council's aims and objectives, particularly in terms of boosting Shrewsbury's visitor economy and enhancing the social life of the town by bringing communities together through shared experiences and inclusive activities.

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 Management - £100/day for 10 days to reach out and engage community groups, schools and early years settings who want to participate, including SEND settings. Identify and engage local artist(s) to plan the overall artwork and deliver the sessions. Co-ordinate with venue to install and de-install the final artwork for exhibition. Promote the project through print and social media. Co-ordinate participant feedback.	£ 1000
Local Artist(s) - £100/day for 12 days to plan the overall artwork. Plan and deliver sessions with community groups, in schools and early years settings. Order relevant materials, prioritising sustainable options including use of items destined for landfill. Use elements created by each group/school/setting to create the final artwork. Support installation and de-install in the exhibition space.	£1200

Materials - £55/group/school/setting for 10 workshops	£550
Facilitator - £250 to deliver a 'climate café' style community session and support ongoing discussion and action. Includes any materials and refreshments.	£250
Total	£3,000
Project Income	
Please list how the project shall be funded	
Shrewsbury Town Council Community Fund.	£3,000
Venue hire for free in-kind from one of our participant venues.	£
	£
	£
	£
What is the difference?	
This should be the same as the amount of Grant you are applying for	£3,000

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?

If offered less than the amount requested, we will endeavour to secure grant funding from another source or we will reduce the amount of sessions delivered by the project.....

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 working on a Fundraising Plan with three key goals:

- Securing multi-year grants to increase the sustainability of Shrewsbury Arts Trail CIC and support multi-year programming;
- Diversify income streams to include sponsorship packages (launching 2024), donations campaign and earned income, and;

- Raise an additional £500/annum to add a young artists award to the programme and £5,000/annum to add an annual artists commission

To achieve this we are leveraging various sources and methods:

Grant applications – Identify and apply for relevant grants from arts council, trusts and foundations and charities that support arts/cultural engagement and rural/community development.

Corporate Sponsorships – Approach local and regional businesses to secure sponsorship for specific events, exhibitions or the overall programme.

Offer sponsorship packages with varying levels of benefits, such as logo placement, event recognition and exclusive experiences.

Individual Donations – Implement a donations campaign to encourage donations by visitors and participants that can afford without compromising Shrewsbury Arts Trail’s commitment to removing financial barriers to participation.

Explore the possibility of establishing a reoccurring donor or membership model.

Earned Income – Explore opportunities for earned income streams such as merchandise and some ticketed events.

One-Off Fundraising – Explore options for fundraising events such as art auctions, galas or crowdfunding campaigns to raise awareness and attract donations.

Your Accounts

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

Total Income	£33800
Less Total Expenditure	£0
Surplus / Loss	£0
Savings (Reserves, Cash, Investments)	£900

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.

Shrewsbury Arts Trail became a CIC in December 2022. Our first years Annual Accounts are being prepared for submission to Companies House in December 2024. While these are being prepared we offer a statement of projected income and expenditure for the next 12 months.

Income (Confirmed)	
Grant from The Adlard Family Foundation	10000

Grant from Vibrant Shropshire Cultural Compact	10000
Donation from SM&AG	5000
Donation from English Bridge Workshop	2500
Donation from Visual Arts Network	2000
Donation from Shropshire Arts Society	500
Fees from artists submissions	800
Income (Anticipated)	
Shrewsbury Town Council Community Grant	3000
TOTAL INCOME	33800
Expenditure	
Sculpture Trail loan fees, insurance, transportation, install/de-install, lighting and interpretation	-7000
Exhibition loan fees, insurance, transportation, install/de-install and interpretation	-6000
Freelance facilitators/local artists for events, community outreach and schools engagement	-3000
Freelance Administrator	-2000
Shrewsbury Arts Trail Staff (Creative Director £7000 and Operations Manager £5000)	-12000
Design and Print	-1450
Advertising (social media and local magazines)	-400
Overheads (unit used for artwork drop-off/collection)	-950
Accountant and Quickbooks	-1000
TOTAL EXPENDITURE	-33800

You need to include these documents with this application.

Account Details

Q16 Please provide 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]

Sort Code: [REDACTED] Account Number: [REDACTED]

Bank/building society name: [REDACTED]

Bank/building society address.....

.....
.....
.....

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

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

Any Other Information

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

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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).**

[REDACTED]

I confirm, on behalf of ...Shrewsbury Arts Trail CIC(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: Director.....

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

Organisation address:

... [REDACTED]

..... Postcode: [REDACTED]

Telephone: ... [REDACTED]

Signed: [REDACTED] Date: 01/07/2024.....

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: 01/07/2024.....

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: n/a

Please return your completed application form to:

**Town Clerk
Shrewsbury Town Council
Livesey House
7 St John's Hill
Shrewsbury
SY1 1JD**

Telephone: 01743 281010
Email: Helen.ball@shrewsburytowncouncil.gov.uk