



Congleton Town Council Application for Financial Assistance

Part 1: Applicant(s) and Project Details

Application Reference Number (office use only)	GR12/2122
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1.1	Applicant(s):	Vince Cutcliffe
1.2	Representing:	Congleton Live Community Interest Company Ltd A not for profit company run by volunteers, giving the original CJAB team a formal organisational structure
1.3	Email Address:	██
1.4	Tel No.	████████████████
1.5	Project Title:	Congleton Unplugged
1.6	Project Objectives:	The aim of this project is to contribute to the sustainability of the town centre, and to provide a boost to the community spirit of the people of Congleton.
1.7	Brief Project Description:	<p>A music festival which encourages people, locally and regionally, to come into the town and sample what is on offer.</p> <p>This is the tenth year of “Unplugged” and the ninth festival, last year (2021) because of CV19 we held a virtual/online festival evidenced by film/video on our Facebook/Youtube/Website. The purpose of Congleton Unplugged is to bring people into town to experience the benefits of a community event at a normally quiet time of year.</p> <p>The outcome of the event since its inception in 2013 has been a thriving festival which is growing in stature year on year, 2022 will be its 9th (non) consecutive year (i.e. excluding 2021). We are funded by the venues and grant funding bodies, we also have commercial sponsors. The event is organised with the generous time, efforts and resource made available entirely by volunteers.</p>

1.8 **Details
accounts/budgets**

In summary if the festival meets all its income targets it will make a small profit of approx. £235 this year. The key costs are promotion cost of £4,660 (Table 1), against a planned/budgeted income of £4,85 (Table 2), detail provided below. Key spend items this year are updating our Banners, and return to our booklet style programme. Summary total project costs, £24,820 see Table 2.

PROMOTION COSTS – Table 1				
TITLE	NO	COST	VALUE	SUB-TOTAL
<i>Programmes</i>	4000	£1,200	1	£1,200
<i>A 5 Leaflets(see vc)</i>	6000	£300	1	£300
<i>Town Board posters</i>		£60	1	£60
<i>Chronicle</i>		£350	1	£350
<i>ADProfile</i>		£350	1	£350
<i>PLI contribution</i>		£300	0.5	£150
<i>Distribution</i>		£200	1	£200
<i>Expenses (inc GJ plastics)</i>		£900	1	£900
<i>Rlwy Stn Posters</i>		£50	1	£50
<i>A3</i>	1000	£140	1	£140
<i>office space</i>		£840	0.25	£210
<i>A2 Posters</i>		£100	1	£100
<i>TKT GIG leaflets</i>		150	1	£150
<i>BAND top ups</i>		£200	1	£200
<i>Volunteer exp</i>		100	1	£100
<i>FACEBOOK ADS</i>		£100	1	£100
<i>Wristbands +</i>		£100	1	£100
TOTAL				£4,660

SPONSORSHIP AND INCOME – Table 2			
TITLE	VALUE	RATE	TOT
Council Grant			£500
Town Trust			£300
Inclosure Trust			£500
Sponsors/Ads			£1,750
Venue Income	£1,500	1	£1,500
Ticket Gigs income	£295	1	£295
TOTAL			£4,845
SPARE CASH IF ALL OUR MONEY COMES IN.....			£185
SUMMARY TOTAL COSTS			
PROMOTION COSTS			£4,660
BAND COST			£8,660
TOTAL FINANCIAL COSTS			£13,320
VOLUNTEER EFFORT	DAYS	DAY RATE	
	90	£100	£9,000
Hammond McNulty	value in kind		£1,000
AD Profile	value in kind		£1,500
TOTAL COSTS TO PUT ON FESTIVAL			£24,820

Part 2: Cost Details / Resources / Timescale

2.1	Total Cost of Project:	£4660
2.2	Total contribution sought:	£500
2.3	What will the money be spent on?	This vital contribution will go towards cost of promoting the festival.
2.4	Any ongoing costs:	Website costs; Hosting; £111.75 Domain Name; £18 Office space; Electric Picture House/office; £840 (Fee contribution made by local benefactor) Insurance; PLI (shared with Unplugged); £300 (half of this cost attributed to CJAB)
2.5	Details of confirmed match funding include source Cash: £1,900 In kind: £9,700	CONFIRMED MATCH FUNDING IN CASH Grant Funds £300 Sponsors £1600 TOTAL £1900 CONFIRMED MATCH FUNDING IN KIND 72 mandays total effort so far; £7,200. Accountancy Support £1000 + Design Consultancy £1500 TOTAL £9,700
2.6	Resources needed:	Various resource includes, creative design, commercial, legal, financial, IT, governance, project management, woodworking/carpentry/transport/storage, purchasing.
2.7	Estimated timescale of project from start to finish:	9 months (September – May).

Part 3: Potential Benefits / Outputs

3.1	What are the potential benefits/outputs to residents of Congleton	<ol style="list-style-type: none">1) An event accessible to all budgets. The event appeals to a wide cross section of the community whatever their circumstances. This offering is FREE ENTRY. We want a broad cross section of people to come into town and enjoy good value excellent entertainment. We offer 3 ticketed events before and after the FREE weekend to widen the appeal. 2) Community Spirit. The Town Centre location allows people to wander up and down High St and Lawton St and other locations close to town centre to sample music, bump into or meet friends, there is a buzz in town which feels like community spirit. Venues such as Pentecostal Church increase and widen the age range of people we attract as we aim to make the event encourage older and younger people (and their carers/parents) to come in to town, or people who do not want to go into a pub or café. 3) Sample the Town. The festival is an opportunity to see many venues/businesses in easy walking distance in a good light, for the benefit of a future visit at another time. 4) A platform to discover music. An event that reflects an open accepting audience, an opportunity for young and older people to experience music that they may otherwise not have access to. 5) An opportunity to showcase local talent alongside regional and nationally recognised artists. The festival programme gives local talent an opportunity to perform to a thriving and discerning
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		<p>audience alongside experienced and recognised regional and national artists.</p> <p>It will also be an opportunity for our audience to listen a style or type of music they may not normally have experienced.</p> <p>6) Benefit local creative community groups such as artistic venues alongside local businesses.</p> <p>Alongside local hospitality and hostelry businesses, other ventures hold events as a way of broadening their audience. We offer sponsorship within the festival programme to local businesses as an opportunity for them to extend their network of consumers.</p> <p>7) Promote tourism to the town.</p> <p>Our web based networking signposts local venues and staycations for regional visitors to the event. The overall impact is to generate a boost to the local economy at an otherwise quiet time of year.</p> <p>8) Give Congleton a national identity.</p> <p>The event already generates interest via its presence on the internet both website and social media. This allows the event to gain interest beyond the town and local regions and across the UK.</p> <p>9) Provide a boost to community spirit, especially as restrictions are lifted further (hopefully).</p> <p>The festival will boost community spirit by offering a significant event in what has been a very challenging time for the people and businesses in town since March 2020. It is an event that the town's people will look forward to.</p> <p>Overall the event will contribute towards a community spirit based around the town and what it has to offer. The event will impact both participating and non-participating venues.</p>
3.2	Are there similar services/projects provided in the area	YES; the same team organises Congleton Jazz and Blues, this runs at approximately the opposite end of the calendar year.

Part 4: Evaluation/Publicity

4.1	How will the project be evaluated and who will carry out the evaluation?	<p>FORMAL Feedback is sought from the Venues and Public/Attendees formally. The team writes to venues for feedback, for the public/attendees the website has a feedback panel which encourages people to make comment.</p> <p>ADHOC Both venues and public/attendees provide adhoc feedback which is included in any assessment.</p> <p>OTHER avenues include;</p> <p>Asking the local police for their feedback on how they view the event. Asking artists for their view on the event and its operation.</p> <p>The input from these assessments is managed informally and will determine any further action required.</p>
4.2	Describe how you will promote the Town Council in your project	<p>The Town Council is billed prominently as a main sponsor on all press and publicity.</p> <p>The team will keep abreast of HMGGOV guidelines and advice with respect to COVID 19, we will continue to monitor for changes to lockdown measures that may impact the Festival. The team are working on special notes and measures we can use in publicity, that we may also hand on to venues and others to ensure anyone involved in working at or attending the festival is kept safe and aware as required.</p>

Signature:  Date: 20.1.2022

NOTE: Personal details given on this form will be redacted for public purposes, but the office will keep a copy within its electronic and paper files for the purposes of processing the grant. If successful the information will be kept for six years in line with HMRC rules. Your details will not be used or shared for other purposes in line with Congleton Town Council's Privacy Policy and GDPR 2018.