



## Congleton Town Council Application for Financial Assistance

### Part 1: Applicant(s) and Project Details

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| Application Reference Number (office use only) | GR15/2122 |
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|-----|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1 | Applicant(s):              | MR RICHARD WALTON                                                                                                                                                                                                                      |
| 1.2 | Representing:              | CONGLETON PRIDE                                                                                                                                                                                                                        |
| 1.3 | Email Address:             | [REDACTED]                                                                                                                                                                                                                             |
| 1.4 | Tel No.                    | [REDACTED]                                                                                                                                                                                                                             |
| 1.5 | Project Title:             | CONGLETON PRIDE - 'MAIN EVENT' SAT 23RD JULY, 2022.                                                                                                                                                                                    |
| 1.6 | Project Objectives:        | CONGLETON PRIDE WAS SET UP TO PROMOTE EQUALITY, INCLUSIVITY & DIVERSITY FOR THE PUBLIC'S BENEFIT, AS WELL AS PROMOTING THE ELIMINATION OF DISCRIMINATION WITH REGARDS TO SEXUAL ORIENTATION & GENDER IDENTITY                          |
| 1.7 | Brief Project Description: | CENTRAL TO THIS IS THE HOLDING OF AN ANNUAL FESTIVAL IN CONGLETON TOWN CENTRE. THIS INVOLVES STREET ENTERTAINMENT ALL DAY, IN A VARIETY OF FORMATS IT IS IN THIS REGARD WE SEEK YOUR ASSISTANCE                                        |
| 1.8 | Details accounts/budgets   | LAST YEAR, AS SHOWN BY THE ACCOUNTS ENCLOSED THE TOTAL EVENT COST £6323 TO RUN. OF THAT, £2500 WAS ARTIST FEES. THIS YEAR WOULD LIKE TO IMPROVE THE VARIETY & QUALITY OF ARTISTS & PLAN TO SPEND £2500 TO THE BENEFIT OF OUR RESIDENTS |

### Part 2: Cost Details / Resources / Timescale

|     |                                  |                                                                                                                                                                                                                                                               |
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| 2.1 | Total Cost of Project:           | £2500                                                                                                                                                                                                                                                         |
| 2.2 | Total contribution sought:       | £500                                                                                                                                                                                                                                                          |
| 2.3 | What will the money be spent on? | BOOKING A DIVERSE RANGE OF 'FAMILY FRIENDLY' ARTISTS TO PERFORM ON OUR MAIN STAGE TO ENTERTAIN THE PEOPLE OF CONGLETON FREE OF CHARGE. THEIR DIVERSITY & CALIBRE WILL ALSO DRAW MORE PEOPLE INTO OUR TOWN FROM AREAS OUTSIDE CONGLETON TO THE BENEFIT OF ALL. |



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| 2.4 | Any ongoing costs:                                                                | NONE                                                                                                                                                                                           |
| 2.5 | Details of <b>confirmed</b> match funding include source<br>Cash:<br><br>In kind: | NONE. WE DO HOLD A CASH RESERVE OF £2.5 K WE WOULD USE TO UNDERWRITE THE EVENT IN CASE OF ANY SHORTFALL IN SPONSORSHIP / FUNDRAISING. THE EVENT IS GUARANTEED TO PROCEED BEARING 'ACTS OF GOD' |
| 2.6 | Resources needed:                                                                 | NONE FROM CTC, THOUGH WE WOULD WELCOME OUR EVENTS FEATURING ON/OUR SOCIAL MEDIA / ADVERTISING.                                                                                                 |
| 2.7 | Estimated timescale of project from start to finish:                              | PROJECT COMPLETE ON 23RD JULY 2022.                                                                                                                                                            |

### Part 3: Potential Benefits / Outputs

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|-----|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.1 | What are the potential benefits/outputs to residents of Congleton | BESIDES THE OBVIOUS BENEFIT OF PLACING OUR RESIDENTS A FREE FAMILY DAY OUT, THE EVENT IS DESIGNED TO PROMOTE INTEGRATION, SHOWING WHAT THE LGBTQ+ COMMUNITY IS ALL ABOUT, HEREABOUTS HOPING TO STOP ANY PREJUDICE. |
| 3.2 | Are there similar services/projects provided in the area          | ALSAGER, SANDBACH & MACCLESFIELD. ALL HOLD ANNUAL PRIDE EVENTS, BUT I BELIEVE OURS WILL BE THE BIGGEST & MOST DIVERSE BY SOME MEASURE                                                                              |

### Part 4: Evaluation/Publicity

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| 4.1 | How will the project be evaluated and who will carry out the evaluation? | THERE IS NO TRUE MEASURE, BUT VISITOR FEEDBACK WOULD BE AN EXCELLEN GUIDE. SO WOULD LACK OF NEGATIVE 'INCIDENTS' RELATED TO THE EVENT |
| 4.2 | Describe how you will promote the Town Council in your project           | CTC WOULD BE LISTED AS A SPONSOR ON ALL OUR BANNERS & SOCIAL MEDIA FEED, MAIL SHOTS & ON ANY MEDIA OUTPUT                             |

Signature: \_\_\_\_\_

24/2/2022

Date: \_\_\_\_\_

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.



£2,890.78