



Congleton Town Council

Application for Financial Assistance

Part 1: Applicant(s) and Project Details

Application Reference Number (office use only)	GR08/2223
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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:	[REDACTED]
1.4	Tel No.	[REDACTED]
1.5	Project Title:	Congleton Jazz and Blues Festival
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 of people in 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>For this year 2022 we have planned 72 gigs in 21 venues, all styles of Jazz and Blues to cater for a wide audience and the Umbrella March along the High Street to kick the whole thing off. This is the biggest Jazz and Blues festival event we have ever planned, we think the townsfolk are ready for it.</p>

1.8

Details
accounts/budgets

In summary if the festival meets all its income targets it will break even. As always we need to be careful with costs, but we do need to upgrade some of our advertising banners and boards there is some expense in our budget here.
The key costs are promotion cost of £7,374 (TABLE1), against a planned/budgeted income of £7,400 (TABLE2), detail provided below.
Details of total project costs, £40,542 and how they are derived are given in the bottom table (TABLE 3)

TABLE 1 PROMOTION COSTS AS AT 4.7.2022					
Programmes	10000	£1,800		1	£1,800
A 5 Leaflets(see vc)	10000	£200		1	£200
A4 Leaflets	1000	£80		1	£80
Town Board posters		£60		1	£60
Chronicle Ad		£350		1	£350
Team Do/Bearman		£200		1	£200
FOCP/storage		£50		1	£50
Fullcolour posters	railway	£50		1	£50
FOOD FEST AD		£0		1	£0
Op Expenses 1				1	£1,070
Op Expenses 2				1	£638
PLI(Showtime)		£0		1	£0
DAZ ART		500		1	£500
BAND top ups		£888		1	£888
Street Level Distn		250		1	£250
Blues in Britain (1/2 page)		350		1	£350
Band accom/pa		£888		1	£888
		0		1	£0
PROMOTION COSTS		TOTAL			£7,374

TABLE 2 INCOME

	PAID	DUE	TOT
MWMF			£100
Council Grant			£750
Venues	2000	1	£2,000
Inclosure Trust			£500
Town Trust			£300
Beartown	1000	1	£1,000
ADVERTS	0	1	£250
FFM	£600	1	£600
S BROWNE	£600	1	£600
EZE T	£600	1	£600
SAS Dan	350	1	£350
Hammond M	350	1	£350
	£5,500	£8	£7,400

SUMMARY OF ALL EXPENDITURE

PROMOTION COSTS			£7,374
BAND COST			£15,168
TOTAL FINANCIAL COSTS			£22,542
VALUE IN KIND			
Accountancy			£2,000
Legal			£500
Design			£2,500
VOLUNTEER EFFORT	DAYS	DAY RATE	
	130	£100	£13,000
TOTAL COSTS TO PUT ON FESTIVAL			£40,542

Part 2: Cost Details / Resources / Timescale

2.1	Total Cost of Project:	£7374.00
2.2	Total contribution sought:	£750.00
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:	<i>Website costs;</i> Hosting; £111.75 Domain Name; £18 <i>Office space;</i> Electric Picture House/office; £350 (Fees paid by local benefactor) <i>Insurance;</i> PLI has been budgetted from "Unplugged expenses"
2.5	Details of <i>confirmed match</i> funding include source Cash: £2,000 In kind: £10,400	CONFIRMED MATCH FUNDING IN CASH Grant Funds £500 Sponsors £2800 Ads £100 Total £3400.00 CONFIRMED MATCH FUNDING IN KIND 73.5 mandays donated effort so far; £7,450 of £13,000 (130 mandays) required. Accountancy Support £2000 + Legal Support £500 + Design Consultancy £2500 TOTAL £10,400
2.6	Resources needed:	1) Support for Umbrella March, and support for roadside promotion campaign. 2) Stewards for Community Stage at Bath House Physic Garden. 3) Production support for Community Stage
2.7	Estimated timescale of project from start to finish:	15 months.

Part 3: Potential Benefits / Outputs

3.1	<i>What are the potential benefits/outputs to residents of Congleton</i>	<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.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. The addition of the community stage increases and widens 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, we think this significantly increases the measure of community spirit.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.</p> <p>We reiterate our snetiments from 2021 notes, 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.</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	<i>Are there similar services/projects provided in the area</i>	YES; the same team organises Congleton Unplugged, this runs at approximately the opposite end of the calendar year.

Part 4: Evaluation/Publicity

4.1	<i>How will the project be evaluated and who will carry out the evaluation?</i>	<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	<i>Describe how you will promote the Town Council in your project</i>	<p>The Town Council is billed prominently as a supporter of the festival alongside the Town Trust and Inclosure Trust in the festival programme.</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: Vince Cutcliffe Date: 4.7.2022

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.



CONGLETON LIVE COMMUNITY INTEREST COMPANY

Quarterly Management Accounts

Q1 2022 Q2 2022
 (Jan 01 - (Apr 01 - Half Year
 Mar 31) Jun 30) (Jan-Jun 22)

Sales	33	57	90
Ticket Sales	1893		1893
Sponsorship	1700		1700
Programme Advertising	1100	100	1200
Artist Subsidy Fund	100		100
Grant Income	1300	600	1900
Total Income	<u>6126</u>	<u>757</u>	<u>6883</u>
Promotional Costs	257		257
Band Costs	1150		1150
Venue Costs	200		200
Merchandise Costs	47		47
Programmes & Leaflets	1975		1975
Computer Software	119		119
Sundries	169		169
Advertising and Promotion	698		698
Legal and Professional Fees	13	15	28
Business Entertaining	40		40
Total Expenses	<u>4668</u>	<u>15</u>	<u>4683</u>
Surplus (Deficit)	<u>1458</u>	<u>742</u>	<u>2200</u>