



Town Council Grant

Activities Monitoring Form

| 1. Contact Details | |
|--------------------|------------------|
| Organisation name: | Congleton Museum |
| Address: | Market Square |
| Congleton | CW12 1ET |

| 2. Grant Information | | | |
|-------------------------|-----------|--|--|
| Grant Reference Number: | CR02/2324 | | |
| Total project cost: | £26,196 | | |

| | | | |
|--|-----------------|------------|----------------|
| Receipts Attached? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> | Receipt Amount: | £26,196 | |
| Please list receipts below: | | | |
| 29/07/2022 FC 042117 | £4,000 | Vat £ 800 | £ 4,800 |
| 08/04/2023 FC 045052 | £8,915 | Vat £1,783 | £10,698 |
| 02/08/2023 FC 047008 | £8,915 | Vat £1,783 | <u>£10,698</u> |
| | | Total | £26,196 |

| 3. Project Information | |
|---|--|
| When did the project commence? | The initial workshops which identified the website as a key element in the museum's 'Going Global' strategy commenced in December 2021. Work on the development website commenced on 16 th January 2023 and was completed by the end of July 2023. |
| Did you make a profit from the project? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> | |
| The museum did not make a direct profit from this project. All money raised through grants, £15,000 from the Inclosure Trust and £750 from the Town Council, was expended on the project; the remainder was met from museum resources. | |
| This website has been instrumental, as anticipated, in raising additional income to support museum activities. Between October and the end of December, orders through the online shop produced a gross income of £232.63, whilst the promotion of events through online pre-booked tickets generated a further £2,220. | |
| | |

Please explain what difference the project has made to your organisation/local people:

The development of our new interactive website has, as intended, raised the profile of Congleton Museum, not only amongst local residents, but nationally and internationally. Since going live in July 2023 over 6,064 users have accessed the site, with the 'home page' 'visit us' and 'what's on' being the most visited pages.

As would be expected, most of these (5.9K) were UK based, but the site has also been accessed by users from the United States, Australia, New Zealand, Canada, Cambodia, Netherlands, Belgium, France, Ireland, South Africa, Indonesia, Russia, Spain, Iceland, Norway and the Czech Republic.

The analysis of the online sales to date, comprising 16 orders for 72 items, indicates that the main items purchased were the museum-produced Congleton related history books on specific subjects.

Our new website is providing greater opportunities to celebrate the many items within the collection, which are now regarded as being of regional if not national significance.

The increase in reach, as well as the sale of local heritage related items, enables us not only to promote the museum and Congleton's vast and unique heritage, but also to encourage visitors to the town. This is evidenced by the increasing number of entries in the visitor's book with addresses outside the immediate locality and from overseas.

Whilst all this is making a positive contribution to the museum's future sustainability, it is also having a positive impact on the high street economy. Using the Association of Independent Museum's calculator, in the year ending March 2023, the positive impact of Congleton Museum on the wider local economy was presumed to be in excess of £100,000. In the current year, by the end of December, this figure had already been achieved – a further indication of the website's effectiveness in communicating the attractions of Congleton .

4. Promotion

Please send an electronic photograph of your project/activity. Is this attached? Yes No

Images Website 1, Website 2 and Website 3 attached

Do you give permission for these photographs to be used on the Council's web site and in newsletters?
(Please ensure that you seek permission for anybody photographed). Yes No

Was the grant funding from Congleton Town Council acknowledged in any way? Yes No

Please state how (i.e. on your website, event programme, tickets, etc)

The Town Council's contribution to the project is acknowledged in two places on the website: at the end of the initial page, with the Coat of Arms used to identify the Council as one of the museum's funders (Image Website 4) and also at the top of the 'About Us' page (Image Website 5) where the council's contribution to the project is specifically acknowledged.

5. Feedback

What is your experience of using the Town Council Grant Scheme? Are there any comments or suggestions for improvements that you would like to make?

How did you apply? Online Email Post

Do you feel that you understood the process? Yes No

Please rate the following elements:

| | Excellent | Good | OK | Poor |
|--|-----------|------|----|------|
| Completing the application form | √ | | | |
| Relevance of guidelines | √ | | | |
| Length of the process from submitting an application to receiving notification | √ | | | |
| Advice given from the Town Council Grants Team (if applicable) | N/A | | | |