

Please complete all sections of this application form by 4th August 2024

Contact Details

| | |
|---------------------------------|------------------|
| Name of organisation/ group: | Congleton Museum |
| Address: | Market Square |
| Postcode: | CW12 1ET |

The contact person should be someone from your organisation who can discuss the application. Please give an alternative person in case the first contact person is unavailable.

| | First Contact | Second Contact |
|-------------------|-------------------|-------------------|
| Name: | Anna Maluk | Ian Doughty |
| Position: | Assistant Manager | Chair of Trustees |
| Daytime phone no: | 01260 276360 | 01260 276360 |
| Evening phone no: | Evening | Evening |
| Email: | | |

About your organisation

What type of organisation are you? Please mark all boxes that apply:

- Unregistered community group/ club/ society: ☐
- Registered charity ☒
Charity Number if applicable: 701430
- Other type: *Please state here*
- Do you have a constitution or a set of rules? Yes ☒ No ☐

What does your organisation or group do?

We are a local history museum located in Congleton, behind the town hall. The main exhibition displays objects from 5,000 years ago to today. We deliver learning sessions to local schools, run free family activities during school holidays, and run monthly heritage walks around the town.

Details of Grant Requested

What project or attraction are you planning to deliver in Congleton Town Centre?

Describe your event, when and where it will take place, who it is aimed at

For Christmas 2024, the museum aims to turn Congleton Museum into a Grotto. The Grotto will take place upstairs in our temporary exhibition room and will take up half of the room. The grotto will include a visit with Santa and a wrapped book present. The room will be transformed with Christmas backdrops, decorations, fairy lights and will look magical. We have already secured 2 Santa's which

will take it in turns to carry their Santa duties. Volunteers will be on hand dressed as elves, and Mrs clause will make an appearance too – making sure everyone has a magical and safe experience. We are looking to have books donated from a major organisation which will act as an alternative present to chocolate. Whilst families wait to see Santa, they can make a Chris Dingle with tangerines and cloves – making the perfect Christmas experience. They can also visit the museum after their visit with Santa if they wish. The museum has never done an event of this nature before, however after the annual success of Roman Week, we are sure this grotto will be one to remember! Other than Castaway Play which is only accessible by car, there is not a grotto in the town centre, this Christmas activity is sure to bring people into the town, especially due to the cost. Grottos are increasingly expensive, with our nearby competitor costing nearly £15 per person. The museum aims to keep costs down for families, the grotto will be charged at the modest £6 per child. Each child will get the full experience, and will make a Chris Dingle and visit Santa for a present. The museum aims to accommodate 100 children a day over 3 days. The grotto will be open for 4 hours each day. There will be a Sunday session, a session during the day aimed at pre-schoolers and an after-school session, so that all types of families are accommodated. The museum offers a warm and friendly environment, and the perfect indoor space for an event of this nature. The event will take place at the begging of December from 1st – 3rd.

Is this a new event, or building on a previous event that you have organised within Congleton Town Centre or elsewhere?

What activity would the grant pay for?

New event – the grant would allow us to transform upstairs in the museum into a magical grotto complete with decorations and Sata! It is important that we have believable costumes for our volunteers to wear and that money is spent to make the room look Christmassy.

How do you anticipate that the grant money will increase footfall in the town centre?

Describe how you think this investment could encourage people to come into the town
The grotto will 100% increase footfall into the town as currently people have to travel outside of the town centre to see Santa at other locations. Last year Biddulph Zone and Castaway Play offered grottos, but there was nothing in the town centre.

How do you intend to make sure people know about your event

Describe how you intend to tell people about your event and what help you may need.
The event will be shared on our website, social media, in newsletters, amongst members, through the Information Centre, with posters, in schools and through other organisations.

How will you ensure that your event is inclusive and accessible?

Describe any actions you will take to ensure your event can be accessed and enjoyed by all members of our community.

We have designed 3 different dates with the grotto open at varying times. We are offering a weekend morning session, mid-day session and after-school session to cater to families that work, children who attend school, and children who don't. Tickets have been priced at the moderate cost of £6 so that families, which is almost half the cost of a local competitor.

What measures will you take to introduce environmentally friendly practices to your event/minimise the carbon footprint?

Describe any actions you will be taking to promote good environmental practices and/or minimise the carbon footprint of the event.

Some large decorations will be made from recycled cardboard boxes, and will be recycled after the event has finished. Items such as a rocking chair for Santa, and child's chair will be donated by the local community (borrowed). Books have been chosen instead of chocolate to reduced plastic waste and provide a lasting present.

Your Budget

How much will the project cost in total? £ 960.28

As well as this grant, please tell us where the other funds for this project will come from. Please mark secured funds with an **S**. If you have applied elsewhere for funding, please tell us where and indicate when you will know the outcome of these applications. Please be aware that the total pot is £6,000 and we hope to be able to support up to 12 town centre events. We will ring-fence the funding for successful applications and will need proof of purchase to release the funding. You can count volunteer time towards your 20% match funding.

| Grant | Amount (£) | Secured (S) or Outcome Date |
|-----------------------------|----------------|-----------------------------|
| <i>Young People's Trust</i> | <i>£250</i> | <i>Not yet applied</i> |
| <i>Volunteer time</i> | <i>£137.28</i> | <i>Secured</i> |
| <i>Name of organisation</i> | <i>£</i> | <i>Secured or date</i> |

What will the UKSPF funding from CTC pay for?

| Item | Total Cost (£) | Amount you are asking CTC UKSPF to pay for (£) |
|---|----------------|--|
| <i>Santa Suit, Mrs Claus Suit, 2x Elf Suits</i> | <i>£150</i> | <i>£150</i> |
| <i>Sack, bell, decorative backdrop, fairy lights, Christmas decorations, wrapping paper</i> | <i>£193</i> | <i>£193</i> |
| <i>300 books for presents, 300 tangerines, cloves,</i> | <i>£380</i> | <i>£0</i> |
| <i>Rocking chair and props</i> | <i>£100</i> | <i>£0</i> |
| Grand totals: | £823 | £343 |

If a grant is made, please provide the payee details below:

Account name: *Insert name here*

Bank: [REDACTED]
Account No: [REDACTED]
Sort code: [REDACTED]

If by Cheque Payee Name:

Signed: Anna Maluk 

Date: 31/07/2024

Send your completed application to:

CTC UKSPF Town Centre Funding
Congleton Town Hall
High Street, Congleton, CW12 1BN

Tel: 01260 270350 ext 3

Email: info@congleton-tc.gov.uk