

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

Contact Details

Name of organisation/ group:	<i>Congleton Craft Beer Collective</i>
Address:	<i>The Little Street Cellar, 5 Little St, Congleton</i>
Postcode:	<i>CW12 1AR</i>

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:	<i>Matthew Jones</i>	<i>Paul Plant</i>
Position:	<i>Partner</i>	<i>Partner</i>
Daytime phone no:	██████████	██████████
Evening phone no:	-	-
Email:	<i>info@rovingbeer.com</i>	████████████████████

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: -
- Other type: -
- Do you have a constitution or a set of rules? Yes No

What does your organisation or group do?

Organise Craft Beer-related community events across the town, celebrating and drawing attention to the richness and quality of Craft Beer offerings in Congleton. Our collective is made up of 4 independent, small businesses in Congleton – The Little Street Cellar, Barley Hops, Beartown Tap and R&G's Tap House – who work together to deliver events such as The Big Beer Weekend and Congleton Oktoberfest. These events are always free and encourage people to support local businesses and increase footfall throughout the town centre.

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
Congleton Big Beer Weekend & Ale Trail – 26th July to 26th August 2024 (taking place now). We organised a series of Beer Events across our bars for “The Big Beer Weekend” (26-28th July), including launching a new Congleton Ale Trail around the town, which will run until the August Bank Holiday weekend. We have reached-out to other Pubs, Bars & Clubs who serve beer to become part of this Ale Trail - we have 16 venues in total, who have all reported seeing plenty of new faces and increased footfall. Our sticker system encourages patrons to go to each venue on the Trail to have a drink – if they complete the Trail by 26th August, they’ll be entered into a prize raffle draw. We have marketed this event as family-friendly, with everyone welcome – the drinks purchased don’t have to be alcoholic, people can complete the Trail having soft drinks.

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?

This event is part of a series of events we do annually as a Collective – we aim to repeat this next year, as well as Oktoberfest, with a view to building a calendar of quarterly events. The grant money would help pay for marketing the events – currently, we’re utilising a lot of ‘good will’ of volunteers and having to be very measured in our marketing spending. Increasing our budget for marketing would allow us to attract more footfall from further afield.

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
As previously stated, our marketing budget is fairly small, meaning we have been very limited in scope and had to be very reliant on volunteers for Graphic Design etc. If we could increase the marketing budget, we would look to do flyer drops, newspaper and radio adverts and sponsored social media posting to reach a much wider audience – this would directly lead to greater footfall.

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.

Our marketing strategy will be multi-faceted, involving digital and printed media. We would also expect to build on good-will of attendees from previous events, who’d likely spread the news via word-of-mouth.

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 a strong collective ethos that “Teamwork makes the Dream work” – albeit clichéd, this rings true with the members of The Collective, who are all like-minded in our passion for Craft Beer and belief that beer is for everyone. We are all mindful to include a variety of family-friendly activities in our events, especially the timings of Food & Live Music. We also offer a huge range of products for people with special dietary requirements, plus all venues have accessible toilets and furniture. Finally, our marketing material aims to target all parts of the community – we’ve made sure to use all forms of media, in order to engage with as many different age groups, genders and social backgrounds as possible.

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.

Firstly, we have a massive emphasis on supporting local businesses and breweries – we all ensure we have a great range of local products, which will inherently have a lower environmental impact, as the logistics of delivering the beer is much simpler. Secondly, we’re very mindful not to produce excessive or waste marketing material – the print runs we do are carefully estimated to ensure we have enough for the desired impact, without having flyers or posters left over. Whilst this is also good economically, our environmental impact is also minimised. Finally, our events are all meant to be within walking distance for local people, focused on the Town Centre. We also include all relevant public transport links on our maps for people from out of town, meaning car traffic should be minimised – with revellers enjoying a few beers, car traffic is inherently much less of a problem.

Your Budget

How much will the project cost in total? £ 1750

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>Graphic Design Work (volunteered)</i>	<i>£500</i>	<i>Secured</i>
<i>Congleton Craft Beer Coll. – Marketing & T-shirts</i>	<i>£750</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>Marketing Material</i>	<i>£500</i>	<i>£250</i>
<i>T-Shirt Printing</i>	<i>£750</i>	<i>£250</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
Grand totals:	£1250	£500

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

Account name: *The Roving Brewer Ltd*

Bank: Starling

Account No: [REDACTED]

Sort code: [REDACTED]

If by Cheque Payee Name:

Signed:



Matthew Jones

Date: 04/08/2024

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