

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

Contact Details

Name of organisation/ group:	Artisanity
Address:	Glebe Farm, Peel Lane, Astbury
Postcode:	CW12 4RQ

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:	Clare Watson	Jenny Drew
Position:	Founder	Founder
Daytime phone no:	██████████	██████████
Evening phone no:	██████████	██████████
Email:	info@artisanity.co.uk	info@artisanity.co.uk

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: *Insert charity number here*
- Other type: **Partnership**
- Do you have a constitution or a set of rules? Yes ☐ No ☐ **No**

What does your organisation or group do?

Artisanity is a community bringing together local makers and artists. Our mission is to spotlight local talent, provide opportunities for creative business growth, and foster a supportive environment.

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

We plan to hold a community art event in parallel with our Spring Craft Fair, enhancing the existing event and creating a lasting legacy that will continue to attract people to Congleton and elevate its reputation as a cultural attraction.

During this project, local residents and visitors can collaborate with local makers to create a public display. This event will provide an opportunity for the community to come together, learn new skills, and celebrate Congleton's rich history. Given the lacemaking trade's historical significance in

Congleton, we will centre the event around this heritage craft, which is at risk of dying out both locally and nationally.

The Artisanity craft fair showcases around 30 local craftspeople carefully curated for quality, location and variety. It has a high reputation and already attracts significant number of people from outside of Congleton itself. As well as the stalls themselves the fair features craft demonstrations and incentives to spend. Visitors to previous Artisanity Fairs have spent a number of hours at the event, not simply popping in for a quick browse.

The art project creation event will take place in the Bridestone Suite of the Town Hall during our Spring Fair on March 9th. Participation will be free, with each person guided through creating a small piece of lace to contribute to a larger artwork. To minimize environmental impact, we will use repurposed garments for fabric and embellishments.

By boosting the visibility of the Spring Fair in parallel with the Art Project our event is likely to increase footfall in Congleton town centre by attracting both locals and visitors interested in community activities and heritage crafts. The unique focus on lacemaking is expected to draw new people into the town centre, boosting local engagement and economic activity. The display of the completed artwork will continue to draw attention encourage people into the town.

The activity itself will be inclusive and accessible, ensuring that everyone, regardless of age or skill level, can participate. The Bridestone Suite is fully accessible, and we will provide all necessary materials and guidance to ensure a welcoming environment for all participants. We will also collect postcode data from participants to record attendance and engagement.

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?

The making part of the project would take place at the same time as our established Spring Craft Fair. Our Fair is already highly regarded and attracts both local people and an external audience to Congleton, where they explore the stalls, watch craft demonstrations, and enjoy the hospitality Congleton has to offer. With a strong foundation of an already interested audience, we believe this is an ideal opportunity to build on our success and encourage even more people to be involved.

The grant money would primarily be used to raise the profile of the art installation section of the event, in addition to the extensive promotion we already do for the Fair event. It will help to increase footfall, as well as ensuring the event is inclusive and accessible by covering costs for necessary accommodations and materials.

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 grant money would allow us to advertise the project widely, drawing in a significantly larger audience. By hosting the event in the Town Hall, visitors will be encouraged to explore Congleton and its offerings. The community and creative aspects of the event will foster an ongoing, positive view of Congleton, especially for those who haven't visited before.

This investment will enable us to:

- *Launch a comprehensive advertising campaign (including social and digital media, newspaper and physical advertising) to reach a broader audience, including those outside the local area.*
- *Highlight Congleton's rich cultural heritage and creative community, making it an attractive destination for visitors.*
- *Enhance the visitor experience at our Spring Craft Fair by integrating the community art project, making the event more engaging and memorable.*
- *Showcase the hospitality and amenities Congleton has to offer, encouraging visitors to spend more time and money in the town centre.*
- *Promote Congleton as a vibrant, welcoming place for cultural and community activities, encouraging repeat visits and positive word-of-mouth.*

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.

We plan to implement a multi-faceted marketing strategy to ensure widespread awareness of our event:

- **Social Media Campaign:** *We will run a targeted social media campaign, including paid advertising, to reach a broad audience across various platforms.*
- **Banners and Leaflets:** *We will place banners in key locations around Congleton and distribute leaflets in local businesses, community centres, and other high-traffic areas.*
- **Craft Networks and National Lace Guild:** *We will leverage existing craft networks and collaborate with the National Lace Guild to promote the event to their members and followers.*
- **Newspaper Advertising and Coverage:** *We will place advertisements in local newspapers and seek coverage of the event as a community interest story to attract even more attention.*

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.

To ensure our event is inclusive and accessible to all members of the community, we will take the following actions:

- **Free Access:** *Both the craft fair and the art event will have no cost to the public to participate*
- **Accessible Venue:** *The Town Hall is fully accessible, providing easy entry and navigation for individuals with mobility challenges.*
- **Differentiated Lace Patterns:** *We will offer lace patterns suited to different skill levels and needs, ensuring that everyone can participate, regardless of experience or ability.*
- **Support and Assistance:** *On-site support will be available to assist participants as needed, ensuring that everyone can engage fully with the activities.*
- **Sensory-Friendly Session:** *We will offer a quieter session at the end of the day for those who struggle with sensory overload, providing a calm and supportive environment for participation.*
- **Clear Communication:** *We will provide clear and accessible information about the event, including in promotional materials and on our website, to ensure everyone is well-informed and knows what to expect.*

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.

To promote good environmental practices and minimize the carbon footprint of our event, we will implement the following measures:

- **Encouraging Public Transport:** We will emphasize the accessibility of the town centre by public transport in all our publicity materials and on our website, encouraging attendees to use sustainable travel options.
- **Using Repurposed Materials:** The majority of the materials used for the lace-making project will be sourced from repurposed clothing, reducing waste and promoting upcycling.
- **Local Sourcing:** Wherever possible, we will source additional materials and supplies locally to minimize transportation emissions.
- **Digital Promotion:** We will utilise digital marketing strategies to reduce the need for printed materials, although we acknowledge that physical promotional material is essential to reach all members of the community.

- **Waste Reduction:** We will implement a waste management plan to minimise waste during the event, including providing recycling bins and encouraging attendees to dispose of waste responsibly.

By taking these actions, we aim to create an environmentally responsible event that sets a positive example for our community.

Your Budget

How much will the project cost in total?

£ 1844.60

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
Artisanity	<i>£160</i>	<i>S</i>
Volunteer time 5x8hr@£11.44 2x25hr@11.44	<i>£1029.60</i> <i>(£457.60</i> <i>£572)</i>	<i>1/1/25</i> <i>S</i>

What will the UKSPF funding from CTC pay for?

Item	Total Cost (£)	Amount you are asking CTC UKSPF to pay for (£)
<i>Promotion</i>	<i>£675</i>	<i>£515</i>
<i>Venue Hire</i>	<i>£40</i>	<i>£0</i>
<i>Materials</i>	<i>£100</i>	<i>£100</i>
<i>Volunteer time</i>	<i>£1029.60</i>	<i>£0</i>
Grand totals:	£1844.60	£615

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

Account name: *Artisanity*

Bank: Natwest

Account No: XXXXXXXXXX

Sort code: XXXXXX

If by Cheque Payee Name: Artisanity

Signed: *CWatson*

Date: *2/8/24*

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