



# Congleton Town Council

Historic Market Town

Chief Officer: David McGifford CiLCA

9<sup>th</sup> August 2024

To: **MEMBERS OF THE FINANCE & POLICY COMMITTEE**

Dear Councillor,

You are summoned to attend a special meeting of the Finance and Policy Committee to be held on **Thursday 15<sup>th</sup> August 2024 commencing at 6.00 pm.**

This item has been convened following the Emergency Council meeting on the 11 July which resolved to hold a special meeting of the Finance and Policy Committee to allocate the UKSPF event grant worth £6k.

- **The Public and Press are welcome to attend the meeting, please note** - There will be 15 minutes at each meeting to receive any questions from Members of the Public, either verbally or at the meeting, including those which have been received in writing 7 days prior to the meeting.
- There may be confidential items towards the end of the meeting which the law requires the Council to make a resolution to exclude the public and press.

Yours sincerely,

David McGifford  
Chief Officer



Congleton  
**beartown**  
*where friends are made*

Congleton Town Council, Town Hall, High Street, Congleton, Cheshire CW12 1BN

Tel: **01260 270350**

Email: [info@congleton-tc.gov.uk](mailto:info@congleton-tc.gov.uk) [www.congleton-tc.gov.uk](http://www.congleton-tc.gov.uk)



## **AGENDA**

### **1. Apologies for absence**

Members are respectfully reminded of the necessity to submit any apology for absence in advance and to give a reason for non-attendance.

### **2. Declarations of Interest**

Members are requested to declare both “pecuniary” and “non-pecuniary” interests as early in the meeting as they become known.

### **3. Questions from Members of the Public**

There will be 15 minutes at each meeting to receive any questions from Members of the Public, either verbally at the meeting including those which have been received in writing 7 days prior to the meeting.

### **4. Urgent Items**

Members may raise urgent items related to this committee, but no discussion or decisions may be taken at the meeting.

### **5. Process for the Allocation of the Grants (enclosed)**

To discuss and approve the process for allocating the UKSPF grants.

### **6. UKSPF Grant Applications (Enclosed)**

To consider the following applications

- 6.1 [Congleton Community Projects](#) – Lantern Procession
- 6.2a [Congleton Museum – Roman Week](#)
- 6.2b [Congleton Museum – Santa’s Grotto](#)
- 6.3a [Congleton Live – Jazz and Blues](#)
- 6.3b [Congleton Live – Congleton Unplugged](#)
- 6.4 [Congleton Partnership – Green Fayre](#)
- 6.5 [Congleton Rotary – Congleton Bonfire and Fireworks](#)
- 6.6 [Roving Beer Company – Big Beer Weekends](#)
- 6.7a [Elizabeth Group – Heritage Trail and Maps](#)
- 6.7b [Elizabeth Group – International Women’s Day](#)
- 6.8 [Artisanity – raising profile through arts and crafts event](#)
- 6.9 How to manage the surplus funds (depends on allocation)

**To: Members of the Finance & Policy Committee**

**Cllrs: Robert Douglas (Chair) Charles Booth (Vice Chair)**

Suzie Akers Smith, Dawn Allen, Russell Chadwick, Mark Edwardson, Arabella Holland, Heather Pearce, Rob Moreton, Liz Wardlaw.

**Ex-Officio:** Cllr Kay Wesley (Town Mayor); Cllr Robert Brittain (Deputy Mayor)

**Ccs:** Other members of the Council and Honorary Burgesses (5) for Information; Press (3) Congleton Library, Congleton Information Centre.

**CONGLETON TOWN COUNCIL**

**COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Finance and Policy</b>		
<b>MEETING DATE AND TIME</b>	<b>15 August 2024 6.00pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>
<b>REPORT FROM</b>	<b>Jackie MacArthur, Deputy CO and Marketing and Communities Manager</b>		
<b>AGENDA ITEM REPORT TITLE</b>	<b>5 UKSPF Grant application process</b>		
<b>Background</b>	<p>This paper has been written to assist Councillors in the allocation of funding to the applications in item 6.</p> <p>These grants differ from the usual grants that the CTC Finance and Policy committee considers, as they must meet the criteria of UK Shared Prosperity Fund. The outcomes and expenditure must meet the monitoring requirements of Cheshire East Council and ultimately the Government audits the funds.</p> <p>The Town Council has £6k of UK Shared Prosperity Fund to allocate for events in Congleton which should boost footfall in town, and so help with the vitality of the town. A paper considered by an Emergency Council on the process of issuing these grants:</p> <p style="text-align: center;"><b>CTC 27/2425 Resolved to</b> hold a special meeting of the Finance and Policy Committee in August to discuss and approve applications for the £6k of grant funding that Congleton Town Council has from the Government's Shared Prosperity Funding for events in town before March 2025. The opportunity should be promoted in Congleton.</p> <p>A press release was issued and information appeared on a number of social media sites as well as the Chronicle. This resulted in 11 applications from 8 organisations.</p>		
<b>To Consider</b>	<p>When filling in the form the applicants were advised that consideration will be given to:</p> <ul style="list-style-type: none"><li>• Whether the planned event is likely to increase footfall in Congleton town centre (essential outcome)</li><li>• Whether the spend is likely to attract new people into Congleton town centre (desirable)</li><li>• How inclusive and accessible the activity will be (desirable)</li><li>• Preference will be given to free or low-cost events for the public (desirable)</li><li>• Confidence that the event will take place (essential)</li><li>• Taking steps to minimise the environmental impact of the event (desirable)</li></ul>		

	<ul style="list-style-type: none"> <li>History of delivering events or attractions, and a plan for how this will be delivered (desirable)</li> </ul> <p>Officers believe all the applications meet the criteria.</p> <p>Applicants were also advised that:</p> <ul style="list-style-type: none"> <li>They will be expected to provide at least 20% match-funding for the event.</li> <li>They must complete a post-event feedback form.</li> <li>The decision on the grant will be made at a special Finance and Policy Committee meeting where Councillors will agree on the funding allocation. If necessary there will be a second round of applications.</li> <li>They must acknowledge the UKSPF Government Funding and Cheshire East Council funding in your activity.</li> <li>The event must occur, and all spending be accounted for, before 31 March 2025.</li> <li>If successful they must be able to sign a Subsidy Control form to show that you have not received more than £315,000 of Government subsidy.</li> </ul>
<b>Details</b>	<p>As you will see from the next agenda item, there have been requests from 8 organisations for 11 events. The total requested is £5,818. The fund available is £6,000.</p> <p>Councillors can therefore accept all the requests in full, or can opt to fully or part-fund some, all or none of the projects. It is suggested that the committee considers each application separately.</p> <p>Any surplus after councillors have approved the grant applications can be held over for a second run of applications or could be used to supplement a Town Council-organised events in the Town Centre (£6k of the £12k was used for CTC events). This has been added as 6.9 on item 6 for councillors to decide.</p>
<b>Financial</b>	<p>There is £6,000 of UKSPF funding available to allocate if the Committee wishes to do so. The Town Council is the custodian of this fund and must ensure that it is allocated to meet the outcomes of the UKSPF grant or returned.</p>
<b>Environmental</b>	<p>Applicants have filled in a section on the form where they asked how they consider the environmental impact of their event in the application. This is a consideration for the grant.</p>
<b>Equality and Diversity</b>	<p>Applicants have filled in a section on the form where they asked how they consider they will make their event or activity inclusive and accessible. This is a consideration for the grant.</p>
<b>Decision Request</b>	<p>To note this report</p>

**CONGLETON TOWN COUNCIL**

**COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Special Finance and Policy Committee</b>		
<b>MEETING DATE AND TIME</b>	<b>15 August 2024 6.00 pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>
<b>REPORT FROM</b>	<b>Jackie MacArthur, Deputy CO and Marketing and Communities Manager</b>		
<b>AGENDA ITEM +REPORT TITLE</b>	<b>6 UKSPF (CTC) Event Grant Report - with 8 x grant applications</b>		
<b>Background</b>	<p>Congleton Town Council was awarded £12k through the UK Shared Prosperity Fund, via an application to Cheshire East Council. This funding was awarded under intervention E8 and is for the purpose of putting on events or activities to increase the vibrancy, community feel and footfall in Congleton town centre. £6k was ear-marked for Town Council events in line with the application (new summer play days, enhancing Christmas and Halloween activities) and the remaining £6k for community groups, organisations and collectives to apply for to put on new or enhanced events. 10 organisations were mentioned on the application that at the time of applying had said they would be interested in enhancing or adding a new event in town.</p>		
<b>Update</b>	<p>The grants should be allocated in line with the procedure agreed in item 5.</p> <p>We received 11 applications, from 8 organisations worth £5818. There is £6,000 available to allocate. Any unallocated or unspent funds at the end of March 2025 must be returned to Government via Cheshire East Council. In September CEC wants to know about likely underspends.</p>		
<b>Details</b>	<p>Attached are copies of the 11 applications with personal data redacted. Note that 6.3a and 6.3b are on the same sheet, as are applications 6.7a and 6.7b.</p> <p>I believe all the applications are valid. They support footfall in Congleton, they are within the timescale, they are public events and they are not for the benefit of one trader. Payment will be on the evidence of goods ordered or receipt of payment and a monitoring form must be completed as evidence of the event and spend.</p> <p><a href="#"><u>6.1 Congleton Community Projects</u></a> – to pay towards materials, artist fees and band costs associated with organising lantern-making workshops and the lantern parade as part of the Christmas lights</p>		

switch-on (29 November). This is a well-established and popular event which attracts thousands. Town Centre

**Amount asked for £700 – Cost of Lantern Project - £1748.57**

**6.2a Congleton Museum** Roman Week – to pay for Roman Soldiers to attend Congleton for a day and towards publicity for the week. Roman Week takes place in February 2025 and is a free activity. This will be the third year and so far numbers have doubled year on year. With Staffordshire and Cheshire Schools having the same half term next year it is expected to double again.

**Amount asked for £555 – Cost of Roman Week Project - £1312.50**

**6.2b Congleton Museum** – Santa’s Grotto this is a new event Congleton Museum would like to transform a room upstairs in the museum into a magical Christmas Grotto and give children the opportunity to experience a reasonably priced Grotto with full experience of making a Chris Tingle, visiting Santa and receiving a gift (book). The events will be well advertised and encourage more people into the town centre in the build-up to Christmas

**Amount asked for £343 – Cost of Santa’s Grotto Project- £960.28**

**6.3a – Congleton Live** – to run a free bus from the train station on both days of the Jazz and Blues Festival (August 24<sup>th</sup> and 25<sup>th</sup> 2024) to encourage more people to venture into Congleton to enjoy the Festival. This is a new addition to a well-established event.

**Amount asked for £640 - total cost of the event around £35,000**

**b) Congleton Live** - - to run a free bus from the train station on both days of the Congleton unplugged to encourage more people to attend this music festival held in Congleton (March 2025) This is a new addition to a well-established event.

**Amount asked for £640 – total cost of the event around £18,000**

**6.4 – Congleton Partnership** – to run a digital marketing campaign to encourage more people to attend the Annual Green Fayre on September 28 2024. This event is in its 5<sup>th</sup> year

**Amount asked for £350 - total cost of event £3350**

**6.5 Congleton Rotary** – funding to make the Congleton Bonfire and Fireworks event more attractive by providing better lighting and toilets to keep people coming to the event. The event attracts around 5,000 many of whom go into the town centre before or after the event

**Amount asked for £675 – cost of event £16,000**

**6.6 Big Beer Weekends** - a collective of four independent pubs are working together to put on Big Beer events in town every quarter– they are currently running a summer beer campaign and planning an Oktoberfest. £500 would be used to help market the events to a

	<p>wider audience to encourage more people to come into the town centre and enjoy Congleton.</p> <p><b>Amount asked for £500 – Cost of Big Beer projects - £1750</b></p> <p><b><u>6.7 a Elizabeth Group</u></b> – to produce a new map for the Elizabeth Trail and get copies of materials printed so available free of charge for those doing self-tour, plus organise a planned tour.</p> <p><b>Amount asked for £400 – Cost of Maps and trail project - £500</b></p> <p><b>b Elizabeth Group</b> – to host an event with a key speaker in Congleton Town to celebrate International Women’s Day in March 2025. Aim to secure more visitors to the town to see the Hazel Reeves art work.</p> <p><b>Amount asked for £400– Cost of event in excess of £500</b></p> <p><b><u>6.8 Artisanity Group</u></b> – to host of a community art event in parallel with the Spring Craft Fayre on the 9 March in Congleton Town Hall. To collaborate in creating a public display around lace-making, which is part of the town’s heritage. The event should boost footfall in town.</p> <p><b>Amount asked for £615. Total cost of project £1844.60</b></p> <p><b>6.9 Surplus funds</b> – following the application of grants there will be at least £182 surplus. Councillors should decide on whether to advertise the surplus for an additional round of funding, to allocate extra to any of the projects listed, or to allow the Town Council Events team to use it towards events to increase footfall in the Town Centre.</p> <p><b>Details are correct at the time of Agenda publish date, verbal updates on applications will also be provided by the Deputy Chief Officer where needed.</b></p>
<b>Decision Request</b>	<p>To discuss and approve Financial Assistance applications using UKSPF funding. To vote on items 6.1 to 6.8 and to agree what to do with any surplus in funding.</p>



**Please complete all sections of this application form by 4<sup>th</sup> August 2024**

## Contact Details

<b>Name of organisation/ group:</b>	<i>Congleton Community Projects</i>
<b>Address:</b>	<i>1st Floor, Spindle Mill, Spindle Street, Congleton</i>
<b>Postcode:</b>	<i>CW12 1QN</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
<b>Name:</b>	<i>Jo Money</i>	<i>David Gorton</i>
<b>Position:</b>	<i>Manager</i>	<i>Chair</i>
<b>Daytime phone no</b>	<i>07833742200</i>	
<b>Evening phone no:</b>	<i>Evening</i>	<i>Evening</i>
<b>Email:</b>	<i>jo@congletoncommunityprojects.org</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: *Insert charity number here*
- Other type: Non profit Company Ltd by guarantee
- Do you have a constitution or a set of rules? Yes ☒ No ☐

### **What does your organisation or group do?**

CCP works to ensure that local people can be involved directly with innovative events and activities going on in their town in order to create an identity with, and a sense of belonging to, the place they live and work in. CCP also has the resources to advise and support voluntary groups, organisations and individuals who would like to organise their own community or fundraising events

## 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 are again planning a lantern parade that will make its way down Mill St and the pedestrian area to the main stage. The lanterns will be made in 3 public workshops held the

Electric Picture House, Spindle Street. The workshops are family based where parents work with their children to make the lanterns. We expect up to 30 families throughout the day and so need 2 professional workshop artists and a lot of volunteer helpers. We also arrange one evening workshops with Friends for Leisure (teenagers with disabilities) or Carers4all groups (young carers) and one after-school session. These workshops offer an opportunity to meet others, have fun and learn new skills including working with willow and understanding 3D perspective. It also helps to involve local residents directly in the events in their town particularly drawing in the new families in the ever increasing new build estates on the outskirts of the town and help them engage with and develop a sense of belonging to their community.

**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 parade is a traditional annual event that has been delivered to the town for nearly 30 years

**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 Congleton Lights Switch on is a very popular annual event and draws thousands of local people in to the Town Centre. The lantern parade is a tradition of the town and directly engages the community in the event. By attending a lantern workshop, creating their own personalised lantern and being a part of the parade makes the event even more special and attracts more family members to visit.

**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 is on everyone's calendar once it is announced in Bear Necessities which is written by the Town Council and delivered to every household. Our workshops are advertised on our website and social media platforms and is in the newsletters of all the local schools. We also have a considerable mailing list of home schooled children and local groups for neurodiverse children and children with disabilities.

**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.

Our workshops are all inclusive and cover an age range of 3 – 100. As we do not have access at the Mill we use alternative premises to hold workshops for any wheelchair bound children. We have now included quiet spaces in the town so that those who might feel challenged by the crowded noisy environment might seek quiet, but still be able to watch the event and so feel a part of it.

**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.

*Click here to enter text.*

**Our lantern materials are all recyclable apart from the LED lights.**

## Your Budget

**How much will the project cost in total?** £ 1,748.57

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>Congleton Inclosure Trust</i>	<i>£700.00</i>	<i>January 2024</i>
<i>Young People's Trust</i>	<i>£250.00</i>	<i>August 2024</i>
<i>Donations</i>	<i>£150.00</i>	<i>November 2024</i>

**What will the UKSPF funding from CTC pay for?**

Item	Total Cost (£)	Amount you are asking CTC UKSPF to pay for (£)
<i>Materials</i>	<i>£238.57</i>	<i>£200</i>
<i>Artists' fees</i>	<i>£985.00</i>	<i>£400</i>
<i>Parade lead band</i>	<i>£300</i>	<i>£100</i>
<i>General admin</i>	<i>£275</i>	<i>£0</i>
<b>Grand totals:</b>	<b>£1798.57</b>	<b>£700</b>

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

Account name: *Congleton Community Project Ltd*

Bank: XXXXXXXXXX

Account No: XXXXXXXXXX

Sort code: XXXXXX

If by Cheque Payee Name: as above

Signed: *Jo Money (signed sheet attached)*

Date: *29/07/2024*

**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](mailto:info@congleton-tc.gov.uk)

Please complete all sections of this application form by 4<sup>th</sup> 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

*Every year during February half-term, the museum runs Roman Week. The next event will take place between 18-23 February 2025. Roman Week is a week-long event which boasts a different activity each day, and the next event will be no different. Real Centurion soldiers from Chester pay us a visit in full Roman dress, bringing with them weapons, authentic tools and domestic objects to show*

*families how Romans lived 2,000 years ago. To hire two Romans for one full museum days costs £500. The museum aims to put on a different activity each day. Next year's activities include; a Roman parade down Bridge Street with a prize for the best dressed Roman, a paint your own wooden sword and shield activity, a Domestic Roman activity with have-a-go archaeology, mosaics, wax tablets, writing, grinding flour, an exclusive talk on the Roman coins on display in the museum and so much more.*

**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 is technically a new event as the event differs slightly every year – but it has become a sort of tradition with the museum and local schools.

**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 funds will be used to hire the Roman Centurion soldiers for 1 day and to promote the event to a wider audience. This would be the third Roman Week the museum has planned. 2023 Roman Week saw a total of 389 visitors over 5 days with a record breaking 109 visitors in a single day (real soldiers were in the museum), 2024 Roman Week saw 693 visitors over 6 days with a new record of 274 visitors in a single day. Visitor figures are doubling annually, and we expect them to double again for Roman Week 2025 as both Stoke-on-Trent and Cheshire East schools share the same half-term next February. In 2024, the data showed that almost half of visitors had travelled to Congleton specifically for Roman Week, we saw visitors from as far as Manchester who had heard about it at school. Last year the museum sent every school in Cheshire details and a poster about Roman week prior to the event, and many schools published the details in their newsletters and notice boards. This year we aim to send every school in Cheshire and Stoke-on-Trent a press release. The grant money will increase footfall in the town because people want to see Romans! The new parade for 2025 will encourage more people to dress-up and take part and visit the town centre as well as the museum.

**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 share all of our events on the 'what's on' page on our website as well as social media. We will send every school in Cheshire and Stoke-on-Trent a press release and poster detailing Roman Week before the event. We always send a press release to the media and local news outlets too. This year we would like to apply for funding for promotional materials as well as the hire of the Roman soldiers. We believe that professionally printed flyers with details on each activity, posters and outdoor banners will help make more people aware of the event.

**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.

The museum is already very accessible, we have 3 step-free fire exits. Some activities will be pre-bookable ensuring that spaces are not over capacity or crowded. Additional volunteers will be in place to manage flow around the museum and to provide additional assistance to visitors who need it. We will plan a 'quiet time' activity during set hours on one of the days to cater to young people with special educational needs.

## **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.

The museum rarely has any waste at Roman Week due to the nature of the event. We will however be mindful during craft activities. We will be purchasing wooden swords and shield as they are better quality and more durable than paper alternatives. This way young people will be decorating a toy that will last. We will be mindful of how many leaflets we will print, and will send digital posters to schools and local organisations instead of physical ones. All of the museums Roman educational activities are reusable.

## **Your Budget**

### **How much will the project cost in total?**

£ £1,312.50

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>Volunteer Time</i>	<i>£374</i>	<i>Secured</i>
<i>Name of organisation</i>	<i>£</i>	<i>Secured or date</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>The hire of 2x Roman Centurion soldiers from Roman Tours</i>	<i>£500</i>	<i>£500</i>
<i>Promotional materials: 600 DL flyers, 1 large PVC banner, 10</i>	<i>£150</i>	<i>£55</i>

A3 outdoor posters, 1 outdoor A1 poster, set-up fee		
100x Wooden sword and shield sets	£288.50	£0
Add item	£	£
<b>Grand totals:</b>	<b>£938.50</b>	<b>£555</b>

**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](mailto:info@congleton-tc.gov.uk)



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	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:		

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## 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>
<b>Grand totals:</b>	<b>£823</b>	<b>£343</b>

## 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](mailto:info@congleton-tc.gov.uk)

Please complete all sections of this application form by 4<sup>th</sup> August 2024

## Contact Details

Name of organisation/ group:	Congleton LIVE CIC
Address:	C/o Congleton Town Hall, High Street
Postcode:	CW12 1 BN

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:	Mark Bailey	Name
Position:	Chair & Director	Position
Daytime phone no:		Daytime
Evening phone no:	Evening	Evening
Email:	Email	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: *Insert charity number here*
- Other type: Community Interest Company
- Do you have a constitution or a set of rules? Yes ☒ No ☐

### **What does your organisation or group do?**

Congleton LIVE is a local community group, run by a group of volunteers with 3 directors, whose primary goal is to bring music and increased footfall to Congleton Town. Congleton LIVE known more so as 'Jazz and Blues' puts on two FREE music festivals every year. Congleton Unplugged in March and Congleton Jazz and Blues in August. Each festival attracts thousands of individuals and much welcomed visitors from other areas.

## 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  
Click here to Congleton LIVE are planning to run a pilot over its next two festivals.  
Congleton Jazz and Blues in August 2024 and Congleton Unplugged in 2025. Both events are

a collection of musicians, singers, bands and groups performing in a variety of venues in Congleton Town. As an example, the new pilot will introduce free and regular transport over the two days from Congleton Train station to the Town Centre and return. Public transport is exceedingly limited over the weekend, particularly the Sunday, and as a result this initiative will encourage more individuals to attend, and attend on public transport, reducing the amount, of vehicles driving to the event. enter text.

### **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?

Congleton LIVE is in its 14th Year of organising music festivals in the town. Each year we look to build on previous festivals, even with things like including more venues. Not only do we arrange music for pubs and bars, we also work with cafes, a brewery, a library, the Physic Garden, and the Town Hall, along with the actual high street itself. This year we are trying to increase footfall, and decrease the carbon footprint (as an example reduce traffic attending the festivals and recycling our materials (flyers and booklets). We accept individuals still like to have a physical programme. But each festival we do decrease the amount, of booklets we produce and steer people to online information through QR codes and social media. On this occasion we are applying for funding to fund a bus on both days from Congleton Train Station to the Town Centre and reverse journey. We would promote this on social media and through our media outlets and Town Council to encourage those travelling from outside of the town whether that be from the Macclesfield/Manchester way or from the South Stoke way to use public transport and the free bus detailed above, reducing the amount, of cars driving to Congleton.

### **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 To pardon the pun! Everybody likes a free ride. This additional and new service getting people from the train station to town and back will encourage more people from outside of Congleton to attend the event.

### **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 already have an established marketing campaign. Particularly through (and in no particular order), Congleton Nub News, BBC Radio Stoke, Bear Necessities, The Chronicle, Congleton Radio, Churnet Sound Radio, Canalside Radio, Cheshire Independent, the Town Council and our own social media – Instagram, Facebook and Website.

### **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.

The Congleton LIVE team take very seriously its role in ensuring our event is inclusive and accessible. As an example, we have attended meetings with Congleton Town Council and the Equal Access Advisory Group and responded accordingly. For the first time, we have

highlighted in our booklet which venues have parking, wheelchair access, disabled toilet and baby changing facilities. We have also, again for the first time, printed our booklet in large print (A4) for those requiring it. (These will be available at the Tourist Information Centre). We have also worked with the Talking Newspaper to communicate the festival to its listeners.

## 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.

If successful this grant would facilitate and have a positive reaction in decreasing motor vehicles being used to attend the festival. We also encourage all venues to recycle booklets at the end of the festival. Both of which minimise the carbon footprint of the event. We also have all of our materials produced and printed in Congleton.

## Your Budget

**How much will the project cost in total?** £ *Insert amount*

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>Sponsorship</i>	<i>£320.00</i>	<i>Secured</i>
<i>Name of organisation</i>	<i>£</i>	<i>Secured or date</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>Bus Hire to give free transport over the weekend on both days for Congleton Jazz and Blues in August and Congleton Unplugged in March 2025</i>	<i>£</i>	<i>£</i>
<i>Congleton Jazz and Blues</i>	<i>£800.00</i>	<i>£640.00</i>
<i>Congleton Unplugged</i>	<i>£800.00</i>	<i>£640.00</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<b>Grand totals:</b>	<b>£1600.00</b>	<b>£1280.00</b>

		Where the full amount is not available, please consider funding just the Jazz and Blues Festival in August, or a contribution towards both
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**If a grant is made, please provide the payee details below:**

Account name: **Congleton LIVE Community Interest Club**

Bank: Natwest

Account No: [REDACTED]

Sort code: [REDACTED]

If by Cheque Payee Name: Congleton LIVE

Signed:

*Mark Bailey*

Date: 01/08/2024

**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](mailto:info@congleton-tc.gov.uk)



Please complete all sections of this application form by 4<sup>th</sup> August 2024

## Contact Details

Name of organisation/ group:	Congleton Partnership
Address:	Congleton Town Hall
Postcode:	CW121BN

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:	Cathy Dean	Peter Aston
Position:	Partnership Officer	Chair
Daytime phone no:	01260 270350	
Evening phone no:		
Email:	Cathy.dean@congleton-tc.gov.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: *Please state here*
- Do you have a constitution or a set of rules? Yes ☒ No ☐

### **What does your organisation or group do?**

The Partnership is an association of organisations and individuals committed to working together in order to improve the quality of life for Congleton Town (and surrounding area) residents and ensure continued prosperity for local businesses. It provides the interface at Town level for private, public and the third (voluntary and community) sectors.

## 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 Partnership partners with Congleton Town Council to run an annual green fayre in the closed high street and Town Hall. The aim of the fayre is to educate and give a platform for the towns*

*businesses, services and groups which help residents live more sustainably and promotes 'greener' living which is often better for health & wellness as well as the environment.*

**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 will be the 5th annual Green Fayre, the 3rd one that has been held in the Town centre closing of the High Street. Repair Café and Big Clothes Movement are holding bumper events within the Town Hall and up to 30 stalls will be on the closed high street. The event takes place on the same day as the Makers Market which helps to give both events increased footfall. The grant money will be used to advertise the event via Facebook and Instagram ads platform to reach a wider audience to increase visitor numbers.

**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  
At past events we engage in a number of promotional activities including a web page describing the event, Facebook event page, Eventbrite listing, organic social media posts etc but due to budget constraints we do not do any paid advertising apart from a advert in the Chronicle. Through paid advertising on Facebook & Instagram we will be able to increase our reach through targeting demographics (location and/or interests) and pages with our target audience. Organic exposure to social media posts is low, we want to use paid ads to leverage the power of the platforms.

**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.  
Social Media Posts both Congleton Partnership and Congleton Town Council Platforms.  
Advert and press releases in local press. Local radio interviews. Inviting and sharing with local groups/schools etc Providing digital promotional material for stall holders to share with their networks. Banner on Aldi roundabout.

**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.

The event takes place in the town centre and Town Hall, the level is flat with dropped kerbs outside to enable wheel access with accessible toilet in the foyer of the town hall. The event should be accessible to all.

**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.

We actively encourage visitors to the event to walk or use public transport. We rely on digital promotion of the event instead of leaflets which can be wasted. We use reusable

cable ties for any notices at the event. Recycle bins are put around the event. We encourage reusable cups/water bottles and have free water stations that are available in the town hall.

## Your Budget

**How much will the project cost in total?** £ 3350.00

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>Congleton Partnership</i>	<i>£1500</i>	<i>S</i>
<i>Congleton Town Council</i>	<i>£1500</i>	<i>S</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>Digital Advertising Campaign</i>	<i>£350</i>	<i>£350</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<i>Add item</i>	<i>£</i>	<i>£</i>
<b>Grand totals:</b>	<b>£</b>	<b>£</b>

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

Account name: *Congleton Town Council Ref Congleton Partnership*

Bank:

Account No:

Sort code:

If by Cheque Payee Name:

Signed:

*Cathy Dean*

Date: *02/08/2024*

### **Send your completed application to:**

CTC UKSPF Town Centre Funding

Congleton Town Hall

CTC Shared Prosperity Fund Application – Town Centre Events Boost

***Please keep a copy of this application form for your records***

High Street, Congleton, CW12 1BN

**Tel:** 01260 270350 ext 3

**Email:** [info@congleton-tc.gov.uk](mailto:info@congleton-tc.gov.uk)

Please complete all sections of this application form by 4<sup>th</sup> August 2024

## Contact Details

Name of organisation/ group:	Congleton Rotary
Address:	Astbury Golf Club, Peel Lane Astbury
Postcode:	CW12 4RE

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	Eddie Roberts	Brian Hogan
Position:	Bonfire Coordinator	Past President
Daytime phone no:		
Evening phone no:	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: *Insert charity number here*
- Other type: *Please state here*
- Do you have a constitution or a set of rules? Yes ☒ No ☐

### **What does your organisation or group do?**

Rotary is a voluntary organisation whose goal is to serve the community by volunteering our time to deliver projects and other good works. We also raise money to give to good causes and charities in the Town and the surrounding area

## 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

*Bonfire and Fireworks display taking place on Saturday 2nd November 2024. It is aimed at mixed family groups and other people of all ages from the Town and surrounding area*

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

The event has been taking place for about 50 years in Congleton Park

What activity would the grant pay for?

Due to concerns raised by the public attending the event during the last few years we are having to hire toilets for the public to use during the event and lighting to illuminate the path running alongside the River Dane from the Park Road entrance to the park. Both items are significant costs amounting to £1194 not previously experienced

**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 bonfire and fireworks display is a popular event and often encourages up to 5000 people to attend, providing additional toilets is an important facility to make the public feel more comfortable. Whilst the additional lighting alongside the footpath is a safety feature as this is a very dark area of the Park. Once the event is finished many will undoubtedly make use of the night time economy including pubs and restaurants

**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 is advertised in the Chronicle, radio, websites, posters and of course via the Town Council notice boards

**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.

With the agreement of CEC the car park at the end of Park Road will be for the exclusive use for disabled parking

**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.

[Click here to enter text.](#)

## Your Budget

**How much will the project cost in total?**

£ 16,000

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>Name of organisation</i>	£	<i>Secured or date</i>
<i>Name of organisation</i>	£	<i>Secured or date</i>
<i>Name of organisation</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>Mobile toilets</i>	<i>£1044</i>	<i>£600</i>
<i>Lighting for path</i>	<i>£150</i>	<i>£75</i>
<i>Add item</i>	£	£
<i>Add item</i>	£	£
<b>Grand totals:</b>	<b>£1194</b>	<b>£675</b>

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

Account name: *Congleton Rotary*

Bank: [REDACTED]

Account No: [REDACTED]

Sort code: [REDACTED]

If by Cheque Payee Name:

Signed:

Date: 05/082024



**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](mailto:info@congleton-tc.gov.uk)

CTC Shared Prosperity Fund Application – Town Centre Events Boost  
**Please keep a copy of this application form for your records**

Please complete all sections of this application form by 4<sup>th</sup> August 2024

## Contact Details

<b>Name of organisation/ group:</b>	<i>Congleton Craft Beer Collective</i>
<b>Address:</b>	<i>The Little Street Cellar, 5 Little St, Congleton</i>
<b>Postcode:</b>	<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
<b>Name:</b>	<i>Matthew Jones</i>	<i>Paul Plant</i>
<b>Position:</b>	<i>Partner</i>	<i>Partner</i>
<b>Daytime phone no:</b>	<div></div>	<div></div>
<b>Evening phone no:</b>	-	-
<b>Email:</b>	<i>info@rovingbeer.com</i>	<div></div>

## 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 &amp; 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>
<b>Grand totals:</b>	<b>£1250</b>	<b>£500</b>

**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](mailto:info@congleton-tc.gov.uk)

Please complete all sections of this application form by 4<sup>th</sup> August 2024

## Contact Details

Name of organisation/ group:	<i>Elizabeth's Group</i>
Address:	██████████
Postcode:	██████████

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>Susan Munro</i>	<i>Peter Munro</i>
Position:	<i>Chair</i>	<i>Treasurer</i>
Daytime phone no:	██████████	██████████
Evening phone no:	██████████	██████████
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: 1181256
- Other type: *Please state here*
- Do you have a constitution or a set of rules? Yes ☒ No ☐

### **What does your organisation or group do?**

Research and campaign in the memory of Elizabeth Wolstenholme Elmy our local suffragist and human rights campaigner. We raised the funds to commission the statue Our Elizabeth which stands in Bridge Street.

## Details of Grant Requested

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

Since donating the statue of Elizabeth Wolstenholme Elmy on International Women's Day 2022, Elizabeth's Group has sought to mark each International Women's Day with an event to celebrate the unveiling. In 2025 we would like to hold an official walk around our Heritage Trail followed by a talk and an afternoon tea.

Although Elizabeth's Group continues to give talks and events across the Northwest throughout the year, which attract visitors to come to Congleton follow the trail and get a photograph with Elizabeth, we would like to bring Dr Barbara Andrews of Keele University, to give her talk on the many women who lived in Cheshire and were heavily involved with the suffrage and equality in general.

As Elizabeth's Group is now involved with the Statue for Ada group in Crewe, this event will bring in lots of women and girls from further afield and have a wider impact, firmly linking us into the Hazel Reeves trail of women statues across the Northwest which includes Emmeline Pankhurst in Manchester.

We are also getting very low on our stocks of the official Heritage Trail Maps which we provide free, throughout the year at the Information Centre and would like to commission a further print-run to accompany the event and to be used henceforth. It is important for the reputation of the town that the quality of the trail and the map remains high and we need funding to replace and update the map.

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

Elizabeth's Group regularly organises events in the town especially for IWD and this year we commissioned a book of poems and short stories written by women across Congleton which we launched at an event on IWD held at the library. Prior to this we have down regular heritage walks, marches and events. We have also performed a Punch and Judy Show, which tells the story of Elizabeth's fight against domestic violence, at several events, this is very much in keeping the Congleton's White Ribbon status.

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

It will continue to grow interest in Elizabeth, her life and works and the Hazel Reeves statue "Our Elizabeth" which now stands proudly in Bridge Street and is very popular with visitors who love to grab a selfie.

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

We will use our usual methods of advertising the event via social media, local press and through the many contacts we have with other women's organisations and charities.

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

Elizabeth's Group is open to all and has up-to-date policies on Accessibility and Inclusivity. We always ensure that the venue we choose is accessible.

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

Elizabeth's Group strives to be aware at all times about environmental issues and sees this as important. We would always limit the use of single use plastics at our events and ensure that all our printed material is recyclable.

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

Ensuring that our maps are printed on recyclable paper and making sure that our event does not involve single use plastic.

## Your Budget

**How much will the project cost in total? £1000.00**

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>Name of organisation</i>	£	<i>Secured or date</i>
<i>Name of organisation</i>	£	<i>Secured or date</i>
<i>Name of organisation</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>Rewriting and printing map</i>	<i>£500.00</i>	<i>£400.00</i>
<i>Event</i>	<i>£500.00</i>	<i>£400.00</i>
<i>Add item</i>	£	£
<i>Add item</i>	£	£
<b>Grand totals:</b>	<b>£1000.00</b>	<b>£800.00</b>

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

Account name: *Elizabeth's Group*

Bank: Nat West

Account No: [REDACTED]

Sort code: [REDACTED]

If by Cheque Payee Name:

Signed:

A handwritten signature in dark ink, appearing to read 'S. M. M.', is written over a light blue rectangular background.

Date: 01/08/2024

**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](mailto:info@congleton-tc.gov.uk)

Please complete all sections of this application form by 4<sup>th</sup> 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 <a href="#">5x8hr@£11.44</a> 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>
<b>Grand totals:</b>	<b>£1844.60</b>	<b>£615</b>

**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](mailto:info@congleton-tc.gov.uk)