



Please read the Grant Criteria document before you start your application process.

Application Reference (Office use only): GR03/2425	
<u>1: CONTACT DETAILS</u>	
Name of Organisation:	Congleton Museum
Address of Organisation:	Congleton Museum, Market Square, Congleton, CW12 1ET
Name of Applicant:	Anna Maluk
Position:	Assistant Manager
Telephone Number:	01260 276360
Email address:	[redacted]
Website:	www.congletonmuseum.co.uk
Registration Number (If relevant)	02214293
<u>2: ABOUT YOUR ORGANISATION</u>	
What type of organisation are you?	Museum and registered charity
Please tell us about your organisation, its aims and the work you undertake. (in less than 200 words)	
<p>Congleton Museum is a registered charity and local museum in the heart of Cheshire. It's local history collection comprises artefacts from 5,000 years ago to the modern day. Including; an Anglo-Saxon log boat, four Roman hoards, two Civil War Hoards, and so much more.</p> <p>There are monthly history walks around the town and an exciting programme of talks and temporary exhibitions. We run a series of family friendly events and activities throughout the year. The museum gift shop offers souvenirs, original cards and prints, local history books, and an exclusive series of over 50 booklets on various aspects of Congleton's past.</p>	

3: COST DETAILS/ RESOURCES/ TIMETABLE

Project Title:	Town Expeditions
Project Objectives:	<p>To create four new heritage trails and nine challenges that promote town pride and educate families on the history of Congleton.</p> <p>To increase returning visitors to Congleton Museum by implementing a 'Heritage Passport' reward scheme that will encourage families to take part in multiple Town Expeditions activities.</p> <p>To work with other local organisations to promote heritage in Congleton.</p>
Brief Project Description:	<p>The "Town Expeditions" project will include different types of activities for families with children of pre-school age and above, around different Congleton themes and locations. We will develop four themed activity trails, four tasks for exploration and five tasks for creativity. All these activities will be available during the six-week summer holidays from 24 July until 1 September 2024 and have been created by young people during Work Experience placements and volunteers at Congleton Museum. We have received funding for the four activity trails already which consists of 1,000 copies of each trail printed professionally from a local Congleton printing company. We are now seeking additional funding for the 'Heritage Passport', stickers and promotional materials. The four trails focus on; architecture and planning, nature and vegetation, art and design and history and archaeology. All the trails are focused around Congleton's history and heritage. The activity passport acts as a reward scheme for young people who complete trails and activities. For each activity they complete, they are awarded a sticker for their activity passport. The four trails and activity passport will be physical paper trails printed locally in various sizes and formats. The trails and activities are designed to be completed by family groups. As part of the six-week event and in addition to the trails, there will be four tasks of exploration; What Plants Grow Here? (designed to encourage young people to explore their own gardens or local green spaces), How Does the Town Work (young people can ask questions about how towns are built and work, then professionals living/working in the town will answer), Who Sings and Who Crawls? (designed to encourage young people to explore their natural surroundings and the local wildlife from their own homes), and finally, What is Close to the Town? (Information on three local walking routes including The Cloud, Biddulph Valley Way and Astbury Mere. The final segment of the event comes in the form of "create" activities. There are five "create" activities altogether; Childhood Memories (advice on how to have conversations between older relatives and young people about childhood in the 60s and 70s), Discover the Beauty of the Town (a Padlet based activity where young people add their favourite and most beautiful elements of Congleton such as a plant, or landmark), Draw Your Own House (a creative activity where to draw your own house, drawings will then be turned into a colouring book), Create a Congleton Tale, and finally Creative Congleton (aimed at high-school and college students, this activity provides existing tools for young people to create a piece of Congleton based art). This history packed event will enable young people to engage with the town's history and heritage in new ways, whilst also provide them with new skills. The event will connect</p>

	communities by working with partners, local community groups and young people in the creation of the trails and activities. We have partnered with Congleton Bath House and Physic Garden as that is where the Nature and Vegetation trail will be located.
Total Cost of Project	£1,198
Total contribution sought:	£460
Details of cost breakdown and budgets:	<p>1,200 stickers for history and archaeology trail (£51) 1,200 stickers for nature and vegetation trail (£51) 1,200 stickers for architecture and planning trail (£51) 1,200 stickers for art and design trail (£51) 1,200 stickers for what plants grow here? Activity (£51) 1,200 stickers for how does the town work? Activity (£51) 1,200 stickers for who sings and who crawls? Activity (£51) 1,200 stickers for what is close to the town? Activity (£51) 1,200 stickers for childhood memories activity (£51) 1,200 stickers for draw your own house activity (£51) 1,200 stickers for create a Congleton tale activity (£51) 1,200 stickers for creative Congleton activity (£51) 1,200 stickers for discover the beauty of the town activity (£51)</p> <p>4x professionally printed trails and 1x 'heritage passport' at 1,000 copies each (£643)</p> <p>Corrugated plastic lamppost signs x10 (£30)</p> <p>Railing banner x1 (£30)</p> <p>Posters printed in house x50 (£5)</p> <p>Leaflets printed in house x300 (£30)</p>

What will the money be spent on?/ Resources needed:	Should we be successful in receiving a grant, the funds will be spent on stickers which will act as a reward for young people who take part in the Town Expeditions project by competing trails and challenges/activities.
Any ongoing costs:	n/a
Details of confirmed match funding, include source Cash/Grant: In kind:	We have received funding of £400 from the Margeret Williamson Memorial Fund which has part-funded the four trails.
Estimated timescale of project from start to finish:	The project started in January 2024, and will continue until all the trails have been used by families and young people. We expect the project to finish following the six-week summer holidays in September 2024.
<u>4: POTENTIAL BENEFITS/ OUTPUTS</u>	
What are the potential benefits/outputs to residents of Congleton	The project aims to promote town pride by focusing on hidden histories and art that usually go unnoticed by the usual passer-by. The project will provide a large-scale free family day out for residents in Congleton during the summer holidays, with the potential for families to visit multiple times to make the most out of Town Expeditions. The trails will provide young people with a deeper understanding of the town's history and heritage, but also on how things change over time. The event also has the potential to bring tourism to the town from the surrounding areas. The museum received 693 visitors during its Roman Week in February half-term 2024, many of which travelled to Congleton specifically for the event. This event alone provided a major contribution to the town's economy during February half-term. Town Expeditions will be promoted to the surrounding town's as well as the immediate area to raise awareness of the town's heritage. We expect to see an improvement in understanding of the natural environment due to the nature trail and nature themed exploration and create activities. As well as a general improvement of engagement with museum activities and interest in the town's history, and pride for the town amongst families.
Are there similar services/ projects provided in the area	No
<u>5: EVALUATION</u>	
How will the project be evaluated and who will carry out the evaluation?	Data on how many visitors take part in Town Expeditions will be recorded by the museum's FOH volunteers. Congleton families have already taken part in trialling the trails and have provided feedback. Feedback will also be sought following the completion of the project and visitors will be encouraged to write in our visitors' book. Some of the trails and activities involve elements of social media, therefore Congleton Bath House and Congleotn Museum will be monitoring online engagement with Town Expeditions.

Describe how you will promote the Town Council in your project.	Should we receive funding for this project, the Town Council will be promoted on all four trails and the heritage passport in a statement that reads we have received funding for the stickers and project. The council will also be thanked across all social media channels when the museum posts about Town Expeditions, be mentioned on the museum's website as a funder for the project, and included on any promotional materials in a statement that reads the project has been part-funded by Congleton Town Council.
Please acknowledge you have read our Grant Application Criteria	Please see the Policy on our Grants page on our website: Grants - Congleton Town Council (congleton-tc.gov.uk) I/we have read the policy: Yes
Will you be attending the meeting to support your application	Date will be provided by the RFO YES

Declaration

- I am authorised to make this application on behalf of the above organisation.
- I understand and agree that the application and supporting documents will be presented on a public agenda, and that any private information will be redacted.
- I certify that the information contained in this application is correct. If the information in the application changes, I will inform Congleton Town Council as soon as possible.
- I give permission for Congleton Town Council to retain this information electronically. The information in this form will be used for the administration of grant applications.
- I understand that Congleton Town Council will use any personal information I have provided for the purposes described under the Data Protection Statement which can be found [Constitution - Congleton Town Council \(congleton-tc.gov.uk\)](http://congleton-tc.gov.uk)
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Signed:	REDACTED	Date:	28/05/2024
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Please return your form and supporting documents to info@congleton-tc.gov.uk or post to RFO, Congleton Town Hall , Congleton Town Council, . High Street, Congleton , CW12 1BN