

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 Museum</i>
<b>Address:</b>	<i>Market Square</i>
<b>Postcode:</b>	<i>CW12 1ET</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>Anna Maluk</i>	<i>Ian Doughty</i>
<b>Position:</b>	<i>Assistant Manager</i>	<i>Chair of Trustees</i>
<b>Daytime phone no:</b>	<i>01260 276360</i>	<i>01260 276360</i>
<b>Evening phone no:</b>	<i>Evening</i>	<i>Evening</i>
<b>Email:</b>		

## 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)