

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 LIVE CIC</i>
<b>Address:</b>	<i>C/o Congleton Town Hall, High Street</i>
<b>Postcode:</b>	<i>CW12 1 BN</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>Mark Bailey</i>	<i>Name</i>
<b>Position:</b>	<i>Chair &amp; Director</i>	<i>Position</i>
<b>Daytime phone no:</b>		<i>Daytime</i>
<b>Evening phone no:</b>	<i>Evening</i>	<i>Evening</i>
<b>Email:</b>	<i>Email</i>	<i>Email</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: 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

CTC Shared Prosperity Fund Application – Town Centre Events Boost

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

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>

		<b>Where the full amount is not available, please consider funding just the Jazz and Blues Festival in August, or a contribution towards both</b>
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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)