

**Shrewsbury Town Wide LJC  
Monitoring report – project funding  
2011/12**

Organisation/Project	Date approved	Amount granted	Total project value	Complete?	Status
Bridges Skills for Change: Young people get active for a better environment	28.4.11	£1,820	£1,1820	✓	<p>Project completed. It worked with 5 community based groups in Shrewsbury as follows:</p> <p><b>Working with Health and Social care students</b></p> <p>The project worked with 2 groups of young people on Health and Social care course at Radbrook College – looking at consumption, energy use, waste and taking action to reduce the impact of lifestyle on the environment. Following these sessions, the majority of the young people chose to get involved with setting up British Red Cross Charity shop on campus in their own time. The charity shop encourages recycling of clothes at the same time as raising money for the organisation.</p> <p><b>Riversway Delta Youth</b></p> <p>Bridges has been working with young people aged between 15 and 19 at Riversway church in Harlescott – the project started by finding out what they were interested in, and then worked on broadening their aspirations by bringing in inspirational people for them to interview. The project is helping them to become active global citizens in their communities. The young people have volunteered at the Transition Town Cardboard café event to help divert cardboard from landfill at the same time as raising money for local charities. The young people designed fliers, posted information on social networks to advertise events,</p>

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					<p>volunteered on the day and continue to support the project. There is now a permanent cardboard bank at the church so that local people can walk to recycle their cardboard.</p> <p>Through the project the young people have learned more about community action and have seen that their contribution is valued. Volunteers from Riversway planted trees in February with the local Transition Town Group and a leader from the group then went on to develop a tree planting project at a local school.</p> <p><b>YouthInc.</b></p> <p>The project worked with 12 young people at YouthInc. Their work has prompted YouthInc to support a Maternal health project in Sierra Leone.</p> <p>The group has also written articles in the church newsletter and their church hosted one of the Transition Town Cardboard Cafes in January.</p> <p>In addition, one of the leaders continued the theme of the work with the younger children in the church.</p> <p>The group is keen to make a trip to the Centre for Alternative Technology to be further inspired to take environmental action in their community.</p> <p><b>Belle Vue Guides</b></p> <p>In response to learning about the need to cut carbon footprints the guides organised a Ready Steady Cookout challenge to find the most local pancake.</p> <p>The guides also arranged to collect cardboard for charity as</p>

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					well as volunteering at Cardboard café in January 2012.  The guides chose to learn more about Millennium Development goals and how they can take action in their communities.
Shrewsbury Open Studios	28.4.11	£650	£1,599	✓	The LJC grant helped to pay for the cost of publicity for Summer 2011. The interest generated by this first bigger open studios event enabled the organisation to self finance opening in 2012 , and they are using the profits from the summer event to support an exhibition and open studios events for Christmas 2012. 50 artists took part in the summer 2011 event.
Shrewsbury Amateur Operatic Society. Towards the production of Titanic at Theatre Severn in February 2012	10.11.11	£2,000 – underwrite of performance costs (not required)	£32,626	✓	Funding not required, production went ahead successfully, without the need to be underwritten
St Chad's Festival 2012	10.11.11	£2000	£12,866.33	✓	2012 Festival attended by 830 people. The Festival involved local people of all ages, in particular schools. The Festival made a slight surplus (£700), which will be applied towards the 2013 Festival
Shrewsbury University of the Third Age. IT – replacement of worn out IT equipment with two new netbooks to drive digital projectors and monitor screens for group presentations	10.11.11	£665	£665	✓	Equipment purchased, and is proving reliable and extremely useful. Membership of Shrewsbury U3A has been growing rapidly (60 new members since November 2011, and 13 new self help education groups have been started), and now has over 500 members.

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Shrewsbury Croquet Club.	10.11.11	£2000	£18,000	✓	The aim of this project was to re-turf the 2 croquet lawns; install a water main (for service to the club house and lawn irrigation); and install an electricity supply to the club house. The main elements of the project – lawns and water installation were successfully completed. However, the costs of installing the water supply necessitated the postponement of installation of the electricity supply. Early maintenance of the newly laid turf proved quite difficult due to inclement weather conditions, and delayed the start of the season by 2 months. However, the project has resulted in vast improvements to the surface of the lawns which has been appreciated not only by the club's members, but also resulted in a request from Cheltenham Croquet Club (the home of the Croquet Association) to play a match against Chester Croquet Club in a national competition.
Shropshire Scribes Exhibition	10.11.11	£600	£2,353.01	✓	Exhibition held 21.7.12 to 4.8.12 at St. Mary's Church, Shrewsbury. The aim was to display calligraphic work of members of Shropshire Scribes, provide an outlet for calligraphic art work from Wilfred Owen junior school, and provide information about calligraphy in order to enhance the range of arts in Shropshire. The opening day of the exhibition attracted attendance of over 170 people. Eight participants were enrolled and successfully completed the two day beginners course which Shropshire Scribes have run annually since similar courses ceased at The Gateway. Part of the commission on sales at the exhibition was used to provide materials for the Beginners Course.
Shrewsbury and Shropshire Waterways and Leisure Group. River Festival 03.06.12	10.11.11	£2000	Tbc	✓	The River Festival attracted approximately 1,500 visitors. The Festival aimed to promote river safety awareness; local opportunities to increase usage of the river; and also to celebrate the Queen's Jubilee. Unfortunately, the event was hampered by bad weather, however there are plans to repeat it again in 2013.
Shrewsbury Ramblers	10.11.11	£2,000	£19,300	✓	The aim of this project was to publish a book of 20 short walks in and around Shrewsbury, with points of special

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– 20 walks around Shrewsbury					historical, architectural and environmental interest, at an affordable price. The walks book was published and launched in June 2012. It is being sold at over 20 local sales outlets, and there have also been orders from book shops nationally. The Shrewsbury Tourist Information Centre has sold the greatest number, indicating the significant contribution to tourism. The book was published a month ahead of schedule, enabling marketing and selling throughout the summer season 2012. 2000 copies were printed, and to date approximately 1,300 have been sold. A shortfall in the funding required to meet the production costs was met by a loan from the Ramblers, and by advertising revenue. This loan is being paid back in instalments, as income is received from book sales. The number of voluntary man hours has far exceeded that estimated when the grant application was made. There have been very favourable reviews in the Ramblers 'Walk' magazine, the Shropshire magazine and local newspapers. Many local volunteers have been involved in writing routes, testing directions, proof reading, taking photographs and supporting sales and marketing. The intention now is to proceed with Phase 2 of the project, ie to install waymarks and improve access for the walks, the costs of which will be met from book sales. Volunteers are ready to do this, and surveys have started to identify the number and siting of the waymarks.
Shrewsbury Baptist Church	10.11.11	£2,000	£1.5million	✓	Shrewsbury Central officially opened 16.3.12. Funding contributed towards the purchase of IT equipment in this major new build. The building is being used by a number of different community organisations, students from Shrewsbury 6 <sup>th</sup> Form College, and members of the public. It is also hosting an embryonic social enterprise
Shrewsbury Xmas events	10.11.11	£2,000	£3,750	✓	This project aimed to mount a community based event to mark the beginning of the Christmas season in Shrewsbury. The event was promoted by Shrewsbury

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					Town Council, Shop in the Loop, Destination Shrewsbury, St Chad's Church and Shropshire Council. Several thousand people attended and enjoyed the event. Approximately 300 participated in the Lantern procession. The event attracted considerably more people than anticipated, and some traders reported improved business on the evening. There were however safety concerns due to the large numbers attending, and the organisers have stated that in future years the High Street will be closed for the event. Community and financial support came from the Shopping Centres, and participation from many local choirs and bands, including Shropshire Music Service and St Chad's Choir.
Shrewsbury Triathlon Club	10.11.11	£1,812	£2,372	<i>Tbc</i>	<i>Report awaited – payment was delayed due to incorrect bank details</i>
Shrewsbury Youth theatre – production of Bertold Brecht's Caucasian Chalk Circle at Theatre Severn	10.11.11	£1,800	£12,580	✓	<p>The funding enabled the youth theatre to incorporate aspects which had not previously been a feature of Shrewsbury Youth Theatre's (SYT) productions. In particular, the group benefited from the expert professional tutelage of Fetch Theatre in providing puppets and training in their use.</p> <p>This was also the first time for 6 years that the group had put on a play with live music, composed especially for the production by two of the SYT students under the Direction of a professional MD.</p> <p>The specially designed colourful costumes that enabled students to play a multiple amount of characters with a quick change of a shawl or hat and the large piece of custom made scenery gave the production its unique vibrant look. The costume design team of 3 SYT students learned to hand dye clothes, design hats/headwear and make costumes under the direction of their professional wardrobe mistress.</p>

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					<p>Brecht is a well known Theatre style and this was the first Brecht production at Theatre Severn, bringing many fans of the playwright to see it. The comments from these members of the general public was highly complementary; 'Best piece of Theatre I've seen in years' 'Splendid interpretation of the Chalk Circle' 'Powerful Moving Drama by a young but highly polished company.'</p> <p>The performance involved 36 students, and attracted an audience of 480.</p> <p>Community support for the project came from:</p> <ul style="list-style-type: none"> <li>• the local Puppet Company Fetch Theatre.</li> <li>• programme design and print were all created by local companies at a Community rate.</li> <li>• Lanyon Bowdler Solicitors financially supported the production with £500.</li> <li>• The HIVE offers SYT a slightly reduced hire rate of the weekly rehearsal space and Virtual Shropshire sponsors SYT's website.</li> <li>• Theatre Severn technical staff provided superb lighting design and back stage support with additional training given to the SYT Stage Management team during production week. The SYT Student Stage Management team comprised of 3 SYT students who ran the show cues, moved scenery and ensured actors had all their personal props. During rehearsals they keep a book, noting down the positions of the actors and furniture, as it can be many weeks before a scene</li> </ul>

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					<p>is looked at again; they collate the props list and often find sources. They set up the stage evening of the show and are responsible to the very end of the get out, sweeping the stage floor before the lights finally go out on another SYT production in Theatre Severn.</p>
<p>The Hive – International Women’s Day; May Festival Street Party; and Young Leadership Scheme</p>	<p>10.11.11</p>	<p>£2,000</p>	<p>£13,662</p>	<p>✓</p>	<p><u>International Women’s Day festival</u>  This was hosted by the Hive on 8<sup>th</sup> March 2012, and directed by local artist Callum Goodwilliam. He consulted local community musician and composer Mary Keith, who has previously worked as director of Raising the Spirits International Festival of Women’s Voices as part of the Commonwealth Games Cultural programme. Samba drumming and African percussion workshops were run by Peta Yapp, experienced workshop leader from South Shropshire, and a storytelling workshop run by well respected Shropshire based female storytelling artist Milly Jackdaw. Alongside these activities ran Bespoke Creations – eco fashion and textiles workshops encouraging participants to re-use, recycle and renew old fabrics and garments. Unfortunately, the funding application to the Performing Rights Society for International Women’s Day was unsuccessful, so activities had to be scaled back to just include daytime activities and not the evening cabaret event. Numbers were not as high as hoped for the day; this may have been because International Women’s Day fell on a week day and this posed a challenge for people to commit to. However, a good number of students from Shrewsbury Sixth Form took part in the textile art and drumming activities, and many of the parents from the Music Time initiative stayed for more music, although audience numbers were disappointing.</p> <p><u>May Festival Street Party</u>  This was an extremely successful day, with a variety of exciting activities for people of all ages, in addition to</p>



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					<p>acoustic performances, street theatre, arts and crafts workshops, information stalls, refreshments and more providing a fun-packed afternoon for all the family. Visitor numbers increased on the previous year. The local community was very supportive of the event, and led to offers to lend a hand with promotion, organising, volunteering and clearing up.</p> <p><u>Young Leadership Scheme</u></p> <p>The aim of this scheme are:</p> <ul style="list-style-type: none"> <li>• To provide training, mentorship and development opportunities for young/emerging artists to shadow professional artists and Hive staff at work</li> <li>• To assist in career progression and offer effective experiences to young people at the Hive</li> <li>• To enhance the CVs and records of achievement of young people helping on Hive activities and to signpost young people to accreditation wherever possible/practical</li> <li>• To ensure that the more experienced young people mentor the newest volunteers.</li> </ul> <p>The programme has attracted a talented and enthusiastic group of dedicated, reliable and willing volunteers who have helped tremendously with the activities on offer at The Hive, including the street party, open mic nights, and Live at the Hive gigs, workshops, project events, as well as additional help with tasks such as administration, duty management and box office duties, etc. Feedback from volunteers is very positive, with regard to the value of the project in introducing young people to the world of work, improving CVs, and its value in leading to opportunities for employment.</p>
Music in Mind	10.11.11	£445	£500	No	It is anticipated this project should be completed by the end of 2012. The applicant organisation has experienced logistical difficulties with regard to the procurement of the

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					musical instruments, which have now been resolved. Despite these frustrating delays the "Music in Mind" group continues to be a productive and pleasurable experience for all involved and some recordings have been made, using the personal equipment of the group leader. He is confident that the equipment will be purchased by December deadline and is grateful for the Committee's patience in the matter thus far. The group would be happy to welcome a representative(s) from the LJC at any point if they would like to see/hear what goes on.
Shrewsbury Summer Season Ltd. – Funday Mondays	10.11.11	2000	£2,371 (originally estimated at £5,450 for two days)	✓	This free family event encouraged local residents and visitors to the Town Centre on a Monday during the summer holiday period by providing free entertainment, arts and crafts workshops, displays of services, and other cultural activities. It is estimated that over 1,000 people attended the day – most of whom were local residents, although there were some visitors to the town. The project originally planned to deliver two fun days. However, the organising committee was only able to secure sufficient funding to put on one day. Total cost of the project was £2,371.
Shrewsbury Children's Bookfest	10.11.11	£1,000	£1,380.92	✓	<p>Shrewsbury Children's Bookfest has run a family literary festival for a number of years during the May Bank Holiday weekend. The festival typically attracts around 2,000 visitors each year, the audience profile is typically parents of children aged 4 to 11, who are enthusiastic about books.</p> <p>The aim of Bookfest is to enthuse, inspire and entertain children to develop a love of books through a series of events both within schools and across the community each year.</p> <p>In order to widen the reach of the festival the aim of this LJC funded project was to broaden the offering of the</p>

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					<p>annual festival by running a day of free book related events in The Square.</p> <p>The main beneficiaries of this project were parents and young children who were in The Square during the weekend of the Shrewsbury Children's Bookfest.</p> <p>This event also provided entertainment of tourists visiting the town during the Bank Holiday Weekend, and proved to be a focal point for the Festival, drawing large crowds throughout the day. Due to the nature of the majority of events being free with a request for donations, all families passing through The Square were able to benefit from what was on offer.</p> <p>The organisers have said that their learning point from the project is the need to make sure that they are clear with the branding of the event. Due to the nature of the day being made up from a number of different local performers and arts groups, the brand of Shrewsbury Children's Bookfest didn't come to the fore as much as it should have done. However, support from the local community came through the presence of local arts groups and volunteers who made the day possible. Supporters included the artist and book sculptor Wren Miller, Shropshire Youth Theatre Director Maggie Love with her young performers and Sam Pooley from Compost Kids.</p> <p>The group state that they hope to run a day similar to this on Saturday 4<sup>th</sup> May 2013, however this will only be possible if there is assistance from the LJC.</p>

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Shropshire Music Trust – 11-12 workshops/outreach	10.11.11	£2,500	£5,000	✓	The aim of this project was to extend the reach of the Shropshire Music 11/12 Season by a range of workshops and other participatory projects to involve people who are either not able or motivated to attend the broad ranging core main house events of Shropshire Music Trust. The project reached approximately 2,500 people directly, who could not or would not attend main activities – these included schools; care homes; hospitals; and young people plus adults including the elderly without other access to high quality music activity. The project led to the music trust making contact with a number of organisations with whom they had not worked before, but with whom they may be able to work in the future. These particularly included care homes.
South Staffordshire and Shropshire Healthcare NHS Foundation Trust - arts project at new mental health hospital (Redwood Centre)	10.11.11	£2,000	£52,900	✓	This project aimed to involve service users, in patients and staff in the development of 4 art commissions for the new Redwoods Centre – a new facility to replace the existing Shelton Hospital. To invite professional artists to apply for these commissions, and select the chosen artists through a process of consultation with service users, staff and outside professional arts agency Craftspace. The main beneficiaries of the project have been, and will be, the community of people that will use the new facility at Redwoods. The art work plays an important part in making the building a more attractive and inviting place in which to visit, stay and work. It enhances the good design and more importantly because service users have been involved in the creation of the work, it has ownership and an understanding. Over 40 people were involved in the selection process, and over 100 service users had some part to play in the development of the artworks. The project resulted in 4 commissions in collaboration with people using the building. The value of the largest commission for the main building was increased with additional funds from the Trust, in order to create a work of art worthy of the size

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					of the space. An additional project of creating two benches from trees salvaged from the site pre-build was also included. The hospital community has been involved in all of the project. The local community will be more involved with the building as things settle down, and they develop ways of inviting local people to use the facility, eg to programme a range of arts events that the local community can be invited to join, to provide opportunities for local clubs to use the bistro such as the football teams, and to offer exhibition space to local artists.
Shrewsbury and Districts Arts Association (SADAA) - part funding for a series of live afternoon concerts at the Gateway.	10.11.11	£428	£1,908	✓	The main aim of the project was to organise and carry out a series of live concerts at the Gateway Education and Arts Centre for the enjoyment of local music enthusiasts, and to extend the opportunity to as wide a range of participants as possible. Audiences have ranged from 30 to 70; the concerts have involved 15 young, local music students; and 10 professional full time freelance musicians. The programme has gone well, and several additional recitals were added – notably international French pianist, Emilie Capulet, who is returning to Shrewsbury to play again next summer. Trish Clowes, a young saxophonist who has played for the Association since she was at sixth form college delayed her concert until October so that it could form part of the launch tour for her second album release. At the same time, she was named as a BBC Radio 3 New Generation Artist, which will include a performance at the coming year's proms. This performance helped to increase audience numbers, and to broaden the age range of the audience. The Association has fed back that audience numbers dropped when they relied too much on email and website for advertising, instead of their regular but expensive mailshots. When these were resumed audience numbers shot up. The concerts were also advertised in 31 days, and in the Shrewsbury Summer Season brochure, neither of which produced any easily quantifiable increase

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					in audience numbers. Private and in-kind contributions to the concerts were made by a number of local businesses, local radio and newspapers, and Shrewsbury Sixth Form College. Performers at the concerts have subsequently been asked to perform by other venues including St Chad's, St. Alkmunds and the Abbey.
Headway Shropshire	17.5.12	£1,868.39	£1,868.39	✓	Funding was granted for the purchase of a rise and recline chair and a new hot water boiler to support the day to day work of Headway. Both items are serving the needs of over 85 people per week
Rainbow Film Festival – 12 <sup>th</sup> – 14 <sup>th</sup> October 2012	17.5.12	£1,000	£4,500	✓	<p>The Rainbow Film Festival's vision is to place Lesbian, Gay, Bisexual &amp; Trans lives at the heart of Shropshire's entertainment programme.</p> <p>This was the seventh year of the Festival, and the second year that it was held over a weekend from 12<sup>th</sup> to 14<sup>th</sup> October 2012. Again, very good feedback was received - all comments were positive. Each year the Festival aims to learn more from them and tries to make changes in consequence. This year they:</p> <ul style="list-style-type: none"> <li>• Screened seven feature films over the weekend, one on the Friday and three on both the Saturday and Sunday</li> <li>• Had four advertising banners over or alongside three of the main streets in Shrewsbury</li> <li>• Set up a Q and A after the screening of "Call Me Kuchu", with guest speakers, Bisi Alimi, from the Kaleidoscope Trust, and Stephen Bentley, who knew the rights activist in the film, David Kato, in Uganda.</li> </ul>

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					<p>Chaired by Jane Traies. The film then went on general release on 2.11.12</p> <ul style="list-style-type: none"> <li>• Screened a programme of Shorts, for the first time using the Hive, music and media centre. This was on the Sunday morning and was really well received</li> <li>• Awarded a “Best Short” Award, following a ballot of the audience, who chose “You Can’t Curry Love” for the Award</li> <li>• Encouraged the audience to join the promoters between the films at local restaurants and generally to use the shops and businesses that sponsor the festival</li> <li>• Included “Destination Shrewsbury” information in our publicity</li> <li>• Screened a short film on Hate Crime made by students at Shrewsbury Sixth Form College</li> </ul> <p>77% of tickets were sold over the whole festival for the films at the Old Market Hall, the first six films selling 83% of tickets.</p> <p>The group will review the screening of a seventh film on the Sunday, but the weekend format is now clearly established. 21 people came to see the Shorts on the Sunday morning at the Hive, which had a wonderful “fringe” ambience”.</p> <p>The feedback forms show that about 75% came from <b>Shropshire:</b>  Shrewsbury, Minsterley, Pontesbury, Wem, Clun, Oswestry, Newport and Telford  About 25% came from outside Shropshire:</p>

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					<p><b>Wales:</b> Welshpool, Machynlleth, Newtown and Aberdyfi  <b>West Midlands:</b> Wolverhampton, Birmingham and Coventry  <b>Elsewhere:</b> Cheshire (Wybunbury), Manchester, Kenilworth, Banbury, Ipswich and London  Also:  Australia! (two women on holiday)</p> <p>This year the Group raised £1,855 through sponsorship from 20 separate local businesses, agencies and a local trade union, £1,485 from individual donors and £1,450 from three grants. They also generated income from the sale of badges, wristbands and tickets (for the Hive Shorts) of £269.50 to cover their costs  <b>TOTAL £5059.50</b>  In-kind support was also received from a number of Shrewsbury organisations and businesses.</p>
Shrewsbury International Street Theatre Festival	17.5.12	£2,000	£50,500	✓	<p>The aim of this project was to produce a free three day festival of international circus and street theatre acts to engage and entertain local audiences and also to bring audiences in from further afield, marketing and promoting the town of Shrewsbury. The project organisers state that the project benefited several thousand local people and visitors to the town who enjoyed three days of free entertainment; cafes, restaurants, hotels and pubs benefited from increased trade. Other businesses benefited directly from such trade as the visitors bought, and through bringing new visitors to Shrewsbury. The project also gave a helpful backdrop and crowds for the Santander TV advert, which was filmed the same weekend. This in turn has benefited a local charity.</p> <p>The organisers state that it was harder to raise funding than in previous years, leading to a considerable reduction in the overall budget from £55k to £23k. Savings were made on management and administration fees, and there</p>



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					was less variety of acts than in previous years, although their quality was still excellent. Local hotels offered rooms 'in kind' for artists; local public houses provided food and refreshments for marshals and artists; the shopping centre provided green room facilities, and was also a major sponsor of the event; in addition, a number of local businesses and individuals contributed.
Shrewsbury Christmas event 2012 Cracker	17.5.12	£1,600	£6,625		<i>Event not yet held – therefore no report yet</i>
Shrewsbury Brass Band	17.5.12	£2,000	£5,000	✓	The main aim of this project was to fund the purchase of a new set of band jackets and music stand banners (around 40), which was part of the band's rebranding exercise. The name of the band has been changed from 'Sabrina Brass Band' to 'Shrewsbury Brass Band' to reflect the county town. New uniform and banners were required to make this rebranding visible to the local community, and to improve its overall image. All members of the band have benefited from the LJC contribution, as everyone was able to receive a new band jacket and banner - the band relies solely on community donations and band subscriptions. The LJC grant has enabled the band to perform at local venues in their new uniform – these include a recent fundraising concert in Pontesbury, and also the Remembrance concert on Sunday 11 <sup>th</sup> November.