

FUNDING REQUESTS TO SHREWSBURY WIDE LOCAL JOINT COMMITTEE

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1. Summary

- 1.1 This report considers the devolved funding allocated to the Shrewsbury wide Local Joint Committee (LJC) for the period 1st April 2012 up until 31st March 2013.
- 1.2 A total of £32,400 has been devolved to the Committee to fund projects in the local community served by the LJC for the 2012/13 year. In addition, there is a carry forward of £1,180 uncommitted funding from 2011/12. The total budget available to the LJC is therefore £33,580. Five applications for funding have been received for consideration by the May meeting of the LJC. The total value of these applications is £11,468.39
- 1.3 Last year the Committee limited the total amount of grant made to any one organisation to a maximum of £2,000. The Committee are asked if they wish to continue to impose this limit for 2012/13, and if so to make decisions accordingly.
- 1.4 A visual summary of progress on projects funded last year will be displayed for information at the meeting.

2. Recommendations

- 2.1 To consider the funding applications received and agree levels of support or otherwise possible, in accordance with the funding guidelines previously agreed, and the delegated powers approved by Council on 23rd June 2011.

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1 In determining these recommendations the LJC has considered reputational risk and the course of action proposed minimises this risk.
- 3.2 The recommendations contained in this report are compatible with the provisions of the Human Rights Act 1998.
- 3.3 The proposals under consideration will improve the levels of community based and community driven activity in the LJC area. Comments made in this report include those received as a result of consulting with stakeholders including Shrewsbury Town Council, Destination Shrewsbury, and Shropshire Council Arts Officers.

4. Financial Implications

- 4.1 The funding devolved to the LJC can be used for a number of different purposes over the year to address local priorities. Funding by the LJC must comply with the general Financial Rules for LJC.
- 4.2 The amount allocated to the Shrewsbury wide Local Joint Committee is calculated based on a 30% top-slice of the Shrewsbury neighbourhood LJC budgets, as agreed by Council on 9th December 2010, and totals £32,400. In addition, there is a carry forward of £1,180 uncommitted funding from 2011/12. The total budget available to the LJC is therefore £33,580.

5. Background

- 5.1 The Shrewsbury LJC is responsible for the award and expenditure of a devolved budget. At the first meeting of the Committee held on 28th April 2011, Members agreed that they would wish to consider any funding application received for Shrewsbury wide project proposals in accordance with the guidelines agreed at that meeting. No specific priorities were set. However, in view of the large number of applications received in 2011/12, a maximum grant limit of £2,000 was applied. The Committee has indicated that they would wish this limit to continue, and is asked to confirm this for 2012/13.

6. Additional Information

- 6.1 To date five applications for funding have been received for 2012/13.
- 6.2 A summary of applications received is provided below. Further details are contained at Appendix A to this report.

	Project	Total project cost £	Amount requested £	Proposed grant £
A.	Headway	1,868.39	1,868.39	1,868.39
B.	Shrewsbury Christmas Cracker	6,625.00	1,600.00	1,600.00
C.	Rainbow Film Festival	4,500.00	1,000.00	1,000.00
D.	Shrewsbury International Street Festival	50,000.00	5,000.00	2,000.00
E.	Shrewsbury Brass Band – rebranding project	5,000.00	800 - 2,000.00	2,000.00
TOTAL		62,933.00	11,468.39	8,468.39

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

5x LJC applications as detailed in Appendix A of this report

Cabinet Member (Portfolio Holder)

Gwilym Butler

Local Member

N/A

Appendices

Appendix A – Project application details

A. Headway

Project Detail

Headway Shropshire aims to support people who have survived an acquired brain injury (ABI), their families, carers and friends by assisting with their rehabilitation and re-enablement to maximise their independence and improve their quality of life. They operate a Day Opportunities Centre where clients are able to take part in a wide variety of activities, all of which are specifically aimed to benefit an ABI sufferer.

This application seeks funding for the purchase of two items of equipment for the Day Opportunities Centre. The first is for a suitable piece of equipment to accommodate clients when medical or emotional needs arise. A common side effect of an acquired brain injury is the increased chances of clients being prone to epilepsy; a large number of clients who suffer from epilepsy attend the Day Opportunities Centre. On a regular basis clients need to be put into a recovery spot in a quiet and calm situation to either prevent the fit taking hold or be kept calm until the fit passes. At the moment this need is met by the provision of an old bed, which because of space constraints is located in the office of the Centre. The applicant states that the bed desperately needs replacing but is also, in fact, too large for the space it is in, making manoeuvring of clients if in the grasps of a fit incredibly difficult for staff and also clients with mobility issues. As the office is the only quiet space which can be reasonably vacated if the need arises, there is a need to replace the bed with something which is more suitable from both a medical point of view, i.e. clients can be put into a recovery position, but also from a more practical point of view with regards to manoeuvring clients. The applicants have researched a number of options and realised that from all points of view the most practical option that covers all the criteria they require is a rise and recline chair system. Not only will it be able to recline fully when the need arises but it will also be able to help with clients that have mobility issues to allow staff to be able to handle them more easily and either help them to their feet or into wheelchairs with the use of the rise equipment on the chair. It would also give staff the ability to be able to be either side of a client rather than only from the one access point as currently exists, so from a safety and practicality point of view this would be a huge improvement. The cost of the chair is £1,074.00

The second item of equipment for which funding is requested is for the replacement of a broken hot water boiler within recreational/kitchen area of the Day Opportunities Centre. Two boilers are used to provide the drinks for over 80 clients a week - in any one day the number of clients on the premises means that 2 boilers are in use. Currently one boiler is broken leaving a massive problem for staff trying to

accommodate clients' needs - being unable to provide beverages to the clients within a reasonable time of each other can cause for a lot of tension within a group of on the whole vulnerable adults. Routine is very important to many of Headway's clients, and breaks from routine can cause stress and emotional outbursts.

The group has tried to get the boiler repaired, but unfortunately this is not possible. The cost of a new boiler is £794.39

TOTAL PROJECT COST: £1,868.39

AMOUNT REQUESTED FROM LJC: £1,868.39

Officer comments

All supporting documents and accounts have been received. This request is for the one-off cost of purchase of two items of equipment which will help the charity in its work. All running costs of the charity are covered by charitable contributions.

B. Shrewsbury Christmas Cracker

Project Detail

This application is made by Shop in the Loop for funding towards the costs of celebrating the beginning of the Christmas Season in Shrewsbury. The Town's Christmas lights will be switched on for the first time, late night shopping will begin, and a wide selection of community groups will be involved in events including:

- A Children's Lantern Parade: the applicant states that they anticipate at least 80 children and their parents will attend.
- Choirs - there will be choirs in the shopping centre, market and other suitable spaces. The applicant states that they anticipate at least 6 choirs being involved – approximately 100 people
- Music in the Square – the applicant states that they will again invite brass bands and the Shropshire Music Service "Fiddlesticks" to repeat their stunning performance last year.
- A co-ordinated switch on of lights throughout the town.
- Shops will be open late.

The applicant states that there has been an event to mark the Switch On of the Shrewsbury Town Christmas Lights for many years, and there is a clear demand from local people for such an event. It marks the beginning of the Christmas Shopping Season, more of an

opportunity to promote the Town's Christmas retail offer against those of other local and regional shopping centres than a sales opportunity. The success of last year's event means that planning for this year's event anticipates a need to close High Street.

Project costs are broken down as follows:

Publicity	£2,000
Children's Lanterns	£1,500
Event manager	£750
Stewarding	£1,500
Contingency	£875

TOTAL PROJECT COST: £6,625

Funding for the project is broken down as follows:

Balance carried forward from 2011	£150	secured
Shrewsbury Town Council	£1,600	applied for
Shopping Centres	£1,500	agreed in principle
Shop in Loop/independents	£2,000	agreed

AMOUNT REQUESTED FROM LJC: £1,600

Officer comments

Planning for this event is still at an early stage. Further activity is anticipated to link the event with other activities in the town. Further information has been requested from the applicant, and at the time of writing a response is awaited, regarding:

- What will be the role of the event manager - Shrewsbury Town Council can offer administrative manpower and support with public liability insurance, so further clarification on the role of the event manager is sought
- The cost of the lanterns at approximately £18 each seems excessive. Are there cheaper ways of producing more?
- Are any more detailed costings/estimates available yet?
- Are there any more updates with regard to the match funding identified?

C. Rainbow Film Festival 2012

Project Detail

The first Rainbow Film Festival was run in 2006, with the purpose of providing an event where Lesbian, Gay, Bisexual, Transgender (LGBT) people and their friends could meet at a town centre venue and enjoy the experience of seeing films of particular interest and relevance to their lives. It was important to have a space where LGBT and friends could feel safe and welcome. To begin with, the Festival was held over a whole week in November/December. However, last year the decision was taken to run the Festival over a weekend in October to build the festival feel, and to encourage people to come to Shrewsbury for the whole weekend.

The 2012/14 event will be held over the weekend of October 12th to 14th. The vision and aims of the event are to:

Entertain – through an annual programme of film and one off events, the aim is for audiences to experience the pride of lesbians, gay men, bisexual and trans people.

Educate – the aim is to portray a range of experience, offering fascinating insights in to other worlds, with stories from all over the globe.

Challenge – the aim is to question complacency and raise awareness of the different issues faced by lesbians, gay men, bisexual and trans people – the applicant states that not all of the films are comfortable watching

Change – the aim is to change how others perceive and behave towards LGB and T people and how they feel about themselves.

A potential theme for this year's event is homophobic bullying. The event will be held at the Old Market Hall (OMH), Shrewsbury – all the income from ticket sales is kept by OMH, as they secure the films at risk. A guarantee against loss of £250 is provided to OMH as part of the agreement. The intention is to screen six feature films and a number of shorts, supplemented by a number of Question and Answer sessions with film makers/local figures. All work for the festival is done by five volunteers. In support of their application they state that a large proportion of the money needed is raised through sponsorships from individuals, and small businesses/agencies. In support of their application, the applicant states that research indicates that LGBT people still experience significant prejudice and discrimination. The Government accepts that one in eight people are LGBT, which means that some 10,000 people in the Shrewsbury area are likely to be LGB or T. Most do not identify as such and, in all probability, in many cases, this may be because of a fear of rejection by family/peers and/or discrimination/hostility. The film festival's activities enable a process of acceptance and integration to take place. Observation and feedback from previous festivals indicate that audiences are equally male and female; most are from Shrewsbury/Shropshire; and the age range includes people in their twenties to their eighties from all sections of the community.

Project costs are broken down as follows:

Film permits/licences, dvds, technical support	£650
Promotion/flyers/banners/advertising	£2,100
Travel/expenses – film makers/speakers	£1,150
Admin costs – paper/stamps/cartridges/travel	£350
OMH – guarantee against loss	£250

TOTAL PROJECT COST: £4,500

Funding for the project is broken down as follows:

Shrewsbury Town Council	£1,000	- unconfirmed
Equalities Forum	£500	- applied for
Sponsors	£2,000	- unconfirmed

AMOUNT REQUESTED FROM LJC: £1,000

Officer comments

All supporting documents have been received. No specific comments have been made by the Council's Arts Officer

D. Shrewsbury International Street Theatre Festival

Project Detail

This application is for a contribution towards the costs of this free three day event in the town centre which aims to provide entertainment to the residents of Shrewsbury and to attract visitors to the town by offering a careful selection of the best street performers available. Those performers working pitches are not paid, collecting from the crowd at the conclusion of their acts. Walkabout performers, who engage with and amuse the crowds in the town, are paid as their activities aren't conducive to collecting money. All performers' expenses are met by the festival committee.

In support of the application, the applicant states that since 2006, the Festival has seen its audience numbers grow from 5,000 in its first year to 30-35,000 last year. It is the largest event held in the Town Centre, and the second largest event in Shrewsbury after the Flower Show. The primary evidence of need for the festival is the increasing numbers attending. Last year's festival was notable for the large number of family groups attending. Feedback on the festival from visitors is extremely positive, both for the festival itself and on the town from "first time" visitors. Visitor feedback on the traffic free streets is also positive. Feedback from businesses is also overwhelmingly positive. Some benefit directly and considerably on the day, and there is an increasing recognition of the festival's key role in marketing the Town,

which the applicant states is reflected in the increased willingness to give financial and other support to the festival.

Shrewsbury's visitor strategy recognises the importance of Festivals in marketing the Town to visitors, and the Street Festival is the largest and most popular such event taking place in the Town Centre. The Festival is notable in its reach – it draws visitors from throughout the region and even beyond this. The festival website had 300,000 hits last year, publicising not just itself, but the town and its beautiful public spaces as well. There are numbers of videos on YouTube, promoting the festival, and Facebook and Twitter are also extensively used. The Festival has been mentioned in the national press (Guardian and Independent) as one of the country's top family events.

Pictures of the Festival are featured in most council sponsored publicity for the Town.

Project costs are broken down as follows:

Artists costs	£5,000
Youth participation	£2,000
Management fee	£14,000
Administration	£2,000
Marketing	£3,000
Security/road closures etc	£7,000
Sundry costs (insurance etc)	£2,000
Other 'in kind' costs	£15,500

TOTAL PROJECT COST: £50,000

Project funding is broken down as follows:

'In kind' help	£15,500 - largely secured
Sponsorship	£25,000 - applied for
Shrewsbury Town Council	£5,000 - applied for

AMOUNT REQUESTED FROM LJC: £5,000

Officer comments

No specific comments have been received from the Council's Arts Officer. The application was also passed for comment by Destination Shrewsbury. The applicant states that last year's Festival was produced on a 'shoestring' due to reduced funding availability and as a result the Festival Director's fee was not paid in full, and the "International" aspect was largely lost to save costs, the Saturday Night Cabaret also did not take place. In response to concerns that the costs of the Festival appear to be disproportionately taken up by management and administration costs the following questions have been passed to the applicant for clarification – a response is awaited:

- Do you have any further information on what each budget line comprises?
- The management and administration costs are considered to be very high – considerably more than the costs of artists – do you have any further information which could reassure the Committee that every effort is made to keep your overheads to a minimum?
- Do you have any further updates regarding the sponsorship funding you have identified for the project?
- The application suggests that last year's festival attracted 30 – 35,000 people to the town – how was this measured/assessed?

E. Shrewsbury Brass Band – rebranding project

Project Detail

Shrewsbury Brass Band is a community, self-funded, non-contesting and unsponsored band, who rehearse once per week at the Shrewsbury Agricultural Showground. The application states that the band is committed to the musical education of new and young members, technical improvement for existing players and support for the band as a whole. They also state that as a band, they have never been stronger or conversely in need of more support. The band itself has been running for more than 30 years, but has only recently been showing its full potential under the management of their new Musical Director, who has taken the band in a new direction, one which they hope will be prosperous and beneficial to the local community.

The band welcomes as many players as possible as regularly as possible, and has a growing and committed group of young brass players who are conducted by their senior band musical director on a Tuesday evening. These players are from both local primary and secondary schools, with some travelling a good distance to rehearse.

The band has a full programme of concerts, and performs in many different venues, spending much of its time helping to raise funds for other local charities. In order to create the correct image and identity for the band, and to connect with local heritage and roots, they are 're-branding' their overall look and feel – this includes items from headed paper, logos and music, to band jackets, ties and banners. This is proving to be quite a costly process, and where possible the band is fund raising and spreading the word of their predicament to increase interest and hopefully donations – hence this application to the LJC.

The applicant states that in order to keep interest alive, and keep the training band supportive, fun and engaging it is important that they have the facilities and resources in both the training and senior band to make this happen. The training band has to be supportive enough to ensure the players enjoy themselves and flourish as musicians and the senior band needs to be well maintained and attractive to prospective

players. This can only happen if they have the support of local charities and the community alike.

They state that the demand for a training band for younger musicians is evident by their twenty strong group, with interest from new players and parents being regular and consistent.

Recently the senior band has had to turn down concerts and events due to the fullness of their diary, which suggests that they are becoming much more well-known locally and around the county.

The applicant states that Brass Banding is a team and community effort, and they are slowly building strong links with other bands throughout the county and country. They also have a thriving social network system, keeping members and interested parties alike involved through the continuous use of the local press, facebook, twitter and various brass band websites and publications.

Information regarding their recent work can be seen online at:

<http://www.4barsrest.com/news/detail.asp?offset=25&id=14676> Brett Baker workshop

<http://www.bandsman.co.uk/news>

Project costs are broken down as follows:

Branded ties and scarves	£500
Embroidered jacket patches	£300
Band jackets	£1,000 - £2,000
Embroidered music stand	
banners and banner travel box	£1,000 - £1,500
Sheet music	£700

TOTAL PROJECT COST: £3,500 - £5,000

Project funding is broken down as follows:

Shrewsbury Round Table	£531 - Secured
Shrewsbury Mayor's charity	£2,000 - Applied for

AMOUNT REQUESTED FROM LJC: £800 - £2,000

Officer comments

All supporting documents have been received. This request is for the one-off cost of purchase of items of equipment which will help the band in its development and charitable work.