



Faversham Town Council COMMUNITY GRANTS APPLICATION

The Town Council wants to help local Groups who serve the community in Faversham.
If you need assistance to complete this form please contact the office using the details on page 6

Project Name	Faversham Autumn Festival
Grant Amount Requested	£4,000

Organisation Name	Kent Creative (Kent Creative Arts CIC)
Organisation Address	111C West Street, Faversham, ME13 7JB
Telephone Number	079 6646 2522
Email Address	studio@kentcreativearts.co.uk
Contact Name	Nathalie Banaigs
Position Held in Organisation	Director

1. About the project you are planning

1.1. What do you plan to do with the Community Grant funding you are seeking?

We are planning an arts festival set in Faversham.
The Faversham Autumn Festival encompasses a range of genres and features a mixed programme that includes music, film, fine art, magic and history from acclaimed artists and speakers.
Events will take place in venues throughout the town over a period of a week-end on 19-21 November 2021 to make the most of the miserable weather and lift the residents' spirits before the winter.

Looking forward, we aim to grow the Festival year on year, with more events and a wider reach.

In this first year, the Festival will focus on a small number of events to allow us to manage the extra considerations of the current covid situation and ensure that everyone involved feels safe and cared for. We take the health and safety of our audience, volunteers and performers very seriously. We will be observing government guidelines and there will be considered protective measures at each event (reducing audiences, spacing out the seating, cleaning...). There will also be a full risk assessment for the Festival as a whole and for each individual event. These will be made available to the public via our publicity materials and on our website.

Some events will be filmed and made available online afterwards for those who won't be able to attend.

We have been working on this festival since early 2020, before the coronavirus crisis started, and were planning to launch it in November 2020. However, following the Government's announcement of its new guidelines in response to the continuing pandemic and the uncertainty surrounding live public events, we did not feel that we would have been able to guarantee the quality of the live experiences we had planned for our audiences, whilst keeping everyone safe, so we decided to postpone the event. We did not consider a digital alternative because the driving force behind the Faversham Autumn Festival is to lift spirits by giving local residents a vibrant programme of live art and culture after many months of online-only events.

We are now re-organising everything for an event in November 2021, making new arrangements with everyone involved. This means the programme is not complete as we write this application (we attach the draft programme).

1.2. How have you identified this need?

Cultural life is the life blood of our communities, we need everyone to experience it for their well-being and every town for its economy. There is plenty of evidence (see [the Arts Council England latest strategy](#)) to demonstrate the value of creativity, providing communities with opportunities to enjoy arts and culture, and celebrating local creatives.

Faversham is rich in creativity, arts and culture, with individuals and organisations that we want to get together around one event. We have enormous creative talent and force in town with a cinema, a theatre, a museum, art galleries, music venues, specialised festivals etc... An arts festival showing off local cultural talent can help establish Faversham as a cultural destination, participating in attracting tourism and energizing the local economy.

This is even more crucial in difficult times like these, due to the coronavirus crisis and particularly important following months of lockdown, when audiences in and around Faversham will be hungry for entertainment.

As well as breathing much needed light and life back into the town's cultural scene after the constraints of lockdown, the Faversham Autumn Festival will lift residents' spirits and connect the local community through arts and culture as we head into winter. We will offer the best possible events for the benefit of all, supporting Faversham and its creative professionals after many months of being unable to shine.

1.3. How will you measure the success of your project?

The evaluation work will be led by specialist evaluator Allison Young before, during and after the event, with support from the rest of team.

Monitoring the progress of the project against a defined project plan will be key to assess the value of the event.

We will be asking:

- Have we achieved all our planned outputs / events / activities?
- Have we reached the attendees we were targeting?
- Have we achieved all our planned goals?
- If not, why not?
- What positive changes have the event brought to everyone involved?
- What worked well and what didn't?
- Who benefited most from the events and why?
- Etc...

This will show evidence of the impact of the event on attendees, participants, contributors and team members.

Reporting work will provide an assessment of the event successes and challenges. The final report will include:

- Individual feedback on the appropriateness and quality of the activities.
- Feedback on whether the activities in which participants took part have contributed to their ambitions to grow their creative practice.
- Evidence of increased knowledge of local creative venues and talent.
- Evidence of positive impact on local economy.
- Etc...

1.4. What positive legacy will your project leave for future residents of Faversham?

Arts festivals are widely recognized to be powerful drivers in raising the profile of a town and regenerating communities and businesses. We also want the Faversham Autumn Festival to leave a legacy in the form of:

- . more arts and culture that will be seen around the town
- . increased awareness of local shops/venues/businesses
- . new audiences of people who will have an increased interest in arts and creativity
- . new collaborations and relationships within members of the community
- . new opportunities for people to get creative
- . opportunities to create a sustainable future for the arts in Faversham
- . etc...

2. Project Funding and Costs

2.1. Please advise of any other organisations you have asked to support your project and indicate whether any funding has been committed by these organisations.

Organisation Name	£	Status - Approved / Awaiting Decision or other support (non-financial)
The Faversham Eye	£10,000	Approved
Local businesses (sponsorship)	£1,450	Estimation
Queenborough Fishery Trust	£5,000	Awaiting Decision
Bensted's Charity	£5,000	Awaiting Decision
Henry Oldfield Trust	£2,000	Awaiting Decision
Volunteers time	£1,845	Estimation
Ticket sales	£3,942	Estimation
Total - Other Funding Requested	£29,237	
Total - Community Grant Funding Requested	£4,000	Should be the same figure provided on page 1
Total funding required for your project	£33,237	

2.2. Please provide a breakdown of your project's costs. Please note that this should be a breakdown of your total project costs

Expenditure (eg Equipment, Transport etc)	£
Management & evaluation	£12,400
Misc (expenses, contingency...)	£2,440
Promotion	£6,312

Volunteers time	£1,845
Events (venues, performers, materials, recording...)	£10,240
	£
	£
	£
	£
Total Project Costs This should match the Total funding required for your project, above.	£33,237

2.3. If the Town Council makes an offer less than the amount requested, how will the project cover the shortfall?

We are applying early enough in the process so we can seek further funding, should we need to cover a shortfall. Options that we will consider include:

- . apply for grants from Charitable Trusts
- . make a call for donations
- . develop further sponsorship
- . increase ticket price
- . reduce time spent on tasks from the managing team
- . develop merchandising ideas
- . develop advertising in the festival programme
- . etc...

2.4. What plans do you have in place to ensure that your organisation is not reliant on grant funding in the future?

We strongly believe that Kent Creative should be self-financing and not have to rely on public money for support. We are constantly reshaping our business model to ensure a variety of income leading to self-sufficiency. We are working on new ideas for the future that include subscriptions via online services, development of our sponsorship scheme, festival's friend scheme...

3. About your organisation

3.1. What type of organisation are you? Please tick the relevant category:

Registered Charity	<input type="checkbox"/>	Registration Number:
Voluntary Organisation	<input type="checkbox"/>	

Limited Company	YES (CIC)	Company Number: 6958846 (Community Interest Company)
Community Group		
Other		Please Specify:

3.2. Briefly describe your organisation. Describe your organisation, how many members/users you have, if you charge subscription fees and the usual activities/services you provide. If you are a new organisation please describe the activities/services you plan to provide.

Kent Creative is independent arts organisation based in Faversham, established in 2009 as a Community Interest Company. Our activities aim at promoting and celebrating arts and culture in Kent, supporting creatives in making work and delivering events. Kent Creative events offer opportunities to network, develop relationships, collaborate, learn skills, get work opportunities and enjoy arts and culture. Our main goal is to build a thriving community for creative people in Kent and we encourage them to nurture relationships within their community. It has been a labour of love.

Over the years, Kent Creative events, designed to support and promote creatives, have included 190 meet-ups, 30 workshops, 12 group exhibitions and fairs, 2 awards ceremonies, 93 podcasts, 12 cultural events... and more. This represents approximately 1,600 participants and 45,500 visits/tickets to events (free and paid).

See a 4 minute video here: <https://youtu.be/K4vde57fgkc> which we made for our 10th anniversary.

We focus many of our activities on Faversham, especially with our "A Year in the Life of Faversham" community photo projects - four exhibitions over 10 years - that have attracted 12,000 visitors.

3.3. Do you have a Constitution or Memorandum of Association? Please state which and include a copy with your application.

Yes, Company Limited by Guarantee and not having a share capital.

3.4. What are your current sources of funding? For example subscriptions, donations, sponsorship, fundraising, grants etc.

We are working on diversifying our income to include

- . Sponsorship from local businesses
- . Grants from local authorities, charitable trusts, Lottery funders...
- . Donations from Charitable Trusts
- . Sales (tickets to events, services to creatives, books...)

3.5. Projects working with children, young people or vulnerable adults must have a safeguarding policy. If you don't have a safeguarding policy or relevant DBS checks in place you can still apply for funding but you will be required to put these in place before any grant is awarded.

Do you have a safeguarding policy? **YES**

	The Autumn Festival will include only one activity with children (magic workshops)
Do your Staff/Volunteers have valid DBS checks?	YES

3.6. Depending on the nature of your project, you may require public liability insurance.

Do you have public liability insurance?	Yes. Thistle Underwriting, £5M, Policy number CL/1000411
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3.7. Please provide the following details from your most recent annual accounts.


Total Income	£34,129
Less Total Expenditure	£13,111
Surplus / Loss	£13,112
Savings (Reserves, Cash, Investments)	£4,147

Please attach a copy of your most recent audited accounts with your application. If you are a new organisation please include a projected income and expenditure report for the next 12 months.

3.8. Any Other Information. Please provide any other information which you consider to be relevant to your application.

4. Declarations

4.1. To be completed by a senior member of your organisation

I confirm that I am authorised to sign this declaration and that to the best of my knowledge and belief, all replies are true and accurate.	
Name	Nathalie Banaigs
Post Held	Director
Signature	

4.2. To be completed by the person completing the application (must be different to above)

I confirm that I am authorised to sign this declaration and that to the best of my knowledge and belief, all replies are true and accurate.	
Name	
Post Held	
Signature	

5. Checklist

- Have you answered every question?**
- have all signatures been completed?**
- Have you included a copy of your constitution?**
- Have you included a copy of you accounts?**
- Have you included any other relevant policies?**

Please submit your completed Application Form and Additional Documents to:
Louise.bareham@favershamtowncouncil.gov.uk

or post to:
Faversham Town Council
12 Market Place
Faversham
ME13 7AE