



06 SEP 2023

ALTON TOWN COUNCIL GRANT APPLICATION

PART 1 - YOUR ORGANISATION

NAME OF ORGANISATION

Alton Arts Festival CIC

NAME OF CONTACT

Annie Lancaster

ADDRESS OF CONTACT



TELEPHONE NO:

DAYTIME



EVENING



EMAIL ADDRESS:



PLEASE OUTLINE BRIEFLY THE ACTIVITIES OF THE ORGANISATION

We are putting on the inaugural Alton Arts Festival, in partnership with Goldfinch Books, Jane Austen's House Museum, and many other local organisations. The festival will take place on 5 - 14 July 2024.

This festival will be a not-for-profit event designed to benefit the entire community here in Alton. The ambition is to deliver high-quality, accessible, affordable or free arts & cultural events in a 10-day, multi-venue, multi-disciplinary programme designed to encourage pride in our community.

The Alton Arts Festival will include programming suitable for the whole community, from pre-schoolers through to the elderly, with an emphasis on under-represented communities in the Arts. We are working with local organisations such as Dementia Friendly Alton, Treloars, and the King's Arms Alton to ensure that accessibility is at the core of the festival.

Ticket prices for charged events will be set at a low, subsidized price, with 15% of every event capacity held back on a 'pay what you can afford' or free basis for those who might otherwise not be able to attend.

The festival programme will go into local primary schools during the festival week, to ensure that ALL of Alton's children benefit. Our ambition is that the children's programme in schools will be entirely funded, and free at the point of access.

PLEASE GIVE NUMBERS IN THE

ORGANISATION WHO ARE

A) PAID	0
B) VOLUNTEERS	20

HOW MANY MEMBERS/BENEFICIARIES
LIVE WITHIN ALTON

All

PART 2 – GRANT REQUEST

AMOUNT OF GRANT APPLIED FOR

£ 1000

WHAT IS THE TOTAL COST OF THE
PROJECT/ITEM/SERVICE?

£ c. £25,000

HAS MATCHED FUNDING ALREADY
BEEN SECURED? IF SO, PLEASE STATE VALUE

£

WHAT IS THE GRANT TO BE USED FOR?

In order to bring a high-quality but accessible festival to town, we will be seeking funding from a variety of sources. Our funding model will be: 1/3rd from corporate sponsorship, 1/3rd from ticket sales and crowdfunding, and 1/3rd from grant funding, of which this application is part.

The costs of delivering the 10-day festival programme include artist/performer fees (c. £10,000 dependent on negotiation), venue hire costs (c.£2.5k), technical costs (e.g. sound, staging, lighting - c. £10,000), and marketing/promotion (whatever we have left! c. £2.5k).

The festival will be a recurring event, and will eventually be fully sustainable, covering it's own costs through sponsorship and ticket sales; however, as this is the first one and the revenue from ticket sales will not be released until after the festival has taken place, we need to secure seed funding in order to pay artist and venue deposits, as well as the marketing to ensure ticket sales.

We are ambitious for the quality of the festival, and have some world-class acts already booked to play, including Poet Laureate Simon Armitage, multi-award winning author Elly Griffiths, BBC Cbeebies star Nick Cope, Flip Theatre - specialists in building children's mental health and social wellbeing, Ugandan-British songwriter Daudi Matsiko, ex-Children's Laureate Chris Riddell and many more.

This grant will contribute hugely to ensuring we can stage international acts like these in a way that is professional and appropriate whilst ensuring ticket prices remain fair and accessible, and will give local artists a fantastic platform to expand the already thriving cultural activities here.

Our vision is that every audience member will leave the festival feeling proud to be living in (or connected to) Alton, a town that celebrates heritage, talent, creativity and culture, in an environment of community collaboration.

HAS YOUR ORGANISATION APPLIED FOR A
GRANT ELSEWHERE TOWARDS THIS PROJECT?

YES

IF YES, PLEASE
GIVE DETAILS

SECURED / PENDING

We have applied to The Alton Society for funding. We will also be exploring other sources of grant funding including Arts Council, charitable trusts, and District and County Council funding pots.

We have secured some generous donations from local patrons of the arts

WHAT OTHER FUNDRAISING HAS BEEN DONE TOWARDS THIS ITEM/PROJECT?
EG CAKE STALL, COFFEE MORNING

The festival has not officially 'launched' yet, but we are planning a fundraising event including a quiz, silent auction, and performance for the autumn. If it proves successful, we will plan another event for the Spring.

We will also be launching a crowdfunding campaign in which people can pre-order tickets and festival merchandise in return for supporting the festival.

YOU ARE INVITED TO GIVE ANY ADDITIONAL INFORMATION WHICH MIGHT ASSIST THE
COUNCIL IN CONSIDERING YOUR APPLICATION

Please see our attached festival mission statement for further information about the aims, values, and purpose of the festival

PART 3 - TO BE COMPLETED BY ALL APPLICANTS

PLEASE STATE BALANCES IN HAND AT THE END OF LAST FINANCIAL YEAR

N/A

LEVEL OF UNALLOCATED RESERVES

N/A

HOW MUCH DID THE GROUP RAISE LAST YEAR (EG FUNDRAISING BY THE GROUP OTHER THAN BY GRANT APPLICATION)?

PLEASE ENSURE ALL RELEVANT DOCUMENTATION IS ENCLOSED WITH THIS APPLICATION

CHECKLIST

- ☐ All relevant parts of the form completed
- ☐ Form signed
- ☐ Most recent accounts (Audited or draft)
- ☐ Constitution/Rules
- ☐ Child Protection Policy (if applicable)

Copies of this completed form and any supporting papers will appear on a Town Council Committee Agenda and will be discussed by the Committee in the presence of the Press and Public.

I DECLARE THAT TO THE BEST OF MY KNOWLEDGE AND BELIEF THAT THE ABOVE INFORMATION IS CORRECT. I ALSO DECLARE THAT ANY GRANT AWARDED WILL BE USED SOLELY FOR THE PURPOSES OUTLINED IN THIS APPLICATION AND I WILL COMPLETE A GRANT EVALUATION FORM WITHIN 6 MONTHS OF THE AWARD OF GRANT. I UNDERSTAND THAT ALTON TOWN COUNCIL RESERVES THE RIGHT TO RECLAIM THE GRANT IN THE EVENT OF IT NOT BEING USED FOR THE PURPOSE SPECIFIED.

NAME

KATHERINE GUENIOU

SIGNATURE

[Redacted Signature]

POSITION

Secretary

DATE 6/9/2023

Completed applications should be sent to: Alton Town Council, Town Hall, Market Square, Alton, Hampshire GU34 1HD

Applications are also available from our web site www.alton.gov.uk