

TRUSTEE BOARD OF THE GILSTRAP AND WILLIAM EDWARD KNIGHT CHARITIES

5 MAY 2022

PROMOTION OF THE TRUST

1.0 Purpose of Report

1.1 To update Members on actions being taken to increase awareness of the Gilstrap Trust and its grant funding offer.

2.0 Background Information

2.1 At recent meetings where grant funding applications have been considered, Members of the Trustee Board have questioned whether the Trust and its grant funding offer, has sufficient profile. It has also been noted that the Trust website requires some updating.

2.2 Officers have now drafted the necessary updates to the website, and at the time of writing these are in the process of being implemented.

3.0 Proposals

3.1 The District Council has offered to provide a link to the Trust's website on its Community Funding web pages. [The Town Council has also offered to provide a link on its website.] It is proposed that the Trustee Board approves these changes with the aim of raising awareness of the Trust and its offer.

3.2 It is also proposed that in future when grant payments are issued, a condition of grant will be to acknowledge The Trust in any publicity associated with the funding. For example, in January 2022 the Trustee Board confirmed funding of £5,930 towards the Newark Comes to Life series of events this summer. These events are promoted in the Palace Theatre's Summer 2020 brochure, and there is a line thanking the Trust for its grant funding which has made the events possible. The acknowledgement could arguably have been more prominent and effective for the Trust in terms of publicity, if the Trust had required publication of its logo and website address.

3.3 The Trustee Board is asked to consider any other suggestions for promoting the availability of grant funding.

3.4 The current grant application says that applications will be considered annually in March/April and that applications must be received by 1 January in the relevant year. It is proposed to remove this requirement in order to increase accessibility of grant funding.

4.0 Financial Implications

4.1 There are no direct financial implications from this report.

5.0 RECOMMENDATION

That the Board approves the proposals set out in paragraphs 3.1, 2.3 and 3.4 of the report and considers any other suggestions for promoting the availability of grant funding.

Background Papers

The Gilstrap Trust Website - <http://www.thegilstrapcharity.org/>

Newark& Sherwood District Council's Community Funding page - <https://www.newark-sherwooddc.gov.uk/your-council/get-involved/community-funding/>

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