

APPLICATION FOR GRANT AID SUPPORT
GILSTRAP CHARITY

| 1. About Your Organisation | | | |
|--|--|----------------------|--------------|
| Organisation Name: | Newark Cultural Consortium (Newark Creates) | | |
| Contact Name: | Matthew Gleadell – Newark Town Council on behalf of the Consortium | | |
| Address: | Newark Town Council Town Hall, Newark, Nottinghamshire | | |
| Postcode: | NG24 1DU | Telephone No. | 01636 684800 |
| Email Address: | Matthew.Gleadell@newark.gov.uk | | |
| 2. Project Description | | | |
| <p>Please describe the nature of your project and its objectives:</p> <p>Nature of Project:</p> <p>‘Newark Creates’ is the cultural events programme delivered by Newark Cultural Consortium. The consortium was set up in 2020 in response to High Street Heritage Action Zone (HAZ) cultural programme funding. Newark Town Council, Inspire: Culture, Learning and Libraries, and Newark and Sherwood District Council are lead partners, alongside Newark Heritage Forum, Newark Civic Trust, Newark Book Festival and Newark College. Through the HAZ funding, the programme has embedded heritage, historic buildings, Newark’s stories and local communities at the heart of all its activities. Recent examples of Newark Creates’ work include ‘A Likely Story’ animated projection on Newark Town Hall that explored the history of Newark, the sculptural Bookbenches trail, many of which reflected local landmarks and historic buildings, and smaller scale interventions such as the street art which created a 3D image of Porters basement in situ in the market square.</p> <p>Following on from the HAZ funding, the consortium has sought funds from UKSPF, Arts Council England and Cultural Heart of Newark (Towns Fund). With the new year approaching, and both UK Shared Prosperity Fund and Long-Term Plan for Towns funding currently on hold, the consortium needs new funding streams to support its continued development.</p> <p>The proposed programme for 2025/26, ‘Once Upon a Time in Newark’ is as follows:</p> <p>Creating Stories: April – Oct 2025</p> <p>A strength of Newark Creates has always been to showcase Newark’s stories and heritage through the cultural programme. During this period there will be 5 co-created artist projects; where artists and the Consortium will work with communities (local children, young people, families, older residents) to share local stories, embrace local heritage and involve communities in the designs of the Celebrating Place event programme. For example, community groups will work with</p> | | | |

Curiosity Creators to create puppets and lanterns for the Newark Festival parade. The inspiration from these will come from local stories, our heritage and history.

Celebrating Place: June – Dec 2025

A Programme of town centre interventions, events and festivals, designed to celebrate people and place, using key historic spaces across the town to create interactive and immersive experiences, improving local people's sense of belonging and connection to their heritage.

- Streets Ahead outdoor arts festival
- The Zone – 1 week pop up Youth Arts space for 11 – 18 yr olds
- Outdoor Arts at Newark on Sea
- Wayfinding Arts Trail
- Community-led Puppet-based parade as part of Newark Festival, based on local stories and history, working with local musicians and bands
- World Singing Day featuring up to 500 singers
- Festival of Creativity – a weekend of free workshops and participatory events hosted in various locations across the town centre, with lead-in story gathering sessions and an artist residency

Alongside this, the consortium will develop a Creative Vision and action plan for the consortium to support long term sustainability and will test and consult on a Cultural Education Partnership (CEP) for Newark and Sherwood, working in partnership with the existing Nottinghamshire CEP. This will share resources and enable a more coherent and visible delivery of cultural education, working with schools and educational institutions.

The project will support 1 x part time Cultural Programme Co-Ordinator and a minimum of 48 creative freelancer roles.

In consideration of the Gilstrap Charity's key objectives:

- The project will **promote education and understanding of historic buildings and Newark's history** through the artistic interventions which are all story-based and heritage-led. Participants will learn about their local area with activity in key buildings and locations. Once Upon a Time in Newark works with partners including the Heritage Forum, St Mary Magdalene Church and Newark Castle, not only showcasing the heritage of Newark but using this as the core stimulus for the projects. Each individual activity has a strong sense of Place – and education is key to this.
- The project will support increased cultural and heritage engagement to **benefit Newark's community**, which will help to upskill, improve wellbeing through arts interventions, and drive footfall to the town centre to support the local economy and independent businesses. Freelance creatives will be supported to work locally. A particular focus is on children and young people to encourage them to interact with the built environment, increase their knowledge and pride in their local area and explore their creative skills.
- The Consortium has committed to the longevity and sustainability of the programme, recognising the positive impact it has had on Newark Town Centre since 2020. The HAZ funding ended in March 2024, so an initial legacy year has already been secured. The programme for 2025/26 is being planned subject to final funding agreements, and plans for 2026 are already underway to capitalise on key events for a spotlight place-based year - the Town Hall's 250th anniversary, 400 years of mayoralty, 10 years of Inspire and 10 years of the Book Festival, the completion of the Castle Gatehouse Project and the culmination of the St Mary Magdalene Reawakening Project – all hugely significant projects that improve the

sustainability of the historic buildings in the town centre and connect people to place. The development of the creative vision and action plan, alongside the new partnership working with Nottinghamshire Cultural Education Partnership **demonstrates sustainable benefits.**

- The project requires **match funding**, and this is **likely to be committed** by March 2025.

Expected Start Date:

April 2025

Expected Finish Date:

March 2026

Where will your project/event take place?

The project will be located across key significant heritage sites, shops and cafes across the centre of Newark. The Consortium prioritises events and activities that connect with their built environment.

3. People who will Benefit from this Project/Event

Please provide details of who will benefit from this event and which area of Newark the project/event will cover.

The programme aims to attract people from all over Newark to participate in and enjoy cultural events in their historic home environment. Whilst events will be focussed on the town centre, the programme will draw people from across Newark to visit the town and participate in activity. A key target audience is children and young people, and one strand of work is specifically targeting 11-18-year-olds, currently an under-represented audience for cultural engagement.

Whilst the primary target audience is Newark residents, the events will draw footfall from across the district and even further afield and encourage visitors to travel more regularly to Newark. Visitors will be able to engage with and learn about Newark's heritage and the profile of the town will be raised. This will support retail and hospitality in the town centre, boosting the local economy.

How many people will participate in the project?

The project is targeting the following:

5,650 as audience members in a physical space

684 participants in activities and workshops

125 creative practitioners

1 million plus visitors experiencing the programme and related installations across the year

What links does the project have to existing arts or cultural related events and programmes both locally and nationally?

This is an extension of the existing Newark Creates programme which started in 2020 and has grown each year. The programme has always ensured it connects not just to the built environment through the locations it uses, but to key existing programme and events, such as Newark on Sea (summer beach in the market square), Newark Festival and Newark Book Festival. The community projects draw strands through the wider cultural events programme locally making strategic connections to ensure best value and maximum impact. The programme also has both regional, national and international links - the consortium works in partnership with SO

Festival to bring international street theatre to our doorstep, works with Heritage Open Days, Fun Palaces and the British Arts Festival Association.

The new regional partnership with the Cultural Education Partnership also represents a step change to ensure Newark and Sherwood is prioritised in future developments, supporting pupils and teachers to engage creatively.

Why is the project needed?

Newark Creates has been hugely successful and has collected data across the lifetime of the project to assess need, identify gaps, and quantify the value to the town.

For example, evaluation data from a previous year's event demonstrates that the cultural programme: makes people proud of where they live (86% Strongly Agree, 14% Agree), and has created a sense of community spirit (93% Strongly Agree, 7% Agree).

In 2024 audiences surveyed stated that 25% loved learning about their local area through a Newark Creates intervention and 19% surveyed gained new skills.

Qualitative data demonstrates further impact of the programme:

'Delighted to see one of our town's iconic landmark buildings used for something both secular, modern and creative at the same time. Also, great to see from the breadth of people in the audience it clearly appealed to all ages and demographics.'

'I am an independent shop keeper in Newark. The arts have played an important part in my life... Please keep the ball rolling it is just what Newark needs. The economic benefits to the town are incalculable but undeniable, makes Newark a destination for visitors and a pleasure for residents.'

'...my wife and I are very proud to be in a town with such innovative and creative activities.'

'The likely story was incredible – it felt so special to be part of such an inspiring town-wide event that really celebrated Newark's heritage and culture.'

The positive impact of the partnership working of the consortium itself has also been evaluated, with partner organisations stating:

'The range of activities initiated by Newark Creates, those existing activities better promoted and joined up and the growing acknowledgement of the importance of culture and creativity in the future of the town centre have all come from the project.'

'[The project's legacy is:]

- Better, more robust partnership working between key organisations.*
- Local people really valuing the creative opportunities and visual stimulus.*
- Local people appreciate it and visitors come again and stay for longer.*
- Lots of children, young people, families, and older people have tried something new.*
- Re-energising the historic buildings and spaces, so people see them afresh.'*

Visitors and attendees were clear that they felt strongly that arts and cultural projects such as these increased their confidence to get more involved, made them more likely to visit their High

Street, made the High Street more attractive and welcoming, deepened a sense of pride in where they live.

This clearly demonstrates the need for continued interventions to support the vibrancy and character of Newark as a town through cultural and heritage programming. 2025/26 is challenging in terms of funding (see below) and the risk of the events programme stagnating or not being delivered would then lose all momentum for any future cultural events programme, losing the opportunity to capitalise on the exciting improvements due in 2026 and beyond.

How will you promote and publicise your project?

A marketing plan will be developed to support the programme, using the experience and evidence of the last four years' activity. All key funding partners will be acknowledged on print materials, online and on social media where appropriate.

This will include:

- PR campaigns – Press, TV and Radio
- Adverts - print to radio to digital
- Films for stories, reels focusing on past celebrations & community stories
- Social Media campaigns
- Word of mouth – asking councillors to share within their wards and identify ambassadors from the events committee at NTC. Finding business ambassadors
- Marketing materials – leaflets/posters/traditional print distributed across the district and to under-represented communities especially those who face digital barriers
- Shared to partner mailing lists (both consortium and wider partner network). Leverage existing networks to attract and promote offerings
- Assets for project teams, venues and artists
- Inclusion in the NSDC and Inspire residents/Newark offer e-newsletter
- Through promotion at one event for the next
- Through schools, businesses, NCC and Captivate
- Attendance at Newark Show/launch events and community days

What longer term benefits will be derived from the project?

Previous data demonstrates that the programme improves people's perception of the town centre, encouraging them to visit more regularly and promote the town positively, leading to longer term economic benefits. 63% of audiences strongly agreed that they had a greater sense of pride in their local area, this figure doubled from the 2023 surveys showing the longer-term impact of the project.

Activities with children and young people will support creative skills and careers development for the future, inspiring the next generation of creative practitioners and equipping young people with skills and confidence, raising aspirations.

Embedding the Creative Vision and seeding the partnership with the Cultural Education Partnership will support long term growth of the consortium and could be a catalyst for a larger scale bid to the Arts Council England's Place Partnership Fund in the future. A Place Partnership project:

- is a strategic place-based intervention that is intended to make a long term difference to the cultural and/or creative life of the local community
- makes a clear step change in provision in that place
- is informed by robust needs analysis and responds to relevant local strategies
- is led by a consortium of partners who are relevant to delivering the project

4. Project/Event Budget

Please provide details of the project/event budget, including the amount requested from the Gilstrap Charity. If the total cost is more than the grant requested, where will the rest of the funding come from?

The current project budget is £138,293 and is made up of a range of funding streams. However, due to the changes in Government last year which have led to funding being paused / re-considered / re-allocated, there is more uncertainty around the funding for the 2025/26 programme than in previous years.

The project is seeking £10,000 from the Gilstrap Charity. This funding will provide an essential income stream to facilitate the continued employment of the Programme Co-ordinator and the delivery of the first parts of the programme. During this time, alternative funding will continue to be sought to fill gaps. Newark Creates has a strong history in programming and delivering an events programme to budget (small-large scale) (the HAZ funding was a total of £90,000 over three years, additional funding to enhance this further was only secured part way through that period), and is therefore confident in its ability to deliver a programme on any budget that meets the objectives of its funders and the wider objectives of the consortium.

Funding has been applied for as follows:

Arts Council England Project grant - £78,793

Big Lottery Fund - £15,000

Gilstrap Charity - £10,000

Other funding streams that the consortium will apply to if funding is released:

UK Shared Prosperity Fund

Long Term Plan for Towns

Is your organisation VAT registered? Yes

If yes, please provide your VAT Registration Number: 352 8414 56

5. Have applications been made for other sources of third party funding?

Yes, see above.

6. Other Supporting Comments and Information

For an example of one of Newark Creates latest events – A Likely Story
<https://electricegg.co.uk/projects/a-likely-story/>

To view more of the consortium's work, visit [Newark Creates | Facebook](#)

BANK ACCOUNT DETAILS (If your application is successful, we will pay the award through a BACS transfer).

Sort Code – 541023

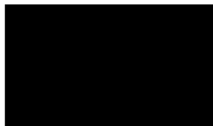
A/c No - 05918898

DECLARATION

I confirm that I am authorised to sign this application on behalf of Newark Town Council & Newark Creates Cultural Consortium.

I undertake that any grant awarded will be used solely for the purpose outlined in this application. I also understand that the Gilstrap Trustees reserve the right to withhold the payment of the whole or any part of the grant or to require repayment if any information contained herein is false or misleading.

Signed



Print Name: MATTHEW GLEADELL

Date: 29th January 2025

CONDITIONS OF GRANT FUNDING

1. Approval must be sought for any changes to the submitted project outline.
2. If any grant awarded is surplus to requirements this should be returned to the Charity.
3. If funding is awarded the applicant will be required to provide progress reports to the Trustees and a post event/project evaluation report.
4. The applicant will ensure that all necessary licences and consents are obtained.
5. The grant must be spent within 12 months of being awarded.

Please return this form to:

Clerk to the Gilstrap Charity
Castle House
Great North Road
Newark
Notts. NG24 1BY