

**APPLICATION FOR GRANT AID SUPPORT**  
**GILSTRAP CHARITY**

<b>1. About Your Organisation</b>			
<b>Organisation Name:</b>	Newark Book Festival		
<b>Contact Name:</b>			
<b>Address:</b>			
<b>Postcode:</b>		<b>Telephone No.</b>	
<b>Email Address:</b>			
<b>2. Project Description</b>			
<b>Please describe the nature of your project and its objectives:</b>			
<p><b>Nature of Project:</b> Newark Book Festival – a community not for profit educational festival. The 2020 themes centre around anniversaries, milestones and local history, events, literary and heritage celebrations. We wish to apply for some funds to support specific events including an author talk with Giles Kristian and Mark Turnbull highlighting the Civil War, the linking of the two museums and related exhibitions as part of the Festival to celebrate the past 100 years locally and the creation of a new literary and heritage walk across the town centre for example. We are seeking support of £400 to help with these costs.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To develop a literature festival that celebrates books, stories, literary and heritage stories across the market town</li> <li>• To ensure the festival is inclusive and accessible</li> <li>• To work with partners to enhance the offer and reach</li> <li>• To programme a wide range of high quality events and activities</li> <li>• To focus on the growth of audience development, reaching targeted audience areas (young people/over 50s/those in deprived areas etc)</li> <li>• To encourage literacy and reading skills through the schools and educational programme</li> <li>• To develop talent, skills, confidence and social mobility locally</li> <li>• To promote the heritage offer of the town through connecting our museums, galleries, theatres, Castle with events and educational talks and activities that promote the local offer</li> <li>• In 2020 to link with the Theatre as part of the 100 year celebrations</li> <li>• The literary walk will increase awareness and create a long term product that highlights key heritage and literary stories – Donald Wolfitt at the Theatre, the story of the Tallents diarist and beginnings, Lord Byron at porters/old printing press.</li> </ul>			
<b>Expected Start Date:</b>	1 <sup>st</sup> April 2020 (planning stages)	<b>Expected Finish Date:</b>	12 <sup>th</sup> July 2020
<b>Where will your project/event take place?</b>			
Newark Castle Civil War Museum Newark Town Hall Museum & Gallery Key heritage locations around Newark Town Hall Library Cafes			

<p>River Cruises Church Market Place Palace Theatre</p>
<p><b>3. People who will Benefit from this Project/Event</b></p>
<p><b>Please provide details of who will benefit from this event and which area of Newark the project/event will cover.</b></p> <p>This project will take place in the centre of Newark but will benefit all residents and local communities. We expect the majority of those benefitting to be aged 14+.</p> <p>The Festival also engages with the following key groups:</p> <ul style="list-style-type: none"> <li>• Under 16s</li> <li>• Adults 35+ / Over 80s target groups</li> <li>• Aspiring writers</li> <li>• Readers</li> <li>• Stallholders – craftmakers, independent publishers, museums, library, authors, booksellers, writing groups, illustrators</li> <li>• Book lovers</li> <li>• Families</li> <li>• Volunteers and work experience opportunities</li> <li>• Authors, poets and artists</li> <li>• Local Heritage venues</li> <li>• Schools</li> </ul>
<p><b>How many people will participate in the project?</b></p> <p>Approx 500 for set events, up to 5000 overall.</p>
<p><b>What links does the project have to existing arts or cultural related events and programmes both locally and nationally?</b></p> <p>Newark Book Festival is now embedded into the arts events programme both at a local level, connecting and working with Newark &amp; Sherwood District Council, parish councils, Town Council and Nottinghamshire County Council. The Festival is mentioned frequently as part of key developing programmes, such as the new Heritage Action Zone work and cultural events connected to this. We work across venues with partners, arts organisations and local artists to build quality and connect events to achieve shared outcomes (example promotion of the summer reading challenge at the Libraries)</p> <p>The festival works with partners across the sector, building identity and place, including The Holocaust Centre, Newark College, Writing East Midlands, UNESCO City of Literature Nottingham and Thoresby Hall and the Tourism Action Group. Nationally the Festival forms part of the British Arts Festival Association and Literary Festivals programme.</p> <p>The project focuses on place-making and work with our immediate colleagues in Newark &amp; Sherwood to showcase venues, businesses and communities working together to create cultural communities. The Festival contributes towards local strategies, such as the Newark &amp; Sherwood 2019 Community Plan – of which objectives include:</p> <ul style="list-style-type: none"> <li>* Improving health and wellbeing</li> <li>* Increase visits and use of attractions by local residents</li> <li>* To enhance &amp; sustain town centres</li> <li>* To reduce levels of deprivation and remove barriers to social mobility</li> <li>* To increase participation</li> </ul>

Newark Book Festival contributes to the Nottinghamshire County Council cultural strategy, Newark Town Council's business development and event plans and Newark and Sherwood District Council's tourism, arts, heritage and social mobility agendas. This is shown through their funding and support of the Festival.

### **Why is the project needed?**

Newark Book Festival 2020 will be the 4<sup>th</sup> edition of the Festival. Since it began the demand has continued to grow and grow, with more audiences, communities, venues and partners wishing to become involved. At each Festival we undertake evaluation and consultation to prove the demand and need is there. 2020 requests from new venues include the two museums and galleries to be part of the Festival programme and it remains important to us to respond to the demand and create cultural and heritage communities where we are all working together. Responding to this need, our programme will reflect and connect the local to the regional and national. The Festival also has a core volunteer team of 40 plus of all ages and Friends of the Festival who continue to provide feedback and consultation.

### **How will you promote and publicise your project?**

Marketing Campaigns will include:-

- PR campaigns (press, online, radio and TV) – with key messages and targeted publications. Example relationships include: Visit Nottinghamshire, Writing East Midlands, City of Literature, Visit Newark and Sherwood, literaryfestivals.co.uk, Notts TV, BAFA, East Coast World Target, Molly's Guide, Lincolnshire Echo, Made Inn Magazine, The Retford Times, Nottinghamshire Flavour and Left Lion
- Publisher, authors, sponsors and partners – everyone who is part of the Festival is encouraged to add to websites, newsletters and share on social media
- Social Media campaigns (Facebook, Twitter and Instagram – with targets to increase engagement and followers)
- Signage in town – banners, posters, displays, shop windows and flag banners
- Targeted marketing campaigns
- Posters in villages and surrounding areas in Newark and Sherwood
- Listings on key websites, magazines and publications
- Signposting people to the Newark Book Festival website
- Distribution 10,000 brochures – Across Newark, Nottinghamshire and the East Midlands - libraries, schools, universities, colleges, accommodation providers, tourism sector including National Trust, shops and businesses to Tourist Information Centres and attractions in identified city centres and market towns on transport routes.
- To use our digital assets in promoting past Festivals
- Through fundraising campaigns – Friends of the Festival, community schemes in supermarkets
- Through word of mouth via ambassadors and volunteers
- Through venues – displays, posters, brochures
- Tourism campaigns, working with Newark & Sherwood District Council, Tourism Action Group and creating excursion trips with Thoresby Hall Hotel
- Through E-newsletters

### **What longer term benefits will be derived from the project?**

Long term benefits include ensuring we can connect to the communities we wish to reach to make a difference. Long term benefits of attending are far reaching, from raising aspirations, increasing knowledge to developing skills from social to literacy, numeracy and work experience. Cultural, heritage and arts events such as these will have an impact on Health and

Wellbeing and will create new opportunities for collaborations and paid work, thus helping improve and contribute towards the economy.

Growth in audiences will improve sustainability and reach new and harder to get target areas – schools, over 80s etc, all working to reduce social isolation alongside our volunteer programme. Support of these specific events will help to improve literacy skills, from reading and writing to co-ordination and confidence levels. It will help with social mobility, providing role models and opportunities for further work experience (our volunteer, board and interviewees are aged 7+). Newark Book Festival will have a direct and wider impact for the customer and communities. The Festival builds pride in Newark and has an indirect economic impact on the town (£37,237 in 2019) as well as direct impact through paid work and service contracts.

**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?**

Programming artistic Costs & Expenses £12,500  
 Marketing £2000  
 Venue Costs £1625  
 Operational Costs £4875  
 TOTAL PROJECT BUDGET: £21,000

Amount requested from Gilstrap Charity: £400  
 Other income will come from the following: NSDC, Nottinghamshire County Council, Sponsorship, Friends of the Festival, Earned Income rolled forward from 2019, Donations, fundraising events, Crowdfunding campaign, Newark Youth Trust, bna Charity.

**Is your organisation VAT registered?            No**  
**If yes, please provide your VAT Registration Number: \_\_\_\_\_**

**Will there be any income generated from the project/event? If yes, please provide estimates.**  
 Est 3,000 from Box office to be rolled forward to provide matched funding for 2021

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

Successful applications to bna charity and Newark Youth Trust for £1000 towards specific elements of the programme.

**6. Other Supporting Comments and Information**

You can find a link to our short 2019 film at the bottom of our homepage <http://www.newarkbookfestival.org.uk> – which will help with visual evidence of the impact of the Festival and specific events/programmes within this.

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

**DECLARATION**

I confirm that I am authorised to sign this application on behalf of Newark Book Festival.....

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:

Date: 11<sup>th</sup> March 2020

**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