

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

1. About Your Organisation			
Organisation Name:	Newark Book Festival		
Contact Name:			
Address:			
Postcode:		Telephone No.	
Email Address:			
2. Project Description			
<p><b>Please describe the nature of your project and its objectives:</b></p> <p><b>Nature of Project:</b> Newark Book Festival – a community not for profit educational festival. Our 2020 theme was to centre on anniversaries and local history, literary and heritage celebrations. Since Covid we have re-imagined the Festival, splitting it into 5 Chapters, spread across the year and into early 2021, using new technologies to ensure we are engaging with local communities, schools and to provide ongoing wellbeing activities, positivity and hope for Newark residents during this hard time.</p> <p>Events include a new literary walk around Newark, developing a new partnership with a Blue Badge guide, running a literature village in Newark Market, talks and engagement with authors Giles Kristian and Mark Turnbull highlighting the Civil War, a commissioned poem (Reading Newark) for all venues to use to help build confidence, wellbeing writing workshops and developing partnerships with venues such as the two museums so we can start to make steps to ensure we can not only survive into 2021 but to grow and develop and this extended time will enable us to focus on this. Our children's educational programme has been separated and we will be engaging with local artists and authors throughout. We are seeking support to help us fulfil our shortfall. Although we were able to get some initial arts Council emergency funding, all other fundraising activities had to cease due to Covid and the programme has been extended time wise meaning increased costs and expenditure in certain areas to ensure we are Covid 19 compliant.</p> <p><b>Festival overarching 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>• 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>			
Expected Start Date:	July 2020	Expected Finish Date:	March 2021

<p><b>Where will your project/event take place?</b></p> <p>Civil War Museum  Key heritage locations around Newark  Library  Market Place  Palace Theatre  Schools  Online</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 a variety of Newark based venues and online. We expect the majority of those benefitting to be aged 5+  The Festival engages with the following key groups:</p> <ul style="list-style-type: none"> <li>• Under 16s</li> <li>• Adults 35+ / Over 80s target groups / isolated 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</li> <li>• Authors, poets and artists</li> <li>• Schools</li> <li>• Charities &amp; their clients through free tickets – e.g Shaw Mind Foundation, Emmaus Trust, Children's Bereavement Centre</li> <li>• New digital audiences whom we are engaging to turn into new visitors</li> </ul>
<p><b>How many people will participate in the project?</b></p> <p>Approximately 5-6000 people throughout the whole year and through all activities – online and in real person, schools etc.</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>

- \* Improving health and wellbeing
- \* Increase visits and use of attractions by local residents
- \* To enhance & sustain town centres
- \* To reduce levels of deprivation and remove barriers to social mobility
- \* To increase participation

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/book of the Festival. Since it began the demand has continued to increase, 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.

Covid has meant that we have had to do things differently, a lot of things have had to be paused, whilst we explore new engagement avenues and ways forward, but we are keen to ensure that we can take the time to build things back up and not lose what we have already achieved so far. By not doing anything or cancelling the Festival there would have been no return, now we aim to continue to engage but also programme activities that can re-engage and re-build communities, volunteers, residents, visitors, children and those who have been isolated. Right now the arts and events sector needs every little help to re-build. And the people needs arts to help us all.

### **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, literary festivals.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)
- Targeted marketing campaigns
- Listings on key websites, magazines and publications
- Signposting people to the Newark Book Festival website
- To use our digital assets in promoting past Festivals
- Through word of mouth via ambassadors and volunteers
- Through venues
- Tourism campaigns, working with Newark & Sherwood District Council, Tourism Action Group
- Through E-newsletters

<p><b>What longer term benefits will be derived from the project?</b></p> <p>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. Right now to be able to continue paying artists, authors and staff at a time when income is down/non existent for everyone in these areas is so important to us. If we can deliver a new re-imagined festival that brings hope, pay, wellbeing, confidence and opportunity and also helps to improve the economy is again very important to everyone with short and long term benefits.</p> <p>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.</p>
<p><b>4. Project/Event Budget</b></p>
<p><b>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?</b></p> <p>Please see the attached budget</p> <p>Amount requested from Gilstrap Charity: Ideally we are looking for the funds to fill our shortfall or contribute towards this, as suggested by Alan at Newark Town Council.</p> <p>Other income will come from the following: NSDC, Nottinghamshire County Council, Sponsorship, Friends of the Festival, Earned Income rolled forward from 2019, Donations, Crowdfunding campaign, Newark Youth Trust, bna Charity, Arts Council.</p>
<p><b>Is your organisation VAT registered?                      No</b></p> <p><b>If yes, please provide your VAT Registration Number:</b> _____</p>
<p><b>Will there be any income generated from the project/event? If yes, please provide estimates.</b></p> <p>Box Office is expected to be at a loss compared to normal years, we expect about £1000 which will be rolled forward to the new 2021 festival year.</p>
<p><b>5. Have applications been made for other sources of third party funding?</b></p> <p>Successful applications to bna charity and Newark Youth Trust for £1000 towards specific elements of the programme.</p>
<p><b>6. Other Supporting Comments and Information</b></p> <p>You can find a link to our short 2019 film at the bottom of our homepage <a href="http://www.newarkbookfestival.org.uk">http://www.newarkbookfestival.org.uk</a> – which will help with visual evidence of the impact of the Festival and specific events/programmes within this.</p> <p><b>BANK ACCOUNT DETAILS</b> (If your application is successful, we will pay the award through a BACS transfer).</p>

**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 / Updated 23<sup>rd</sup> September 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