

APPLICATION FOR GRANT AID SUPPORT
GILSTRAP CHARITY

1. About Your Organisation			
Organisation Name:	Newark Civic Trust		
Contact Name:			
Address:			
Postcode:		Telephone No.	
Email Address:			
2. Project Description			
<p>Please describe the nature of your project and its objectives:</p> <p>Nature of Project: <i>10 years ago, the Newark Civic Trust produced a series of 8 town trails to guide locals and tourists around the town. Each trail was dedicated to a specific aspect of the town's history/built environment e.g. the Civil War, brewing, timber-framed buildings etc. To date we have distributed approximately 68,000 trails via the Town Hall, Tourist Information Hub, NCWC and library. The town trail collection now needs updating due to changes in the town and to incorporate new research. The existing trails can be viewed at:</i> http://www.newarkcivictrust.org.uk/town_trails.html </p> <p>Objectives: <i>We are planning to revise 6 out of the 8 original trail leaflets; we will also be producing a new trail - Graffiti and Wall Paintings. We would like to revise 6 of the trails (excluding Curiosities and Art Deco as these have proven to be less popular than some of the other trails) as over the 10 years Newark has seen significant change. The most important changes include the closure of the Millgate Museum and the Tourist Information Centre and the opening of the National Civil War Centre/Visitor Information Centre. The revised trails would be rewritten, as new information has come to light (or been found to be incorrect.) They will also be 'future proofed' by updating the text to refer to buildings as opposed to businesses, as we are aware of how quickly things can change in the town centre. The new trails will be available to collect for free from the Visitor Information Centre at NCWC (and be downloadable from the Newark Civic Trust website) and we believe that they will continue to be as popular as they have been over the past 10 years.</i> </p>			
Expected Start Date:	n/a	Expected Finish Date:	tbc
<p>Where will your project/event take place? <i>The Newark Civic Trust has been working on updating these trails over the past 12 months. Committee members (all volunteers) have been walking the original trail routes to record any changes to buildings, businesses etc. We have also been removing/adding new information and new images where required.</i> </p> <p><i>The Trust has been working with Nottinghamshire County Council (who helped to produce and</i></p>			

print the original trails) over the past few months on the revisions and new leaflet. Due to Covid-19 this work has been delayed, but we estimate that we would be ready to go to print sometime in August. Ideally, we would like to have the new trails ready to distribute prior to the 2020 Heritage Open Days which are planned to take place between the 11th and 20th September.

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.

As previously stated, approximately 68,000 of these leaflets have been distributed since they were first introduced; they continue to be popular as we are having to regularly replenish stocks especially in the new Visitor Information Centre and at the Town Hall. Newark has a fascinating and varied history and these trails allow visitors and residents to guide themselves around the town, depending on their own specific interests. We still receive feedback on the quality of these trails even when we have travelled, on our summer visits, to other parts of the East Midlands.

The physical trail leaflets are clearly set out and are easily accessible. We strongly believe that the reason the trails have proved to be so popular is due to their accessibility; the information contained within in them is clear and concise. We will also be uploading the trails to the dedicated page on the Newark Civic Trust website. The trails have also been designed to be viewed on smart devices, so individuals have a choice of medium.

All the trails are focused on the historic core of Newark. The only exceptions are the brewing and Victorian trails. The brewing trail extends up Northgate and the Victorian trail includes Northgate railway station.

We therefore feel that this project fits perfectly with the aims of the Gilstrap Charity, in that it promotes education and understanding of historic buildings and other features of historic interest within the town of Newark and promotes the education and understanding of the history of Newark generally. We are also able to demonstrate a direct benefit to the community of Newark.

How many people will participate in the project?

The Newark Civic Trust Committee (all volunteers) have been involved in the work to revise the existing leaflets as well as in the production of the new trail – ‘Graffiti and wall paintings’. The information on St Mary’s parish church that will be used in the new trail was collected by volunteers in 2015 as part of a Heritage Lottery Fund project.

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

The production of a new trail was inspired by a Heritage Lottery Fund project that recorded Medieval graffiti in St Mary’s parish church and the subsequent talk delivered to the Civic Trust by Matt Beresford, who led that project. We also feel that the study of these forms of heritage have gained wider appreciation over the last few years. Newark has some fantastic examples of graffiti and wall-paintings, and we would like to help to communicate this fascinating subject to visitors and residents of Newark, as the examples we have are hidden away or under

appreciated. The new trail will hopefully address this.

Why is the project needed?

Newark town centre has seen significant change over the past 10 years especially in the tourist offer it provides. The original trails feature the Millgate Museum and the Tourist Information Centre at the Gilstrap Centre. They also don't include the Visitor Information Centre and the National Civil War Centre. The VIC and the NCWC are some of the primary visiting points for tourists.

Civic Trust Committee members, while walking the original trails, also noted numerous changes to the routes, as when they were originally written names of businesses were often used instead of addresses.

We feel that the 'Graffiti and wall paintings' trail is needed as these forms of work are often hidden away from normal view; in Newark some are simply inaccessible. By creating this trail, we will be bringing light to these artistic, cultural and social phenomena.

How will you promote and publicise your project?

We would promote the project at the Newark Civic Trust stall during the Heritage Open Days in September (this will obviously depend on Covid-19). Last year The Newark Civic Trust arranged an event in the marketplace where several stall holders promoted their businesses/organisations. There was a significant amount of footfall at this event, including people visiting the town to take part in Heritage Open Day events.

We would also promote the new trails in the local press including the Newark Advertiser. We would also include an article in our own magazine which is distributed to members, corporate members and organisations across the town.

What longer term benefits will be derived from the project?

We believe that the town trails are an important part of Newark's tourism and help to promote the town. Firstly, they encourage people to walk around the town and learn about its rich and diverse history. But the trails also encourage people to move around the town and visit parts they might not normally visit. These contribute to people spending longer in the town than they might normally do, as a result there will be economic benefits too.

There are obvious educational benefits to the trails. The seven trails focus on a variety of topics and historic periods, giving their users a very broad base of knowledge. Hopefully, after completing each trail, people will want to further develop their knowledge by accessing additional information e.g. by visiting Newark attractions or purchasing books.

The trails vary in distance between 1.5 and 3km and therefore encourage people to take part in physical exercise which results in physical and mental health benefits.

4. Project/Event Budget

<p>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?</p> <p><i>The design and printing costs (attached) will be £3686 and the work to the website will be in the region of £150 (although our web-designers have yet to provide us with a quote.) These costs include a print-run of 1500 of each trail.</i></p> <p><i>Total costs = £3836</i></p> <p><i>We request a contribution from the Gilstrap Charity of £2500 or £1918 (which is 50% of the total project costs) as a minimum. Any shortfall would be made up from the Trust's own limited savings.</i></p>
<p>Is your organisation VAT registered? <i>No</i></p> <p>If yes, please provide your VAT Registration Number: _____</p>
<p>Will there be any income generated from the project/event? If yes, please provide estimates.</p> <p><i>No, the trail leaflets will be free and available from the Visitor Information Centre and free to download from the Newark Civic Trust website.</i></p>
<p>5. Have applications been made for other sources of third-party funding?</p> <p><i>Yes, we were unsuccessful in our application to the Heritage Lottery Fund. Newark & Sherwood District Council Tourism Department have donated £500 to the project. Guy Taylor Associates (a Newark based architectural practice) have donated £100 to the project.</i></p>
<p>6. Other Supporting Comments and Information</p> <p><i>All private and public donors to the project will be invited to submit their logo, so it can be added to the rear page of each of the town trail leaflets.</i></p>
<p>BANK ACCOUNT DETAILS (If your application is successful, we will pay the award through a BACS transfer).</p>
<p>DECLARATION</p> <p>I confirm that I am authorised to sign this application on behalf of <i>Newark Civic Trust</i></p> <p>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.</p> <p>Signed _____ Print Name _____</p> <p>Date _____ 25/06/20</p>

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@thegilstrapcharity.org

Clerk to the Gilstrap Charity
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