



RYDE TOWN COUNCIL

GRANT APPLICATION FORM

SECTION 1 - INTRODUCTION

Name of Organisation	Shademakers UK
What does your organisation do?	Outdoor arts community interest company, based at new premises, Department - Cross Street, Ryde.

SECTION 2 - TYPE OF GRANT APPLIED FOR

Are you applying for a marketing or community grant?	Both Grants
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SECTION 3 - YOUR PROJECT

Please tell us about your project

MAKE and MARKET is about bringing the creative community together and back into Ryde town centre. It is about sharing skills and ideas and promoting Ryde as destination for Making. This will be a pilot project, but the long term aim will be to work in collaboration with both local and national makers with projects that bring significant publicity and attention to the town. MAKE and MARKET will connect professional artists with community participation and will enable Department, (the former Packs building) to be brought to life in its new guise as a cultural hub.

The grant would pay for an artist/artists to create an eye-catching, instagram-able window installation that creatively markets the wealth of local businesses and opportunities within the PO33 postcode. The installation would continue the recent programme of well received installations relating to the history of Packs and the current aquatic installation which have both received high viewing figures across web and social media platforms.

The installation would encourage Covid-friendly behaviours by signposting to areas spread out over the town. It could also aid RTC with the marketing of their own new ventures such as the deckchair and windbreak concession they are renewing. The installation could support local businesses situated on the periphery of the town such as Wight Carting and Quarr Abbey but could equally draw attention to the town's unique biodiversity and the enjoyment of strolling along the esplanade taking in the view.

Following the commissioned installation, the grant would fund a series of creative community workshops lead by experienced local artist educators. Grant funded, subsidised workshops will open this opportunity to everyone, but the quality of the experience will be high, with access to good materials, professional expertise and experienced tutors. There is a dedicated workshop area for this pilot project, based here in The Department in the centre of Ryde.

Outputs =

1 x window installation by a commissioned artist

10 x creative workshops

Outcomes = People making friends and new acquaintances; learning new skills; developing creative and happy community: renewed civic pride and increased

footfall within the town. Local Community asset will be brought back into use ie Department The community and wider public will become aware of the Department as a creative hub and exhibition space.

Date of Application	18/06/2021
Project start date and expected duration	01/08/2021 – 01/12/2021

SECTION 4 - DEMAND FOR THE PROJECT

In order for Ryde Town Council to properly evaluate your grant proposal it is vitally important that you are able to demonstrate a legitimate need for the project you are proposing.

Please take the time to highlight the research you have done as well as how you will evaluate the success of the project.

What are the expected outcomes of the project and how will you measure any success against them?

<p>How have you evaluated the demand for your project?</p>	<p>Shademakers have recently started to repurpose the Packs building now 'Department 'and recognise the need to reopen the space to the community. Artists have expressed to us that they are keen to use the space and make use of this beautiful building and asset to Ryde. We are keen to get as many people as possible back through the doors.</p> <p>The Packs building used to be a busy and well known shop and we want it to be a thriving venue for arts and creative activities. We have been told that this is something people really want to see happen again. Our event in Sandown, Hullabaloo, includes a makers area and there was an overwhelmingly positive response to this, with people telling us that they wanted more opportunities to try out new making skills. We feel Ryde is the ideal location to build an exciting creative makers hub, so we are keen to run this pilot project starting in September.</p> <p>Social media viewing figures*</p> <p>Packs Spring Window- 11,000+ Shark window – 13,000+</p> <p>*Shademakers FB page only</p>
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<p>How will you measure the success of your project?</p>	<p>We will ask participants to complete an evaluation form and collect feedback on social media platforms. We collect all data and evaluate and review.</p> <p>Measure social media figures. Use of a hashtag to measure posts relating to the installation and businesses and attractions within the PO33 postcode.</p> <p>Follow up questionnaire with included businesses and attractions to review any increase in enquiries throughout the installation.</p>
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SECTION 5 - FUNDING FOR YOUR PROJECT

It is important that you have fully costed your project and are able to demonstrate how the potential grant funding from Ryde Town Council will be utilised.

<p>Amount of Grant Funding requested</p>	<p>£3000</p>
<p>Total cost of your project/event</p>	<p>£6050</p>
<p>Percentage of Total Cost that the Grant Funding Represents</p>	<p>50%</p>
<p>How will any outstanding costs be met?</p>	<p>Shademakers are an established company and NPO for the Arts Council, we will use some of our core funding and provide in kind support.</p> <p>We will manage the project and some of our trained artists will run the workshops, keeping costs to a minimum.</p>

<p>Please outline how the project costs been identified and provide a detailed breakdown for each. <i>If it is easier to put this in a spreadsheet then please attach one to the application.</i></p>	<p>Window design and installation =£2000 Materials and vinyls for window display= £350 Artist time: 10 workshops @£200 = £2000 Materials: 10 workshops @£50 = £500 Marketing & Admin:5 x days @150 = £750(in kind support) Project management; 3 x days @ 150= £450(in kind support)</p>
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SECTION 6 - ALTERNATIVE PROJECT FUNDING

While we would like to be able to fund far more projects it is important to remember that Ryde Town Council has very limited capacity to fund projects.

Therefore please demonstrate other funding streams that you have investigated and are utilising.

Which other sources of funding have been sought for this project? Please include any applications that have been made, both successful and not.	No additional funding
How is income generated for your organisation?	We are supported by ACE for some of our core costs and we earn our own income from arts/heritage based projects.

SECTION 7 – RYDE TOWN COUNCIL CORPORATE PLAN

The Town Council has recently adopted a Corporate Plan.

To view the Corporate Plan 2020/25 see the Home page of the Town Council's Website [Link to Home Page](#)

<p>How does your project help the Town Council to achieve the objectives set out in this Plan and a Charter for Ryde?</p>	<p>The grant activities are directly related to the objectives within the charter of the Corporate Plan. Our request for funding is integral to Objective 2: Protect, Enhance, Support and Celebrate our towns unique environment and objective.3: Promote and Support our Local Economy.</p>
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SECTION 8 – PARTNERSHIPS

Ryde Town Council firmly believes that the total can be greater than the sum of the parts and that partnerships can achieve great results. In this section please outline partnerships your organisation currently has, those explored for this project and any reasons you feel they might not have been relevant.

<p>Highlight other organisations who you will collaborate with to provide the project and outline any approaches you have made to other organisations who may share similar goals.</p>	<p>Ryde Arts CIC RBA</p>
<p>Please tell us who will do the work and who will manage the project</p>	<p>Shademakers team and freelance artists. Sharon George project management.</p>

SECTION 9 - DOCUMENTATION

Please submit the following information in support of your application:

- A copy of your organisations most recent audited or verified accounts (please redact any information that you do not want in the public domain (e.g. account number or signatures))
- Evidence of any partnership funding
- A copy of your organisations constitution or set of rules of governance

TERMS AND CONDITIONS

Please read the following information before signing and sending your application

- (a) I/We declare that the information I have given in this application is true and accurate to the best of my/our knowledge
- (b) I/We declare that any grant awarded by Ryde Town Council will be used for the specific purposes description in this application
- (c) I/We confirm that a completion/evaluation form will be submitted to the Town Council together with **evidence of expenditure** or set of accounts detailing costs for the project/activity/event for which the grant is awarded with-in one month of the end of the funding year being completed. Failure to do so will put any further funding requests in jeopardy
- (d) The grant must be spent within 12 months of it being awarded
- (e) You/your organisation will inform the Town Council if there is a delay in the start project/activity/event
- (f) Your organisation must acknowledge the support from Ryde Town Council in any marketing and promotional activity – a copy of the Town Council's logo will be provided for this use.
- (g) You must repay the grant (or part of the grant)
 - i. if the project does not go ahead or is not completed;
 - ii. if the full amount of the grant monies is no longer required;
 - iii. if the any of the terms of the grant are not complied with
- (h) Additional conditions may be added before the release of any monies and will be notified to the applicant on the award of the grant.

If you have any questions please contact us on grants@rydetowncouncil.gov.uk

THE DECISION OF THE TOWN COUNCIL IS FINAL

PLEASE NOTE INFORMATION GIVEN WILL BE TREATED AS IN THE PUBLIC DOMAIN. PLEASE REMEMBER TO REDACT ANY SENSITIVE INFORMATION.

I/WE UNDERSTAND THAT KNOWINGLY PROVIDING FALSE OR MISLEADING INFORMATION WILL INVALIDATE THIS APPLICATION AND WILL RESULT IN THE REQUIRMENT TO REPAY ANY GRANT THAT HAS BEEN AWARDED

Please return this form together with all the accompanying documentation to:

grants@rydetowncouncil.gov.uk