



REQUEST FOR FUNDING FOR SPECIFIC PROJECT

FINANCIAL YEAR 2023 -2024

DATE: 09/09/2023

TO: KENILWORTH TOWN COUNCIL / FINANCE & GENERAL SERVICES COMMITTEE.

Please read the Project Support Grant Criteria before completing this form

NAME / GROUP & MAIN CONTACT	Kenilworth Arts Festival
PROJECT TITLE	'Kenilworth Arts Festival Presents'
TOTAL SUM REQUESTED	£6000
COSTING OF PROJECT WITH FULL DETAILED BREAKDOWN	£6000 to be used to subsidise events that do not cover ticket costs and to enable residents to access high quality cultural events. If successful, the grant will be used to contribute towards the following elements of the program: Total Budget for 12 Months - £16,150 Performer fee: £5000 (12 x performances – Artists fees range from £200 - £1000) Room and venue hire: £2000 (12 performances – Hire costs range from the highest at £400 for the Stables at Kenilworth Castle to lowest at £30 fee at Tree House Bookshop and varying costs for other venues.) Sound and audio equipment hire: £3000. Marketing costs: £1000 Workshop Fees – £4000 Volunteer Costs - £500 PLI Insurance £650 Our overall budget for the 12 months will be reviewed at regular intervals, and if we gather momentum and increase our volunteer pool, we will look to host more than 12 performances, we will look to source sponsorship from local businesses as well as looking for longer term, more sustainable grants with the help of WCAVA. The majority of events will be ticketed, with prices ranging from £6 to £16. Concessionary ticket prices will be available for people who are disabled, students,

	unemployed or on a low income. We estimate ticket sales will generate circa. £7000
DETAILS OF OTHER SOURCES OF FUNDING APPLIED FOR AND NAMES OF PARTNER ORGANISATIONS IF PROJECT IS JOINT/ MULTI GROUPS AND DETAILS OF FUNDING SUPPORT REQUESTS MADE BY THEM	We are working closely with Kenilworth Books, The Tree House Bookshop, Kenilworth Artists & Pure, Good & Right. Each will bring funding and/or sponsorship to the collaboration, either financially or in kind. Historically these partnerships have raised a minimum of £1500 towards the overall costs. We are applying for the WDC Arts Project Grant which is due for submission by 12 December and the maximum grant is £2000. We are applying for funding from a number of charitable trusts locally including but not exclusively: 29th May 1961 Charitable Trust, Esme Fairburn Trust and Paul Hamlyn Foundation. We will be requesting a contribution to overall costs. We will also approach local supermarkets and take part in their community collection schemes (Tesco Bags for Help, Waitrose Community Matters). Historically these schemes have raised up to £500 each.
PLEASE CONFIRM THAT YOU HAVE ENCLOSED YOUR MOST RECENT AUDITED BALANCE SHEET OR EQUIVALENT.	To follow
TIMESCALE / DATE OF EVENT	November 2023 – November 2024
NUMBER OF KENILWORTH RESIDENTS TO BENEFIT	We estimate based on the current planned performances that we will engage with approximately 2570 people and will monitor this for each event by ticket sales & footfall. 12 performances or events over 12 months. Performance at Treehouse Bookshop – capacity 35 x 4 = 140 Performance at Abbey United Reform Church – capacity 150 x 2 = 300 Performance at St John’s Church – capacity 250 x 2 = 500 Literary Event at Stables, Kenilworth Castle – capacity 150 x 1 = 150 Literary Event at the Kenilworth Centre – capacity – 120 x 2 = 240 Art in the Courtyard = Artist Exhibit at the Kenilworth Centre – previous similar events have attracted over 1000 visitors. Workshops Each event will be delivered alongside a minimum of

one workshop, we hope to have several running to complement each performance.
Minimum of 12 workshops (we hope this will be more likely 24) with capacity for between 15-20 for each workshop. (Minimum 240)

OTHER INFORMATION IN SUPPORT OF THE APPLICATION

‘Kenilworth Arts Festival Presents’ is a new direction for Kenilworth Arts Festival who post covid delivered a pared back festival program. Our intention as a committee is to return with a manageable sustainable program of high quality culture and arts across genres and accessible to all demographics in Kenilworth and surrounds. We want to combine our skill for high quality programming with our passion for community engagement and cement our reputation as an award winning festival. We plan to deliver ongoing calendar of events that reach a variety of audiences. Working with our local partners who have been key components of previous festivals – PGR, Kenilworth Books, The Tree House Bookshop and Kenilworth Artists, each performance or exhibition we host, will see concurrent workshops, demonstrations, and opportunities for the public to learn, sample and develop their own skills within that genre.

KAF is an award-winning, nationally recognised festival, launched in 2016. We are a non-profit, volunteer-led organisation, and at the heart of our mission is a desire to celebrate and support high quality, original work within the contemporary arts. KAF features internationally celebrated artists, offers unique arts experiences to people of all ages and attracts visitors from all over the country.

Through our programme of activities, our aim is to have a transformative impact within the town: to increase participation in the arts; foster community spirit; boost the local economy and increase tourism by putting Kenilworth on the map. We also want to help develop an image of Kenilworth as a culturally vibrant place and engage with the youth of the town to develop their cultural identity.

Historically, we have delivered multi day festivals, offering up to 42 events in 18 venues across 10 days, in 2023 our volunteer committee has changed direction and we have reflected on our past successes. We believe that by spreading the diary of events over a 12 month period we will provide a regular opportunity to access the arts and in turn will increase audience figures and participation, bringing the people of Kenilworth along to participate.

We are applying for funding for a contribution towards venue hire, sound, lighting & audio hire & artists fees.

This funding will enable us to temporarily re-purpose and re-imagine a variety of different spaces and, in the process, enable us to deliver 12-24 high quality events, including concerts, talks, film screenings, family activities, an outdoor art & craft market and more. These costs are obligatory for us: we need to provide a certain standard of lighting, staging and sound equipment to fulfil contractual obligations with artists and, more importantly, we need to be able to ensure that audiences can see and hear the artists properly at all events.

Other costs (including workshop fees, PR; graphic design; volunteers expenses and training; research costs; security; signage; photography; videography; performance royalties; public liability insurance; ticket / wristband printing & more) will be covered through ticket sales, grant applications, private sponsorship and merchandise sales.

Art Exhibition

We are working with Kenilworth Artists who are planning an exhibition in St John’s Church in November. Kenilworth Artists has over 50 registered members who exhibit regularly as part of

KAF, Warwickshire Open Studios and also appear at events such as Art in the Park. What is new for 2023 is the program of workshops that will accompany the exhibition. To run alongside the exhibit, KAF will present a weekend of arts workshops to offer the public the opportunity to attend and learn and develop their own art with local artists delivering a range of opportunities – ceramics, felting, sculpture, screen printing as well as watercolours & acrylics.

We also are working in partnership with 3 local arts groups – Compassionate Kenilworth's art group and their group of locally placed Asylum Seekers who have been part of an arts project and the Kenilworth Centre's Youth Arts Program. We intend on hosting an exhibition of the work produced in these sessions as part of our workshop program.

Music Performances

Working in partnership with the Tree House Bookshop, Kenilworth Arts Festival has a series of small, medium and large concerts planned for the next 12 months. Either as a KAF presents (With KAF leading the coordination and programming) or KAF Supports (With KAF supporting the delivery of an event) we will be programming small performances to appear in the Tree House Bookshop, medium performance to appear either at Abbey United Reform Church or the Kenilworth Centre and large performances to appear at St John's Church. We have several artists pencilled in to appear and are working on our shortlist for the remainder of dates. As per previous festivals, we will be aiming for new, unique, award winning artists who will bring something new and eclectic to Kenilworth.

For example, in December, Ellie Gowers who has recently completed a year long artist in residence post at Warwick University, where she delivered song writing workshops, culminating in a performance of new collaboration pieces is booked to perform as one half of The Magpies. Ellie will run workshops prior to the concert which will allow the public to discuss and share creative writing ideas and seek guidance from an experienced songwriter.

We will host concerts covering jazz, folk, contemporary & classical genres.

Literary Events

Working closely with Kenilworth Books over the past 8 years has cemented a fabulous partnership that allows us as a festival to have access to the network of authors that a business like Kenilworth Books promotes as well as the skill of their booksellers as panel hosts, interviewers, and literary event programmers. We have several events planned to include a Q&A with Author and KC Michael Mansfield on the release of his new publication 'Power in the people, not the people in power', an event celebrating the writing of environmentalists and a series of workshops on developing audio books and plays.

Poetry

PGR (Pure, Good & Right) is the longest running open mic poetry nights in England, starting in March 2006 in Leamington and moving to Kenilworth in 2017. PGR has hosted some of the finest poets on the modern scene including; Luke Wright, Emily Lauren Jones, Olga Dermot Bond, Roy McFarlane, Emma Purshouse, Bohdan Piasecki, Anthony Owen, Matt Black, A.F Harold, Johnny Fluffypunk, Ash Dickenson, Tina Sederholme and Adam Horovitz. Always seeking the avant garde as well as encouraging novices to step up for the first time, they are an inclusive, welcoming group who keep poetry accessible and support burgeoning poets take a step into performing. PGR has several events planned for 2023, including their role in a cultural exchange between Coventry and Cork (www.hcemagazine.com/cork-coventry-poetry-exchange) and KAF want to support by developing poetry workshops that can be accessed by the public.

Children and Young People.

Theatre, Music, Literature, Dance & Art.

We are developing a separate strand of child and young people friendly events. These will encompass all of the above and will be delivered in conjunction with the Kenilworth Centre.

KAF are working to secure funding to deliver workshops from this space to engage with children and young people to develop their own performances – whether this be recording a song, a piece of poetry or an audio play, developing a podcast or using the space for rehearsing or performing.

KAF has a history of working with Kenilworth School as part of our community engagement strand. This year will be no different. Working closely with Art and Music teachers within Kenilworth School, we are looking to create a further piece of installation work to be displayed in the town to continue our longer term plan for an arts trail. With the involvement of students from Kenilworth School and Kenilworth Art Club, over the past 4 years we have installed murals in Talisman Square, painted benches around town and created and maintained Ken the Hen living willow sculpture at Oddibourne Allotments.

As always, all KAF events will be ticketed but will be free to those where cost is a barrier. KAF prides itself on accessibility and we have an access coordinator on our committee.

Program of events (draft – one or two events each month, plus linked workshops)

October	Half Term Childrens Film Club	Half Term Childrens Art Workshops	
November	Coventry – Cork Cultural exchange – Poetry Night @ The Tree House Bookshop & Poetry Workshop	Recycled/Eco Friendly Christmas Crafts Workshop	Kenilworth Artists Exhibition at St Johns Church. Workshops at the Kenilworth Centre
December	The Magpies Concert	Michael Mansfield – Book Launch – Kenilworth Castle	Christmas Film Club
January	New Year, New Arts Workshops	Musical Concert	School arts engagement project
February	Half Term Childrens Theatre	School arts engagement project commences	Musical Concert
March	Musical Concert	School arts engagement project complete	Poetry Event
April	Easter Holiday Childrens Workshops	Musical Concert	Radio Workshops – audio drama, presenting, production.
May	Literary Event – Environmental Authors (to coincide with Naturewatch Week)	Children’s literary workshops to run over half term	Musical Concert & workshop
June	Outdoor concert (Talisman Square or	Childrens Theatre (Talisman Square or	Picnic & Play workshops

	East Chase Farm)	East Chase Farm)	
July	Holiday Film Club	Musical Concert	Poetry Event
August	Literary Event	Holiday Workshops	
September	Art in the car park returns	Artist led workshops	Musical Performance

In order to ensure we are delivering a program of events that the public want to engage with, we regularly consult with multiple demographics in Kenilworth, via our networks, work with young people at school and via our day jobs at Compassionate Kenilworth & the Kenilworth Centre. We have committee members who consult with families, individuals, diverse communities to determine what is of interest and what will be attended.

Our marketing strategy is environmentally friendly as per our environmental policy and we do not print programs or flyers needlessly, instead utilising social media channels to promote and sell tickets.

We evaluate using feedback forms on social media, collating comments, likes and shares as well as qualitative feedback at events.

If you have any questions or queries about our plans or application, please do not hesitate to contact us via Becky Webb on 07950 331960 or via info@kenilworthartsfestival.co.uk

Thank you for taking the time to read our grant application.

Data Protection Statement

The information which you give when completing your application form will be used in accordance with the Data Protection Act 1998 and for the following purposes: to enable the organisation to create an electronic and paper record of your application; to enable the application to be processed; to enable the organisation to compile statistics, or to assist other organisations to do so, provided that no statistical information that would identify you as an individual will be published. The information will be kept securely, and will be kept no longer than necessary.

PLEASE RETURN THE COMPLETED FORM AND ENCLOSURES TO

**THE TOWN CLERK
KENILWORTH TOWN COUNCIL**

VIA EMAIL TO kentc@kenilworth.org

On your covering email – please confirm the following

Name and contact email and daytime telephone number.

Bank details – name and address of payee, bank sort code and account number