

# Community Chest Application Summary 2017/2018

Local Authority	St Edmundsbury Borough Council
Organisation	<b>Creative Arts East (Rural Touring Scheme)</b>
Amount Requested	<i>£8,000 over two years: Yr1 - £4,000; Yr2 - £4,000</i>
Total Project Cost	£17,110
Match Funding	Arts Council England National Portfolio funding: £510 In-kind volunteer event management time: £7,200 Suffolk County Council: £1,400
Partnerships	Partner promoting groups identified above – delivery partners Suffolk Libraries Service – funder and delivery partner Creative People Places project 'Market Place' – delivery partner Arts Council England – funder and creative stakeholder Pub is the Hub – strategic partner Suffolk County Council – funder and strategic partner National Rural Touring Forum – strategic partner Suffolk Cinema Network – delivery partner British Film Foundation – strategic partner and funder
West Suffolk Bid?	Yes

## Key Points

- Creative Arts East focuses on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of their area in high quality, stimulating arts and cultural activities.
- Creative Arts East Live! is a rural touring scheme which aims to provide memorable, uplifting and enjoyable live performance experiences that enrich community life and provide a focus for shared celebration.
- Project start: **April 2017**
- Project Start: **March 2019**



#### **4. What is the status of your organisation?**

Registered charity x

Charity number: 1040321

Applying for charitable status

Company limited by guarantee x

Company number: 2960157

Community Interest Company

Part of a larger regional or national charity (Please state which one)

Constituted Community Group

Social Enterprise

Other (Please specify)

#### **5. How many people are involved in your organisation?**

Management committee 8 Service users 58000+

Full Time staff / workers 4

Volunteers and helpers (nonmanagement) 500+

Part Time staff / workers 4

#### **6. What is the purpose of your organisation? Please briefly describe why your organisation was set up, its aims and objectives and who primarily benefits from your organisation.**

**Our Vision:** Culturally vibrant, connected and motivated rural communities

**Our Mission:** To improve community life through the creative use of the arts

Creative Arts East focuses on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of their area in high quality, stimulating arts and cultural activities.

We work across Norfolk, Suffolk and the wider eastern region and we achieve our mission through regular activities - Creative Arts East Live!, a rural touring scheme for professional live performance events, and Village Screen, a touring cinema scheme for rural communities, alongside a portfolio of projects that involve people in cultural education, that improve health and well-being and that assist in the development of community volunteers.

7. What was your organisation's total income for last financial year? **440,931**

8. What was your organisation's total expenditure for last financial year?

**440,664**

9. Does your organisation have more than six months running costs? Yes /No

10. What are your organisation's current unrestricted reserves or savings?

11. West Suffolk prioritises building resilient families and communities that are healthy and active. Please indicate which of the following areas your project contributes towards:

- A thriving voluntary sector and active communities who take the initiative to help the most vulnerable.
- People playing a greater role in determining the future of their communities.
- Improved wellbeing, physical and mental health.
- Accessible countryside and green spaces.

**About your project – why are you applying for this funding?**

Creative Arts East LIVE! is a rural touring scheme which aims to provide memorable, uplifting and enjoyable live performance experiences that enrich community life and provide a focus for shared celebration.

Suffolk Cinema Network is a community cinema scheme providing rural communities with access to quality film screenings in community venues.

Both of these schemes operate throughout the county and in partnership with local volunteers, empowering local people to take the lead in the cultural provision of their area and supporting them to host high quality and affordable arts events, within easy travelling distance of their homes.

Creative Arts East provides expertise, training, marketing support and financial subsidy to voluntary groups so that they can select and promote local, regional, national and international performance artists, alongside Hollywood, archive, family and world cinema releases in local venues that are welcoming and accessible.

We are seeking local authority funding to support the continuation of these schemes across the Forest Heath district over the next two years, aiming to support and subsidise events to take place in village halls, pubs, schools and outdoor spaces and to train and support local volunteers to lead and manage these events.

Volunteers will be supported through ongoing administrative, programming and event marketing support provided by the Creative Arts East team; bursaries to

encourage them to travel locally and nationally to raise their skills and confidence in programming, marketing or event management; and dedicated training sessions which will bring volunteers from across the scheme together to network, share learning and see firsthand the opportunities on offer for them to champion within their own communities.

13. How has the project been developed out of the community's desire to improve the lives of local people? What evidence do you have that there is a need for this project? Please include sources of evidence, including any public/user/community consultation.

For 7 years FHDC has supported CAE to make the Live! rural touring scheme available to communities across the area. Over the last 3 years we have partnered over 8 community groups to host over 28 professional performances to an audience of 1800+, whilst also developing new projects which support the increase of new promoting groups within other areas of the district.

Similarly, FHDC has supported the set-up and running of Suffolk Cinema Network and presently there are 4 cinema promoting groups in the district, screening approximately 16 titles per year to an audience of 400+. Promoting groups have included (current groups\*):

Forest Academy  
Freckenham Village Hall \*  
Elveden Estates and Courtyard  
Newmarket Library \*  
Brandon Library  
Mildenhall Library  
Wheatsheaf Public House  
IES Breckland  
Brandon Country Park \*  
Exning Village Cinema \*  
Newmarket Town Council \*  
Lakenheath Library \*

Audiences and promoters benefiting say:

"We would never have achieved the success we have at Freckenham Village Hall as a venue for such activities without the help of CAE, bringing us such quality professional acts at affordable fees... I do hope FHDC will continue to support CAE in future." Promoter

"Really enjoyed this would like to see more live theatre" *Audience Member*

"Great value for money!" *Audience Member*

"We were really impressed with this workshop. The children loved being involved." *Audience Member*

"We would not have been able to get the club up and running without the help and support of SCN. An important part of creating the club has been the ability to show the film on a large screen and the facility of being able to borrow the

equipment to do this via SCN has been invaluable." Promoter

"Thanks for everything – Cinema Night has simply been one of the highlights of the year so far." Promoter

#### 14. How will the project help local people to support one another?

The rural touring model has at its core a commitment to supporting the residents within rural and disadvantaged communities to improve their own lives and those of their friends and neighbours. This is achieved by placing community volunteers in the driving seat to:

- take a proactive lead in the cultural provision available locally,
- provide opportunities for greater connections between residents, including those more frail or isolated individuals,
- make greater use of community assets,
- build the social capital within the community such as developing transferable skills in ICT, budgeting and fundraising.

This project will support the development of the social fabric of communities within the borough, in particular by engaging older residents in meaningful and confidence-building volunteering experiences which draw on or develop new skills within them, and it will also reach some of the most vulnerable or isolated residents by providing local, affordable and uplifting cultural experiences which they would otherwise not have access to or awareness of. Access to this provision will give the beneficiaries an increased sense of community connection by the gathering neighbours in local venues to see live performance and film and most importantly have a cup of tea, find out how each other are and make links between residents who can support one another

in the longer term. Many will also have an increased sense of wellbeing as a result of their experience which will contribute to one or more of the 5 ways to wellbeing - connect, be active, take notice, learn, give.

Importantly, some of these locally-run but nationally-toured events will also contribute to essential cultural and extra-curricular educational activities for children and young people across the district and we will continue to position events and other opportunities in those areas of highest childhood poverty.

#### 15. Are you working with any other organisations on this project? **Yes**

If yes, please state the names of these groups and the nature of the relationship.

Partner promoting groups identified above – delivery partners  
Suffolk Libraries Service – funder and delivery partner  
Creative People Places project 'Market Place' – delivery partner  
Arts Council England – funder and creative stakeholder  
Pub is the Hub – strategic partner  
Suffolk County Council – funder and strategic partner  
National Rural Touring Forum – strategic partner  
Suffolk Cinema Network – delivery partner

16. When will the project start? **01/04/2017**

17. When will the project finish? or is the project ongoing?

If this is an ongoing project, how will it be funded and continue going when the funding ends? **31/03/2019**

18. Which years funding are you applying for? **2017-2018 and 2018-2019**

19. How many people do you expect to benefit directly from the project on either a weekly, monthly or annual basis? **1200**

20. What results (including targets/numbers) do you expect to see as a result of the funding and how do these relate to the Community Chest funding criteria?

Feedback from audiences and promoters across the schemes, including the views from Forest Heath residents, shows:

- on average audiences came from within a 9 mile radius, proving that these events really are made for and by the communities in which they are held;
- 86% of audiences members rated value and experience as very good;
- 83% of audience members rate quality as very good;
- 56% of those surveyed said they would not have attended the event if it had not been local to them;
- 73% counted themselves as new audience members.

Outputs for 2017-19:

At least:

2000 residents engaged as audience members for live performance;

50 volunteering instances supported;

38 community-led events held within the Forest Heath district;

6 volunteer training events;

2 bursary supported volunteer development opportunities

Outcomes for 2017-19:

Based on the 5 Ways to Wellbeing (Connect, Be Active, Take Notice, Keep Learning and Give)

At least:

70% of surveyed attendees feel an increased sense of community connection as a result of having attended/participated

70% of surveyed attendees feel an increased sense of personal wellbeing as a result of having attended/participated

70% of surveyed attendees feel these activities contribute to a stronger and more active community

80% of surveyed audience members think the quality is very good

80% of surveyed audience members think the 'value for money' is very good.

21. What is the total cost of the project? **£17,110**

Please provide a full breakdown of the total cost of this project, including VAT if applicable along with any in-kind contributions such as volunteer hours.

Contribution to:

Salaries and associated costs inc. NIC/CPD/expenses:	5568
£1034 per year x 2 for Live performance	
£1750 per year x 2 for Cinema	
 Programming costs – artistic fees, equipment maintenance, etc:	2400
£1000 per year x 2 for Live performance	
£200 per year x 2 for Cinema	
 Marketing costs: printed fliers, website, corporate information, etc:	442
£21 per year x 2 for Live performance	
£200 per year x 2 for Cinema	
 Administration and Building costs:	1500
£200 per year x 2 for Live performance	
£550 per year x 2 for Cinema	
 Event Management Costs	7200
£400 per year x 2 for Live performance	
£3200 per year x 2 for Cinema	
<b>Total cost of items listed above:</b>	<b>17110</b>

22. How much funding are you applying to us for? **£8,000 over two years**

23. What funds have you raised so far for this project?

Arts Council England National Portfolio funding	510
 In-kind volunteer event management time	7200
 Suffolk County Council	1400

24. What other funders have you applied to for further funding for the



project? **None**

25. What other grants and contracts has your organisation received over the past year from either Forest Heath District Council or St Edmundsbury

Borough Council?

**Funder Amount (£) Reason for funding**

Forest Heath District Council: £3000  
Annual contribution to rural touring provision across District  
**Total: £3000**