

Community Chest Application Summary 2017/2018

AMENDED VERSION TO THAT ORIGINALLY PUBLISHED TO RECTIFY REFERENCES TO FOREST HEATH DISTRICT COUNCIL

Local Authority	St Edmundsbury Borough Council
Organisation	Creative Arts East (Rural Touring Scheme)
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**

**St Edmundsbury Borough Council
Community Chest Grant Application Form
Part A**

Community Chest funding supports voluntary and community groups who make a contribution to improving the quality of life for people in West Suffolk. The information you provide will help us consider your application. If you have any questions, please give us a call on 01638 719763. Before completing this form, we ask you to please read the guidelines, which are available on:
<http://www.westsuffolk.gov.uk/community/community-grants.cfm>

Please return your completed, signed form and supplementary documents to:
richard.baldwin@westsuffolk.gov.uk

1. Name of your organisation(s):

Creative Arts East

2. Organisation address details

Address Ln1 19 Griffin Court
Address Ln2 Market Street
Address Ln3
City/Town Wymondham Postcode NR18 0GU
Main phone 01953713390 E-mail enquiries@creativeartseast.co.uk
Website www.creativeartseast.co.uk

Main Contact Person	Second Contact Person
Title Ms	Title Ms
Forename Natalie	Forename Elly
Surname Jode	Surname Wilson
Role Executive Director	Role Project Portfolio Manager
Daytime Tel No. 01953713396	Daytime Tel No. 01953713395
Mobile No.	Mobile No.
Email Natalie@creativeartseast.co.uk	Email elly@creativeartseast.co.uk

About your organisation

3. What local authority area(s) does your organisation work in?

Across all of Norfolk and parts of Suffolk including Forest Heath, St Edmundsbury, Mid Suffolk and Babergh

*Community Chest funding is offered by both Forest Heath and St Edmundsbury councils. As the decision making process is different any projects applying for

funding across West Suffolk, must apply separately.

4. What is the status of your organisation?

Registered charity Charity number: 1040321
Company limited by guarantee Company number: 2960157

5. How many people are involved in your organisation?

Management committee 8
Service users 58,000+
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, and a wide 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? No

10. What are your organisation's current unrestricted reserves or savings? £30,134

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.

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

12. What do you want the funding for? Please be specific. Please note that 'project' is meant to describe the project for which you are seeking funding, and not your organisation.

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.

The CAE Live! rural touring scheme is popular amongst Norfolk's & Suffolk's rural communities. Over the last 3 years in Forest Heath alone we have partnered over 8 community groups to host over 28 professional performances to an audience of 1800+. Across the entire region we support approx. 90 live events, partner 40+ voluntary groups and reach over 30,000 audience members. This does not presently happen in St Edmundsbury, although SCN does support 4 cinema promoting groups in the area, screening approximately 16 titles per year to an audience of 400+.

We believe that, in partnership with West Suffolk, Arts Council and the BFI, we can extend live performance and reinvigorate community cinema in the borough.

Current / previous promoters include (current*):

Mason Arms
Stansfield Village Hall
White Horse Inn
Thurston Library *
Elmswell Library *
Stansfield Village Hall *
Fornham All Saints *
Stanton Village Cinema *

Great Barton Film Night *

Beneficiaries say:

"We would never have achieved the success we have without the help of CAE, bringing us such quality professional acts at affordable fees..." 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*

"Without SCN we would not have a village cinema because we relied on their equipment in our early days. Now it keeps us informed about initiatives, funding, special seasons etc which have helped us to develop and improve our village cinema" Promoter

"Thank you very much for organising last night's members' meet up and making it so interesting and enjoyable. In future we hope that belonging to the Network might encourage us to show some more interesting films and also to have non-film programmes such as live theatre." 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
British Film Foundation – strategic partner and funder

16. When will the project start? April 2017

17. When will the project finish, or is the project ongoing? March 2019

18. Which years funding are you applying for? 2017-18 & 2018-19

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? If your project is health related how does it improve health outcomes for residents within community networks and beyond?

Feedback from audiences and promoters across the schemes in total 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:

1200 residents engaged as audience members for live performance;
30 volunteering instances supported;
18 community-led events;
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

Total cost of items listed above: 17110

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

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

Source	Amount (£)
Arts Council England National Portfolio funding	510
In-kind volunteer event management time	7200

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?

Forest Heath Community Chest: £3000
Rural Touring costs