

Application for Festival/Event Funding

(Please complete electronically)

Evesham Town Council



1. ORGANISATION REPRESENTED BY THE APPLICANT

(NB: This will be the name the payment is made to should an award be agreed)

Wychavon Festival of Brass

2. CONTACT DETAILS

NAME: Dr Val Trim.....

ADDRESS: 55 Seymour Road.....
Alcester, Warks.....

POSTCODE B49 6LD.....

EMAIL:.....trimvalerie@gmail.co.uk.....

3. FESTIVAL/EVENT NAME

Wychavon Festival of Brass Entertainment Contest

4. ARE YOU A REGISTERED CHARITY OR COMPANY? (If yes please detail the registration number)

Yes: 1167590

5. NUMBER OF PEOPLE ESTIMATED TO ATTEND

2000

6. AIMS AND OBJECTIVES OF THE FESTIVAL/EVENT (Please continue on a separate page if necessary)

- 1.**To advance the education of the public in brass band music.
- 2.**To advance the education of musicians, arrangers and composers in brass band music.
- 3.**To advance the education of children and young people in all aspects of brass band music.

Full constitution previously submitted--- unchanged.

7. HOW WILL YOUR FESTIVAL/EVENT BENEFIT EVESHAM? (Please continue on a separate page if necessary)

CONTINUING SUCCESS

The Wychavon Festival of Brass is a long established brass band contest, now permanently settled in Evesham and making use of De Montfort School to provide suitable performance venues. It is of national importance especially as it now acts as a qualifying competition for the Senior Trophy, a highly prestigious competition and part of the suite of contests which make up the Blackpool Spring Festival which ultimately lead to the Grand Shield competition and, at the highest level, the British Open Brass Band Championship which many regard as being, de facto, the world championship. Being selected to act in this important capacity marks out our event as providing not only great competition but also as being capable of providing good playing venues and the necessary organisational structures to see such a huge event take place successfully, as we have done in recent years.

The contest attracts bands from Scotland, Wales, the North and the South West, London and the Midlands. At the time of writing (April 2022) we have 29 performances planned with the expectation of fielding over fifty bands in total. As the Covid outbreak is brought under control bands are recovering their appetite for playing and for contesting so we are very optimistic. Some new bands have entered for the first time and we welcome the return of the Scottish band, Johnstone after an absence (due to national final qualifications) of several years.

HOW DOES EVESHAM BENEFIT?

WFB raises the profile of Evesham:

Winning bands that get the invitation to compete at Blackpool go on to be very successful there and some gained immediate promotion to the next section—one-step closer to becoming the British Open Champions, whilst other maintain their position in the Senior Trophy level. Their success has already **increased in the number of bands entering** at that level. In pre-covid 2019 we had nearly 1600 bandsman in Evesham and, with supporters and stewards we estimate that, overall, around 2000 individuals were involved across the day. The 2021 competition was somewhat smaller due to the Covid pandemic but we nevertheless attracted close to forty bands at a time when things were, at last, beginning to get back to something like normal. We are confident that this year will at least match 2019 levels. Incidentally, **we draw many of our stewards (about 80) from the Evesham area.**

Such numbers benefit Evesham in various ways (and here I interpret *Evesham* to mean its residents and community as well as its location). Apart from the opportunity to hear music of the finest calibre (and perhaps to compete if in a local band) those who helped on the day were introduced, perhaps for the first time in their lives, to another aspect of brass banding beyond that which they can experience in the summer at parks and other outdoor venues. Of course, we cannot gauge how many locals actually bought tickets for the 2019 event (we sold over 350 tickets) but through **local advertising, leaflet distribution and social media** we did as much as we could to publicise the event **and raise the profile of Evesham** as well as our event within the limited means we have at our disposal. We intend to do the same in 2022.

Bands and ticket holders are given **free programmes which carried both brass band and local advertising**. Their continued circulation ensures that information contained is still being referred to from time to time beyond the day of the contest.

Bands spend money in Evesham!

In 2020 **about half a dozen bands spent at least one night in a hotel in or near the town.** As several sections of the competition went on for extended periods of time bandsmen took the opportunity to explore their surroundings before returning to the site to hear the results of their section. **We have anecdotal evidence that several bands used the town pubs, restaurants and other facilities. A conservative estimate of the overall spend in Evesham is £60,000** across the weekend.

For 2022 we are anticipating enquiries about accommodation in the town. We shall be alerting all bands to the possibility and benefits of staying locally once more.

Evesham has, through our activity become known to many thousands of bandsmen over the years. It is difficult to quantify how this may impact on trade and tourism but we feel that, at least in the brass band world, **Evesham is firmly on the map.**

EVESHAM RESIDENTS GET A FREE CONCERT!

In 2019, a free pre-contest concert was held in the Main Hall at De Montfort School on the evening of the main competition. There were several objectives in giving such a concert:

1. It gave our overseas visitors the opportunity to play in a concert situation rather than merely on the contest stage.
2. They had the opportunity to meet and enjoy the company and music of other bands from our area.
3. This concert meant that, for the first time perhaps, the Wychavon Festival of Brass actually operated like a festival rather than just a contest!
4. This free concert gave Evesham residents an opportunity to see and hear both local and overseas bands play. Since both our European bands play to exceptionally high standards this meant that locals experienced something very unique and special.

WFB is planning a similar event this year. However, in the light of our experience in 2019, certain modifications to the concert will be implemented in order to ensure that concert-goers enjoy the best banding experience possible.

MORE INFORMATION?

Please note; we are happy to provide more in depth information about any of the work we do if needed. Please let me know. Thank you.

8. TOTAL COST OF THE FESTIVAL/EVENT *(please include a breakdown of costs)*

For 2022: contest only approximately £ 20000

9. WHAT COSTS ARE YOU APPLYING FOR?

Although entry fees usually cover the cost of prizes, other significant expenses remain and are on the rise. Chief of these are:

Venue Hire: For 2021 the total cost of De Montfort is £1500. (Firm quote)

Hire of percussion: £3400 inclusive of VAT. (Estimate quote. NB Figure is likely to be at least this as entry levels at present indicate the use of 4 halls. The scale of the contest requires the percussion to be delivered and set up the day before so accommodation charges are incurred since 4 staff from the hire company are required to be in attendance.)

Adjudicator costs: £1500 approx. As the quality and quantity of bands increases, we must provide adjudicators of renown and excellence to maintain the validity of our contest. This

inevitably means we have to pay substantial fees and travel expenses to get whom we need. In addition, due to the length of the sections, most adjudicators want to stay in Evesham the night before.

Sound dampening drapery: £2000 approx though this may be higher.

Hired help on the day: £600 to £800

A grant award of £2000 would help to offset these amounts and will be greatly appreciated. This would represent only 10.00% (approx.) of our estimated total spend for 2022 and is lower than 2019.

CAPITAL: £.....N/A.....

EXPENDITURE: £.....£20,000 (grant applied for: £2000).....

10. HOW WILL ANY SHORTFALL BE MET?

Assuming a good level of entry as we had on 2019 (rather than the 2021 Covid affected contest) which offsets our prize monies, we feel confident that other sponsorship, the sale of programme advertising, trade stand procurement and ticket sales will ensure the financial success of the contest.

In addition WFB is grateful to its other supporters who often give time and professional expertise as well as services to our event.

11. IF THERE IS A SURPLUS, WHAT WILL HAPPEN TO IT?

Two things are likely to happen to any surplus. The first of these is to top up our reserves so that the 2023 festival is financially sound. Prior to 2014 the contest underwent several disappointing years but with restructuring of the event and the much appreciated support of Evesham Town Council in previous years we are now on a much more secure footing. We estimate we need reserves of £14000 to fund the contest to secure against a dip in entries or other unforeseen events and are working steadily to achieve this. In addition, the move towards improving the quality of service and upgrading of venues will continue.

12. OTHER SOURCES OF FUNDING/INCOME

DISTRICT: £.....3,000.....Confirmed (Y/N)

COUNTY: £.....N/A.....Confirmed (Y/N)

SALES: £.....anticipated ticket sales £3000* Confirmed (Y/N)

SPONSORSHIP: £..... £1000 cash (in kind* see below).....Confirmed (Y/N)

*Subject to Covid regulations allowing an audience.

OTHER SOURCES:

Anticipated:

Other Sponsorship: The Fleece: £1000 cash 2021 plus marquee provision
The Elmley Foundation will provide £4000 in 2022 (stage 2 of a three-year award).

In kind sponsorships relate usually to practical matters. At the present time we receive support from:

- Raphael's Restaurant: the provision of sandwiches and refreshments to the nearly 100 personnel on site (Admin, Stewards Adjudicators etc.). Value of Services: £500-£700?
- We will negotiate with some of our local bands to aid us with the supply of up to 40 stewards across the day (full time equivalent of 10 stewards). Hence: Value of services 12 hours x 10 x £10 per hour: £1200

Total of good will and in kind sponsorship: £2000 plus added value

13. PLEASE PROVIDE THE FOLLOWING SUPPORTING INFORMATION. IF YOU ARE UNABLE TO PROVIDE ANY OF THE INFORMATION, PLEASE EXPLAIN WHY. x

6 months bank statements. If no x The most recent income and specific account for event, expenditure account or in the case please explain where funds will of a new event/festival a fully costed be paid and how monitored current plan with financial

x A business plan or explanation x information Details of any additional funding of how the event will work secured or applied for, as well as any fundraising carried out (see application)

Constitution or rules of the x Profit and loss details of the organisation (previously previous event/festival supplied).

All organisations that receive a grant are asked to provide a written report to the Town Council within 4 months of the award date. It is also a requirement that the Town Council is acknowledged on any publicity (programmes, websites, reports, posters etc) produced to promote your event. By signing below you confirm that you will comply with this.

Signed:..... Date:.....24/04/2022

Name and Position in the Organisation:.....Dr Val Trim, Chair.....



Guidance Notes: Evesham Town Council

Please complete this form electronically.

Please return the form either by email to townclerk@eveshamtowncouncil.gov.uk or by post to Evesham Town Council, Evesham Community Contact Centre, Abbey Road, Evesham WR11 4SB. A submittal by email constitutes a signature and is an acceptance on your behalf that all the information detailed in the application is correct and that your organisation will abide by the conditions with regards to providing a report and publicity of the Town Council's contribution as stated in point 10.

If you require any assistance or have any questions relating to your application then please do not hesitate to contact the Town Council office on 01386 47070 or email at the address above.

Notes specific to the application form.

1. The name detailed at number 1 is the name to which payment will be made if an award is successful.
2. This should be the contact details of the main organiser.
3. Title of event/festival.
4. Please detail here whether or not you are a listed company or charity, and if so please include your registration number.
5. You should provide an estimate of the amount of people you expect to attract to your event. We appreciate that this may well be hard to do, however, an indication of what your event hopes to attract aids the Council when considering the application.
6. What are the aims of your event? Is it to educate, entertain, attract visitors to the town, provide something for residents to do, boost the economy? Provide as much detail as you can as to why you want to put on your event.
7. How will your event benefit Evesham, its residents and/or businesses? This could be a benefit economically, culturally, or it maybe that your event is raising awareness of something.
8. How much will the total cost be to put on this event/festival? If you do not know precisely, please put an estimate.
9. Detail here how much you are applying to the Town Council for, and whether it is capital (for example the purchase of a bit of equipment) or revenue expenditure (a running cost such as hire of hall). If you are planning to use the funding to pay for certain things then it will be beneficial to include a list in the application form.
10. An indication of how any shortfalls in funding will be met.

11. Please detail here what you plan to do with any surplus/profit, if the event makes any.
12. Detail here any other funding or income you have, including those generated from sales of pitches, tickets or sponsorship.
13. Checklist of information required in order to progress your application. If you are unable to provide this information, please give a brief explanation as to why.

Once your application is submitted, it and the supporting information will be considered at the next meeting of the Town Council's Finance and General Purposes Committee. .

Below are dates for Finance Committee meetings in 2015. You should get your application to the Town Clerk at least 1 week before the date of the meeting. The Council cannot consider requests for funding for events that have already taken place; therefore, you should aim to get your application to us well before your event.

15 June - deadline for application is 8 June

21 September – deadline for application is 14 September