

Dated: 1 April 2010

Worcestershire County Council

and

Kidderminster Town Centre Partnership

FUNDING AGREEMENT

Grants To the Arts Scheme 2010/11

Stephen Wilson
County Arts officer
Culture and Community
Worcestershire County Council
County Hall
Spetchley Road
Worcester
WR5 2NP

Grant Offered £1,150 for 1 year

APPENDIX 3

PROJECT EVALUATION

Name	Jackie Roberts
Organisation	Kidderminster Town Centre Partnership
What was the grant given for?	<p>We will program a series of high quality performances as part of the Kidderminster Arts Festival.</p> <p>We engaged fewer artists than originally planned for as the grant was substantially less than applied for.</p> <p>We did engage: The Grand Theatre of Lemmings at a cost of £600 Larkin about at a cost of £700</p> <p>This as you can see came to more than the grant given, the remainder of the cost was given by The Swan Shopping Centre.</p> <p>Both companies performed in all areas of the town particularly focusing on areas with less footfall and empty retail premises.</p>

How successful has the project been/been progressing. Please refer to your original application form. We are especially interested in how your original plans have been realized.

The performances were well received by the public though attendance was lower than usual due to very poor weather. The profile of the event was raised with retailers and local business due to programming locations. The launch event was particularly poorly attended which was a great disappointment though the Town Centre Partnership supported it as agreed. This may have also been affected by the weather. We will be continuing with plans to reinvent the group and continue to attract new members with the festival as a driving force behind our delivery as part of a range of events attracting increased footfall into the town.

We utilised the assistance of the Town Ambassadors to distribute flyers during the performance and to steward the events. Contributing to the program assisted in increasing the credibility of the event with local artists which enabled us to attract an increased voluntary contribution to our program of activities and improve our database of contacts for future events. We consider the event to have been very successful, the acts entered both our shopping centres and attracted a great deal of interest from retailers and audiences. Many followed the walkabout performers around the town centre and interacted with them in a very positive way. They created a sense of excitement and fun throughout their performances. We received a great deal of positive feedback throughout their visits from the general public, we also had enquiries from a local nightclub about booking the acts in the future.

Where did the activity take place? Please provide us with a place or a postcode.

The activity took place around the town centre. We programmed both these performances in and around our market as we considered this to be the best time to raise the profile of the event with the public and retailers.

How many people took part/have taken part in the activity

- As artists 4 performers were employed
- As participants (workshops) No workshops were programmed as part of this
- As audience members 2000 (estimated)

What age groups took part – please tick where appropriate with approximate figures

- All ages
- 0-5
- 5-11
- 12-18
- 19-24
- 25-65
- 65 plus

Was the activity aimed at (please tick where appropriate)

- Young People The performances were particularly appealing to young people and families.
- Disabled people street performance has no access issues
- People at risk of social exclusion
- Black or Minority Ethnic Groups
- Any other specific group
local businesses to encourage future investment

Budget

- What award did you get from Worcestershire County Council?

£1150.00

- How much other funding did you get from this project/activity?

£150 from The Swan Shopping Centre to cover the short fall.

- How much was your original expenditure?

We originally applied for £5000 and reviewed our programming in line with the award given.

- How much was the revised figure?

- How much was the original income?

- How much was the revised figure?

- Is there further budget information you would like to tell us about?

This was a partnership to a wider festival KAF which happens annually, we do not have the budget for the entire event but know that the Council Funds core funding of £5000.

We do not have details of other sponsorship or funding bought by the Council.

Appendix Four

Guidance of Logo use attached. Please email Sue Church for PDF logo.

Sue Church [worcestershire.gov.uk](mailto:sue.church@worcestershire.gov.uk)

How many people took part in the event?

As artists? 4 performers were employed

As participants? No workshops were programmed as part of this application.

As Audience members? 2000 (estimated)

Age groups

All ages

Was the activity aimed at

- Young people – The performances were particularly appealing to young people and families.
- Disabled people – street performance has no access issues
- Any other specific group – local businesses to encourage future investment in our activities.

Budget

Original award: £1150.00

Other funding:

£150 from The Swan Shopping Centre to cover the short fall.

We originally applied for £5000 and reviewed our programming in line with the award given.

