



**TOTNES TOWN COUNCIL ARTS AND EVENTS GRANTS
GRANT FUNDING APPLICATION FORM**

DEADLINE – midday Friday 4th February 2022

How to use this form: this form can be printed and completed by hand, or can be filled in electronically.

Name of organisation	NPD Circus
Name and address of the person making the application on behalf of the organisation	
Position held in organisation	Director
Telephone	
Email	@ndpcircus.com
Do you have a Facebook/ Twitter account/ Website that you would like to be linked to through Totnes Town Council?	Yes: FB: @ndpcircus website: www.ndpcircus.com
Bank details If you are successful, our preferred payment method is via BACS.	Bank name: Sort Code: Account Number:
Have you received a grant from this Council in the last 3 years? If so, for how much and what was it for?	No [However, Totnes Town Council has funded events in 2020 + 2021]

What are the aims of your organisation?

NDP Circus' participatory approach combines workshops and integrated performances at heritage sites across the UK and Europe. Working with theatre, circus, and dance, we share the excitement and complexity of human dramas from classical tales, emphasising their relevance to all people in all societies.

NDP Circus was set up in 2019 to produce a touring theatrical production of Victor Hugo's 'Notre Dame de Paris.' Directed by [redacted] with an international cast and crew, the production celebrated Hugo's 1831 novel through a mixture of circus, theatre, and dance. The 2019 tour took place in France, Wales, and Scotland – with a culmination of three weeks of shows at the Edinburgh Fringe Festival.

NDP has since adapted their model to involve a mixture of performances, workshops, and residencies. NDP Circus performances and residencies typically take place in outdoor sites of architectural significance, non-traditional venues and amphitheatres.

Totnes Festival 2022 is a celebration of place and belonging. Focusing on visual arts, circus, theatre, dance and music to explore what 'Totnes' means to the community. The festival is an opportunity to facilitate community collaboration, nurture social inclusion and rebuild a strong sense of place. The ultimate objective being to embed a degree of sustainability and a foundation for future events.

Project aims:

Cultural exchange: between different communities within Totnes, Bridgetown and further afield.

Community engagement: with organisations and individuals to build a programme celebrating creative diversity.

Creative dynamism: putting Totnes on the map as a place of creative excellence, daring and innovation.

What is the name of the project/activity you are applying for?	Totnes Festival of Arts and Culture 2022
When will the project be started/finished?	Preparatory discussions, booking and organizing has already begun - Pre-production work will start in April 2022 and will include community workshops in the run up to the actual festival which will be held over 14 days in August 2022, with evaluation and closure by end September/early October 2022.

Financial information

What is the total cost for the project/activity? Please complete the budget breakdown attached which will be used for monitoring purposes	£125k
What is the amount of grant requested from Totnes Town Council?	£10,000
How much have you raised already?	
Is the grant for match funding? (i.e. are funds from elsewhere dependent on our funding?)	Yes
Have you applied elsewhere for a grant, if so, which organisation(s), for how much, and when will you know?	Arts Council England, submitted Jan 12/01/22, anticipated feedback by April 2022 £60k South hams Community Recovery grant submitted November 30 th , decisions to be announced before the end of January 2022, £30,000

Criteria

Please read the guidance for further information.

(500 words maximum)

Over the last 18 months NDP Circus have pulled together a strong partnership of local artists, community groups, schools and churches, and commerce to deliver a series of successful community events and activities. We are now developing and expanding on these partnerships to produce a Totnes-wide Festival incorporating theatre, circus, dance, storytelling, visual arts, poetry, music, film, youth work, kids festival, street art, comedy, crafts, food, puppets, outdoor arts, DJs and other forms of visual and performing arts.

The two-week Festival will build capacity and strengthen collaborations among emerging and established local artists and groups, many of which are independent freelancers or social enterprises and have suffered loss of income and isolation due to lockdown and covid restrictions, as have many of the pubs, shops, galleries, and venues in Totnes. The synergy that is emerging between our local businesses and artists has already produced ideas and proposals, and bookings for the dates scheduled including artistes of international acclaim such as The Globe Theatre. We've established a strong creative partnership of local organisations to lead on the plans and have started conversations with SHDC on permissions and use of land and assets for festival stages and locations. Our other funding bids include training for local volunteers, and we hope the whole festival will leave a legacy of understanding for local groups to organise and deliver future events.

groups to organise and deliver future even

- NDP volunteers: 5 (incl. flyering and promotion for festival as well volunteer stewards for Gargoyle show)

Live audiences/visitors:

Audiences

- Globe shows: 600
- Parade/procession: 1000
- NDP gargoyle show (x1 outdoor show at St Mary's Church @ 60% of capacity) 350
- Play programme:
 - o X5 shows at 300 capacity (60% filled – 180 per show): 900

Visitors

- Footfall to town: c. min 200 visitors to town on each day of festival taking into account full festival programme: 2k

Streaming audiences:

Live stream of NDP gargoyle show to 60% of current social media following: 369

b) How many are involved in decision-making and ownership of this project?

25 (NDP festival team, artists, venues & community groups)

c) Will your project encourage more Totnes residents to get involved?

If so, how?

Yes – we are working with Bridgetown Alive! In planning events and workshops, and with a range of other community groups and artists who are also planning workshops to really engage local residents in festival activities and performances. Our last community event (Halloween) attracted 100 participants at workshops and processions – a total of approximately 2,000 people attended throughout the afternoon and evening. Many events and activities will be free, promoting accessibility and inclusion, and any ticketed events will have discounts for local people or those on benefits.

2. Are you partnering with other Totnes groups and, if not, could you consider doing so?

Yes, we are working closely with the Black Bird Collective, Jamming Station, Intergr8, Bridgetown Alive! Inclusive Totnes, Callithump Theatre Collective, Link Orchestra, Totnes Art Team, Warmheart Community Projects, Food in Community, Particip8 Arts, Imajen Artworks, Totnes Cinema, the Barrel House, The Mansion and the Bay Horse alongside key individual Totnes based Artists including _____ and _____

3. We want to know how you will be sure your project is successful. What will you be measuring and how will you measure it?

We intend to use a mixture of qualitative and quantitative methods to both evaluate the impact of the project as a whole and to understand the progress made against our audience objectives. Quantitative methods will include looking at numbers of tickets purchased and the demographics of audience members attending shows and events and participating in workshops. We will use a mixture of online platforms, such as Festival website analytics, social media and Eventbrite/Ticket Tailor data to compile and excel and Tableau to analyse these statistics and produce data visualisations which can be used as post festival info and for promotion of a 2023 festival.

As the steward team will be a constant, physical presence at the outdoor events, we will provide materials and training so that numbers attending free, outdoor events can be monitored. We will measure actual numbers attending against tickets purchased or ordered online to understand the physical audience presence. This will be crucial to understand whether there were any drawbacks to people attending outdoor, free events.

We will use Eventbrite to measure demographics and will also ask people at point of purchase or ordering whether they are happy for the festival team to contact them after the event. In this way we intend to do c.20-30 short, qualitative research interviews with audience members to understand their experiences. These interviews will be conducted by _____ creative

Producer, (who has a wealth of experience in research and evaluation as a qualitative researcher in the voluntary sector) and the Festival Coordinator, trained by _____ to effectively conduct interviews.

Additionally, we want to use multimedia to understand audience experiences at the events themselves and will have a videographer to capture audience reactions immediately after the event – this will be prioritised at the Festival Parade, Gargoyle Show and the Globe’s performance at the Castle.

During the festival itself, venue managers will be tasked with observing several events and workshops so that we can collect feedback in real time and understand if there is any action needed to improve audience experiences during the festival itself. We will work closely with Visit Totnes and Totnes Town Council to collect data on visitors into the town to understand the impact the festival has on footfall.

Post festival, we will conduct a focus group discussion with all venue managers and project partners to gather feedback and understand their experiences – what worked and what needs improvement for future projects of this kind.

Through the above methods, we will be able to gather a well-rounded picture of audience and festival workforce experiences, to fully understand whether we have achieved the core festival objectives and the audience aims and objectives. Additionally, we want to understand the audience demographics and what these might mean for the audience development and marketing of future community events and festivals.

4. Will your project continue after this grant is spent? If so, how will it be funded?

This festival is a one off at the moment – the plan is local groups who are involved in planning and delivery with learn much about putting on large scale events and activities and the partnership developing this years festival may become robust to the point of delivering further events and festivals in future years. The partnership will not require funding to become a self-managing organization, but any events may need to secure additional funding from different sources

Budget (please complete the following budget for your project)

Title	Description	Total amount	Amount requested
Management costs			
Training			
Office costs (rent, telephone etc)			
	Sub Total		

Salaries	Festival Co-ordinator (4 weeks @ £580) & Social media & comms Coordinator (20hrs p/w @ £12 p/h @ 6w)	3760	3760
Expenses (travel etc)	x1 driver (5 days @ £150 p/d – outdoor site builds & take downs in public spaces)	750	750
Venue hire			
Materials	Parade puppets (materials, build & hire fees)	2,690	2,690
Publicity			
Volunteer expenses			
Other (please specify)	Puppeteer & Visual Artist - Parade (x5 Installation Days & x5 community workshop days @ £230 p/d)	2,300	2,300
	Gargoyle aerialists, acrobats & dancers parade fee (x10 people x 0.5 day)	500	500
	Sub total	10,000	10,000
	TOTAL	10,000	10,000

Declaration

We confirm that all the information contained within this application is true and accurate to the best of our knowledge and belief, and that we are authorised to submit this application on behalf of the group. We have read and agree to abide by the terms and conditions (please click/tick box to agree)

We have provided copies of the following necessary documents (refer to Community Grants Policy) to support the application (please click/tick as appropriate):

Accounts Bank statement or paying-in slip Constitution
(to double check bank details)

NB. Scanned copies are acceptable if you end your application by email.

Applications will not be taken to committee without all these supporting documents

To support our application we have attached our organisation's policies as outlined in the guidance (please list below):

Safeguarding policy attached to email.

DEI policy attached to email.

Signature 1 (person submitting form)

Signature 2 (Chair or senior representative of the organisation)

Typed entries acceptable for email applications

Date: 2/02/2022

Please return your completed application form to: community@totnestowncouncil.gov.uk by the deadline advertised.