



TODMORDEN TOWN COUNCIL

SMALL GRANTS APPLICATION FORM – MAXIMUM GRANT £3,000

CONTACT DETAILS

Applicants should familiarise themselves with the Discretionary Grants Policy and award criteria before submitting their Grant application.

Date of Application:	14/11/2022	Ref Number: <i>(official use only)</i>	
Name of Organisation:	Centre for Folklore, Myth and Magic CIC		
Address:			
	Postcode: OL14 5BB/ 6HH		

Name of person making the application.		Position:	Director
Telephone Number:		Email Address:	folkloremythmagic@gmail.com
Website:	www.folkloremythmagic.com	Town Clerk confirmed Bank details and supporting documents <i>(official use only)</i>	

ORGANISATION DETAILS

What type of organisation are you?		
<input type="checkbox"/> Charitable Organisation <input type="checkbox"/> Unregistered Community Group/Club/Society (delete as appropriate*) <input type="checkbox"/> Registered Charity <input type="checkbox"/> Charity Number <input type="checkbox"/> Other (please state) x <div align="right">Community Interest Company</div>		
Do you have a constitution or a set of rules? (if yes, please enclose a copy of your constitution)	Yes X	<input type="checkbox"/> No
Are you part of a larger, national or regional organisation? If yes, please give details	<input type="checkbox"/> Yes	No X
How many trustees, volunteers and service users are there in your organisation?	Trustees/ Directors 4 Volunteers pool of 8 Members 150 Visitors/attendees 40-100 per week	
Tell us about your organisation, its aims and the work you wish to undertake and your main activities and how you encourage engagement from all sections of the Todmorden Community		
<i>The Centre was established in 2019 as the leading resource for Folklore in the North, with the primary aim of providing benefit to the community of Todmorden and the Upper Calder Valley, through expansion of the tourism offer, arts and culture, education opportunities, and community cohesion. This aim is realised through enabling the community</i>		

to engage with talks, storytelling, art, drama, music, film and craft; since May 2022 we have provided a successful programme of regular weekly talks, story - telling sessions, exhibitions and weekend workshops at the Centre on Halifax Road. The Centre also houses a growing library and archive which was originally rehomed from the Museum of Myth and Fable, Shrewsbury, and is being added to by frequent donations.

Our accessible programme promotes intercultural and intergenerational understanding; by providing in-person events and an inviting community library space our work assists in reducing isolation. Links to well-being will be generated through exploration of landscape on walking tours of local countryside, enhancing existing benefits through storytelling and conversations around shared culture and heritage. Our location within the Saker café provides a welcoming and inclusive community space; the café now offers an affordable teatime range for the audience at our events, which assists the sustainability of a local business. The Centre contributes towards the preservation of local heritage and environment and towards economic regeneration; we are actively promoting Todmorden and securing recognition for the town, regionally and nationally, through the setting up of an academic research centre, archive and resource unit. We are even putting Todmorden literally 'on the map' as we are featured on a widely available Folklore Map of Great Britain produced by Marvellous Maps!

Since 2019 we have built up a significant online presence, with a large national and international following (Twitter 21,000, Facebook 4,500). Prior to Covid we held a sell-out daylong conference and evening performance at Fielden Hall with 80 attendees. During Covid we ran online events and guest hosted a weekly folklore hashtag, Folklore Thursday, but now with this project we intend to embed the Centre within its local community. We want to invite the people of Todmorden to participate in the activities of the Centre and give everyone a sense of 'ownership' of the Centre as an important part of our town, and a welcoming inclusive space. We will develop existing the relationship with Shade Primary School to extend educational and creative opportunities to all local schools. We will continue to work with Todmorden Information Centre on creating additional cultural tourism and with Todmorden Library to promote reading, storytelling and a love of books!

We have become a 'safe space' for Todmorden's neurodiverse community as well as an inclusive space for those of all sexual/gender identities, for example through celebrating 'Asexual Myths and Fairy Tales. We have contributed to Todmorden's talking newspaper and enjoy opportunities to chat with tea room customers who, during the weekdays in particular, tend towards an older demographic, or new parents/ parents with preschool children (we have a beautiful children's section in the library which many parents enjoy with their children)

Will your project have any implications in respect of climate emergency and if so, how do you intend to minimise such impact?

No direct implications in respect of climate emergency as the exhibition and events will take place in existing premises. The Centre is committed to making a positive impact on sustainability and aims to reuse and recycle materials in the provision of facilities within its premises. For example, the display cabinets and library bookcases have been donated by local residents and salvaged from redundant commercial premises; all decorations, curtains and soft furnishings have been created by Centre Director Holly using recycled materials. We have a recycling point and encourage recycling wherever possible.

How will you acknowledge the Assistance of Todmorden Town Council on all promotional material - see declaration attend of application.

We note the Council's requirements in regard to acknowledgement of grant provided and will comply in full. We will seek to include acknowledgement of the Council's support in all our marketing and publicity materials and other public documents and can add the Town Council logo as a 'supported by' on our email signature, plus other opportunities arising through media interviews and similar activity. We will be arranging a launch event with local stakeholders including local councillors and an invited audience, which will include local press.

FINANCIAL INFORMATION – (Please complete/provide)

Level of Reserves Held at application date	Audited Accounts/Annual Income Expenditure Statement	Bank Statement(s) Balance at application date	Total value of Assets Held
£0	Bank statement/ income expenditure statement attached. CIC was put 'on hold' during Covid with Companies House/HMRC as we had no income or expenditure for two years.	£600	£1000 (office and audio/visual equipment)

DETAILS OF FUNDING REQUESTED

What is the purpose of your request for a grant?

- | | |
|--|---|
| <input type="checkbox"/> Town Hall Hire | <input checked="" type="checkbox"/> Community Cohesion |
| <input type="checkbox"/> Project Delivery | <input checked="" type="checkbox"/> Cultural Arts & Music |
| <input type="checkbox"/> Core Funding | <input type="checkbox"/> Town Centre Event |
| <input checked="" type="checkbox"/> Civic Pride | <input type="checkbox"/> Food Growing |
| <input type="checkbox"/> Town Centre Improvement | <input type="checkbox"/> Skills Development |
| <input type="checkbox"/> Safety/Promotion | <input type="checkbox"/> Voluntary Sector Youth Engagement |
| <input type="checkbox"/> Environmental Projects | <input type="checkbox"/> Social Exclusion/Economic Difficulties |
| <input type="checkbox"/> Climate Change | <input type="checkbox"/> Accessibility and Inclusivity – especially Dementia friendly |
| | <input type="checkbox"/> Other (Please Specify) |

X Community Benefit

What is your project called?	Lucky Tod	
When will your project start and finish?	Start Date: November 2022	Finish Date: March 2023

How will your project benefit the local community within the Todmorden town boundary? (Use a separate Sheet if necessary).

The project will place the people of Todmorden at the centre of all activity. It is a project about local traditions, history, superstitions, beliefs, ideas of 'good luck' and resilience. Through engaging with individuals we will learn more about the changing nature of our community and aspects of heritage, legacy and civic pride expressed through personal stories. The project will use the medium of personal storytelling as the means to include all members of the community; focus on empowering individuals to become involved will promote good mental health as an important secondary outcome. In the pre-event stage we have already seen positive effects achieved through engaging with individuals in discussion of personal 'good luck' traditions. For example, a bored gentleman accompanying his wife initially claiming 'no interest in folklore' but became quite animated and cheerful as we spoke and he told us about his 'lucky socks' and throwing salt over his left shoulder 'because it was what his mother had done.' Two women in the café got talking to us and were very excited to share their experiences with their 'lucky stones', one very lucky woman said since holding hers each morning and thinking positive thoughts, she had won small amounts on numerous scratch cards but now she needed to focus on the adding of Os!

Such anecdotes, actions and beliefs in a subject such as 'luck' present a tangible way of understanding easily what folklore is and demonstrate how such conversations can connect people through their shared traditions. Speaking about what might seem to be inconsequential 'superstitions' and beliefs gives meaning to the 'things folk do', showing that the actions we undertake have cultural value and are an important part of our individual and community history. Recent discussions with teachers at Shade school have confirmed the need and enthusiasm for the project with Key Stage 1 teachers keen to explore our local traditions with their classes and the Year 5 schoolchildren are excited about their upcoming visit to the Centre to discover how folklore, stories and traditions relate to them and the world around them, as well as acting as springboard into creative activities. Our director Holly is a fully qualified teacher and her plans to make regular visits (a total of four sessions) to local schools include leading sessions on family history and traditions, encouraging the children to think about ideas of luck, belief etc. Pupils will be encouraged to tell their own stories verbally and in short stories and poems; we will invite a selection of each class to share their work with families and friends in an event/ exhibition at the Centre at the close of the project.

We will produce a publication as a key output of the project, which will provide a legacy document for our archive and the local library; it will be an act of co-creation between the Folklore Centre, local residents, local artists and other stakeholders. Sale of this publication at an affordable price will contribute to the sustainability of the project.

**Why is this project needed? What advantage will it bring to Todmorden?
How many people within the Todmorden town boundary will benefit from the project?**

Our reach within the local community is already beginning to be established as we have achieved audience figures of over 400 since the launch of our current successful events programme in May 2022. Our attendance is in the range of 15- 50 individuals per session. We have attracted a minimum of 32 speakers and lecturers, showcasing local authors and researchers, and external speakers including university professors and researchers [from the Universities of Hertfordshire, York and Surrey to name just a few], renowned authorities on their subject. Our audience is drawn primarily from Todmorden and the Calder Valley, but spreads to a 70ish -mile radius of Todmorden, including regular visitors from out of the area such as Manchester, Cleethorpes, York, Sheffield[etc]. This has a direct economic benefit to Todmorden in terms of increased business to local shops, the market and the Saker café. We aim to be listed on Tripadvisor in the near future. Our social media reach is large and international and interest in the project from further afield through promotion on social media increases focus on Todmorden.

One important aspect of the Lucky Tod project is the collaborative partnership we have forged with the Folklore Library and Archive/ Folklore Podcast in Devon, the main resource for folklore in Southern England. The Devon archive Director has offered to lend us a significant display of folkloric charms and amulets as part of our own exhibition; we are pleased to be bringing this notable collection to Todmorden, which will give local schools and residents an opportunity to view artefacts that would otherwise be less easily-accessible. We also hope that this collaboration will lead to collaborations with other archives and museums around the UK.

The direct impact on the local community will be having the opportunity to share stories and anecdotes, start conversations and explore culture, traditions and beliefs. This will contribute to well-being, community cohesion, intergenerational understanding and tackling issues such as loneliness. Through conversations and leafletting with café customers, outreach in Todmorden library and TIC, schools visits, reaching out to U3A, posts on local Facebook groups and casual conversations with local business owners, friends and any other opportunity - for example every time I catch the little bus!- we aim to reach 1000 people. For the 120 children involved, the project provides additional educational opportunity outside the classroom and imbedded in their local community, and being able to see their work celebrated and displayed as part of a public exhibition in their town. The result will be to record a 'snapshot' of the traditions carried out by the people of Todmorden at this time, which will then be archived as part of the town's history.

Please include dates and venue of events if applicable – please include a draft programme if available.

November

Launch project with John Billingsley's talk on 'Things We do for Luck: Customs and Beliefs for Managing Luck'.
Begin social media campaign to engage with public.

Set up 'Luck' table in the folklore area in the Saker Tea Room, leaflets on tables and survey forms to fill in available for people to leave their stories, engage with casual visitors to the building.

Link up with Todmorden Library, leave leaflets and survey forms with a post-box in the library for people to engage with the project there, make link with the library public.

Link up with Todmorden Information Centre in the same way as with the library.

Email Todmorden schools to encourage teacher/children's engagement with the project offering a limited number of school visit slots (4) but email support to those who wish to formulate their own mini projects on the topic, provide information on opportunity for a small number of Todmorden classes to be part of the final exhibition resulting from the project.

Reach out to U3A to encourage involvement in the project.

Invite Ceri Houlbrook (University of Hertfordshire and Folklore Society) to speak at private view.

December

Continue to reach out to the community to ask people to tell their stories.

Continue to circulate survey forms.

January

Schools visits and liaise with teachers wanting to participate in the exhibition.

Continue to gather stories from as many sectors of the community as possible.

February

Begin to collate the data collected from the survey to find common threads and an overall picture of the beliefs and actions of the people of Todmorden.

Half term holiday children's activity, one morning.
 Begin to liaise with artist to produce artwork for 'Lucky Tod' booklet.
 Liaise with Mark Norman to plan curating the 'Charms and Amulets' archive held by the Folklore Library and Archive in Devon and plan which pieces to borrow for the exhibition.
 Draft and plan layout of 'Lucky Tod' booklet.
 Send invites to VIPs, including children who have contributed and their families, for private view.

March

Design and print promotional material for the exhibition, including private view.
 Design and print display boards for the exhibition.
 Put together slide show to be shown on the folklore screen.
 Curate and assemble exhibition.
 Put together window display- co-ordinate with TIC and Todmorden Library for corresponding displays.
 Bring together work from Todmorden children for schools' section of the exhibition.
 Print 'Lucky Tod' booklets.
 End of March- exhibition will take place- launch of booklet and Ceri Houlbrook as guest speaker.

April

Continue to promote 'Lucky Tod' booklet.
 Send information about the exhibition and private view to the local newspapers.
 Write up report on findings from the survey and share with the Folklore Society newsletter.
 Exhibition runs until the end of April.
 Continue to run social media campaign until the exhibition closes.
 Set up section of the library to hold the archive material gathered during the project to be held as a permanent snap-shot of the beliefs of the people of Todmorden at this point in time.

PROJECT COSTS AND FINANCES

Total Cost of Project:	£ 2980	Amount Requested:	£1630
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Have you previously applied for grant funding from Todmorden Town Council?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If yes, when did you apply and what amounts were awarded?	This is the first grant application on behalf of The Folklore Centre.	

Have you or this group previously applied for or received any other grant for this project?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Applied to:		
Date(s) applied for:		

Received from:	
Date(s) received:	
Amount (s) received:	

Budget: This budget should be for the **total cost** of the activity you are applying to do. Please be as accurate as you can, as you may be asked to explain any amount which is unclear. Attach a separate budget sheet if you have done this work already. Please also provide estimates/quotations of the proposed items of expenditure you may use.

Expenditure items	Cost (£)
Production of new Survey forms and reprint run of initial project info leaflet	100
Partnership work with local stakeholders:	
- Design promotional materials for schools, public exhibition	50
- 4x Visits to local Schools to introduce project, initiate activities with teaching staff 4x 90 min lesson delivery session with activity	500
- Half Term Activity craft materials 2x morning session 80 each session	50
Staging main exhibition and event at the Centre:	
- Transport of display items (charms & amulets) on loan from Folklore Museum in Devon to Todmorden (delivery plus insurance)	80
- Window display materials plus TIC/library- bunting, information boards and decorations	90
- 4x A1 foam display boards, printed	140
- Production costs of 500x A5 leaflets and 30xA3 posters for exhibition/ main event	90
- Writing and producing slide show for main event and exhibition	200
Production of event booklet commemorating people of Todmorden:	
- Artist time 40 hours @ £15 per hour b&w illustrations for 20 pages. (Benchmarked with local artists- illustrations for 20 pages- discounted rate for community project)	600
- Printing costs for 250 booklets	350
- Writing text, design & layout of print ready booklet	600
Project Launch event and private view for local stakeholders:	
- Café space hire and refreshments	80
- Guest speaker expenses	50
If applicable - Volunteer hours 75 at £10 per hour	750
A: Total Expenditure	2980

Other Income Sources (state from whom and whether confirmed)	Income (£)
From your own resources (including public fundraising)	
Income to be generated from sale of 250 booklets at £2.40 – not confirmed	600
If applicable - Volunteer hours at £10 per hour - (Match with Figure in Expenditure)	750
B: Total Income	1350

C: Sum requested from Todmorden Town Council	1630
D: Applicant contribution % = (B/A)% - (official use only)	45 %
E: Todmorden Town Council Contribution % = (C/A)% (official use only)	55%
D: Total income (must be sum of B & C above) and equal to figure A	2980
TTC use – does applicant contribution % meet criteria – see end of application form (official use only)	Yes

How much do you receive from your main funder ? Currently we have no main funder, see below	Per year £
What other grants have you received in the last 3 years (amount and from who?) None	
<p>Since opening in 2021, the Centre has relied on limited start-up funds from the Director's personal resources, income generated from ticket sales to events and volunteer hours donated by the Director, a small pool of local volunteers, supplemented by donated furniture and equipment and a Just Giving campaign towards planning application (change of use to include community use) and contribution towards renovation of the space, £1200. The Director has dedicated personal time to running the Centre, equating to a conservative investment of approximately £11,000 per year during the start-up phase of the Centre. As a result, The Folklore Centre Todmorden has become established as a unique resource for the local area and the leading folklore museum and archive in the North of England.</p> <p>Grant funding from Todmorden Town Council will enable delivery of the 'Lucky Tod' project which will continue to enhance the reputation of the Centre as it moves into its continuity phase and will bring more visitors to the town.</p>	
<p>Please attach any other information you think is appropriate for this project, e.g. insurance cover, health and safety issues, planning permission received, quotations from suppliers and any other relevant information to support your application. Think about what else you have here , especially quotes to back your budget figures</p>	

