



Grant Application Form

Which type of Grant or Subsidy are you applying for? (please ✓)

- 1. City Grant
- 2. Rent Reduction Scheme
- 3. Guaranteed Community Grant
- 4. General Community Grant

If you are applying for a Guaranteed Community Grant please indicate below if you are applying for a grant over 1, 2, or 3 years?

- ✓
 1 year 2 years 3 years (please ✓)

Contact Name:	Jane Morgan	
Position:	Development and Communications Director	
Organisation:	Salisbury Cathedral	
Contact Address:	Wyndham House, 65 The Close, Salisbury SP1 2EN	
Telephone Number:	01722 555121	
Email:	j.morgan@salcath.co.uk	
Status of Organisation:	Salisbury Cathedral is an ecclesiastical corporation registered for charitable purposes	
Charity/Company number if (if applicable)	Charity No: Exempt Company No:	
What geographical area does your organisation cover?	The Cathedral is in the heart of the city of Salisbury, but the Diocese of Salisbury covers over 400 parishes throughout Wiltshire and Dorset.	
How long has your organisation been in existence? (Please ✓)	Less than one year	
	Between one and five years	
	More than five years	Yes

Please be aware for all applications of £1000 or more, the applicant must provide a presentation about the project to the Communities Working Group

If you have any specific communication needs, tell us what they are

Textphone Sign language Other language (please specify)

Other

1. Organisation Background

<p>Have you applied for or received a grant/subsidy from Salisbury City Council in the last 5 years?</p> <p>(Please list – continue on a separate sheet if necessary)</p>	Date Applied	Project	Amount Applied for	Were you successful
	Mar 2015	Junior Choir	£500	Granted £450
	Feb 2014	Junior Choir	£750	Granted £750
<p>What are the aims and objectives of your organisation</p>	<p>The Cathedral is currently working with business and charity partners to put together plans to celebrate the 800th anniversary of the founding of the Cathedral and city in 2020.</p> <p>The aims and objectives of the Cathedral are set out in our Strategic Plan for 2017-2022. Worship is fundamental, as is our outreach work, sharing our heritage and treasures locally, nationally and internationally and the connections we have with the Diocese, the city of Salisbury and the wider community. Our purpose is to make a significant difference to those who visit, work, volunteer or live alongside us.</p> <p>One of our key current objectives is to strengthen relationships with our local community and work in partnership with the public, business and voluntary sectors to help support the economic and cultural life of the city.</p>			
<p>What are the main activities of your organisation?</p> <p><i>If you are a new group describe the services/activities you plan to provide</i></p>	<p>Worship is the core of the Cathedral's activity, with over 1,500 services and events taking place annually. We welcome over 250,000 tourist visitors each year and offer a range of guided tours</p> <p>We have an annual programme of activity for schools and families, catering for over 10,000 people with a range of different sessions involving music, history, citizenship, role-play, art history and art and design. Arts participation takes place regularly through our Junior and Youth Choirs, inclusive and free to all local children and young people regardless of background or ability, and which complement the regular Cathedral choirs.</p> <p>We have strong links with Wiltshire Creative and are a key venue for the International Arts Festival. We partner with groups such as La Folia who specialise in high quality music-making with children with special needs. We have expanded our outreach work to respond to the growing challenge of mental health and well-being with sessions for specific groups and work with and in Erlestoke Prison. Further current outreach activity includes work, care homes and those living with dementia.</p> <p>We have a pioneering visual arts programme which includes at least two contemporary art installations each year, along with associated outreach and education workshops and talks. In 2018 our exhibition 'Les Colombes' was the inspiration for #SalisburyCityofDoves which saw thousands of white paper doves appear in over 130 Salisbury city businesses and generated over 65 media articles and captioned pictures.</p>			
<p>Please demonstrate your organisation's commitment to equal opportunities</p>	<p>The Cathedral is committed to the principle of equal opportunities in employment and in equal pay for work of the same or similar nature or work of equal value. In line with the Equality Act, 2010, all job applicants and employees receive</p>			

(please enclose any relevant policies)	<p>equal treatment regardless of sex, race or ethnic origin, religious belief, nationality, gender, marital or family status, sexual orientation, age or disability.</p> <p>Our Staff handbook explains the Cathedral's policy of equal opportunities; this is reviewed regularly –and is an integral element of the culture of the organisation.</p>
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	Yes / No or NA
Is this a retrospective application?	No
Are you part of a religious group	Yes -
If this application is for a school is this for a project that benefits the wider community and is in addition to statutory services?	N/A
If application is from Education, health or social service establishment – is the project in addition to statutory services?	N/A

2. Your project

Start Date	15 / Dec / 2019
Finish Date	1 / Nov / 2020
Total Cost	£310,500
Grant Applied For	£30,000

Project title	<p>Salisbury 2020: A City on the Move</p> <p>2020 is the 800th anniversary of the founding of Salisbury Cathedral and hence the city that grew up around it.</p> <p>Salisbury 2020: a City on the Move will be a year-long programme of activity which celebrates the foundation anniversary and acts as a focal point for the city and local area, its residents, businesses and visitors, as it moves on from the tumultuous events in South Wiltshire in 2018. Salisbury 2020 will celebrate movement in all its forms through three strands of programming: Physical – focussed on physical activity, sport, health and wellbeing; Technological/Mechanical – focussing on engineering and scientific and technological developments and Spiritual/Thought – focussing on how ideas and beliefs develop and bring about change, over time. All three elements of movement were essential components in establishing the new Cathedral and the city that is now 21st century Salisbury. A Programme team, including other key partners, will oversee and curate the 2020 programme content. The programme will seek to maximise interest in the city – giving the media and commentators new reasons to talk positively about Salisbury, generate footfall from visitors to support local business and provide a range of community events for local people to enjoy and help re-generate pride in their city. Salisbury 2020 will be a season of outdoor arts, events, exhibitions, debates, community sports, theatre, lectures, music, and community and youth participation taking place in venues across the city area, all with the uniting theme of Movement. The Cathedral will act as the lead partner, given its unique connection with the anniversary, its established visitor audience and events programme and track record in delivering large scale activity and associated media coverage. Organisations committed to participating include businesses large and small, community and arts organisations</p>
<p>Description of project – Try to be specific about what you will achieve and how you will achieve it, telling us how your grant or subsidy will benefit your community</p> <p>(please continue on a separate sheet if necessary)</p>	

	<p>Salisbury 2020: A City on the Move has been identified as a key milestone in the Recovery process and, should it be successful in gaining sufficient funding, will be a project monitored by the Cultural Pillar.</p>
<p>Where in Salisbury will the project / activity take place?</p>	<p>The project's activities will take place in and around Salisbury, including local villages within an easy driving distance of the city.</p>
<p>Who will benefit from the project?</p> <p><i>Please tell us what groups will benefit and approximately how many people will benefit in total, please give a number, do not put 'everyone in the area' an estimate is fine if you cannot be exact</i></p>	<p>Key groups who will benefit from the project are local people living in and around Salisbury who will have the opportunity to participate in activity e.g. community sports, contribute to the activity programme and attend events. A second group includes day trippers, who live within a 90 minute drive away. We also expect visits to the events from tourists around the UK who are more than a short drive away, and from tourists from abroad who are in the city and hear of the various activities.</p> <p>The 2020 programme will be delivered by a wide range of organisations whose audiences are varied. For example, the Cathedral particularly attracts an older demographic – the key audience, in fact, that has been shown in research to be most affected by the attacks in 2018. The community events, including those programmed by the Cathedral, will aim to benefit younger people and those with primary school-aged children, who would be keen to take part in different activities.</p> <p>The audience for outdoor arts events is more diverse and wide ranging, and more representative of the population as a whole, compared with other art-form sectors. There is a strong association between outdoor arts and the place it happens, with the activity being seen as contributing to a wider sense of civic pride and community cohesion</p> <p>Members of community sports organisations would benefit through extended activities and improved communication and coordination which could stand as a legacy for the future.</p> <p>Numbers who will benefit: for comparison, the Salisbury International Arts Festival typically attracts over 58,000 attendees each year and brings £3m benefit to the regional economy. 2015's Magna Carta anniversary Flower Festival at the Cathedral brought in 21,000 visitors in 5 days in September. The Cathedral's Illuminations in winter 2019/19 attracted over 50,000 visits with a majority of city businesses saying they felt they were of direct value to their business, helping to bring them customers. Examples from elsewhere in the UK include that of Hull: a small city which has benefited from a big investment in culture that has helped to change the perceptions of local people about what Hull can be. The city's three day Freedom Festival attracted over 80,000 visitors and was a major factor in Hull eventually becoming UK City of Culture in 2017. 26% of people attending the Festival were in a group containing children.</p>
<p>What evidence do you have that this project/activity is required?</p> <p><i>Tell us how you have identified the need for the project, whether within your group or community and how you think your project will meet this need</i></p>	<p>2020 will contribute to achieving the city's Strategic Recovery goals: through driving footfall to the benefit of high street businesses and, by way of diverse and appealing programming, expanding and diversifying the visitor market. By providing new and engaging content, 2020 will also help transform perception of the city, give reasons for positive PR, and encourage repeat visits.</p> <p>The project was originally conceived as a way of marking the 800th anniversary of the founding of the cathedral and city in 1220 – the result of the extraordinary and bold decision to move the cathedral from Old to New Sarum. However, the impact of the poisonings in March and July 2018 have given the anniversary a</p>

new resonance. As the city sets out to recover from the impact of the attacks, it is timely that we re-imagine our city and move on. The 2020 anniversary year can play a major part in that. It is well established that investment of this kind can transform communities, have a positive impact on people's lives, local businesses and tourism and secure a lasting legacy for a place and the people who live and work in it.

Footfall in Salisbury is down 7.6% over the year compared to 2017 and the lack of visitors is having an impact on city businesses that rely on the tourist trade. For example, in the financial year to date (end Feb 19), there have been over 14% fewer visitors to the cathedral. However, safety fears are not insurmountable. The Holiday Trends 2017 survey demonstrates that 21% of visitors would be encouraged to re-visit sites which they are avoiding because of security concerns if there was a temporary exhibition or event happening that they wouldn't want to miss.

Festivals, exhibitions and seasons of creative activity create reasons for people to visit a location and incentives to spend when they get there.

What support have you received for this project/activities?

Please tell us about any expressions of support you have received from outside your organisation

A good number of local organisations are committed to participating, either by tailoring their existing activities and content for the year to the theme of movement and 2020, or by creating completely new events to be part of the project. These organisations include: Wiltshire Creative, Salisbury Museum, Wessex Archaeology, Salisbury BID, Wiltshire and Swindon Sports Partnership and the Chalke Valley History Festival. Proposals for involvement have come from organisations ranging from the Army South West, QinetiQ, South Western Railway, to English Heritage and Wessex Community Action. Other partners with whom we are working on incorporating 2020 activity into their own communication campaigns include Wiltshire Council, Wiltshire and Swindon LEP, Salisbury Diocese, Sarum College, Plain Arts, Salisbury Museum, Salisbury BID, Salisbury Chamber of Commerce, Salisbury Rotary and English Heritage. As well as the keenness to participate in the 2020 project from the organisations listed above, there have been expressions of support including possible funding from Wiltshire Creative, Wiltshire Council, Wessex Archaeology and an encouraging conversation with the National Lottery Heritage Fund. We have had a promise of support from Wiltshire Council for £120,000 and we are currently working with them to firm this up. An offer of sponsorship in kind has been received. All activity to date has been funded by Salisbury Cathedral.

How will the project/activities be managed and how will you measure its success?

Measures of success will be identified and monitoring and evaluation processes devised and agreed and will reflect what is appropriate for different activities target groups. As an indicator, they will be likely to include:

- Total number of visitors
- Event attendance numbers
- Footfall in the city
- Visitor numbers to Cathedral
- Spend per head per visitor
- Range and number of positive press stories and AVE
- Additional rail journeys
- Satisfaction ratings
- Number of overnight stays

	<ul style="list-style-type: none"> • Website stats and online campaign reporting
<p>Please give the timescale and key changes/benefits and objectives for your project/activities, including start date and finish date</p> <p><i>These will be used in your end of year/end of project monitoring report for you to report against</i></p>	<p>Salisbury 2020: a City on the Move will be a year-long programme of activity to celebrate the foundation anniversary and act as a focal point for the city and local area, its residents, businesses and visitors. Our key objectives include:</p> <p>Increasing consumer footfall and supporting local businesses –festivals and seasons of creative activity create reasons for people to visit a location and incentives to spend time when they get there. There is clear potential for the 2020 programme to increase overnight stays in Salisbury which is a key objective of the Tourism Recovery Plan.</p> <p>Increasing awareness – A programme of events which is narratively and visually interesting will attract positive media attention, re-establish Salisbury as a place of opportunity and optimism, showcase its rich cultural, arts and heritage offer, promote engagement with science and new technologies, demonstrate the at the city is safe, open and welcoming and help to reverse the damage inflicted on its reputation.</p> <p>Improving brand reputation –The reputation of Salisbury has been damaged for both locals and visitors. Locals need to feel a sense of security and pride again in their city and visitors also need to feel their visit will be safe and easy and that it will be an enriching experience. -We see a key benefit for this project being an increased sense of community cohesion for Salisbury.</p> <p>Activity is planned to start in December 2019/January 2020 and to end in November 2020.</p>
<p>What arrangements do you have in place to ensure safeguarding of children and young people</p> <p><i>Applicable only if your project involves working with this client group</i></p>	<p>The Cathedral has a legal, moral and spiritual responsibility for children, young people and adults at risk, and their welfare is paramount in all areas of Cathedral life. Our ambition is to create a wholly safe environment within which our welcome to all is matched by proper and effective safeguards.</p> <p>Clergy, lay staff and volunteers who work within the organisation are required to follow good policy and practice to ensure that children and young people are safeguarded and nurtured physically and emotionally. Chapter has formally accepted the House of Bishops' safeguarding policies and committed to fully following all of the House of Bishops and Salisbury dioceses' requirements. High professional standards are maintained in all worship, pastoral, counselling, educational, and recreational situations involving children, young people and adults at risk whether this be in person or on-line.</p> <p>Designated persons: The Cathedral's Safeguarding Adviser is Jackie Molnar, Executive Director and Chapter Clerk.</p>

3. How will you pay for your project?

Tell us how much money you need for your project/activity

- Provide a FULL breakdown of the costs involved in your project
- Show how much of the funding you are requesting towards this element

Include extra sheets if necessary

Item or activity	Total cost	Funding requested
Fees and labour	130,000	15,000
Technical hires	30,000	
Accommodation and subsistence	15,000	
Marketing	30,000	5,000
Build materials	10,000	
Travel and transport	10,500	
Insurance	5,000	
Project Management/coordination	40,000	10,000
Venue hire costs	20,000	
Contingency	20,000	
Totals	310,500	30,000

3.1 If you are applying for a Guaranteed Grant or to the Rent Reduction Scheme please also complete the table below

Please use general headings indicated in the FULL breakdown listed previously, using columns A-C to tell us how much funding you are requesting in years 1-3.

Use extra sheets if required

Item or activity	A	B	C	D
	Year 1	Year 2	Year 3	Total Cost
	£	£	£	£
	£	£	£	£
	£	£	£	£
	£	£	£	£
	£	£	£	£
	£	£	£	£
Totals	£	£	£	£

3.2 Please list any applications you have made for funding from other organisations in the table below:

Organisation	Contribution Sought (£)	Applied (please tick as appropriate)	Granted (please tick as appropriate)
Wiltshire Council (Area Boards)	3,000	Yes	Pending
Wessex Archaeology	3,000	Yes	Pending
Wiltshire Council	120,000	Yes	Pending

<p>What are the main risks for the success of the project/activity and how will these risks be managed? E.g. health and safety, financial challenges</p>	<p>The Cathedral has a Health and Safety Policy which contains a plan detailing how we manage our health and safety issues. The policy sets out our commitment to manage risks and provide good standards of health and safety and also to meet our legal duties. Health and safety is an integral part of how we do business as a responsible employer and we have put in place the necessary organisation and arrangements to achieve this. This policy has been initiated after carrying out a full appraisal of our health, safety and welfare requirements and will be reviewed periodically (at least annually). For each activity and department there is a specific Risk Assessment undertaken and checked by the relevant line manager.</p> <p>The Chapter of the Cathedral, protects its reputation and values. Chapter is committed to ensuring that proper procedures and policies are in place, to work well and to demonstrate accountability. The Salisbury Cathedral Code of Governance has been drawn from best practice and provided by both the Charity Commission and the Association of English Cathedrals, whose report is entitled "Good Governance: A Guide for Cathedral Chapters". The six principles set out in this code of good practice are the same as in the Association of English Cathedral Report and they represent a universal approach to good practice.</p> <p>An important tenet of this Code is to manage the financial risk associated with projects such as this. The Cathedral agrees all operational plans and budgets, is committed to monitoring progress and spending against plan and budget, evaluating results, and reviewing or amending the plan and budget as appropriate.</p>
<p>If your organisation/group has financial reserves, for what purpose are they held?</p>	<p>The Cathedral's unrestricted funds are what is available to carry out its day to day ministry, visitor related and learning and outreach activities, the basic upkeep of its buildings and precincts and delivery of its plans for developing the visitor offer and experience at the Cathedral. Income is principally derived from visitors, property rents, investments and trading activities. Given the fluctuations in its income streams that are largely outside its control, Chapter retains in unrestricted reserves an amount equivalent to eight months' annual expenditure in order to maintain these necessary activities in times of income shortfall (such as 2018).</p>
<p>If your reserves are more than the amount you are requesting, please explain why you are making this application</p>	<p>The Cathedral has led plans for marking the 800th anniversary in 2020, has funded all development and community engagement activity to date and has designated £75,000 specifically to deliver the 2020 programme. The Cathedral is seeking financial support from other potential partners, in order to ensure the</p>

wider civic community has a stake in the anniversary year. In addition, we need to ensure we retain unrestricted funds so that we can continue with our fabric repair programme, develop a new enterprise model for our glazing and works department, improve and develop our visitor experience – which is essential if the Cathedral is to continue to offer a compelling reason to visit the city – and maintain and develop our learning and outreach and music activities.

4.0 Further information enclosed Checklist

	Enclosed (please ✓)
A copy of your organisations most recent bank statements (mandatory)	✓
Copies of all relevant Employer's, Building & Public Liability Insurance Certificate if appropriate (mandatory)	✓
A copy of your constitution and articles of association (or similar documents if the above do not exist, showing the organisations status)	✓
A copy of your organisations latest set of accounting statements (if any exist)	✓
Copies of any letters of support for your project	
Other (please list)	

If any of the above documents have not been enclosed, please give reasons why in the box below:

Please confirm if the bank account your project is using is on the project/organisation name with 2 authorised representatives required to sign each cheque?	Yes

Declaration by the applicant

I/we declare that, to the best of my /our belief, the information on this application form and in any enclosed supporting documentation is correct

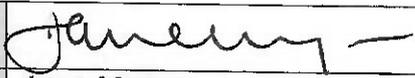
I/we declare that, I/we have read the City Council's Grant Policy and believe to the best of my/our knowledge, that we meet the criteria set out by the Policy

I/we accept the following:

- I. That any false information we provide, even if provided in good faith, may lead to the withdrawal of the grant offered,
- II. That for applications of £1000 or more, a presentation is required by the applicant(s) to the City Council. This will be arranged prior to any meeting by the City Council Active Communities Team

- III. That any grant offered will be used only for the purpose set out in this application and
- IV. That we will provide reports on progress at the request of the City Council
- V. That should any grant offered, not be used in accordance with the terms and conditions set out by the City Council, I/we undertake on behalf of the organisation to repay the outstanding amount to the City Council on demand

Please be aware that the decision as to whether you have been successful in your application will be communicated to you shortly after the relevant council meeting

Signed :		
Name(s):	Jane Morgan	
Position(s):	Communications and Development Director	
Date:	12/3/2019	

Salisbury City Council will not sell or rent your personally identifiable information to anyone, or use the data for any other purpose incompatible with the purpose for which it was originally collected (Guaranteed Grants Application).

We will only hold your information for as long as necessary for the purposes (a year after the event)

I consent for my personal data being held for the purposes listed

Please remember:

If you have not answered all the relevant questions and sent all the information we require, we will return your application to you and this will cause a delay.

Please send your application to:

Communities Team, Salisbury City Council, Bemerton Heath Centre, 58-60 Pinewood Way, Salisbury, SP2 9HU