

Kendal Town Council

Town Hall, Highgate, Kendal LA9 4ED
www.kendaltowncouncil.gov.uk



24 March 2022

To Members of the Christmas Lights and Festivals Committee

Cllr Shirley Evans (Chair)	Cllr Helen Ladhams (Vice Chair)
Cllr Tina Perkins	Cllr Richard Sutton
Cllr Adam Edwards	Cllr Kate Simpson

You are summoned to attend a meeting of Kendal Town Council Christmas Lights & Festivals Committee on Thursday 31 March at 7.00pm, in the Town Hall, Highgate, Kendal.

Distributed to other members of the Council for information only.

Yours faithfully

A handwritten signature in black ink, appearing to be 'A.B.' followed by a long horizontal stroke.

Chris Bagshaw
Town Clerk

AGENDA

Public Participation

Any member of the public who wishes to ask a question, make representations or present a deputation or petition at this meeting should apply to do so before the commencement of the meeting. Information on how to make the application is available on the Council's Website - <http://www.kendaltowncouncil.gov.uk/kendal-town-council/statutory-information/guidance-on-public-participation-at-kendal-town-council-meetings/> or by contacting the Town Clerk on 01539 793490.

1. Apologies

To receive and accept any apologies. If accepted, apologies will be considered to be for reasons approved by the council under the terms of local government act 1972, s85.

2. Declarations of Interest

To receive declarations by members and/or co-optees of interests in respect of items on this agenda.

3. Exclusion of Press and Public (Public Bodies Admission to Meetings Act 1960)

To consider whether there are any agenda items during consideration of which the press and public should be excluded.

4. Minutes from the Last Meeting

To receive the minutes of the meeting on 14 February 2022 and affirm them as a true record.

5. Christmas 2022

To consider a report on the current condition of the displays and their future management (see attached).

6. Queen's Platinum Jubilee

To consider a report on the plans for celebrating the Queen's Platinum Jubilee and to make any necessary decisions or recommendations (see attached).

7. Grant Applications

To consider new grant applications, the current Grants budget and make any necessary decisions or recommendations. (*See attached*)

a) Lakes Comic Art Festival Fringe

£2,500

b) Unity Festival

£1,700

c) Kendal Poetry Festival

tbc, paperwork to follow

8. Budget Monitor 2021-22

To consider the current year budget and make any necessary recommendations (see attached).

Kendal Town Council

Town Hall, Highgate, Kendal LA9 4ED
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Minutes of the meeting of the Christmas Lights and Festivals held on Monday, 14th February 2022 at 7.00pm at the Town Hall

Cllr A Edwards	Present		Cllr T Perkins	Present
Cllr S Evans (chair)	Present		Cllr K Simpson	Apologies
Cllr H Ladhams	Present		Cllr R Sutton	Present

In attendance: Council Services Officer (Janine Holt) and Administrative Officer (Flo McMahon).

C35/21/22 Apologies

Councillor Simpson apologies were submitted and accepted.

C36/21/22 Declarations of Interest

No declarations of interest were received.

C37/21/22 Exclusion of Press and Public (Public Bodies Admission to Meetings Act 1960)

None

C38/21/22 Minutes of the Previous Meeting

The Council received the minutes of the meeting held on 15th November 2021

Resolved: To accept them as a true record.

C39/21/22 Christmas Lights Display

The Council Services Officer provided an update. It was agreed that we should purchase a similar sized tree for 2022 as the replacement one we obtained for Christmas 2021 as this looked very good and had resulted in many positive comments. The review meeting with Christmas Plus will be arranged soon.

Resolved: To note the update

C40/21/22 Christmas 2022

The Council Services Officer explained that in order to forward plan, it would be helpful if the Committee would decide on a date for the Switch on Event 2022. The Committee agreed that the event should be organised in the same format as the previous year. The Committee also discussed the production of the Christmas film, it was agreed to widen its brief to include a look back on the year with clips from key events.

Resolved: To hold the switch on event on 19th November 2022.

Resolved: To seek 3 quotes for the production of the end of year film.

C41/21/22 Queens Platinum Jubilee

The Committee acknowledged that the timescale was tight to organise an event and that they would like to keep it simple and various options were discussed. The Committee agreed

to organise the beacon lighting at the Castle with the Mayor lighting the beacon. The Committee agreed to:

- Participate and register in the Beacon Lighting event at the Castle in Kendal on June 2nd. We would look into how to incorporate all the elements suggested by the official guidance ie Town Crier proclamation at 2pm., pipes at 9.35pm, bugle call at 9.40pm and Beacon lighting at 9.45pm. to be immediately followed by the singing of the official 'Song for the Commonwealth'. The Council Services Officer will follow up on the Town Crier and Cllr. Sutton offered to talk to the various choirs in Kendal.
- Participate and register in the Jubilee Trail.
- Explore the purchase a platinum jubilee design for projector so the Town Hall could be lit up during the 4 day holiday weekend.
- Explore the possibility of purchasing bunting in the jubilee colours and provide costing for next meeting
- Contact Kendal BID, Kendal Futures and Torchlight to see what plans they may have for the Jubilee weekend.
- Contact the Lions to partner up with any event they may be holding and to provide possible funding
- The Chairman to seek confirmation from the County Council of the waiver of charges for the road closures
- If appropriate to provide funding support for community street parties
- Promote Town Council and local jubilee activities via the Facebook page.
- Creation of a perennial bed which would act as lasting tribute to the event. It was noted that a disused bed on Aynam Road would be ideal. The Council Services Officer will ascertain ownership of the bed, work with partners to create a planting plan and have precise costings available at next meeting.
- To put forward the proposal that the new Gooseholme footbridge be named the Jubilee Bridge. (This has now been progressed to the appropriate level with the CCC and we await their feedback. The bridge would have to be named the 'Platinum Jubilee Bridge' to avoid confusion with the existing Jubilee Bridge.)

The Committee discussed hosting a civic reception before the event. It was agreed to refer this to the Mayoralty and Arts Committee for them to discuss and pursue if they felt appropriate. The Committee would provide support funding if required.

The Committee set a date of 31st March to follow up on the preparations for the Platinum Jubilee. The Council Services Officer will progress the above ideas and provide an update report next meeting

Resolved: To meet on the 31st March in the Council chamber to finalise preparations for the Platinum Jubilee. The Council Services Officer will provide and update report.

Resolved: To refer the hosting of a civic reception before or after to the Mayoralty and Arts Committee.

C42/21/22 Grant Applications

The Committee considered one grant application from Cumbria Festival Chorus. The Chairman also noted that she was awaiting the imminent arrival of the Unity Festival application form.

Resolved: To make a grant of £1,000 for the 2022 Cumbria Festival Chorus.

Resolved: To consider the Unity Festival grant next meeting.

C43/21/22 Budget Monitor

The Committee received the Christmas Lights & Festivals Budget.

Resolved: To note the report.

The meeting closed at 8.30pm

Agenda Report

Committee: Christmas Lights and Festivals	Meeting Date: 31 st March 2022
From: Council Services Officer	Agenda No.:
Description: Funding Request for repairs to the Christmas Lights Display and discussion on the future management of the display.	

Summary: *The committee are asked to approve funding for repairs to the Christmas lights and to discuss the future management of the display.*

Background

Each year the whole display is tested when it is returned to storage and the findings are reported back to the Council Services Officer.

Testing Report

Please find a summary of the repairs/suggestion:-

- Repairs required to 2 frames, quantity of lamp failures and jewel light failures including a replacement star for the top of your main Christmas tree.
- There are 2 frames that having been repaired several times should now be considered for replacement, 1 by Vodafone and 1 by Subway in Stramongate.
- Also a large quantity of festoon lamp harness is now considerably aged and we would expect to start seeing failures over season.

The total cost of the repairs is £1100.00 + VAT

Christmas Plus have acknowledged that the display in Kendal is starting to look tired and dated. This is due to continued repairs year after year and they have suggested that we consider budgeting for an overhaul of the display.

Whilst conscious of budget restraints a way forward could be to consider a hire agreement instead of purchasing equipment. This would provide the opportunity to change display every 3 years with no maintenance/storage costs. It is estimated that an approx. cost of £20,000 per annum would provide a complete scheme of equipment, including install & dismantle. The agreement would be for a 3 year period.

As no funds have been allocated in the 2022/23 budget for substantially upgrading the Christmas lights display,

1 Recommendation

- a. That Committee members approve funding of £1100.00 + VAT for the repairs to the Christmas lights display.
- b. To consider and discuss the future management of the Christmas lights display.

Agenda Report

Committee: Christmas Lights and Festivals	Meeting Date: 31 st March
From: Council Services Officer	Agenda No.:
Description: Platinum Jubilee Update Report	

Summary: *The committee are asked to consider the report and approve the recommendations.*

1 Update Report

- The beacon lighting event can be registered once we have the confirmed names of the Bugler and Piper. The deadline for registration is 20th May 2022.
- The co-ordinator of the midday concert has agreed to provide a choir/s on the evening of the event
- The beacon will be lit on the castle, an experienced SLDC Officer has offered to help set up the beacon and can be there on the evening if required
- The Townscape Officer will light the beacon and we will have a uniformed fireman present.
- For health and safety reasons, it is suggested that the participants of the event are not present during the lighting of the beacon but at an alternative location where the beacon can be easily viewed. A suitable location is to be determined.
- The Mayors Attendant will undertake the official proclamation at 2pm in the Market Place (probably located near the monument)
- Drum nation have been asked to undertake a 'drum' after the proclamation
- Guests will be asked to meet in the Market Place at approx. 1.45pm to hear the proclamation, this will be followed by afternoon tea in the Town Hall.
- A maximum number of guests is 30, representatives from the police, fire brigade, and mountain rescue and community groups.
- The Council Services Officer will explore the option of using a media company to professionally record the event (possibly livestream) and produce a montage of the day that can be for distributed via social media. This will enable the event to be kept private but circulated widely to the public.
- The Admin Officer will work with SLDC partners on a risk assessment for lighting the beacon and also undertake a risk assessment for all other aspects of the event
- Council Officers have met with SLDC colleagues to discuss the proposals
- The Council Services Officer will register our participation in the Jubilee trail
- Christmas Plus have confirmed that they have an image which can be projected onto the Town Hall during the bank holiday weekend. It is not a specific platinum jubilee gobo but an image of cascading flowers in the colours of purple and white/grey. A visual will be available at the meeting.
- There is specific bunting that can be ordered. The specific bunting is quite expensive for a product that can only be used once.

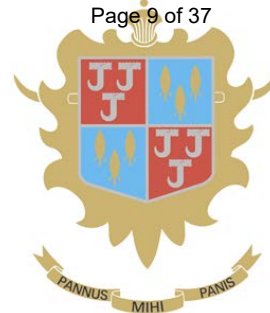
- As suggested last meeting, The BID, Kendal Futures and Torchlight have been contacted to ascertain whether they have any specific plans in relation to Jubilee celebrations. Kendal Futures have no plans and The BID and Torchlight have yet to respond.
- A bed has been identified on Aynam Road which could be developed as a commemorative bed. Permission has been sought from the landowner. This could be a joint initiative with Kendal in Bloom.
- A breakdown of proposed costs will be available for perusal at the meeting.

2 Recommendation

- a. That Committee members approve an additional location for event on the evening of 2nd June.
- b. That Committee members approve the design and purchase price of a gobo for use over the bank holiday weekend
- c. That Committee members approve the presence of Drum Nation at the event
- d. That Committee members approve the use of a media company to professionally record the event
- e. That Committee members approve a design and purchase price for the bunting
- f. That Committee members approve the development of a commemorative bed in partnership with KIB.

Kendal Town Council

Festival Funding Proposal 2022-2023



Please use this form to make a Festival Funding Proposal for your organisation from Kendal Town Council. You must complete all the boxes on the form and submit it along with the required paperwork. On receipt of this form you will be given a date when your application will be considered by the relevant committee. You can use additional pages if you require.

Name of Festival	Principal Contact
Lakes International Comic Art Festival	Julie Tait
Address of organiser	Address of contact
The Factory Aynam Road Kendal LA9 7DH	Beatrix House Kendal Road Bowness on Windermere LA23 3FB
Date of application	21 March 2022
Telephone	07810 827213
E-mail	Julie@comicartfestival.com
Organisation website	Www.comicartfestival.com
Description of proposal	

In 2022 we would propose the following :-

1. We will be running a shuttle bus between Kendal and Bowness. This will be aimed at exhibitors who may prefer to stay in Kendal over the weekend (which we're actively encouraging) and audiences who we would like to encourage not to drive but to find more sustainable ways to travel. It will run 3 times in the morning and back 3 times in the evening on both days. We would love to brand this as "in association with KTC"

2. We will continue our excellent relationships with Kendal primary schools which thrived too during lockdown where we provided bags of resources and virtual workshops for free. We will aim to work with 6 primary schools to create a special exhibition of the pupil's work on the theme of Ten Years to Save the World. This will include a workshop toolkit by a popular comics artist on how to create your own 4 panel comic on climate change. We will work with KTC to find a suitable

venue to exhibit the work as well as producing copies to be installed into selected windows in Bowness too. The exhibition in Kendal will be promoted as part of the festival.

For both these initiatives we would so for support of 2,500. We'd credit KTC as a partner on all our media releases and in the programme/website.

I hope we can continue to build on our relationship and continue to benefit the people and businesses of Kendal.

How much funding do you require in total?	5000
How much funding are you requesting from the Town Council (maximum £5,000)	2500
Have you approached other funding sources? If so, please list them and the amount you have applied for.	Yes we have secured match funding from Arts Council England
Tell us what you will do with funding from Kendal Town Council. Please include a breakdown of how it will be spent.	

In essence we want to develop connectivity between Kendal and the festival and continue to promote access to the festival for local people and visitors to Kendal and to encourage stays (by exhibitors and audiences) in Kendal to continue to benefit the local economy. We also wish to continue our active relationship with local children through primary schools and create a project which explores climate change through comics with the outcomes displayed in local business windows over the period of the festival. The outcomes will also be displayed in windows in Bowness. We, and the schools, are excited by the theme. LICAF will pilot a toolkit it has developed out of its 10 Years to Save the World project which was part of COP26. We will reach out to 5 primary schools and a specially-commissioned local artist will run a session school in each in the Summer term for teachers and pupils showing them how to use the toolkit to enable each child to produce a 4 panel comic about climate change. These will be displayed in the windows as well as being featured on our climate change website. This project will cost 400 per school for the workshops and toolkit materials and it will cost 1k in total to produce the windows displays ie 3000 in total. The shuttle bus (which can be advertised as “in partnership with KTC”) will run twice each morning and twice each evening between Kendal and Bowness encouraging people to travel more sustainably. The total cost is 1.2k. Project management for the shuttle bus is approximately 800.

How will your proposal benefit the people of Kendal?

This proposal will ensure that strong links and participation with and in Kendal remain with the relocation of the festival and also acknowledges our work as year-round continuing to benefit Kendal in the longer term. In future years we will be looking to hold more events either in or outside of the festival including at Cross Lane Gallery, Abbott Hall Gallery, local schools, the library and our founding and continuing partner Kendal College. In 2022 we will continue to work closely with the College, hold an exhibition related to Flooding in the town which is an international partnership project with 2 artists from Belgium/Netherlands and run the project proposed here.

The project activities will provide free transport to and from the festival, promote sustainable travel between the 2 locations and enable children to contribute to the festival and continue to enjoy all it has to offer. The theme of the schools project is climate change and teachers we have consulted with are so excited and motivated by the opportunities this presents.

How will your proposal address the challenges of Climate Change and help Kendal reduce its carbon footprint?

Both aspects of the project both directly address this. Encouraging people to leave their cars and travel by shuttle bus will have a direct impact and reduce carbon footprints and the schools project will produce comics which will inspire other children and young people as well as being an invaluable creative educational exercise exploring climate change and encouraging awareness and commitment to making the world a safer place for the future. We hope to look at issues of local relevance (such as flooding) to make it more relevant and more impactful on the Town.

How does your proposal address the needs for diversity and equality?

All of our work has these principles at their heart. We have 30 international partnerships and expose our audiences to the widest range of people and cultures. We aim to represent the diversity of the population in the UK within our programmes including neurodiversity (in which we have a specialism) and socio-economic diversity. We devise all of our projects with these principles firmly in mind and have been recognised as being “strong” in delivering diversity and equality by Arts Council England.

How will you evaluate the success of your proposal?

We will collect data on numbers and demographic on our shuttle bus users. We will evaluate our schools project with the teachers and the children through small group interviews. The results of the project will also speak for themselves.

Bank Details – How does the name of your organisation appear on your bank account?

This is who we will transfer funds to, should your application be successful. You'll need to state the name, sort code and account number. Please note the Council cannot make payments to personal accounts.

Lakes Arts Festivals

Same details as previously

Please include the following documents with your application					
<ul style="list-style-type: none"> • Constitution of your organisation • Last accounts and most recent bank statements 					
Declaration					
<ul style="list-style-type: none"> • I/we understand that grant money from Kendal Town Council must be used for the agreed purpose. • I/we will abide by the conditions of funding. 					
<i>Please note that we require three signatures in order to present your application to Committee.</i>					
Signature	<i>Julie Tait</i>	Name	Julie Tait	Position	Director
Signature		Name	Peter Kessler	Position	Chair
Signature		Name	Helen Chaffey	Position	Board member

Please return completed forms by e-mail or post: Kendal Town Council, Town Hall, Kendal, LA9 4ED. Email: office@kendaltowncouncil.gov.uk

Form ref KTC FFP1 2022

Company Registration Number 08320981 (England and Wales)

LAKES ARTS FESTIVALS LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

LAKES ARTS FESTIVALS LIMITED

COMPANY INFORMATION

Directors	Ms J A Tait P A Gilchrist S M L Thomas P Kessler J Grammer G Sosnowsky F Miles
Company number	08320981
Registered office	Beatrix House Post Knott Bowness-on-Windermere LA23 3FB
Accountants	Ingalls (Kendal) Limited Libra House Murley Moss Business Village Oxenholme Road Kendal LA9 7RL

LAKES ARTS FESTIVALS LIMITED

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LAKES ARTS FESTIVALS LIMITED

ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF LAKES ARTS FESTIVALS LIMITED FOR THE YEAR ENDED 31 MARCH 2021

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Lakes Arts Festivals Limited for the year ended 31 March 2021 set out on pages 2 to 4 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the board of directors of Lakes Arts Festivals Limited, as a body, in accordance with the terms of our engagement letter dated 26 March 2014. Our work has been undertaken solely to prepare for your approval the financial statements of Lakes Arts Festivals Limited and state those matters that we have agreed to state to the board of directors of Lakes Arts Festivals Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Lakes Arts Festivals Limited and its board of directors as a body, for our work or for this report.

It is your duty to ensure that Lakes Arts Festivals Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Lakes Arts Festivals Limited. You consider that Lakes Arts Festivals Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Lakes Arts Festivals Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Ingalls (Kendal) Limited

30 September 2021

Chartered Accountants

Libra House
Murley Moss Business Village
Oxenholme Road
Kendal
LA9 7RL

LAKES ARTS FESTIVALS LIMITED**PROFIT AND LOSS ACCOUNT*****FOR THE YEAR ENDED 31 MARCH 2021***

	2021	2020
	£	£
Turnover	317,307	328,358
Cost of raw materials and consumables	(126,210)	(169,937)
Staff costs	(127,921)	(143,102)
Depreciation and other amounts written off assets	(407)	(407)
Other charges	(21,442)	(31,971)
Profit/(loss)	<u>41,327</u>	<u>(17,059)</u>

LAKES ARTS FESTIVALS LIMITED

BALANCE SHEET

AS AT 31 MARCH 2021

	2021		2020	
	£	£	£	£
Fixed assets		229		635
Current assets	68,523		1,881	
Prepayments and accrued income	40,263		28,118	
Net current assets		108,786		29,999
Total assets less current liabilities		109,015		30,634
Accruals and deferred income		(60,460)		(23,406)
Net assets		48,555		7,228
Capital and reserves		48,555		7,228

Notes to the financial statements

1 Employees

The average number of persons, including directors, employed by the company during the year was as follows:

	2021 Number	2020 Number
Employees	-	-

Lakes Arts Festivals Limited is a company limited by guarantee incorporated in England and Wales. The registered office is Beatrix House, Post Knott, Bowness-on-Windermere, LA23 3FB.

For the year ended 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the micro-entity provisions and in accordance with FRS 105 'The Financial Reporting Standard applicable to the Micro-entities Regime' and the provisions applicable to companies subject to the small companies regime.

LAKES ARTS FESTIVALS LIMITED**BALANCE SHEET (CONTINUED)*****AS AT 31 MARCH 2021***

The financial statements were approved by the board of directors and authorised for issue on 30 September 2021 and are signed on its behalf by:

Ms J A Tait
Director

Company Registration Number 08320981

LAKES ARTS FESTIVALS LIMITED
MANAGEMENT INFORMATION
FOR THE YEAR ENDED 31 MARCH 2021

LAKES ARTS FESTIVALS LIMITED**DETAILED TRADING AND PROFIT AND LOSS ACCOUNT****FOR THE YEAR ENDED 31 MARCH 2021**

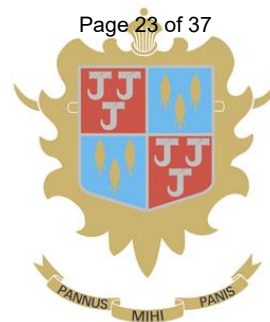
		2021		2020
	£	£	£	£
Turnover				
Grants		300,845		296,176
Advertising and sponsorship		15,000		17,762
Ticket sales		1,462		14,420
		<u>317,307</u>		<u>328,358</u>
Cost of raw materials and consumables				
Production costs	16,099		19,220	
Marketing and PR	63,874		47,051	
Volunteer costs	5,447		1,216	
Artist costs	27,316		63,194	
Travel and subsistence	2,861		24,558	
Education	10,613		8,218	
Exhibitions	-		6,480	
		<u>(126,210)</u>		<u>(169,937)</u>
Staff costs				
Commissions	38,837		48,806	
Other staff costs	89,084		94,296	
		<u>(127,921)</u>		<u>(143,102)</u>
Depreciation and other amounts written off assets				
Depreciation	407		407	
		<u>(407)</u>		<u>(407)</u>
Other charges				
Rent	12,180		5,104	
Premises insurance	-		1,052	
Accountancy	2,160		2,912	
Bank charges	348		271	
Research and development costs	5,780		21,967	
Sundry expenses	974		665	
		<u>(21,442)</u>		<u>(31,971)</u>
Profit/(loss) for the year		<u><u>41,327</u></u>		<u><u>(17,059)</u></u>

CLF 31 March 2022

Kendal Town Council

Festival Funding Proposal 2022-2023

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Please use this form to make a Funding Proposal for your festival from Kendal Town Council. You must complete all the boxes on the form and submit it along with the required paperwork. On receipt of this form, you will be given a date when your application will be considered by the relevant committee.

Name of Festival	Principal Contact
Cumbria Unity Festival	Erika Ghinelli
Address of organiser	Address of contact
AWAZ Cumbria Community Interest Company Unit 20 Carlisle Enterprise Centre, James Street, Carlisle CA2 5BB	Same as organiser (for mailing purposes)
Date of application	14/02/2022
Telephone	Mobile: 07493 665819
E-mail	erika@awaz.info
Festival website	www.cumbriaunity.org

Description of festival

The Cumbria Unity Festival celebrates the strengths and diversity of the people of Cumbria by building community cohesion, celebrating diversity, fostering good relations and promoting understanding between and within its diverse communities.

The festival aims to advance equality and challenge prejudice and discrimination through voluntary action and active citizenship. The festival provides opportunities for formal and informal community groups, networks, and public, private and third sector organisations to highlight a range of activities on offer within the community in which local people can get involved.

The event is open to everyone in the county and anyone who is interested to know what happens in Cumbria and might be inspired to celebrate and foster unity in their own community.

It is an event suitable for families and people of all ages with different activities on offer for all members of the community.

The success of last year's Cumbria-wide event has prompted us to continue to celebrate and foster unity at a county level.

The festival this year will be hybrid: part "in person", part online event.

This year's theme will be Healing Together.

As a consequence of the events occurring in the past few years, people are more polarised and divided than ever.

The radicalisation of extreme opinions and positions can only be counteracted by an active and passionate promotion of unity. Bringing people together, fostering acts of solidarity, mutual support and community cohesion can remind us of our true nature, that of a social species whose survival depends on the unity of the group.

Fear, confusion, and the feeling of having no control over our lives, have pulled us apart and made many of us feel isolated; we need to start coming towards each other instead of running in opposite directions.

Actively fostering unity is what we need to start healing our communities.

How much funding do you require in total?	£14,000
How much funding are you requesting from the Town Council (maximum £5,000)	£1,700
Have you approached other funding sources? If so, please list them and the amount you have applied for.	South Lakes Housing - £250.00 Cumbria Community Foundation - £1,000 PCC - £2,500 Cumbria County Council – £3,000 We are also exploring other funding resources and have produced a brochure for potential sponsorship (attached to this application)

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Tell us what you will do with funding from Kendal Town Council. Please include a breakdown of how it will be spent.

We are hoping to use the funding from Kendal Town Council to cover the expenses for a banner, feather banners and filming/editing costs.

Banner (Design, printing and banner placement outside town hall)	£650,00
Feather banners (Design and printing) X2	£300,00
Video (Filming and editing)	£750,00

How will your festival benefit the people of Kendal?

Specific benefits to the target audience and the Community

- Increase awareness, build community cohesion and foster good relations by tackling prejudice, promoting mutual understanding and celebrating the diversity of people and cultures in Cumbria;
- Encourage active citizenship and facilitating greater participation and inclusion through community action and engagement in a wide range of activities;
- Empower marginalised groups and communities living in Cumbria by highlighting their issues as well as contributions to the local economy and culture;
- Welcome newcomers, refugees and migrant workers and introduce these families to wider community networks in Cumbria and support them in their social integration locally.
- Provide space for information stalls, food demos, workshops and performances

How will your festival address the challenges of Climate Change and help Kendal reduce its carbon footprint?

Part of the project of fostering unity involves the concept of Unity with Nature; the festival aims to emphasise how climate change is a consequence of our disconnection from nature and how rebuilding that connection can help our common goal of reducing carbon emissions. In addition, the main activity of the festival will be a “walk-in” interactive exhibition that will be built with recycled material. This will be explained and advertised to increase awareness towards climate change issues.

How does your festival address the needs for diversity and equality?

Unity without diversity is not stable; it lacks the strength of harmony, which is an arrangement of different voices or instruments, singing or playing different notes. Diversity enriches human interactions and creates a more complex concept of “unity without uniformity and diversity without fragmentation”^[1]. Furthermore, unity cannot be reached without equality; nobody can truly be free, safe or happy until we all are. The Cumbria Unity Festival actively promotes unity and aims to tackle prejudice, to promote mutual understanding, to empower marginalised groups and communities, and to welcome newcomers into the fabric of the community.

How do you evaluate the success of your festival?

- Questionnaires completed on the day
- Website traffic
- Social media engagement
- Evaluation report

Bank Details – How does the name of your organisation appear on your bank account?
This is who we will transfer funds to, should your application be successful. You'll need to state the name, sort code and account number. Please note the Council cannot make payments to personal accounts.

Bank Name: The Co-Operative Bank
Name of Account: AWAZ (Cumbria)
Sort Code: 089299
Account Number: 6519021


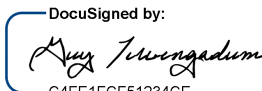
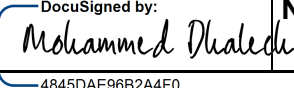
Please include the following documents with your application

- Most recent bank statements
- Last accounts

Declaration

- I/we understand that grant money from Kendal Town Council must be used for the agreed purpose.
- I/we will abide by the conditions of funding.

Please note that we require three signatures in order to present your application to Committee.

Signature	 DocuSigned by: Erika Ghinelli EF477D1A46404A8...	Name	Erika Ghinelli	Position	Community Development worker – Unity festival coordinator
Signature	 DocuSigned by: Guy Tirvengadam C4FE1FCF51234CE...	Name	Guy Tirvengadam	Position	Chair – Director – Unity Festival co-coordinator
Signature	 DocuSigned by: Mohammed Dhalech 4845DAE96B2A4F0...	Name	Mohammed Dhalech	Position	Treasurer

Please return completed forms by e-mail or post: Kendal Town Council, Town Hall, Kendal, LA9 4ED. Email: office@kendaltowncouncil.gov.uk

Form ref KTC FP1/22



Cumbria Unity Festival 2022

Sponsorship Proposal

From

AWAZ Cumbria

Community Interest Company – CIC

reg. no.: 06252338

Registered head office:

Unit 20 Carlisle Enterprise Centre,
James Street, Carlisle CA2 5BB.

Website: www.awaz.info



Empowers the voice of
Black and Minority Ethnic
People and Communities

Coordinator: **Erika Ghinelli**

Community Development Worker

AWAZ (Cumbria) CIC

Mobile: 07493 665819

Tel: 01228 511115

E-Mail: erika@awaz.info



Leading Organisation

AWAZ Cumbria is a community development organisation that has been working for community development since 2005 by providing support for formal/informal community groups and empowering the voice of BAME people and communities (including migrant workers, Gypsy and Travellers).

We do this to make Cumbria a more welcoming and caring place by connecting communities, advancing equality, celebrating diversity, and challenging prejudice to enable community development and support integration and enterprise. "Inclusion is not about bringing people into what already exists; it is about creating a new space, a better space for everyone." (George J Sefa Dei, Rethinking the role of indigenous knowledges in the academy - International Journal of Inclusive Education, 2000, pp 111- 132).

AWAZ Cumbria is the lead organisation and responsible for the overall management of the Unity Festival, in collaboration with a diverse and dedicated Organising Committee and an active group of volunteers. Ever since the festival became a Cumbria-wide event, we have collaborated with our partner in Barrow-in-Furness, the Furness Multi-cultural Forum.

Cumbria
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2022

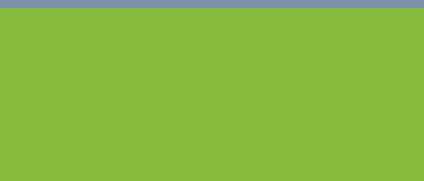
The Unity Festival

Our annual Cumbria Unity Festival will take place between the 18th of June 2022 and the 9th of July 2022, and it will be a hybrid event – partly in person and partly online.

The theme this year will be “Healing Together”.

As a consequence of the events occurring in the past few years, people are more polarised and divided than ever.

The radicalisation of extreme opinions and positions can only be counteracted by an active and passionate promotion of unity. Bringing people together, fostering acts of solidarity, mutual support and community cohesion can remind us of our true nature, that of a social species whose survival depends on the unity of the group.



Fear, confusion, and the feeling of having no control over our lives, have pulled us apart and made many of us feel isolated; we need to start coming towards each other instead of running in opposite directions. Actively fostering unity is what we need to start healing our communities.

For an overview of the Unity festival, its origins, history and progress, please watch the video documentary The Unity Festival: The Untold Story, available at [this link](#) (also available in the Appendix).

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Draft agenda for the Cumbria Unity Festival 2022

- Live event starting in the morning – 10 am to 2 pm
- Online content: video streaming, Zoom workshops and round tables from 12 pm onward
- Online content: video streaming, Zoom workshops and round tables in between Festival days, as a red thread to tie everything together.

Dates for the different festivals

Kendal Unity Festival: 18th of June 2022

West coast Unity Festival: 2nd of July 2022*

Barrow Unity Festival: 9th of July 2022

Carlisle Unity Festival: 16th of July 2022

*

This will be the first **West Cumbria** event. Amongst the activities on offer for the day, we will welcome people to an immersive experience where everyone will be able to "walk in the shoes" of a refugee or asylum seeker, by following their journey through the powerful "Escape to safety" walk-in exhibition (<https://globalink.org.uk/free-online-escape-to-safety-teaching-resource/>)

Target audience

The event is open to everyone in the county and anyone who is interested to know what happens in Cumbria and might be inspired to celebrate and foster unity in their own community. It is an event suitable for families and people of all ages with different activities on offer for all members of the community.

Specific benefits to the target audience and the Community

- Increase awareness, build community cohesion and foster good relations by tackling prejudice, promoting mutual understanding and celebrating the diversity of people and cultures in Cumbria;
- Encourage active citizenship and facilitate greater participation and inclusion through community action and engagement in a wide range of activities;
- Empower marginalised groups and communities living in Cumbria by highlighting their issues as well as their contributions to life in Cumbria;
- Welcome newcomers, refugees and migrant workers and introduce these families to wider community networks in Cumbria and support them in their social integration locally.
- Provide space for information stalls, food demos, workshops and performances.



**Cumbria
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Sponsorship Request

Now is the time to build upon this achievement and enrich the festival by encouraging a wider range of businesses and organisations to actively share our vision of a united county, the residents of which value everyone and work visibly hard to challenge division and prejudice.

We therefore now propose to appoint Community Leaders who will accept this challenge and demonstrate their commitment to the Unity Festival by actively working with us to enhance the festival and support us to further expand upon its initial aims.

In order to make this happen, we are looking to raise £45,000 to allow all the four communities involved to organise, plan, and deliver a day of celebration and fostering of a much-needed sense of unity. It will be easier to reach our goal with the help of companies that wish to make a donation.

We are seeking 6-8 industry partners to financially support the event. The sponsors of the event will benefit from a range of offers, separated into tiers, according to the type of donation.

A list of items we will need funding for, is shown in Table 1

The tiers of sponsorship available are detailed in Table 2

Table 1.
List of items that need funding

Banner
Feather banners
IT support
Resources for schools
Resources for community activities
Marquee hire and gazebos
Entertainment
Videos

The projected total cost per community is between
£10,000 and **£14,000**

Cumbria Unity Festival 2022



Cumbria Unity Festival 2022

Table 2. Tiers of support available to industry partners

Award	Sum contributed	Opportunities
GOLD	£5,000	<ul style="list-style-type: none"> • Dedicated space for displaying items representative of the company. • Table and display at entrance to festival area, offering optimum interaction with participants. • The company name will be displayed with other Gold sponsors on our social media, as a brand that supports the active promotion of Unity in the community, with logo. • Large-sized company logo of 'our sponsors' on the save-the-date flyer, event flyer, event program and streaming sponsor list. • The company logo will appear in the online content shown in between festivals.
SILVER	£3,000	<ul style="list-style-type: none"> • Table and display in an easily accessible area. • The company name will feature in a list of Silver sponsors on our social media, as a brand that supports the active promotion of Unity in the community. • Medium-sized company logo of 'our sponsors' on the save-the-date flyer, event flyer, event program and streaming sponsor list.
BRONZE	£1,000	<ul style="list-style-type: none"> • Table in the Festival's grounds • Small-sized company logo of 'our sponsors' on the save-the-date flyer, event flyer, event program and streaming sponsor list.

Your company will be recognised as an organisation which is leading/demonstrating/valuing/raising awareness and bringing diversity and equality to the public eye.

Participants will see the community leadership you take by helping the Festival happen.

Online audience on social media will see that too, at the time of the event and afterwards as a **legacy** impact.



Appendix

Participants from previous editions

Carlisle Unity Festival 2019:	Around 800 people
Kendal Unity Festival 2018:	Around 500 people
Kendal Unity Festival 2019:	Over 800 people
Kendal Unity Festival 2020 (online):	Around 2,000 people reached through our social channels
Cumbria Unity Festival 2021 (online):	Over 3,000 people reached through our social channels

**Cumbria
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Unity Festival Timeline

Programmes, flyers, Venues maps and videos of all the Unity Festival editions

<https://bit.ly/2ZGVzmy>

Individual Videos

[Unity Festival: The Untold Story](#)

[Carlisle Unity Festival 2019](#)

[Kendal Unity Festival 2018](#)

[Kendal Unity Festival 2019](#)

[Kendal Unity Festival 2020](#)

[Cumbria Unity Festival 2021](#)

**Cumbria
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Cumbria
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<u>EXPENDITURE</u>		<u>Budget and Additional Funding</u>	<u>Actual Exp</u> April - Feb	<u>Remaining</u> Budget	<u>Projected</u> Yr. Exp
CHRISTMAS LIGHTS & FESTIVALS					
Christmas Lights & Installation/Storage		£17,175	£17,298	-£123	£17,298
Infrastructure Development & Maint		£10,000	£8,734	£1,266	£10,000
Christmas Electricity		£675		£675	£675
Christmas Switch On		£3,000	£1,552	£1,448	£3,000
Bunting		£1,200	£982	£218	£1,200
<u>Festival Grants</u>	21/22 Budget	£35,000		£9,100	£24,000
	Kendal Torchlight		£5,000		
	Comic Art		£5,000		
	Kendal Mountain Festival		£5,000		
	Mary Wakefield Festival		£500		
	Kendal Wool Gathering		£1,500		
	Unity Festival		£1,500		
	Christmas Tree Festival		£500		
	Cumbria Festival Chorus		£1,000		
	Cumbria Opera Festival		£1,000		
	Kendal Poetry Festival		£1,500		
	Whisky Festival		£500		
	Walking Festival		£500		
	Walking Festival 2nd Payment		£1,500		
	Eskfest		£500		
	Cycling Festival		£400		
Total Christmas & Festivals		£67,050	£54,466	£12,584	£56,173