

BELPER TOWN COUNCIL

APPLICATION FOR SMALL ONE OFF GRANT

1. NAME of ORGANISATION: Boom Magazine

2. NAME and ADDRESS of CONTACT:

Jo Leigh
2 Mill View
Belper
DE56 1FE

3. POSITION in ORGANISATION: Director and Editor

4. TELEPHONE Daytime: 07739 178246

5. EMAIL: info@boommagazine.co.uk

6. Briefly Outline what the current activities of your group are:

I publish Boom Magazine, a bi-monthly magazine for families. We have also published a successful book of "Family Walks for Little Legs: Belper, Derbyshire and Beyond".

Boom Magazine promotes and publicises a plethora of local businesses and events and provides local families with a trusted source of information on topics such as: parenting, child health, activities and entertainment. We are keen supporters of aspiring writers and editors and offer a variety of ways that young people can gain valuable work experience and/or internships.

In 2020 we published our first book, to support families who wanted to be active with their children. Within a few months we sold 1,000 copies and have re-printed the book. We are proud that we have encouraged at least 1,000 families in the local area to get active and enjoy all the wonderful greenspace that our beautiful town has to offer.

Please see www.boommagazine.co.uk for more information.

7. How many people are currently involved in the running of your group?

Employed full-time worker	<input type="text"/>	Volunteers	<input type="text" value="5"/>
Employed part-time worker	<input type="text" value="1"/>	Members	<input type="text"/>
Support or external worker	<input type="text" value="3"/>	Informal helpers	<input type="text" value="1"/>
Committee Members	<input type="text"/>	Others (please state)	

8. What will the grant be used for, how are you going to do it and where?

In view of the growing number of published and aspiring authors in our area, we will be organising yet again the Annual Belper Children's Book Festival, on Sunday 30 April 2023. The event will occur in conjunction with the Belper Arts Trail. We are hoping to host the event again in the lovely outdoor space near the library.

Our hope is that the festival will be both a Book Festival and a celebration of the Arts.

We will showcase local children's writers and illustrators as well as offer an opportunity to connect the lively and growing children's literary culture in our town with the one nationwide. Local authors Fliss Goldsmith, Sophie Cartmell, Mike Gaunt, Debbie Kinghorn, Jess Bowers and Bernard Mensah all write books that focus on inclusion, acceptance and a broad-minded approach to parenting and life. We are proud to be associated with these exceptional writers and proud to be promoting them, around Belper and beyond.

There will also be a Child-Focused Arts Festival element bringing a variety of local art and culture specialists including drama, craft, dance, theatre and music. We have good connections with Twistin Tots, Babbling Vagabonds Theatre Company, Derby Theatre, Derby Museums, Splitz Dance School and Captive Audience and Deda.

9. When will the project start: October 2022 (promotions will start immediately)

10. When will the project finish: May 2023

11. Where will your project take place – address and postcode, if different from the contact address given:

It will take place outside the Belper Library, on the slabbed square.

12. How will you advertise the project and encourage involvement?

We have active social media platforms on Facebook and Instagram. We will also be doing activities in the run up to the festival such as competitions in the local schools and workshops in Belper library. We will advertise in print when we publish the magazine every two months. We will also print and display posters around town, as this was requested from our feedback from the last festival. We will employ a local social media expert to assist us with the planning and implementation of our digital marketing strategy.

13. Do you work with any other groups or agencies? If so, please outline how you work together:

We work closely with a large variety of groups and agencies including: local businesses, families, baby and toddler groups and classes, and also the local primary schools. In the six years we have been in business, we have employed or worked with five Derby University students, to further their work experience; four of these worked with us through the Driven Programme at Derby University. We regularly seek and publish advice for parents in our magazine from local professionals and experts, such as: psychologists, podiatrists, occupational therapists and speech

and language therapists. We are passionate about promoting equal opportunities and Pride in Belper.

Following the success of our first book, we have set up a sister business: Boom House Books Ltd., which will aim to publish and promote writers who focus on inclusivity and children's health and wellbeing. With the success of the first event in 2022, we expect that the Belper Children's Literary Festival will be an annual event that will bring people together and celebrate our local writers, illustrators, artists and their talent.

14. How do you know that the project is needed?

The arts in Belper is becoming a vibrant part of the community however it often does not take into account the needs of children and young people in the area. If we want our arts scene to continue to thrive, we must engage the next generation. There has been a gap in arts and entertainment for many, due to COVID. We would love to support and provide opportunities for local artists, writers and illustrators to share their skills.

It is not easy breaking into the market as a children's writer, whether they are self-published or are seeking the backing of a publishing house. We have found that nurturing the talent and enthusiasm of others, brings rewards to all. We feel that the time is ripe to focus on our local talent and raise them up, in and around Belper.

Children's literature is an important aspect at introducing new concepts and people to children. Therefore, it is vital to encourage children's literature authors that come from diverse backgrounds and in Belper we have authors of colour, authors with disabilities, authors from lower socioeconomic backgrounds, who struggle to be heard in traditional children's publishing, which is currently becoming more and more dominated by celebrities. To protect the diversity of children's publishing and fight the homogenisation of the industry, it is essential for local people and organisations to support and promote our local talent.

Last year's festival proved that local families loved the opportunity to connect with one another and with the arts scene. We expect that children and families will enjoy this spring-time event again and we hope to attract families from the wider area.

15. How many people will benefit from the project/grant?

Please see our 2022 BCBF Report, submitted to BTC in June and also attached, for an extensive list of potential collaborators.

We expect that there will be at least 20 local artists, authors illustrators and workshop leaders present at the festival. We look forward to working with and promoting our new library, throughout the planning and implementation of this event.

This year we had a constant flow of visitors from 10am to 4pm. We expect that the number of attendees will increase this year.

The Ada Belfield Care Home may also wish to be involved, which would benefit their residents by promoting intergenerational connections and also the café business on site.

This grant will enable us to hire a local person as a digital marketing professional to assist with the promotions.

The young visitors to the book festival will benefit from this project, by being able to discover new, inclusive books that expand their experiences along with activities that will promote reading and books, igniting a passion that will remain for their entire lives.

Those that attend will benefit from exposure to a variety of arts and culture to stimulate their creativity.

16. Who will benefit from the project/grant in Belper Parish?

Any local family in the Belper Parish will benefit, as the event will be free for all to attend. This is a completely inclusive event.

17. How will they benefit from the project/grant?

Attending the Belper Children's Book and Art Festival will engage children and families with local authors, illustrators, artists, businesses and services, and with other children and families. Arts and literature have a well-known positive effect on children's cognitive and social-emotional development, especially when those books and arts are known for their focus on inclusion and positive living.

18. Describe how the project/grant will benefit people with a Disabling Condition?

The event will be completely accessible to all, both physically due to the open space we are using, and financially as there will be no cost to attend. Fliss Goldsmith will be promoting her book "The Diffability Bunch" which showcases the ways in which our "diffabilities" are part of us and connect us together. This will be particularly important for children who have disabilities, giving them representation and making them feel included in society. We expect that other like-minded authors and illustrators will want to be a part of this event, thus further promoting acceptance and inclusion for all.

We are also planning to work with local organisations who support children with dyslexia and learning difficulties.

19. A) Please confirm that you have carried out the Accessibility Training referred to in Section 9 of the notes below

I confirm that I, Jo Leigh, have completed the Accessibility Training on 5 July 2022.

B) Please confirm you have completed the Questionnaire referred to in Section 9 of the notes below

I confirm that I, Jo Leigh, completed the Questionnaire on 5 July 2022.

20. How will you show that your project/grant has made a difference?

Our visitor survey this year showed overwhelming support and enthusiasm for the project and increased awareness of local authors and illustrators. Also in feedback from our authors, they reported they were able to connect with local people in ways that had not previously been possible. All participants reported that they had sold many more books than they had expected to sell.

It will be a pleasure to again collect and report back on the sales and visitor engagement of the stallholders. We would also like to survey attendees as to their knowledge of local authors and suggestions for future Books and Arts Festivals. We will compile this data again and include it in another post-event report to the Belper Town Council.

21. How much will your project cost in total? : £ 2200

22. How much do you require from Belper Town Council? : £ 1,000 (is anymore available?)

23. Where will the rest of your funding come from – if applicable?

A £250 donation has already been received from Belper Open Gardens. The remaining £950 will be funded from Boom Magazine, author/illustrator stalls and food and drink stall holders.

Please provide breakdown of items required:

Item Description (inclusive of VAT)	Quote Y/N	Cost £
Digital Marketing (£100/month x 4 months)	Y	£500
Marquee Hire	Y	£700
Entertainment and artists fees to make the event free for all to attend	N	£500
Print advertising, magazine, posters	Y	£200
Decorations, table/equipment rentals/Sound system rental	N	£300
	Total	£2200

24. How is your project responding to climate change and the global climate emergency?

Boom Magazine is a passionate supporter of the Green Movement. We dedicated several whole magazine issue to eco-themed concerns (Issue 13 in January 2020 and Issue 22 in May 2022). All of our magazine's paper products are designed in Belper and printed in the UK.

Promoting arts and books to children is a more ecological alternative to screens (TV and video games) and allows children and families to lower their carbon footprint by engaging in artistic pursuits and reading, activities that uses less electricity than screens.

Transition Belper and Hidden Potential Recycling will be offered stalls at the event to promote their important work.

25. How long has the organisation existed and how many Belper residents does it serve:

Boom Magazine was started 6 years ago in May 2016 and it serves all the families in the Belper area. We focus on infants, pre-schoolers and reception aged children, primarily. We expect that each issue reaches at least 5,000 local families.

26. Explain why this project cannot be funded from your own funds:

Boom Magazine is an important local business, because it provides a much-loved resource for families. The magazine doesn't make much profit, and in order to properly promote this event again and ensure that it is well-set up and managed again, additional funds are required. We have the connections and enthusiasm to make this project happen, but we lack the excess funds to create this event all on our own, and therefore we are seeking financial assistance from the Belper Town Council. We do not incur a profit from this event, but we would like to run it again due to the overwhelming positive feedback and support from local families.

27. Please state your group/organisation finances for the last financial year:

Accounts date	1 April 2020 - 31 March 2021 (2021/2022 accounts are not available)
Total (gross) income	£ 12,786
Total expenditure	£ 5,263
Surplus/deficit at year end	£ 5,523
Unrestricted Savings/Reserves	£ 0
Restricted Savings/Reserves?	£ 2,000

If you have restricted reserves – please explain what they are restricted for:

A COVID loan was taken out in the 2020, worth £2,000 and since October 2021, £350 has now been paid back.

Declaration:

I declare that I have the authority of the organisation to apply for the grant and that the information contained herein is accurate.

Enclosed:

Copy of the latest published ACCOUNTS: YES – The 2020-2021 accounts are enclosed/attached

Copy of the organisations CONSTITUTION: NO – n/a.

The organisation will, if requested by Belper Town Council, produce evidence to show that the grant has been spent on the declared project.

Signed Jo Leigh

Dated 5/7/22

- 1 Belper Town Council budgets a set amount each financial year to give as grant aid in support of local initiatives. To enable the Council to maintain proper management of its budget no application will receive more than is requested in each application.
- 2 The application form must be completed **IN FULL** giving as much detail about the proposal as possible. A separate sheet may be attached.
- 3 Organisations applying should attach to the application form a copy of their latest balance sheet and profit and loss together with a copy of their constitution.
- 4 **Completed application forms should be returned to the Town Clerk, Belper Town Council, The Butts, Belper, Derbyshire DE56 1HX and emailed to clerk@belpertowncouncil.gov.uk.**
- 5 The Council's Clerk has delegated power to review applications, request further information, give advice and refuse applications that do not meet the Grant Aid criteria. The Clerk will refer applications to the Council's Full Council meetings on a monthly basis for decision. Applicants will be notified of the date and time of the meeting and be given an opportunity to address the meeting on the application. The decision will normally be made known to the Applicant in writing within seven days.
- 6 Grants will only be considered for projects and proposals which will enhance the quality of life of the people served by the Town Council. Applications from bodies outside the town boundaries may be granted where the proposals show a distinct benefit to the residents of the town.
- 7 Grants will normally only be considered for new / start up organisations and/or projects and/or one off events that meet one or more of the following criteria: The organisation/project or event
 - goes some way to filling in gaps in existing provision
 - is innovative and exciting
 - considers the needs of disadvantaged individuals and groups
 - takes positive steps to promote a healthy environment
 - promotes equality of opportunity and access for all
- 8 Grants will be considered for organisations/projects and events that can either show match funding is available, either through own resources or other grants and that the organisation/project/event is viable without further recourse to Council funding.
- 9 Belper Town Council has produced an Accessibility Strategy and agreed to apply it to every area of its works and the services it provides. Working in partnership with Accessible Belper we want to encourage all organisations in the Town to appraise what they do and consider how accessibility can be improved in relation to people who have disabling conditions. To help you in this process we would ask that you:
Carry out the training – <http://www.accessiblebelper.org/video.html>
Complete the business questionnaire – <http://www.accessiblebelper.org/questions.html>
- 10 Please complete the SLA grant form if your application is for one of the below:
 - fund general running costs of organisations
 - support applications from organisations which then go on to make donations to other charities and groups
 - give more than one grant in any one year to the same organisation
 - give a grant to an organisation that receives an annual grant (SLA) from the Council
- 11 **All successful projects MUST recognise Belper Town Council's funding in their literature and publicity and should also keep the Council informed of the development of the**

project funded by the Council. A timescale for reporting back will be given in the funding agreement.