

## Section 3 About Your Organisation

Name of Organisation <b>Berwick Literary Festival</b>			
What type of organisation are you (please tick)			
Registered Charity	<input checked="" type="checkbox"/>	Unregistered Community Group/Club/Society	<input type="checkbox"/>
Other (please state): Charity no. 1168860			
Do you have a set of rules or a constitution (please tick)? (please supply a copy if this is your first application to BTC)	Yes	<input checked="" type="checkbox"/>	No
Where does your organisation work (please tick)?			
Just in the Berwick, Tweedmouth and/or Spittal area	<input checked="" type="checkbox"/>	Regionally in the North East and/or Southern Scotland	<input type="checkbox"/>
Throughout Northumberland	<input type="checkbox"/>	Nationally	<input type="checkbox"/>
For the most recent financial year please state:			
Income <b>£24,772</b>	Expenditure <b>£25,325</b>	Year end balance <b>£8,797</b>	
What does your organisation do?			
<p>Berwick Literary Festival (BLF) was launched in 2014 with the Town Council's support to add an extra dimension to the town's autumn season of the Film &amp; Media Arts and Food Festivals, and Heritage Open Days. Another cultural event adds to the attraction of Berwick for tourism and economic regeneration; offers entertainment and interest to local residents; encourages locally based writers, important in the context of the current Creative and Cultural Zone project; and from the outset it offered enrichment activities to the town's schools at all levels. These aims align with the first two ambitions of the Council's own Mission Statement and of its published Guidelines for grants.</p> <p>A full description of the Festival's activities in previous years can be found at <a href="http://berwickliteraryfestival.com">berwickliteraryfestival.com</a></p> <p>The Festival operates in two ways during one week every October: its charitable activities support schools; and it runs a programme of speaker events covering a widely diverse range of subjects and speakers relevant to the local area but also bringing writers and speakers of national and international reputation to Berwick.</p> <p>The Festival will run from 7-13 October 2024: the first four days deliver free enrichment activities to all schools in the Berwick Partnership; the speaker programme will run through the week, with the bulk of activity over the weekend of 11/12/13th, with live events in town centre venues.</p> <p>The organisational effort applied to schools vs speaker events is roughly 50:50 of Festival resources (which are almost entirely volunteers).</p>			
How many people take part in your activities each year?			
Including pupils at schools, in the region of 4-5000, although some of these will be repeat attenders			

**Committee & Volunteers Ca 30 year-round,  
plus 20-30 on the Festival weekend**

**Paid Staff (FTE) one 0.4 FTE**

## Section 4 Your Project

Describe your project [Continue on a separate sheet as necessary; include any drawings or plans of your project that will help explain what it is about]

Preparations for the 2024 Festival are well under way. As well as our usual Festival week in October, we have offered or are offering a number of one-off events, including marking the 30th Anniversary of the Rwanda Genocide, a visit from Michael Palin to celebrate Bridge 400, as well as support for the Berwick Parish Church Trust event for Bridge 400, support for The Maltings' programme relating to the Spoken Word, and the possibility of a visit from another national figure from the world of entertainment and broadcasting who has just published an autobiography.

The Schools' programme is already taking shape, with a new 'Living Heritage' project in partnership with Berwick Academy being launched in the summer term; and visits from a well-known children's author, a young, highly visible Scottish poet and a journalist talking about the history of Artificial Intelligence.

The main festival programme will take seriously our byline "Celebrating Words: Written, Spoken, Performed", and will explore the theme *Bridging the Divide*, in honour of Bridge 400. It is a theme rich with relevance and interest in almost every genre and discipline of writing. We will see a rich mix of famous faces, popular authors, and challenging academics gracing the stages of our venues - which include The Maltings, the Guildhall and a number of church premises. The full programme will be available from Thursday 1 August, and we will ensure that all councillors receive a copy.

Why is it needed? (include details of any research you have carried out to identify the need and describe any specific benefits for the people of Berwick, Tweedmouth and Spittal)

The Festival as a whole brings significant enrichment to the town. Our programme is developing. Our partnerships with other organisations in the town - and notably in 2023/4, with The Maltings and with the Bridge 400 celebrations - are a high priority. Our audiences are growing. Active consideration is being given to how to broaden the appeal of the Festival to more residents, including more 'popular' writers, more performance and more genres of writing. Local businesses attest to the significantly higher numbers of people visiting the town over the Festival weekend. We are working with BEA and U3A, and others, to promote continuing programmes through the year that are prompted by festival guests.

The schools, at all levels, consistently commend the Festival for the quality of the programme, that it is carefully tied to their curriculum needs, and that it is delivered free of charge. Around 900 children benefit.

How will you measure the success of your project?

All schools are requested to provide feedback both on the impact of the programme and the efficiency of the Literary Festival in delivering the programme. Feedback from the 2023 programme is attached as an annexe to this application. Success is measured immediately by audience numbers and oral feedback. This year we will have other measures, such as take-up for post-festival programmes.

What is the total cost of your project? **Attached**

***Please provide a project budget***

Have you asked any other organisation for help to fund the project?

If yes, please give details below

Yes

**X**

No

Organisation	Amount requested	Outcome
Freemen of Berwick-upon-Tweed	At their discretion	£400
Berwick Academy Endowment Fund	At their discretion	£1,500
Commercial sponsorship		£1,000
The Joicey Trust & The Finn Family Foundation	£1 - 3,000 £1 - 2,000	Awaiting decision Application in progress

## Section 4 Your Project (continued)

What will the Town Council grant be used for?

Here you should list either individual items you want the Town Council to help pay for e.g. Toilets or insurance or areas of expenditure you want help with e.g. printing or publicity.

**Do Not** provide a list of unrelated items and a single cost for them all.

Item	Cost	Purchased or hired?	Town Council Contribution
Support for the Schools' Programme		purchased	£1,750
Employment of temporary social media manager for 3 months (as was funded by BTC in 2022)		purchased	£750
<b>Total requested from Town Council</b>			<b>£2,500</b>
<b>This box must be filled in and not exceed £2500</b>			

How will you publicise the Town Council's assistance (for example at the event and/or in publicity or other material)?

BTC's logo is displayed in the 2024 programme brochure, given the long history of supporting the Festival, and on the Festival website pending a decision on this grant. Our Mailchimp email campaigns will make reference to sponsorships received.

Council support would not be assigned to any individual speaker event: as has been found, it is very difficult for corporate bodies to associate with specific authors or topics, not least because only the audience at that event (and in 2023 there were 42 events) would see a sponsor's name.