



# Saltash Town Council



## Grant Application Form

**APPLYING FOR:**  
(Tick one box)

Community Chest Grant

Festival Fund Grant

**DATE APPLICATION SUBMITTED:**

13/3/24

<b>Contact Name:</b>	[REDACTED]
<b>Position:</b>	Director
<b>Organisation:</b>	Salt Arts CIC
<b>Contact Address:</b>	[REDACTED]
<b>Telephone Number:</b>	[REDACTED]
<b>E-mail:</b>	[REDACTED]
<b>Status of Organization:</b>	Community Interest Company - Limited by Guarantee
<b>Charity/Company number (if applicable)</b>	Charity No: Company No: <b>14682179</b>
<b>What geographical area does your organization cover?</b>	Saltash.

<b>How long has your organization been in existence?</b>	Salt Arts has been a CIC since February 2023.  The Saltash Songs & Shanties Festival project (now produced by Salt Arts CIC) was founded in 2022.
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**Please note that it may be asked to attend a meeting of the Policy and Resources Committee to answer questions on your application.**

**1. Organisation Background**

	<b>Date Applied</b>	<b>Project</b>	<b>Amount Applied for</b>	<b>Successful Y/N</b>
<b>Have you applied for a grant from Saltash Town Council within the last 5 Years?</b>  (Please list – continue on a separate sheet if necessary)	9/3/23	Saltash Songs & Shanties Festival: Pop-Up Piano	£900	Y
<b>Please list the aims and objectives of your organization</b>	<p>Salt Arts CIC works with individuals and community organisations to deliver cultural projects. We celebrate the community and places that make SE Cornwall and the Tamar Valley special. From tiny seeds of ideas to activities reaching thousands of people – if it sparks the imagination, we will nurture and support to bring that vision to life.</p> <p>Our objectives are to:</p> <ul style="list-style-type: none"> <li>• Strengthen, diversify and build the cultural sector in the region.</li> <li>• Facilitate a wide range of cultural and creative projects.</li> <li>• Grow new talent and engage a wide audience.</li> </ul>			

<b>What are the main activities of your organization?</b>	<p>Producing cultural events and projects including Saltash Songs &amp; Shanties Festival.</p> <p>Being a production partner for other local arts organisations including Callington Mayfest, Carn-to-Cove and Plymouth Culture.</p> <p>More information: <a href="http://www.saltarts.org">www.saltarts.org</a></p>
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	Yes / No or N/A
Are you part of a religious group?	No
If application is for a Church – is it for anything other than a parish clock, Community Hall (used by all within the community) or environmental purposes?	NA
If application is for a School – Is, it for anything other than environmental purposes or a project that does not benefit the wider community and is not in addition to statutory services?	NA
If application is from an education, health or social service establishment – do you work in partnership with other groups?	NA
If application is from an education, health or social service establishment – is project in addition to statutory services?	NA

## 2. Your project

<b>Project</b>	<b>Start Date</b>	12 / 6 / 2024
	<b>Finish Date</b>	23 / 6 / 2024  N.B This is the finish date of the Festival. Depending on weather, the piano will be in position until c.Sept 2024.
	<b>Total Cost</b>	£ 2,805
	<b>Grant Applied For</b>	£ 975

<b>Project title:</b>	Saltash Songs & Shanties Festival – Free Events Programme
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**Description of project**  
(please continue on a  
separate sheet if necessary):

We are applying to Saltash Town Council Festivals fund for support with delivering Saltash Song's & Shanties Festival free events programme in June 2024. This will include the following activities:

**Pop-up Piano** – a hugely popular part of last year's event, we will be bringing a community piano back to the waterfront or all to enjoy over the Festival and on into the Summer.

The piano will be decorated with designs created by local children (372 children submitted artwork in 2023). We will also hold a community piano event to bring local amateur pianists together to perform for friends and family.

The piano design competition will have a local environmental theme – inspired by wildlife in the Tamar Valley. This ties in with other events in the Festival which celebrate the local environment.

Based on figures from 2023 we estimate that the piano will be played by 10-30 people each day over 3 months and c.150 local musicians and audience members will take part in the community piano session.

Also, in 2023 Social Media clips of the piano received an estimated 16,000 views with many positive comments.



*People enjoying an impromptu piano performance in 2023.*

**Samba Workshops** – 2x family-friendly music workshops open to all in the town centre. These physically active events are a highly accessible way to encourage people to take part in music making. They are also highly entertaining for passersby.

This event will be for 60 participants and will also be enjoyed by c.100 audience members plus passersby.

**Saltash Town Band** – a free, family-friendly concert in Victoria Gardens. This relaxed event is open to all and will feature a range of traditional and popular music.

Based on figures from 2023, c.30 local musicians will perform at the event to 150 audience members plus passersby.



*Audiences enjoying Saltash Town Band in 2023.*

	<p><b>Shanty Sing-Along Session</b> – a relaxed afternoon event aimed at older audience members and featuring performances by local singing groups and celebrating traditional music from Cornwall.</p> <p>We estimate that c.30 local musicians will perform at this event to c.60 audience members.</p> <p>Saltash Songs &amp; Shanties Festival brings local people from all demographics together to enjoy live music in historic venues around Saltash. Our events celebrate the culture, heritage and environment of SE Cornwall and the Tamar Valley. Now in our third year we are aiming to reach over 2,000 audience members and participants total this June. More information is available at: <a href="https://songsandshanties.co.uk/">https://songsandshanties.co.uk/</a></p>
<p><b>Where will the project/activity take place?</b></p>	<p>Pop-Up Piano – Saltash Waterfront</p> <p>Samba Workshops – Victoria Gardens</p> <p>Saltash Town Band – Victoria Gardens</p> <p>Shanty Sing-Along Session – Ashtorre Rock or Library (TBC)</p>

<p><b>Who will benefit from the project?</b> (What groups will benefit and approximately how many people will benefit in total)</p>	<p>The target audience for Festival events is:</p> <ul style="list-style-type: none"> <li>- People of all demographics living in the PL12 district.</li> <li>- Visitors from the surrounding regions (c.15 mile radius/30 min travel).</li> </ul> <p>The free events programme specifically benefits:</p> <ul style="list-style-type: none"> <li>• Families and older people from Saltash.</li> <li>• People who face financial or physical challenges in accessing more formal tickets concerts.</li> <li>• Carers and families of people who benefit from hearing music in a relaxed and informal setting.</li> </ul> <p>The Festival promotes tourism and leisure in Saltash for residents and visitors. Data from 2023 showed that 66% of our audience were from Saltash. 32% were visitors from wider Devon/Cornwall and 4% came from further afield.</p> <p>Arts and culture are vitally important for community health and wellbeing. Taking part in cultural activities improves mental health, reduces social isolation, supports community cohesion, promotes lifelong learning and instills pride in local identity and heritage.</p> <p>The local economy also benefits from the Festival – in 2023 61% of audience members also visited a local business. Estimated additional income to the local economy from Festival audiences was £17-£22k.</p>
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<p><b>What evidence do you have that this project is required?</b> (This might be survey work or statistical evidence)</p>	<p><b>From our Festival audience questionnaire in 2023:</b></p> <p><b>100%</b> of responders said they would like to attend more arts events in Saltash, of which <b>90%</b> requested more music.</p> <p><b>Feedback from Salt Arts CIC concerts with Bournemouth Symphony Orchestra in March 2024:</b></p> <p><i>"It was a wonderful afternoon. I hope they will return soon."</i></p> <p><i>"Well done and thank you to everyone involved in organising these concerts. The dementia friendly concert at the Social Club on Friday was joyous."</i></p> <p><i>"An amazing concert..... i so hope they come back... my little boy would have loved it!"</i></p> <p><i>"Thank you for organising. Thoroughly enjoyed both concerts, hopefully they will return and do more."</i></p> <p><i>"It was absolutely brilliant! I went to the Wesley, great to have a bit of culture come to Saltash thank you everyone who made this happen."</i></p> <p><i>"Wonderful Concert such a lovely time with members of our Community coming together to enjoy the amazing music."</i></p> <p><i>"It was a lovely afternoon the musician were fantastic,hurry up and come back soon ."</i></p> <p><i>"Such a lovely concert yesterday.My Mum enjoyed it so much.Thank you."</i></p> <p><i>"Both concerts were amazing!!"</i></p>
<p><b>What support have you received for this project?</b> (Please tell us about any expressions of support you have received from outside your organization Consultation with Community)</p>	<p>Festivals in 2022 and 2023 were extremely well received and we had extensive feedback requesting that events be repeated. Audience comments include:</p> <p><i>"Genuinely interesting event that could only happen at this festival."</i></p> <p><i>"Really lovely to see such a great range of performers and some super talented people."</i></p> <p><i>"Was just fab to be able to come and listen to people of all ages playing the piano in a beautiful setting."</i></p> <p><i>"Hope to come to more next year."</i></p> <p><i>"Lovely music and very friendly. An amazing session for children."</i></p> <p><i>"Well, what a brilliant weekend! Such lovely feedback from so many people, a huge well done to you for organising!"</i></p> <p><i>"This musical collection gives Saltash a distinct identity, "</i></p>

	<p><i>“Marvellous entertainment in a wonderful setting on a beautiful day. Perfect.”</i></p> <p><i>“Great music. Very well organised.”</i></p> <p>More audience feedback is available at:  <a href="https://songsandshanties.co.uk/index.php/all-events/">https://songsandshanties.co.uk/index.php/all-events/</a></p> <p>The Pop-Up Piano was one of the most popular events in the 2023 Festival and the piano went on to be used by Livewire Youth Music after the Festival until September 2023.</p> <p>The 2023 piano was recycled in Autumn 2023 when the effects of weather and public use meant that it could no longer be played. Many local people have asked for the piano to return in 2024.</p>
<p><b>How will the project be managed and how will you measure its success?</b></p>	<p>The project will be managed by Lindsay Endean at Salt Arts CIC (saltarts.org). She will also work with Events Manager Mike Snook and experienced workshop leaders.</p> <p>Success will be measured through:</p> <ul style="list-style-type: none"> <li>- participant feedback collected in person and online.</li> <li>- social media data.</li> <li>- feedback from local residents and businesses.</li> </ul>
<p><b>Please give the timescale and key milestones for your project, including a start date and finish date.</b></p>	<p><b>April</b>  Festival publicity distributed and box office open for bookable events.</p> <p><b>May</b>  Competition run with local schools to design artwork for community piano.</p> <p><b>June</b>  Piano in position on Waterfront from 12 June.  15-23 June – Festival takes place, including free events programme.</p> <p><b>Aug-Sept</b> – Piano remains in position (depending on weather)</p>
<p><b>What arrangements do you have in place to ensure safeguarding of children and/or young people and/or vulnerable people (applicable only if your project involves working with this client group)</b></p>	<p>The Festival will follow Salt Arts CIC’s Safeguarding Policy.</p> <p>None of our events will involve working with children or vulnerable adults without parents or carers being present.</p> <p>All events will have at least three Festival staff/workshop leaders present.</p>

**3. How you will pay for your project.**

<p><b>What will the money be spent on?</b> (Provide a full breakdown of project cost(s) identifying what cost(s) this grant would be spent on)</p>	<b>Pop-Up Piano</b>		
		<b>STC Festival grant</b>	<b>Other funding</b>
	Transport		90
	Tuning		70
	Children's design competition	30	
	Painting – transferring children's designs onto the piano	400	
	Painting equipment	40	
	Storage / workshop space		200
	Security & weather proofing	80	
	Pop-Up Piano Session workshop leader		150
	Event Manager		40
	<b>Town Band concert</b>		
	Town Band fee	350	
	Event Manager		40
	<b>Samba workshops</b>		
	Instrument hire	75	
	Transport		100
	Workshop leader		100
	<b>Other</b>		
	Shanty Sing-a-Long Event Manager		40
	Marketing		400
	Festival Producer time		600
<b>TOTALS</b>	<b>975</b>	<b>1830</b>	
How will you promote STC once application and project are complete?	<p>Logo and credits will be included on all publicity material and on the piano.</p> <p>Credit will be given in press and social media announcements.</p>		



Saltash Town Council considers Match Funding is extremely important. Please list any applications you have made for funding from other organisations in the table below:

Organization	Contribution Sought (£)	Applied (please tick as appropriate)	Granted (please tick as appropriate)
Arts Council England	£1830		✓

Please confirm the bank account your project is using is in the project's name/organization name	✓
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4. Further information enclosed Checklist.

	Enclosed (please tick)
A copy of your organization's most recent bank statements (mandatory)	✓
Copies of all <u>relevant</u> Employer's, Building & Public Liability Insurance Certificates & Title Deeds if appropriate (mandatory)	✓
A letter head showing the organization's address and contact details	✓
A copy of your constitution and articles of association (or similar documents if the above do not exist, showing the organization's status)	✓
A copy of your organization's latest set of accounting statements (if any exist)	✓

<b>Copies of any letters of support for your project</b>		✓
<b>If your organization has previously received a grant from STC please include a brief report and evidence of how you promoted the contribution from the Council</b>		✓
<b>Other</b> (please list)		

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

**5. Declaration by the applicant**

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

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


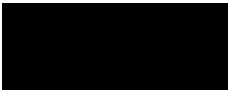
I/we confirm that a risk assessment will be completed prior to an event granted funding by the Town Council.

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 any grant offered will be used only for the purposes set out in this application;
- (iii) that we will provide reports on progress at the request of the Town Council;
- (iv) the support of the Town Council will be publicised;
- (v) that should any grant offered, not be used in accordance with the terms and conditions set by the Town Council, we undertake on behalf of the

organisation to repay the outstanding amount to the Town 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.

<b>Signed:</b>			
<b>Print Name(s):</b>			
<b>Position(s):</b>	Director Salt Arts CIC		
<b>Date:</b>	13/3/24		

Applicants should refer to the Privacy Notice on the Town Council Website [www.saltash.gov.uk](http://www.saltash.gov.uk) for details on how we use your data.

COMPLETED FORMS SHOULD BE RETURNED TO:  
The Town Clerk, Saltash Town Council, The Guildhall, 12 Lower Fore Street,  
Saltash PL12 6JX or [enquiries@saltash.gov.uk](mailto:enquiries@saltash.gov.uk)

<b>OFFICE USE ONLY:</b>	
Date received	
Received by	
Application reference	
Date to P&R Chairman/Vice Chairman	
Approved to go to Committee	
Committee date	
Decision/Minute number	
Amount awarded	
Application refused by P&R Chair or refused by Committee	
Appeal notice issued	
Appeal received	
Approved for Committee	
Decision/Minute number	

[REDACTED]

BRANCH : BUSINESS DIRECTPLUS [REDACTED]

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BIC [REDACTED]

IBAN : [REDACTED]

TYPE : COMMUNITY DIR SALT ARTS CIC

27 FEB 24

Date	Description	Withdrawals	Deposits	Balance
26 JAN 24	BROUGHT FORWARD			87.54
13 FEB 24	PLYMOUTH CULTURE C PCHAZ1		613.33	700.87
16 FEB 24	9184 [REDACTED] taxi	23.00		
16 FEB 24	9184 BRETONSIDE CO	92.10		585.77
22 FEB 24	9184 COMPANIESHOUS	13.00		572.77
27 FEB 24	PLYMOUTH CULTURE C PCHAZ3		675.77	1,248.54



## **Unaudited Financial Statements**

**22 February 2024 - 28 February 2024**

**Company registration number 14682179**

### **Contents**

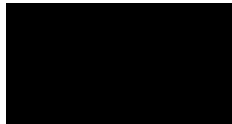
1. Company Information
2. Profit & Loss Sheet
3. Balance Sheet

### **Company Information**

**Director**



**Executive Directors**



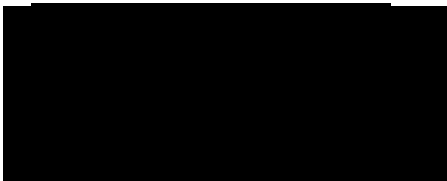
**Registered Office**



The accounts have been prepared in accordance with the micro-entity provisions.

The annual report was approved by the Directors on

Signed on their behalf by



Director)

## Profit & Loss

22 February 2024 - 28 February 2024

	2023-4
<b><u>Turnover</u></b>	
Grants	20,200
Tickets & event revenue	3,649
Production contracts	2,978
Other	74
<b>Total</b>	<b>26,901</b>
<b><u>Cost of sales</u></b>	
Staff	(10,782)
Project Delivery	(16,072)
<b>Total</b>	<b>(26,854)</b>
<b>GROSS PROFIT</b>	<b>47</b>
Admin expenses	(13)
Other operating income	-
<b>OPERATING PROFIT/(LOSS)</b>	<b>34</b>
Interest receivable	-
Interest payable	-
<b>PROFIT/(LOSS) BEFORE TAXATION</b>	<b>34</b>
TAX on profit/(loss)	6
<b>PROFIT/(LOSS) FOR THE FINANCIAL YEAR</b>	<b>28</b>

## Balance Sheet

28 February 2024

The accounts have been prepared in accordance with the micro-entity provisions.

	£	£
FIXED ASSETS		-
CURRENT ASSETS		
Debtors	533	
Bank Balance	1,248	
<b>Total</b>	<b>1,781</b>	
CREDITORS FALLING DUE WITHIN ONE YEAR		
LE February salary & pension	(1,747)	
Taxes due to HMRC	(6)	
CREDITORS DUE AFTER MORE THAN ONE YEAR	0	
<b>Total</b>	<b>(1,753)</b>	
<b>NET ASSETS</b>	<b>28</b>	
CAPITAL & RESERVES		
<b>Profit &amp; Loss account</b>	<b>28</b>	

The Companies Act 2006

Community Interest Company Limited by Guarantee <sup>i</sup>

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**Memorandum of Association**

**of**

**Salt Arts CIC**

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**The Companies Act 2006**  
**Community Interest Company Limited by Guarantee**  
**Memorandum of Association** <sup>ii</sup>  
**of**  
**Salt Arts C.I.C**

Each subscriber to this Memorandum of Association wishes to form a company under the Companies Act 2006 and agrees to become a member of the Company.

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*Name of each subscriber*<sup>iii</sup>  
*subscriber*

*Authentication by each*  
*subscriber*

Ms Lindsay Jane Endean



Dr Gareth John Veal



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Dated 8/2/23

<sup>i</sup> On the different limited company forms available to CICs, see [Part 3] of the Regulator's information and guidance notes.

<sup>ii</sup> For companies incorporated after 1 October 2009 the memorandum of association will consist only of the names of the subscribers of the company. If you are an existing company incorporated prior to 1 October 2009 and wishing to become a community interest company, you will need to incorporate the relevant provisions of your current memorandum into the articles of the community interest company.

<sup>iii</sup> For illustration, space for one subscriber has been supplied here. There is no upper limit to the number of subscribers and further entries may be added as appropriate.



# Confirmation of Liability Insurance

This document may be useful to you when you are asked to provide evidence of insurance to one of your clients.

<b>Policyholder</b>	Salt Arts CIC
<b>Policy Number</b>	CD71900
<b>Policy Form</b>	Insurance Policy for Charities and Community Groups
<b>Insurer</b>	Markel International Insurance Company Limited

## Professional Indemnity Insurance

Period of Insurance	14-Mar-2024 to 13-Mar-2025
Limit of Indemnity	£250,000
Basis of Cover	Total for all claims made during the period of Insurance

## Public Liability Insurance

Period of Insurance	14-Mar-2024 to 13-Mar-2025
Limit of Indemnity	£5,000,000
Basis of Cover	Applies to each claim but in respect of Products Liability is the total for all claims made during the period of insurance

Signed for and on behalf of Markel (UK) Limited:

**Date:** 14-Mar-2024

**Note:** This confirmation of insurance is for information purposes only. You should refer to the actual policy document for the binding terms, conditions and exclusions of cover.



[info@saltarts.org](mailto:info@saltarts.org)  
[www.saltarts.org](http://www.saltarts.org)



Supported us in public funding by  
**ARTS COUNCIL  
ENGLAND**

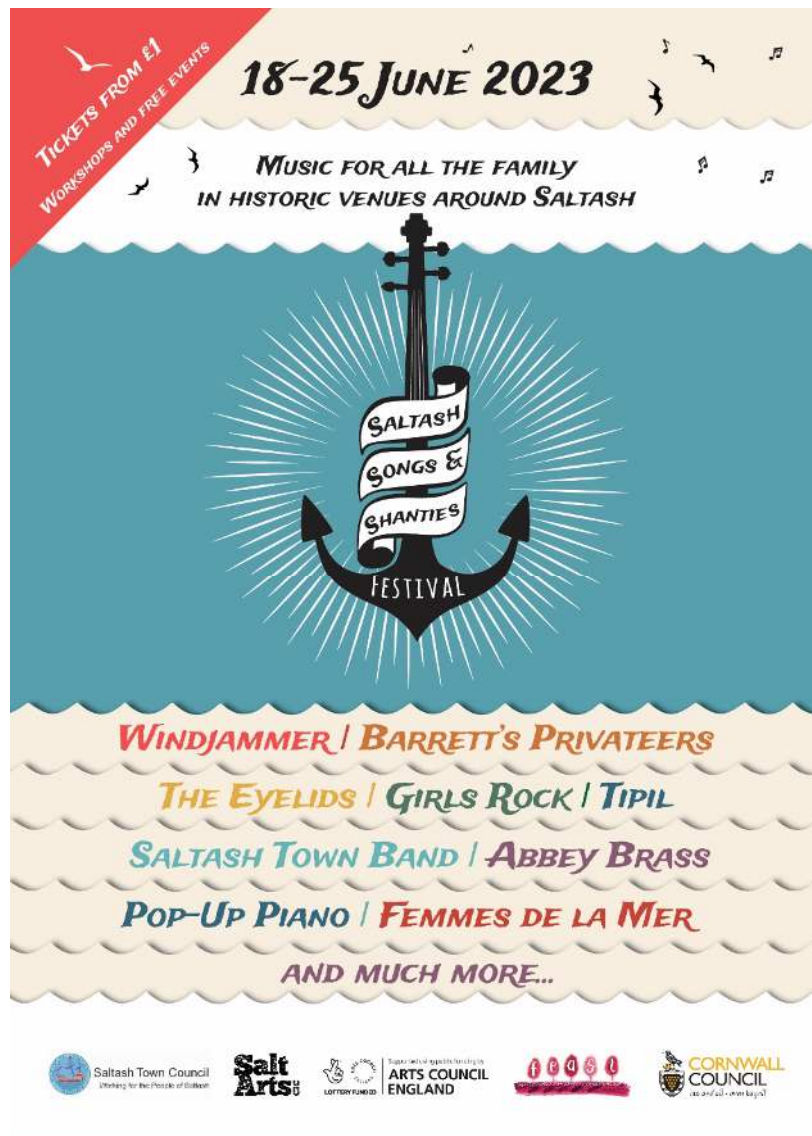
**Evidence of crediting previous support from Saltash Town Council:**

The Saltash Town Council logo was included on the following publicity materials:

- Posters
- Leaflets
- Banners
- Logo sticker on piano
- Publicity materials for piano art competition.
- Website homepage.

The Town Council was also credited in Festival Press releases and social media.

Poster with Council logo at bottom:



Front of Festival leaflet with Council logo (bottom left):




**SALTASH SONGS & SHANTIES FESTIVAL** is a musical celebration of our local culture, heritage and environment. Launched in **2022**, the Festival brings people together to enjoy and make music of all genres, inspired by South East Cornwall and the Tamar Valley.

The programme features superb professional performers alongside fantastic local musicians from the region's rich amateur music scene. Concerts, workshops and other events are woven together in the town's beautiful historic buildings and everyone is welcome!

**18-25 JUNE 2023**

TICKETS FROM £1  
Workshops and Rec events



*MUSIC FOR ALL THE FAMILY  
IN HISTORIC VENUES AROUND SALTASH*

[www.songsandshanties.co.uk](http://www.songsandshanties.co.uk)



### TICKETS

You can book tickets in two ways:

- Online at [www.songsandshanties.co.uk/booking](http://www.songsandshanties.co.uk/booking)
- At venues from 30 minutes before each event (if tickets are still available)

### CONCESSIONS

All events have a 'pay-what-you-can' option for anyone who may not be able to afford full price tickets. More information about eligibility at [www.songsandshanties.co.uk/booking](http://www.songsandshanties.co.uk/booking)

### SEATING & ENTRY

All seating is unreserved and allocated on a first-come basis. If you have particular needs that require a reserved seat, please email the Festival at [info@songsandshanties.co.uk](mailto:info@songsandshanties.co.uk) when you book.

### BABIES & CHILDREN

Infants below 18 months do not need a ticket if seated on an adult's lap. Restless infants may be requested to leave until the child has settled to limit disturbance to other audience members and performers.

### BOOKING FEES

There are no additional booking fees.

### TICKET DELIVERY

Tickets bought online are sent via email and all events have a list of advance bookers on the door.

Further terms & conditions are at [www.songsandshanties.co.uk](http://www.songsandshanties.co.uk)  
Please email [info@songsandshanties.co.uk](mailto:info@songsandshanties.co.uk) if you have any questions about tickets or access.

### FESTIVAL VENUES



- 1/SALTASH LIBRARY**  
Wheelchair access  
Callington Road  
PL12 6DX
- 2/SALTASH SWIMMING POOL**  
Toilets | Wheelchair access  
Callington Road  
PL12 6DJ
- 3/VICTORIA GARDENS**  
Wheelchair access  
St Stephens Road
- 4/SOCIAL CLUB**  
Toilets | Wheelchair access  
The Mansion  
Fore St  
PL12 6JL
- 5/THE RAILWAY**  
Toilets | wheelchair access  
1-3 Fore Street  
PL12 6AF
- 6/ST NICHOLAS & FATH**  
Toilets | Wheelchair access  
Station Road  
PL12 6JQ
- 7/THE TWO BRIDGES**  
Toilets | wheelchair access  
Albert Road,  
PL12 3EB
- 8/TSAMBAR HOUSE**  
Toilets | Wheelchair access  
Saltash Station  
Albert Road  
PL12 4EP
- 9/MARY NEWMAN'S COTTAGE**  
Toilets | Wheelchair access  
5 & Culver Road  
PL12 4RE  
\*The garden and downstairs of Mary Newman's cottage is wheelchair accessible. Please email in advance so that we can install the entry ramp. The toilet unfortunately is not wheelchair accessible.
- 10/THE UNION INN**  
Toilets | Wheelchair access  
Tamar Street, PL12 4EL
- 11/WATERSIDE**  
Toilets | Wheelchair access  
Tamar Street

### FESTIVAL POP-UP PIANO AT THE WATERSIDE 12<sup>TH</sup> - 25<sup>TH</sup> JUNE

Saltash's very own street piano will be rolling into position on the Waterside for two weeks. Decorated by local artists, the piano will be available for everyone to play from 9am to 9pm. FREE

### ABOUT SALT ARTS CIC

Saltash Songs & Shanties Festival is produced by Salt Arts CIC, who work with artists, performers, venues and organisations to make creative productions in the South West.

From tiny seeds of ideas to full-blown crazy productions reaching thousands of people – if it sparks the imagination, we will nurture, support and shape to bring that vision to life. [www.saltarts.org](http://www.saltarts.org)

**WITH HUGE THANKS TO OUR SUPPORTERS**



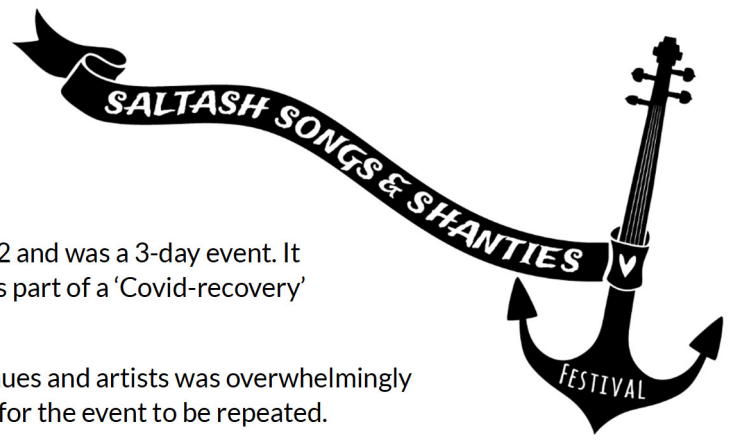









# EVALUATION 2023



Saltash Songs & Shanties Festival was launched in 2022 and was a 3-day event. It was originally intended to be a one-off project that was part of a 'Covid-recovery' programme for Cornwall and was run by volunteers.

The response to the 2022 Festival from audiences, venues and artists was overwhelmingly positive and there was a great enthusiasm in the town for the event to be repeated.

Saltash Songs & Shanties Festival 2023 took place 18-24 June with 18 events in 10 historic and community venues and spaces around central Saltash. The music celebrates the people, heritage and environment of South East Cornwall and the Tamar Valley and features both superb professional musicians and fantastic local musicians from the region's rich amateur music scene. Events included concerts and workshops featuring a strong folk music programme, complimented by classical, jazz and early music events. The Festival also installed a community street piano which was decorated by local school children.

## OBJECTIVES

The 2023 Festival aimed to build on the 2022 event to establish an annual Festival that is:

- Renowned for its excellent and original music programme.
- Highly sociable, educational, entertaining and a source of local pride.

The Festival aims to achieve this by:

- Employing professional artists who have links to, or perform work that reflects the local environment, culture and heritage.
- Establishing an inspiring and high-profile platform to showcase the town's wealth of amateur music groups.
- Weaving workshops and 'joining in' events into the programme to create new music, inspired by and made with local people.
- Unleashing the latent potential of the town's many historic venues, bringing them into use as spaces for live arts events.

The Festival was funded by:



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Saltash Town Council  
Working for the People of Saltash

The Festival also received help-in-kind support from:



L-R: Femmes de la Mer at Saltash Social Club, Pop-Up Piano on the Waterside, Shanty workshop at Isambard House.

## ***WHAT WE DID:***

### **We held 18 public events which included:**

3 workshops  
1 film  
14 concerts  
Plus 1 children's art activity.

### **These were held in partnership with 10 venues in Saltash:**

Church of St Nicholas & Faith  
Isambard House (Saltash Station)  
Livewire Youth Music  
Mary Newman's Cottage  
Saltash Library

Saltash Social Club  
Saltash Swimming Pool  
The Railway  
The Two Bridges  
The Union Inn

### **We also used two outdoor public spaces:**

The Waterside  
Victoria Gardens

### **These events featured a total of 111 performers including:**

53 paid musicians from Cornwall and Devon.  
62 amateur musicians.  
1 professional visual artist.

The Festival employed 2 professional staff.  
The venues employed 14 professional staff.

The events involved 9 volunteers working directly with the Festival and 8 volunteers working at venues.

*"Marvellous entertainment in a wonderful setting on a beautiful day. Perfect."*

*"Genuinely interesting event that could only happen at this festival."*

## ***WHO CAME TO THE FESTIVAL?***

1,766 audience and participants attended in 2023 (a 105% increase on 2022):

769 tickets sold to audience members.  
715 attended free events (no booking required).  
282 took part in an activity or workshop.

Ticket prices ranged from free to £7.

71% of tickets were full standard price.  
23% of tickets were 'Pay-what-you-can' concessions (minimum £1)  
6% of tickets were 'Pay extra to support live arts in Saltash'.

*"Lovely introduction to Cornish culture."*



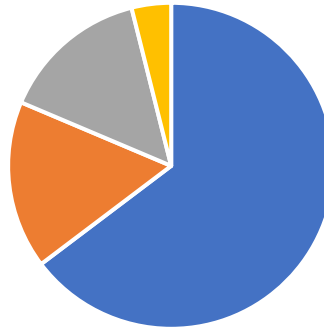
L-R: Sirinu at St Nicholas & St Faith Church, Lyndon Forster at Saltash Swimming Pool, Temps Clar Ensemble at Mary Newman's Cottage



## Where did the audience come from?

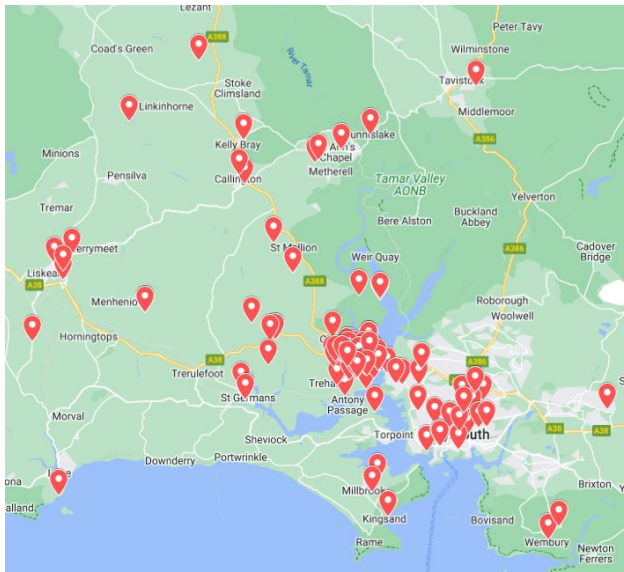
We collected postcode data for ticketed events:

- Saltash 66%
- Wider Devon/Cornwall 17%
- Plymouth 15%
- Locations outside of Devon/Cornwall 4%

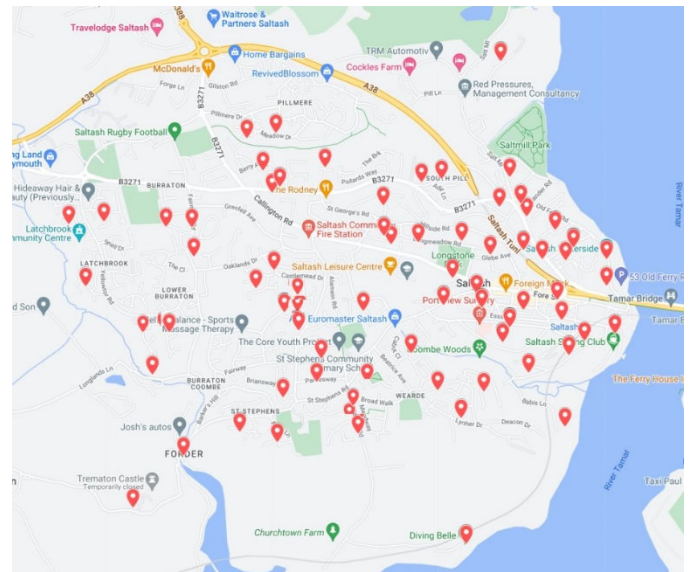


## Geomaps of audience postcode data:

15 mile/30-min travel time:

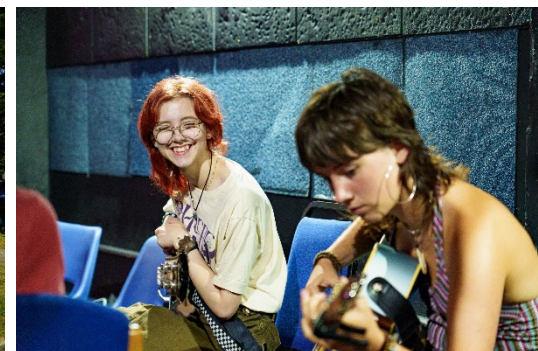


Saltash:



## How did they find out about the Festival?

- |     |               |    |                               |
|-----|---------------|----|-------------------------------|
| 31% | Leaflet       | 5% | Press                         |
| 24% | Word of Mouth | 5% | Poster                        |
| 12% | Social Media  | 4% | Website/online events listing |
| 7%  | Venues        | 4% | Email                         |
| 6%  | Performer     | 1% | Through club/society          |



L-R: Audiences at Saltash Social Club, Saltash Town Band in Victoria Gardens, Girls Rock workshop at Livewire



## Online reach:

[www.songsandshanties.co.uk](http://www.songsandshanties.co.uk) visits 3,200 (average engagement time 1m07s)

Facebook page reach 61,393  
Facebook engagement 1,600  
Facebook page visits 5,737

Instagram page reach 343  
Instagram page visits 57

The Festival was also promoted through the online channels of Great Western Railway, Arts Council England, FEAST, Destination Plymouth, Plymouth Culture and Creative Kernow – creating a total estimated online reach of over 1,000,000 people.

## WHAT DID EVERYONE THINK OF THE FESTIVAL?

The following data is from 117 feedback forms returned by audience members.

100% felt that the quality of the event was Good or Excellent (81% Excellent)  
100% felt that their experience of the event was Good or Excellent (82% Excellent)

The reasons the audience attended:

85%	Entertainment and enjoyment	27%	To try something new
47%	Interesting content	7%	To learn a new skill
29%	To socialise and meet people	9%	Other reasons

77% said that the Festival was their main reason to visit Saltash that day.

Of this group, 61% (c.700 people) said that they also visited a local business.

69% visited a café, restaurant or pub  
31% visited a shop or another business

37% spent <=£15	3% spent £51-£100
42% spent £16-£25	5% spent £100-£200 (this included two visiting boats who paid mooring fees)
13% spent £31-£50	

The estimated income to the local economy from additional spending by audiences is £17k-£22k.

100% of responders said they would like to attend more arts events in Saltash.

90% Music	41% Comedy
53% Theatre	37% Dance
50% Exhibitions	23% Spoken Word
47% Film	



L-R: Saltash Town Band at Isambard House, Pop-Up Piano on the Waterside, audiences at St Nicholas & St Faith Church.

## **A SELECTION OF AUDIENCE COMMENTS:**

Well organised, welcoming, interesting and unusual for this town.

We've come over from Plymouth. Great sense of community here!

Genuinely interesting event that could only happen at this festival.

I learned something today.

Excellent quality in the performance.

Great music. Very well organised.

Beautiful singing. Friendly atmosphere and smoothly organised.

Lovely music and very friendly. An amazing session for children.

Pitched perfectly. My 16-month-old enjoyed it as much as her 76-year-old Grandad.

Lovely introduction to Cornish culture.

Everything has been great - performers are really good.

This musical collection gives Saltash a distinct identity, rather than as an adjunct of Plymouth.

Marvellous entertainment in a wonderful setting on a beautiful day. Perfect.

Mary Newman's in the sun was a fabulous venue.

Wonderful well attended event.

It was relaxing, unusual, fun, musically eye-opening and a great choice alongside water.

Very relaxing and a unique experience.

It was the most hypnotic sound I have ever heard and so relaxing.

Content was excellent for all events.

Lovely people with a nice range of different pieces.

Really lovely to see such a great range of performers and some super talented people.

Great local event, reasonable price, great venue, talented performers.

Great bands, lovely venue, amazing staff!

Was just fab to be able to come and listen to people of all ages playing the piano in a beautiful setting.

Enjoyable and everyone joined in.

Hope to come to more next year.

It was a great mix of variety and cross generational.

The atmosphere was very friendly and great music scene. Very varied.

Excellent quality of performances and evident love of Cornwall.

Great singers and musicians in lovely venues.

## **ARTIST COMMENTS**

I loved playing for you all, such a lovely gig.  
Lyndon Forster

From all of us a big thank you for inviting us to that wonderful place and thanks for the opportunity. It was a pleasure to meet so many beautiful people today. Temps Clar Ensemble

Well, what a brilliant weekend! Such lovely feedback from so many people, a huge well done to you for organising! Femmes de la Mer

I just wanted to take the opportunity to thank you for having myself, Amber and

Oli onboard for this project. We really enjoyed capturing the content and we're very grateful to have had the chance to lend our skills. Mostly Film Productions

We really enjoyed the gig and the audience were fantastic! We do hope the festival continues to grow, it seems such a wonderful thing to be happening so close to home.  
Windjammer

This Festival is bringing some fantastic culture to Saltash - thank you. Barrett's Privateers

## ***DID WE MEET OUR OBJECTIVES?***

**Employing professional artists who have links to, or perform work that reflects the local environment, culture and heritage.**

***YES:***

- All the artists either had a personal local link or performed music inspired by the region.
- We exceeded the targets set with funders for the number of musicians performing at the Festival.
- A number of artists had written or arranged music especially for the Festival.
- 77% of the events featured music by living composers.

**Establishing an inspiring and high-profile platform to showcase the town's amateur music groups.**

***YES:***

- Four events featured performances by local amateur musicians and music groups including Saltash Town Band, members of Plymouth Symphony Orchestra and musicians from Livewire Youth Music.
- Conversations were also started/continued with a number of other groups about performing in future years.

**Weaving workshops and 'joining in' events into the programme to create new music, inspired by and made with local people.**

***YES:***

- Three workshop events were held and several other events incorporated opportunities to join in with the performance.
- A number of other events featured music that had been specifically written for the Festival performance.

**Unleashing the latent potential of the town's many historic venues, bringing them into use as spaces for live arts events.**

***YES:***

- The Festival presented music in 10 venues of which 8 are historic, listed or otherwise architecturally significant buildings.
- 6 of the spaces currently have no regular (or a very limited programme of) live music events.
- Artists reported that they had "no idea" these venues were in Saltash before this event.

## ***OTHER ACHIEVEMENTS***

- We exceeded the target audience and participation figure by 16%.
- We signed up to support the Keychange Pledge for music and 70% of the professional performers were female.
- 4 local primary schools encouraged their pupils to get involved with the piano-design competition, including several using it as a classroom art activity.
- Great Western Railway supported the Festival by sharing our trailer film with 875,745 social media followers – significantly raising the profile of the Festival.



L-R: Barrett's Privateers at St Nicholas & St Faith Church, Rue at Livewire Youth Music, Blow Your Own Trumpet workshop at Isambard House.



- The Festival piano was a huge hit and definitively disproved local theories that “everything on the Waterside gets vandalised by local boys”. One video of a (local young male) pianist has been viewed 10,000+ times – and still counting. The piano will now be installed on the Waterside for the rest of the summer
- We have launched a Festival Patron Scheme and now have five patrons.
- We launched Salt Arts CIC as an umbrella organisation to manage the Festival.
- Income from ticket sales and business help-in-kind made up 17% of the total budget – an increase from 14% in 2022.

## **CHALLENGES**

### **Aging population of amateur musicians:**

Working with some local amateur music groups was challenging due to reliance on volunteers and elderly participants. One group had to pull out due to ill health of members and another closed during the programming process.

### **Scheduling:**

Avoiding clashes with other events was much more challenging this year. This resulted in us spreading over two weekends in order avoid clashes with Falmouth Shanty Weekend and Glastonbury Festival which both made it difficult to programme specific local artists. Clashing with armed forces day will also be avoided in the future.

### **Coordinating with commercial establishments:**

Coordinating with local pubs for the ‘Tunes in the Town’ night was difficult because of changing management at the pubs. Management at several venues were initially suspicious of the whole proposal – feeling sure that they were going to be charged money somewhere in the project. While some then became very enthusiastic about the idea, it was then difficult to pin down commitment or obtain details of musicians who had been booked.

### **Audience development:**

The Festival faced a two-layered audience-development challenge of (1) launching a new event in (2) a town where there is currently very little live arts programming. There are no established mailing lists, events communications, box office or distribution services and residents are not in the habit of looking for arts events communications. Reaching a wide range of local residents required a Royal Mail leaflet-drop to every household, extensive social media communications, free events and low ticket price options.

### **Venue capabilities:**

Knowledge amongst venue staff of the technical specification of venues for hosting live events is limited. We worked with venues to create floor and seating plans and brought in production equipment.



L-R: Windjammer at Saltash Social Club, Saltash Town Band in Victoria Gardens, Temps Clar Ensemble at Mary Newman's Cottage.

## **KEY LEARNING**

All the venues worked well for the programmed events and audiences were keen to visit them again in the future.

We are building a clearer picture of the capacities, accessibility and capabilities of venues across the town – including identifying a new venue with a grand piano which we will definitely aim to use in the future.

Much earlier scheduling is required to avoid clashes and to book first-choice artists.

A number of audience members wanted to also eat locally and found it difficult to find out which bars/cafes were open – particularly on Sunday.

Feedback suggests that there is significant demand for year-round live arts events in Saltash.

Increasing numbers of audience members (particularly tourists) require information about whether they can bring dogs to events.

While there is enthusiasm about the idea of family workshops – it is difficult to schedule these. School nights definitely don't work for family events.

The name of the Festival is causing confusion with new attendees – many expecting a traditional 'shanty festival' rather than a more eclectic regional music festival.

## **CONCLUSION**

The Festival is now becoming established in Saltash, with a growing reputation for quality events and an enthusiastic core audience. We are also building a reputation within the local musical community for providing well-supported events and great audiences.

A clearer picture is forming of the types of events that will cover their costs through ticket sales, the areas of programming for which an audience can be developed over time and some events which need reconsidering in future years. This will help to shape and refine the programme in the future to build audience attendance, while also developing the musical and cultural scene in the region.

Overall, this year's Festival exceed expectations and we feel that it has the potential to become a significant and valuable cultural event for the region and for the South West.





Saltash Songs & Shanties Festival is produced by Salt Arts CIC, who work with artists, performers, venues and organisations to make creative productions in the South West.

From tiny seeds of ideas to full-blown ambitious productions reaching thousands of people – if it sparks the imagination we will nurture, support and shape to bring that vision to life. [www.saltarts.org](http://www.saltarts.org)

*ALL PHOTOS WITH THANKS TO MOSTLY FILM PRODUCTIONS.*

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### ***APPENDIX 1: BUDGET***

#### **Income**

Funders	£20,200
Tickets	£3,558
Refreshments	£169
Help-in-kind	£500
<b>Total</b>	<b>£24,427</b>

#### **Expenditure**

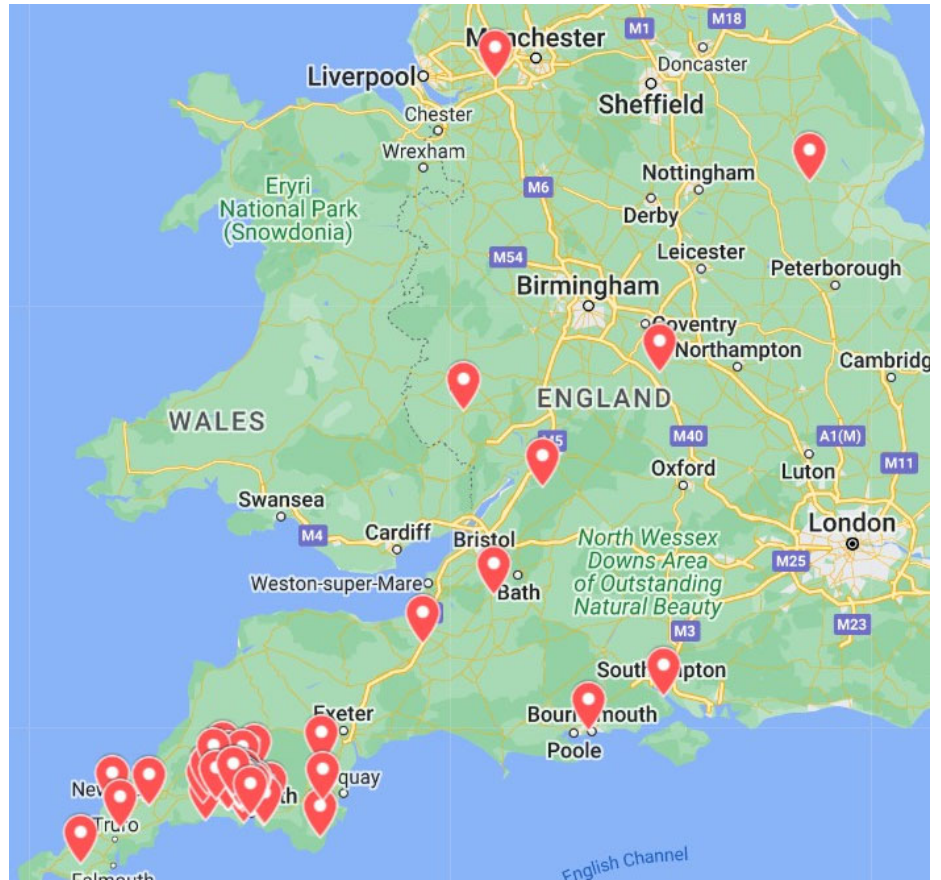
Artist fees & expenses	£9,050
Marketing	£6,733
Management/Producing	£6,021
Admin & insurance	£783
Venue hire	£263
Concert costs	£1,077
Help-in-kind	£500
<b>Total</b>	<b>£24,427</b>



### APPENDIX 3: ADDITIONAL AUDIENCE GEOMAPS

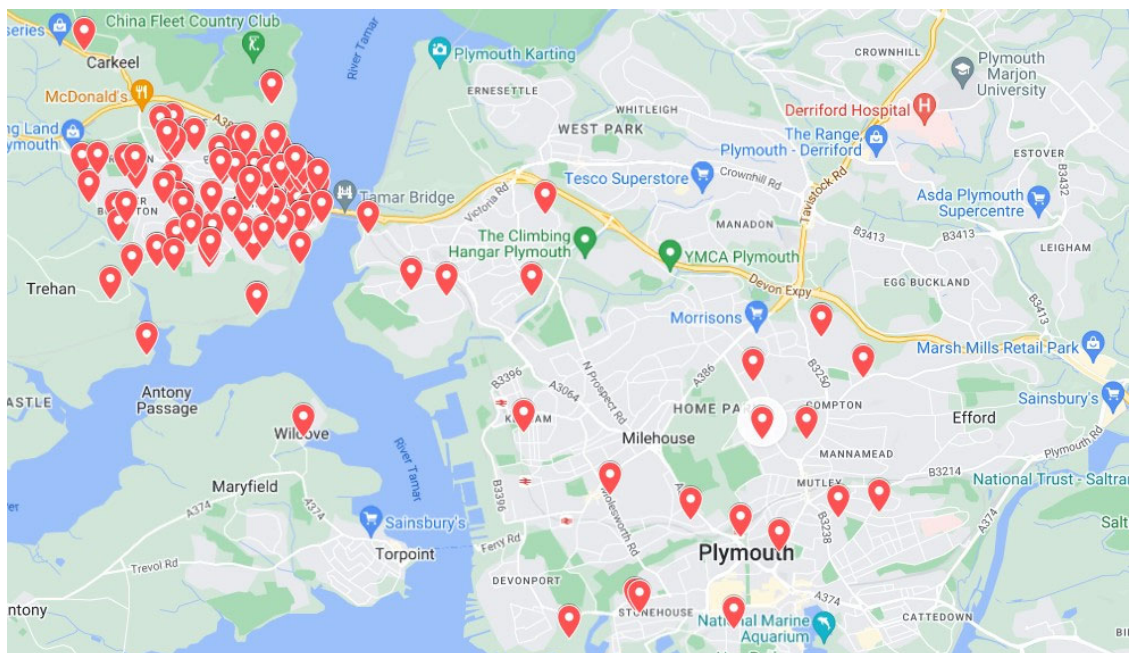
UK wide:

N.B The majority of audience members from outside of Devon/Cornwall were tourists visiting the area on holiday.



Saltash & Plymouth:

N.B Plymouth will be a key area for audience development in 2024.



## APPENDIX 2: COMPARING 2022 AND 2023

	2022	2023	
Number of events held	8	18	+125%
Workshops	1	3	
Performances with participation	2	0	
Concerts	5	14	
Film	0	1	
Children's art activity	0	1	

### Venues:

Venues used	6	10	+200%
Public spaces used	0	2	

### Performers/artists:

Total number of performers	34	111	+226%
Professional musicians from Devon/Cornwall	2	26	
Professional musicians with links to Saltash	4	4	
Local amateur musicians	29	81	
Visual artists	0	1	

### Staff:

Festival paid staff	0	2	
Festival volunteers	7	9	
Venue staff	0	14	
Venue volunteers	0	8	

### Attendance:

Tickets sold	376	769	+105%
Attendance at free events	0	715	
Participation in workshops/activities	30	282	

### Tickets:

Standard price tickets sold	67%	71%	
Pay extra tickets	11%	6%	
Pay what you can tickets	22%	23%	

### Geography of audience for ticketed activities:

Audience from Saltash	66%	66%	
Audience from Plymouth	21%	15%	
Audience from wider Devon/Cornwall	11%	17%	
Audience from locations outside of Devon/Cornwall	4%	4%	



### **APPENDIX 3: FULL LIST OF EVENTS AND VENUES FROM 2023**

Sunday 18 June, 3pm

Livewire Youth Music

#### **Girls Rock workshop**

The Eyelids, a 4 piece all female, double-bass driven, garage rock band from Cornwall, run a fun workshop in all things rock.

Sunday 18 June, 7pm

Livewire Youth Music

#### **The Eyelids + Rue + The Other Woman**

A night celebrating Cornish women who rock.

Wednesday 21 June, 6.30pm

Isambard House

#### **Blow Your Own Trumpet**

Saltash Town Band invite you to have a go on their brass instruments.

Wednesday 21 June, 8pm

Isambard House

#### **Film: Son of Cornwall**

The moving biopic of John Treleven, who left his home in Cornwall to become an international opera star.

Thursday 22 June, 7pm

Saltash Swimming Pool

#### **Water Music**

Take a relaxing dip accompanied by lovely handpan music combining West African technique with Celtic rhythms.

Friday 23 June, 10.15 & 11.15am

Saltash Library

#### **Tipil: Music for little people**

Family band Tipil perform a session of Cornish traditional and contemporary tunes, with opportunities for mini-musicians to sing, dance and join in.

Friday 23 June, 7.30pm

Isambard House

#### **Sea Shanty Workshop**

Learn traditional and contemporary sea shanties.

Saturday 24 June, 11am & 12.15pm

Mary Newman's Cottage

#### **Temps Clar Ensemble**

Music from medieval and renaissance Europe performed in full period costume.

Saturday 24 June, 1.30pm

Church of St Nicholas & St Faith

#### **Barrett's Privateers**

Local shanty stars who blend male and female voices in lively and hugely entertaining performances.

Saturday 24 June, 3pm

Victoria Gardens

#### **Saltash Town Band**

The award-winning Saltash Town Band entertain with classics, jazz and contemporary favourites.

Saturday 24 June, 6pm

Church of St Nicholas & St Faith

#### **Sirinu's Songs for Saltash**

A concert of beautiful ballads and tunes of the Tamar Valley and moors of East Cornwall, written in the 1960s and 70s and celebrating local stories, landmarks and characters.

Saturday 24 June, 8pm

Church of St Nicholas & St Faith

#### **Music for the Night Sky**

Abbey Brass Quintet are joined by Cornish musicians to perform music inspired by the night sky and written by Judy Whitlock.

Sunday 25 June, 3pm

Saltash Waterfront

#### **Pop-Up Piano Session**

Local pianists take centre stage with the Festival's street piano.

Sunday 25 June, 6pm

Saltash Social Club

#### **Femmes de la Mer**

A 15 strong group of women+, hailing from across Cornwall who share stories of inspirational Cornish women and are passionate about singing traditional shanties and folk songs of the sea.

Sunday 25 June, 7.30pm

Saltash Social Club

#### **Windjammer**

An up-and-coming trio who blend self-penned songs and instrumentals with original versions of music drawn from the best traditions of British folk.