

Tresorys Kernow

Saltash Town Council bid to run a mini cultural festival from Isambard House

Report and draft funding bid by Cllr Richard Bickford 2nd March 2022

The Tresorys Kernow fund has been setup to develop new cultural initiatives in a number of town centres across Cornwall. The idea is for STC to run a series of events that would appeal to a wide range of public, utilising Isambard House as a high quality flexible venue for many different events. The funding bid asks for £2500 which STC can use to predominantly offset hire charges that would be waived or reduced as well as put on some specific events. We should also look to work with other bidders who may be looking for a venue for their own proposals.

The events are likely to take place in May, but could overlap into June and the Queens Platinum Jubilee celebrations. To ensure this is successfully delivered I would suggest a Working Group be established of interested councillors who would be prepared to oversee the successful delivery of some of the events.

The attached draft funding bid outlines the above in more detail, showing potential partners and some events of a potential programme of events. Below is more detail regarding the fund and its overall aims.

I would hope that if we can deliver this successfully that a programmed series of cultural events at Isambard House could become an annual occurrence.

Cllr Richard Bickford

Tresorys Kernow: Saltash

Criteria against which proposals will be judged

Tresorys Kernow (Cornish Treasures) is a pilot project to test new ways to commission and deliver sustainable cultural activity in town centres. We want to show that town centres can be reinvigorated through an imaginative and locally relevant programme of cultural events. Tresorys Kernow is also about exploring how communities can and should adapt to the very real challenges of climate change and respond to the benefits that nature provides.

We are looking for high quality projects that take an innovative and considered approach to developing new Saltash audiences and involving as wide a range of people of all ages and backgrounds as possible. Projects must be for and with the community and you must show how your project will include plans to include and empower young people and people often excluded for social, health or economic reasons.

You can apply for up to £2,500. Match funding is not essential but obviously other financial or in kind contributions to your project, will help make the case for it.

The application process will close on the 16th of March.

We expect decisions to be announced in the week of the 27th March

Core criteria

ALL projects need to meet the following core criteria:

1. **Quality and the ability to excite.**
We are looking only for work of a high standard that is fresh and inspiring
2. **A considered approach to developing Saltash audiences and involving as wide a range of people of all ages and backgrounds as possible.**
Projects must be for and with the community and you must show how your project will include efforts to include young people and people often excluded for social, health or economic reasons.
3. **An innovative approach to interpreting Saltash heritage.**
Saltash must be at the heart of the proposal and we are looking for fresh ways to bring this alive to residents and visitors
4. **Value for money.**
This involves a number of factors.
In essence we are looking at what the Tresorys investment will buy in terms of quality, duration and number of cultural opportunities for the community.
The long term impact or legacy of the project will also inform judgements about value for money.
Budgets must be realistic.
5. **Connectedness.**
Evidence of well researched links to local organisations, groups and/or businesses and spaces/venues.
6. **Legacy.**
Projects should aim to have a longer term impact in terms of skills imparted, ongoing cultural activity, invigorated linkages, changed perceptions or new initiatives in Saltash.
7. **Promotion of Saltash town centre.**
Both the content of the project and the marketing plan should help draw people into the town centre
8. **Contribution to a network of knowledge and promotion in Saltash so that the whole becomes more than the sum of its parts.**
We want all projects in the programme to help promote or support each other in some way.

Additional criteria

Projects may also offer to meet some of the following.

9. **Develop the Saltash cultural offer.**
Projects may aim to invigorate and sustain existing local annual traditions, events or link to other significant (local or national) points in the calendar in order to establish new activity around food, annual events, festivals, celebrations, or a one off high profile event which draws media attention.

10. Cultivate local cultural leadership and leave a legacy of skills, confidence and enthusiasm.

ALL projects must be embedded within the community.

Some projects will offer particular opportunities for artists to pass on skills to local volunteers and activists so that they are more able to lead and grow their own cultural events.

11. Build the cultural infrastructure.

Make inventive use of Saltash spaces and venues to diversify the offer and build expectations of what is possible.

12. Establish cross sector partnerships to offer a creative way of engaging with some Saltash social, economic or environmental issues.

We expect projects to network local cultural organisations and strengthen the links between them, but there is also the possibility of working with non-cultural sector partners such as the police or health.

We will expect applicants to provide evidence of the interest/support of partner organisations.

13. Develop the spirit of enterprise.

Build platforms and opportunities for entrepreneurialism, the development of local talent and the vitality of local markets and businesses in Saltash.

14. Young people's voices.

We expect all projects to involve young people as part of the community.

We expect projects to empower Saltash young people to play an active role in community life.