

Your reference number is FS1405196.

Thank you for submitting Community Chest Fund

Name of project: Project Alleycat

Organisation: Tewkesbury Alley Revival

Web address: tewksalley@outlook.com

Twitter Username (if appropriate):

Name of main contact: William ADIE

Position within or relationship with organisation: 18 Gravel Walk

Address:

Address is	Postcode / Street Search (min 5 characters)	Select Address	House Name / Number	Street	Town
In Gloucestershire	GL20 5NH	18 Gravel Walk, Tewkesbury	18	Gravel Walk	Tewkesbury

Phone number(s): No Summary Data

Email: tewksalley@outlook.com

Is the correspondence address different from the above?:

Type of organisation: Unincorporated Organisation

Company Registration number or Charity number:

Where will the project take place?: Tewkesbury town

Briefly describe your project and its main aims?: Project Alleycat is a long term project aimed at promoting interest in, and the regeneration of, the historic alleys of Tewkesbury. As part of the project we intend commissioning works of art - around the alleycat theme - to place in and around alleys. We intend engaging local artists in a wide range of art projects, and the wider community in researching the history and recording the condition of the alleys in an "alley audit", and, working with Local Authorities, community groups and other partners, we will improve the physical state of these historic alleys, including the walls, paving and lighting, We also intend to develop an alley trail for tourists.

To 'kick start' the larger project we would like to commission a piece by the acclaimed Gloucestershire artist Diane Gorvin; "The Artists' Cat". This would be a bronze, life size cat. This is what we are seeking funding for.

"The Artists' Cat" will take about three months from commissioning to completion. The Alleycat project is much larger and will, if it goes as anticipated, become a community-run charity.

Who is responsible for delivering the project? (List key personnel): Bill Adie, Steve Goodchild, Shelby Powell, Jane Calvert

What impact will your project have?: We anticipate several outcomes from the project as a whole:

1. Increased local participation in, and exposure to, public art
2. Increased knowledge of the history and development of the townscape
3. An improved physical environment, through community efforts, and private investment (repairs, decoration etc), led by alley residents themselves.
4. An Extra visitor attraction.

The part for which we are seeking a grant "The Artist's Cat" will we believe provide a quality piece of work featuring a popular subject, and thus attract interest in, and support for, Alleycat as a whole.

What other options did you consider before choosing this one (and how would the impact be different)?:

We have looked at other possible art works, and found none that offers as much "bang" for our limited bucks. We intend commissioning other, probably smaller, works before looking at more challenging items after evaluation. We are being assisted by The Roses Theatre to submit an application to Arts Council England for these future works and for staging workshops and competitions for amateur artists and performers.

Who will benefit from your project?: The residents of Tewkesbury as a whole, together with visitors

How will they benefit?: The very positive reaction to the 'Arrivall' commemorative sculpture at the Stonehills roundabout demonstrates an enthusiasm for good, community-commissioned public art which can be built on through:

1. The opportunities for involvement in Project Alleycat's later phases.
2. Direct involvement in activities like historic research, surveying and auditing
3. Community empowerment in improving the alley environment.

(Note: The "Arrivall" commissioned by Tewkesbury Battefield Society has become a well-loved symbol of Tewkesbury, and tourist attraction in its own right)

How many people will benefit?: We would expect that, in a year, several thousand people will view "the Artists Cat", as a public sculpture.

How will you inform and involve them?: Project Alleycat is developing a Facebook page - later a website - to keep people in touch with developments. Although there will be little public involvement in "the Artist's Cat", we want to use this as an inspiration for future works, amateur and professional, in a variety of media.

Start date: 20/03/2016

Interim dates and events:

Event date	Event description
20/03/2016	Formal commission of "The Artists Cat"
18/04/2016	Formal Agreement of site
11/07/2016	Start of installation on site
29/07/2016	End of installation on site
20/08/2016	Formal unveiling of sculpture

End date: 20/08/2016

Date for submission of evaluation to GCC: 20/08/2016

Capital breakdown:

Item/service	Amount Requested from GCC
Production of bronze sculpture, delivery to site	£ 2200
Preparation of site, planning permission (if required) erection of plinth, installation of sculpture	£ 1670

Match funding: No Summary Data

Total funding requested from GCC: 3870

Total match funding obtained:

Total cost of the project: 3870

Please add any additional information relating to the costing if needed: Provision of sculpture is based on quotation from artist, together with estimates of delivery cost. Site preparation, plinth etc are provisional estimates as location had yet to be fixed.

How will the finances be managed?: We have 3 officers (Chair, Secretary, and Treasurer). All orders to suppliers will be in writing. Work will be inspected by officers before sign off of payment. We have technical assistance available (FOC) from artdepot (a Tewkesbury artists collective) and the Take Part Director from the Roses Theatre.

How your project will be delivered: The Artist's Cat is a one-time purchase. It will be a permanent feature of Tewesbury's townscape

Please explain how your project will be sustained beyond any GCC funded period: Ownership and hence maintenance will initially be the responsibility of Tewkesbury Alley Revival. We would hope to gift the sculpture to Tewkesbury Town or Borough Council to ensure long-term maintenance. As a bronze, there should be little maintenance required.

State how the community are involved in your project and how your project promotes the fostering of good relations between different groups in the community: "The Artist' Cat" will form the launch piece for Project Alleycat. Although there will be limited community involvement at this stage, the project as a whole will provide workshops, study groups and many other opportunities for community involvement, empowerment and cohesion. We have expressions of interest from groups as diverse as the Civic Society, the Historical Society, the Chamber of Commerce, town residents and local artists. The project will provide opportunities for meaningful involvement for people of every age, ethnicity and ability.

Information which might help the Council to consider your application: Project Alleycat is, we think, an imaginative community initiative aimed at the regeneration of Tewkesbury Town centre, The historic alleys have been overlooked compared with the riverside and the three main streets. It provides the opportunity to revive a valuable part of the town's heritage, and for it to be done incrementally, with maximum community involvement. We have met Rachel North and her team at Tewkesbury Borough Council, who support the scheme and its objectives, as do the Roses Theatre, which is an Arts Council England base.

The Project is already generating a "buzz" in the town, with people planning their own art works, despite the formal launch still being a week away.

Alleycat is a long term scheme - maybe four years- which needs, and deserves a masterpiece as a starting point. Through contacts between the Battlefield Society and the artist, forged in the 17 year struggle to produce and erect the "Arrivall" commemorative sculpture we have managed to secure such a piece at a very reasonable price. We ask GCC to recognise the value of this investment.

Your name: William Adie

Position in Organisation: Treasurer

Date: 12/02/2016