



**Macclesfield Town Council
Community grant feedback form**

It is a condition of Macclesfield Town Council community grants that a report of how the grant was used is given to the council on request.

Therefore, when requested, you are asked to complete the below form and return to the Assistant Town Clerk. If you have not yet spent the entire grant, we are asking you to return this form with a progress report and an explanation of when the money will be spent.

Name of organisation	The Silk Museum
Contact name	Natalie Lane
Date grant awarded	4 th July 2022
Amount awarded	£1950

Please describe how your grant was used:

The grant was used to support and enhance the Heritage Open Day celebrations in Macclesfield on 10th Sept 2022. The money allowed us to commission a postcard for the event and have it printed. It also was used to pay for a storyteller to visit and run sessions throughout the day. Further to this it paid for artist, Simon Woolham, to work with visitors to produce a large installation art work in the museum. We were also able to staff outreach activities at Granelli's during the day.

How many people benefited from your project/activity or attended if it was an event?

We had over 180 visitors into the Silk Museum on the day of the event, a similar number attended the activities being held at Christ Church and there were around 100 visitors to Granelli's. There was overlap between these audiences but it is difficult to say how much.

From the Silk Museum's perspective the event was a great success in terms of audience as it was very different to our 'normal' visitors. We had a lot of family groups and intergenerational groups through our doors.

The walking tours were hugely popular and each one was full. We ran 4 throughout the day and each one had about 20 people on it.

Along with this document, please provide at least one photograph of your project/event.



What was the outcome of your grant?

The museum was thrilled to make links with new local partners (Canals and Rivers Trust, Family History Society, Christ Church, Granelli's) as part of this event.

A large number of visitors came and tried something new and had fun in the museum. I believe that it was a celebration of Macclesfield and gave those participating an opportunity to feel proud of their town.

Our curatorial team recruited a number of people to our current oral history project which will allow us to capture more local stories for sharing.

The artwork by Simon Woolham was really popular on the day and it was great to have a collaborative activity for our visitors to engage with and take ownership of. It is still on display within the museum.

What have you learned from this project?

Feedback from visitors was very positive about the event. Unfortunately it highlighted some of the deficiencies in our standard offer for families, particularly for families with young children. These conversations have kickstarted research within our team for potential funding to improve this moving forward. We had an underspend on the budget and have been kindly permitted by the Grant Awarding Committee to use some of this to improve our costumes within the museum. This is a small step towards improving this offer.

We are also keen to make Heritage Open Days a town wide celebration each September. We would love to be involved again and are happy to support it being collaborative. It would be nice to have it as part of the Town Council calendar of events and get more partners involved. There is definitely an audience for this sort of activity.

Note from Assistant Town Clerk:

We received the below request from the applicant and the Chair and Vice Chair of the Finance Committee both approved.

The money has been used to support the event in terms of resources and printing, and has also paid for our commissioned artist and storyteller. Unfortunately the timings didn't work in terms of the 'head in hole' piece. This means that we haven't fully spent the budget. Given that this money was assigned for something that would be lasting and we could use moving forwards (in the museum and at other events) I wondered whether there is a means for me to ask permission to reassign it. Through working with Christ Church we now have contacts for new period costumes. Being able to upgrade our costumes would be a huge asset to us. We also had feedback from visitors on the day who said that they liked visiting us but would like more 'hands on' opportunities. Dressing up would be something that we can offer to visitors if we use this money to improve our costumes.

Please tick this box if you consent to the photographs you have provided being shared with the Finance Committee, on publicly available finance committee documents and on the Macclesfield Town Council website

 yes

Please return this form to helena.gowler@macclesfield-tc.gov.uk