



**Macclesfield Town Council
Community grant feedback form
End of project report**

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.

The form will be shared with the Finance Committee, in committee papers and on our website.

| | |
|-----------------------------|----------------------------|
| Name of organisation | Northern Chamber Orchestra |
| Contact name | Charlie Rowley |
| Date grant awarded | 22.02.2022 |
| Amount awarded | £1,100 |

Please describe how your grant was used:

Toward costs of putting on concerts in St Michael's Church

- Church Hire
- Staging Hire from King Edward Music Society
- Contribution toward marketing costs in Macclesfield

The first two items totalled £1054.80 paid to Macclesfield-based organisations.

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

Audiences – 458

Volunteers – 8

Professional Musicians and staff - 33

What was the outcome of your grant?

Two musically extremely successful concerts. This was the first time that we have performed in St Michael's Church, the Heritage Centre having ended our 30 year association in 2021/22. As we feared, the reduced capacity and poorer sightlines appear to have slightly

negatively affected audience numbers on previous years. However, those who did attend commented very positively on the sound and atmosphere of professional music in the Church and we did see a slight increase in numbers for the second. As reduced audience figures results in smaller box-office income, we are extremely grateful to Macclesfield Town Council for providing the additional support to smooth this transition year.

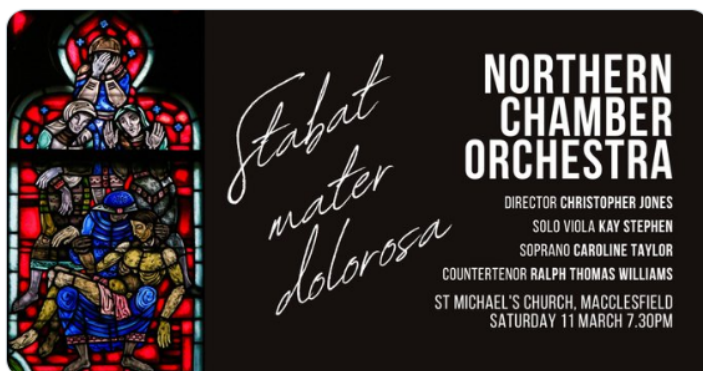
What have you learned from this project?

That there is definitely an audience for more intimate concerts in St Michaels. To project for smaller audience figures at St Michael's concerts. As a consequence, we are likely to programme works requiring smaller numbers of musicians, reducing costs. This will ensure future viability of these concerts.

Please insert at least one photograph of your project/event here:

I am afraid that we don't have any photographs.

Please also attach evidence of the promotion you have carried out for this project (press articles/screenshots of social media posts etc).





Please see attached concert-specific fliers for these two of the programme and a 'snip' of the back page of the season brochure. All print, except advertisements placed in

Local People Macclesfield x2

Inside Magazines Wilmslow & Elderley (Sep 22) Bollington, Prestbury and Tytherington Oct 22

50 Plus Magazine

The Cheshire Magazine x 2

Cheshire Independent

Displayed MTC logo prominently, as did our website www.ncorch.co.uk

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 n/a

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

