

Town Clerk
Market Drayton Town Council
Town Council Town Hall
18 Frogmore Street
Market Drayton Shropshire
TF9 4AX

Community & Governance
2 July 2026
Appendix CG030

19th June 2026

Dear Sue C/O Market Drayton Town Council ,

Re: Grant Application for Ginger and Spice Festival – Saturday 26th September 2026

This letter is to ask for a grant under the Market Drayton Town Council's **Community Support Scheme** to support some of the operational costs of the annual Ginger & Spice Festival. This event is held for the benefit of the Market Drayton community and is organised by the Ginger and Spice Heritage Trust, a non-commercial, non-profit organisation who have a constitution and a back account with two signatures.

Now in its celebratory 10th year, the festival will once again take place during British Food Fortnight on Saturday 26th September 2026 in and around Cheshire and Queen Street in Market Drayton

The festivals activities will include:-

- A vibrant spicy street market with stalls and street food plus live background music
- A Food Theatre located under the historic stone portico Buttercross with regional and local chefs
- Children's educational craft and food based activities such as face painting, healthy food choices workshops, gingerbread decorating/ house making plus food waste and composting (expanded into Queen Street for the first time).
- A Gingerbread heritage trail exploring the town's cultural assets including the Museum, St Mary's Church, Brewery, the Clive Steps and Festival Drayton.
- Second year of the Festival Parade with figures/lanterns including local groups, schools and led by Creative Drayton

Meeting the needs of the community

- **Community Cohesion:** Our festival fosters community cohesion by providing a platform for residents to come together, celebrate shared traditions and build relationships through interactive and educational activities and festivities
- **Local Economy:** By showcasing local businesses and artisans through our festival and trails, we stimulate the local economy, encouraging spending in cafes, restaurants, and shops throughout Market Drayton.
- **Civic Pride:** The festival instils civic pride by highlighting Market Drayton's rich cultural heritage and encouraging residents to take pride in their town's unique identity as the home of gingerbread
- **Sustainability:** We partner with British Food Fortnight to promote local and seasonal food choices which helps promote minimizing your carbon footprint and supporting local suppliers. We also encouraging eco-friendly practices among participants and vendors. This year we have Garden Organic and the Shropshire Master Composters in attendance, who will be educating families about food waste and composting
- **Access for All:** Ensuring inclusivity, our festival offers free admission to most activities, making cultural experiences accessible to individuals from a variety of backgrounds including isolated and financially disadvantaged communities, ensuring everyone can participate in and enjoy the festivities
- **Health and Safety:** We invest in training with our volunteers and also work with local organisations such as the council departments and emergency services to ensure a professional and safe community festival
- **Cultural Celebration:** We commission local artists to support the festival goers with celebrating their local heritage through the arts equipping the community with new skills
- **Volunteering:** We create volunteer opportunities for the local community during the festival and throughout the year which fosters community and builds skills.

How effectively the organisation will use the money

We are seeking grant funding to cover some of the operational expenses of the festival, specifically earmarked for ensuring robust health and safety provisions. This investment will enable us to maintain exemplary standards, ensuring a professional, safe and secure environment for all attendees of our festival.

Amount requested

| Item | Cost (incl VAT) |
|--|------------------------|
| First Aid Provision Support (2 first aiders and treatment centre)- St John's Ambulance | £318.72 |
| Event/Crowd Security (3 security officers) – Knight Owl Security | £442.50 |
| Waste Services (10 bins) - AR Richards | £252.00 |
| Fire Extinguishers, Fire Blankets & Alarms - Unicorn Fire and Safety Solutions | £142.20 |
| Electrical support services for PA Systems/ Music/Screens and Power Sources Musicians – BSB Sound | £632.40 |
| TOTAL (including VAT) | £1,787.62 |

Whether the costs are appropriate or realistic

The costs quoted above reflect the best value available, having undertaken thorough research and obtained quotations from a range of local suppliers and contractors. The amount we are asking for is approximately 17% of the total costs of the Ginger & Spice Festival.

Whether there is a more suitable funding source

As this is an established and exclusive local event for the community, we believe that support from the Market Drayton Town Council is appropriate. We do work with other local sponsors within the community to raise funds needed to meet our short-fall every year, but this sponsorship alone does not cover our costs.

Whether the money will be used to generate a 'benefit' to the inhabitants of Market Drayton

This money will be used specifically to enable the inhabitants of Market Drayton to attend and enjoy the festival in a safe, secure and clean environment. This environment will therefore create a safe and convivial space which will encourage festival goers to spend more time at the event and engage further with the activities offered supporting further the local economy and other organisations.

Charitable Donations or Contributions made by the organisation

We sponsored a member of Creative Drayton to attend the B-Arts Lantern/puppet making three day course earlier this year (March) which cost £157.20. B-Arts also match funded this amount so another member of Creative Drayton could attend. This has equipped Creative Drayton (on behalf of G&SF) to teach their community of artists, and then local school children, how to make lanterns to bring to our 2026 Festival Parade. This was extremely good value for money as it was a three day course.

The following requested documents are also attached: -

- A copy of the Ginger and Spice Festival constitution
- A copy of the most recent report and accounts
- A copy of our bank statement (April 2026)
- Evidence to support the quoted costs (5 attachments)

The supporting evidence documents attached, are from:

- St John's Ambulance
- AR Richards
- Knight Owl Security
- BSB Sound
- Unicorn Fire and Safety Solutions

We appreciate you taking the time to consider our request. If we are successful in being awarded a grant, as in previous years, we would include your logo and name on our marketing materials and communications including flyers/website/ebulletins and social media platforms.

Please do not hesitate to contact me if you have any further questions.

I very much look forward to hearing from you that our application has been successful.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'J. Roberts', written in a cursive style.

Julia Roberts , Director

On behalf of the Ginger and Spice Festival

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