

BROMYARD AND WINSLOW TOWN COUNCIL

Application Form for Financial Assistance/Grant

1. Contact Details:
Name of applicant (for group/organisation - as written on your Constitution or set of rules)

Catcher Media Social CIC

Name of the main contact (to whom correspondence will be sent if different from above)

Title Mrs First Name Julia Surname Goldsmith

Position held Director

Address for correspondence including full postcode.



Telephone: Daytime [Redacted]

Evening [Redacted]

Mobile: [Redacted]

e-mail: julia@catchermedia.co.uk

Website Address (if applicable) www.catchermedia.co.uk

Is the correspondence address (tick one box only)

Your Group's Office

Your home address

Other

2. Are you a branch of a larger organisation, or a member of an umbrella body?
If so please tell us which one.

No

3. What type of applicant are you (tick one box only)

Registered Charity

Registration Number

Exempt or Excepted Charity
registered with the
Inland Revenue
in England

Registration Number
if applicable

Community Interest Company (CIC)

Registration Number 8343486

Company Limited by Guarantee

Registration Number

Individual

Other (specify)

4. When was your group set up Month December Year 2012

Please continue on a separate sheet if appropriate

5. What are the main activities of your group or what service do you provide? If you are an individual or a new group tell us about the activities you plan to provide.

Catcher Media create high-quality films using drama and documentary to engage, entertain and inform. Expert in using participatory methods, with over 28 years of experience, they use film-making to engage diverse groups and specialise in health, sustainability and heritage projects. (cont'd)

6. How many people are involved in running your group? Put numbers in the boxes: (groups and organisations only)

Committee Members

Paid full time Staff

Paid part time staff

Volunteers

Varied depending on project

How do people join your group? ..N/A but we do offer volunteer roles on suitable projects.

Do you make an annual charge/subscription? No

600 per year - Herefordshire

How many people will take part in or benefit from a grant? ..100 per year Bromyard

6.2K Users on website in last 12 months

7. What are the age ranges of the people who will benefit?

All ages

Children

Teenagers

20-60

60 plus

8. Please give brief details as to what any grant would be used for and how your actions will benefit the residents of Bromyard & Winslow.

Catcher Media need support for a unique Herefordshire heritage & community resource. The Herefordshire Life Through a Lens (HLTAL) website was created to showcase 130+ video interviews and 4 full-length films with Herefordshire people e.g. hop-picking, May Fair, cider & perry. There is an urgent need to migrate the site to a WordPress platform to make it stable and sustainable in the long-term. (cont'd)

9. Please give a detailed breakdown of costs, which will be incurred: (Attach a spreadsheet if necessary)

£4000 Migration of current HLTAL website to new bespoke Wordpress platform
£ 800 Vat

Please give details of other sources of income towards the project:

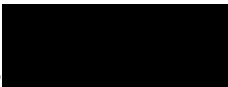
As the website covers the whole county we are asking each of the town councils and Hereford City Council to contribute towards keeping this resource online for the next 5-7 years (at least) (cont'd)

Please give details of any fundraising proposed to help fund the payment:

We are approaching local businesses with links to the themes (cont'd)

Please state the amount you are seeking from the Council £.....600.....

Please supply a copy of your Constitution/Rules, a copy of your last audited accounts and a copy of your last bank statement, or for individuals or a new organisation, a copy of your expected income & expenditure.

Signed : 

On behalf of Catcher Media Social CIC

Date : 9/4/2025

Bromyard & Winslow Town Council Grant Application form (cont'd.)

Catcher Media Social CIC Application April 2025

5. MAIN ACTIVITIES

(Cont'd.) Catcher work with NGOs, charities, educational institutions, schools, councils and the NHS, running projects with mainstream and alternative curriculum groups, prisoners, the homeless, rural villagers, SENDi pupils and adults, dementia groups, travelling Show-people, Roma people and Eastern European migrant workers, amongst others. They have worked in Herefordshire, all over the West Midlands, across the UK, within Europe, Africa and India.

8. HOW WILL THE GRANT BE USED

(Cont'd.) www.herefordshirelifethroughalens.org.uk

Herefordshire Life Through a Lens (HLTAL) website has interviews, films, educational resources, podcasts, a brand-new interactive heritage map and a 360-degree virtual gallery. We hope Bromyard & Winslow Town Council would agree the site is a positive cultural and heritage asset for Herefordshire which is free, popular with the public (with 6.2K active users in the last year), good for tourism and shines a positive light on the living traditions of the county including those with a distinctly Bromyard flavour like hop-picking and cider and perry (with engaging interviews with Bromyard residents Denis Teal, Margaret Dallow and many farmers, such as the Parker family).

The project was initially funded in 2017 by the National Lottery Heritage Fund but from 2022 Catcher have independently maintained the site. We recently secured 3 years hosting costs but the site is now eight years old (regarded as ancient in web terms). The proposed migration would make it less buggy (e.g. pages disappear at random), more responsive and stable in the long-term. This refurbishment, by local business Voodoo Chilli will: address technical issues, maintain the design, extend the lifetime of the site and make it far more accessible to users. It is also much cheaper option than a completely new website.

The site is evidence of excellent partnership working Herefordshire Council's Libraries, Archives and Museum Services. Catcher works with Herefordshire-based volunteers, organisations, businesses and freelancers. Our feature-length documentary 'Stories from the Hop Yards' played to two full houses at the Conquest Theatre in Bromyard and featured many residents and farmers from the Bromyard area. Moreover it contains records of other aspects of Herefordshire social history like the May Fair, Hereford United football club and the Hereford College of Art (HCA) which are connected to the heritage of the people of Bromyard and increase well-being: Judy Giles' interview (former HCA student from Bromyard) being a great example.

"Catcher Media are local wonders!"

"(Watching the film made me) love the place even more and want to find out more of its history!"

"It is so important both to document and share these stories, and this film does it in such an entertaining way!" (selection of Audience feedback, March 2025)

9. COSTS/FUNDING

Catcher Media are a not-for-shareholder-profit Community Interest Company limited by guarantee who report to the CIC regulator annually. We receive no core funding to operate, or to support the site. With this in mind, we are asking each of the local town councils and Hereford City Council to contribute towards keeping this resource online for the next 5-7 years. We have also emailed sponsorship requests to local businesses and individuals involved with the project e.g. Wye Valley brewery, and intend to include a 'Donate' button on the website, to help ensure that ongoing costs are met. (see attached examples).

Bromyard & Winslow Town Council Grant Application form (cont'd.)

Catcher Media Social CIC Application April 2025

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