

## MEDIA RELEASE

For immediate release

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# Waterside wins top funding award to bring Cosgrove Hall characters to wider audiences

The award from the Esmée Fairbairn Collections Fund for **Engaging with Animation** will enable communities across Greater Manchester and beyond to access animation and storytelling skills from the Cosgrove Hall Films Archive.

Waterside in Sale, Trafford is delighted to receive a top funding award from the Esmée Fairbairn Foundation. The Collections Innovation and Engagement grant was awarded via the Museums Association, and will allow the much-loved Cosgrove Hall Films Archive to be digitised and accessed across the region.

Waterside, which is run by Trafford Council, is home to the internationally-acclaimed animation collection from Cosgrove Hall Films, which includes some of the best-loved children's characters such as *Danger Mouse*, *Count Duckula*, *Chorlton & the Wheelies* and many more.

The much-needed funds will allow Waterside to continue conservation work within the archive and preserve and protect this important part of our cultural heritage for future generations.

These vital funds will enable elements of the collection to be digitised - particularly 3D puppets too fragile for restoration - and the archive to lead the way in developing new guidelines for animation conservation.

Crucially, digitising the archive will provide access to new audiences and community groups, both in and outside the region, who have previously been unable to visit the collection in person, when on display at Waterside.

In partnership with Creative Industries Trafford, Cosgrove Hall Films Archive will now be able to work with new community groups across Greater Manchester using the archive as inspiration for story-



telling and developing new skills - from script-writing, storyboarding, and character design, to model-making, set building or animating.

Darren Adams, Manager of Waterside said: *'The Waterside team are absolutely delighted to receive funds from the Esmée Fairbairn Foundation. We look forward to continuing our hard work on developing this fantastic archive and sharing it with new audiences and different communities across the Greater Manchester region over the coming months.'*

Councillor Patel, Trafford Council's Executive Member for Culture and Leisure, said: *'We are extremely proud to receive this funding award for the archive. During these particularly challenging times for culture, it is so important that we are able to celebrate the breadth of our creative industry in Trafford and the wider work in animation that takes place at Waterside.'*

For more information on the Cosgrove Hall Films Archive visit [cosgrovehallfilmsarchive.co.uk](http://cosgrovehallfilmsarchive.co.uk)

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PR:

For further information or images please contact Claire Saville or Emily Lyons on [marketing@watersidearts.org](mailto:marketing@watersidearts.org)

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#### Notes to editors

#### **COSGROVE HALL FILMS ARCHIVE**

**[cosgrovehallfilmsarchive.co.uk](http://cosgrovehallfilmsarchive.co.uk)**

Since October 2017 [Waterside](http://Waterside) has become home to the internationally acclaimed animation collection. Including some of the best-loved children's characters *Danger Mouse*, *Count Duckula*, *Chorlton & the Wheelies* and many more Cosgrove Hall creations. Waterside are custodians of the CHF archive, based in Sale, Trafford our role is to house and preserve the collection. Waterside hosts a number of animation related networking events and talks.



The Chorlton-cum-Hardy based studio was founded by Brian Cosgrove and Mark Hall in 1976, it quickly became the UK's largest animation house. Cosgrove Hall Films produced quality animation by bringing together some of the biggest talents, puppet-makers, actors and animators in the UK to create, adapt and produce popular animations, including Noddy, Animal Shelf and Postman Pat. They also brought characters from popular childhood fiction to life in animations such as Roald Dahl's *The BFG* (1989), Kenneth Grahame's *Wind in the Willows* (1983), and Terry Pratchett's *Truckers* (1992). Puppet-makers Mackinnon & Saunders started their careers at the studio, as did BAFTA-winning animator Barry Purves and Art Director Bridget Appleby.

## **2020 COLLECTIONS INNOVATION & ENGAGEMENT FUNDING AWARDS**

### **Esmée Fairbairn Foundation & the Museums Association**

Since launching in 2011, the Esmée Fairbairn Collections Fund has awarded over £10m to 145 projects.

Collections Innovation and Engagement grants offer up to £90k over around two years for outstanding ideas with a strong link between the collection and community, and between the activities and the context of the organisation. We award the fund on behalf of the Esmée Fairbairn Foundation to projects that demonstrate the significance, distinctiveness and power of collections to people.

## **WATERSIDE**

Waterside is an award-winning, vibrant destination for performance, culture and events in the heart of Sale in Trafford, Greater Manchester.

Waterside opened in 2004 and has built a strong reputation for delivering high quality and engaging work, ranging from family theatre, interactive arts activity, performance, live music and regular comedy as well as high profile visual arts exhibitions.

The space houses a main auditorium (the Robert Bolt Theatre), a versatile conference and studio performance space (the Chambers), three exhibition spaces and a number of studios, meeting and workshop spaces, all used by a variety of different groups. The Lauriston Gallery is open to the public six days a week and is free to visit.

The venue is funded by Trafford Council and supported by Arts Council England, the Heritage Lottery Fund and Lauriston School Trust.

## **CREATIVE INDUSTRIES TRAFFORD**

CIT (Creative Industries Trafford) provides talks, masterclasses, opportunities and mentoring for artists. The project was established in 2004 and is based at Waterside in Sale, Trafford. CIT's objectives are to increase artistic quality and to help artists build sustainable creative careers.



CIT runs the *Northern Lights Writers Conference*, as well as the *Puppet Masters Animation Conference*, providing creative development opportunities from the Cosgrove Hall Films Archive.

CIT's theatre commissions have supported a number of developing theatre-makers at Waterside, including Square Peg Theatre, Mighty Heart Theatre, Thick Richard & Nathaniel Hall. In 2017, CIT acted as creative producers for five new theatre commissions for the National Trust on the *Live at Lyme Project*.

Together with Castlefield Gallery, CIT delivers portfolio surgeries giving critical feedback to visual artists along with support from emerging curators.

CIT is supported by Trafford Council and Arts Council England.