

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No FC21/031 (b)

Committee:-	Finance and Governance
Date:-	19 th October 2021
Author:-	Martin Hammond
Report Title:-	WECLOME BACK FUND
Wards Affected:-	Primarily William Knibb ward

1. Purpose of Report

To advise members about the offer of a grant from North Northamptonshire Council from the government's Welcome Back Fund.

2. Recommendations

2.1. The Committee is recommended to note the report.

3. Information

3.1. In late September, NNC advised that it was prepared to offer the Town Council a grant of £40,575.07 to enable and celebrate the safe return to the high street of shoppers and in support of local retailers. The monies are drawn from an allocation to NNC from the government. All twelve town councils in the area were offered monies. The money must be spent by the end of March 2022 and cannot be used for capital investment purposes. NNC asked that bids for how the money was to be utilised be submitted to them by 8th October 2021.

3.2. NNC envisaged that the monies could be spent on activities such as developing an action plan for the town centre, surveys to understand what is needed, communications, speciality markets, temporary public realm changes, events, promotions, and consultancy support for local businesses. NNC retained half of the total sum they were provided with by government and have decided to use this for:-

- *Data monitoring to record footfall in town centres*

- *Promoting all the towns and signpost existing apps; promoting events, and offers, and tailored to each town and to encourage people to visit the High street.*
- *Retail Business support – procuring consultancy service to enable business to get guidance and advice .*
- *Marketing Campaign called ‘HI Street’ producing resources for local use.*
- *Professional photos. Featuring each high street area to use in marketing campaigns to support local activity and events. .*

3.3. In the short amount of time available, outline proposals were discussed with various interests in town who might be able to make best use of the money. A bid was shared with Cllr Rowley as chair of the Events sub committee and has now been submitted. This proposes to use the money for a series of events and for promotional work associated with activities in the town centre over the next 6 months. Attached is a summary schedule. One of the bids is for street entertainers on the day of the vegan market, and these have already been booked because of the nearness of the event, ahead of actual confirmation from NNC that the monies are to be made over.

3.4. A verbal update will be provided at the meeting on any progress with the bid.

4. Consultation and Engagement;

4.1. Discussions took place with events organisers at NNC, and in the community and voluntary sector, to arrive at this set of proposals.

5. Finance, Legal and Resource Implications

5.1. The Council will have to enter into an agreement with NNC to spend the money in accordance with the programme that they have approved.

5.2. The clerk will maintain an overview of what has been delivered and arrange for monies to be paid; the monies will be treated as a separate fund from the town council's ordinary expenditure.

6. Policy Implications

6.1. The monies are intended to support increased economic activity in the town centre.

Background Papers

Offer letter from NNC 27th September 2021

Correspondence with local events organisers.

