

Guidance to the UK Shared Prosperity Funding

1. The grants can be applied for by groups, organisations, not-for-profit organisations or collectives who are planning to bring an activity to Congleton Town Centre. It is not available for individual businesses to put on an event in their premises.
2. The funds must be used before the 31 March 2025 or returned. There can be no carry forward.
3. The application must make it clear how the funds will be spent. Funds will be released on evidence the items/services/applied for are purchased.
4. The first round of applications will close at 5pm on the 5th August 2024.
5. The decision on applications will be made by councillors at a special meeting of Finance and Policy Committee being held on the 15 August 2024. This will be a single-item agenda. There may be a subsequent round of applications if there are unallocated funds, but the expectation is that there will only be one round of funding.
6. The event or attraction must be within the Congleton Town Centre.
7. The outcomes and outputs needed for this project are:
 - a. Increased footfall in town
 - b. Indication of where those attending have travelled from (initial part of postcode)
8. Preference will be given to events which cover two or more of the following:
 - Are inclusive and accessible
 - Indicate how they will manage the environmental impact of the event
 - Create a sense of community and being part of Congleton
 - Celebrate the town's history and culture
 - Encourage people to get active and get involved
9. Your application form will be made public as part of the committee process. Any person details will be redacted, but information about your proposal and costing will be public.