

CONGLETON TOWN COUNCIL

COMMITTEE REPORTS AND UPDATES

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| COMMITTEE: | Special Finance and Policy Committee | | |
| MEETING DATE AND TIME | 15 August 2024 6.00 pm | LOCATION | Congleton Town Hall |
| REPORT FROM | Jackie MacArthur, Deputy CO and Marketing and Communities Manager | | |
| AGENDA ITEM +REPORT TITLE | 6 UKSPF (CTC) Event Grant Report - with 8 x grant applications | | |
| Background | <p>Congleton Town Council was awarded £12k through the UK Shared Prosperity Fund, via an application to Cheshire East Council. This funding was awarded under intervention E8 and is for the purpose of putting on events or activities to increase the vibrancy, community feel and footfall in Congleton town centre. £6k was ear-marked for Town Council events in line with the application (new summer play days, enhancing Christmas and Halloween activities) and the remaining £6k for community groups, organisations and collectives to apply for to put on new or enhanced events. 10 organisations were mentioned on the application that at the time of applying had said they would be interested in enhancing or adding a new event in town.</p> | | |
| Update | <p>The grants should be allocated in line with the procedure agreed in item 5.</p> <p>We received 11 applications, from 8 organisations worth £5818. There is £6,000 available to allocate. Any unallocated or unspent funds at the end of March 2025 must be returned to Government via Cheshire East Council. In September CEC wants to know about likely underspends.</p> | | |
| Details | <p>Attached are copies of the 11 applications with personal data redacted. Note that 6.3a and 6.3b are on the same sheet, as are applications 6.7a and 6.7b.</p> <p>I believe all the applications are valid. They support footfall in Congleton, they are within the timescale, they are public events and they are not for the benefit of one trader. Payment will be on the evidence of goods ordered or receipt of payment and a monitoring form must be completed as evidence of the event and spend.</p> <p><u>6.1 Congleton Community Projects</u> – to pay towards materials, artist fees and band costs associated with organising lantern-making workshops and the lantern parade as part of the Christmas lights</p> | | |

switch-on (29 November). This is a well-established and popular event which attracts thousands. Town Centre

Amount asked for £700 – Cost of Lantern Project - £1748.57

6.2a Congleton Museum Roman Week – to pay for Roman Soldiers to attend Congleton for a day and towards publicity for the week. Roman Week takes place in February 2025 and is a free activity. This will be the third year and so far numbers have doubled year on year. With Staffordshire and Cheshire Schools having the same half term next year it is expected to double again.

Amount asked for £555 – Cost of Roman Week Project - £1312.50

6.2b Congleton Museum – Santa’s Grotto this is a new event Congleton Museum would like to transform a room upstairs in the museum into a magical Christmas Grotto and give children the opportunity to experience a reasonably priced Grotto with full experience of making a Chris Tingle, visiting Santa and receiving a gift (book). The events will be well advertised and encourage more people into the town centre in the build-up to Christmas

Amount asked for £343 – Cost of Santa’s Grotto Project- £960.28

6.3a – Congleton Live – to run a free bus from the train station on both days of the Jazz and Blues Festival (August 24th and 25th 2024) to encourage more people to venture into Congleton to enjoy the Festival. This is a new addition to a well-established event.

Amount asked for £640 - total cost of the event around £35,000

b) Congleton Live - - to run a free bus from the train station on both days of the Congleton unplugged to encourage more people to attend this music festival held in Congleton (March 2025) This is a new addition to a well-established event.

Amount asked for £640 – total cost of the event around £18,000

6.4 – Congleton Partnership – to run a digital marketing campaign to encourage more people to attend the Annual Green Fayre on September 28 2024. This event is in its 5th year

Amount asked for £350 - total cost of event £3350

6.5 Congleton Rotary – funding to make the Congleton Bonfire and Fireworks event more attractive by providing better lighting and toilets to keep people coming to the event. The event attracts around 5,000 many of whom go into the town centre before or after the event

Amount asked for £675 – cost of event £16,000

6.6 Big Beer Weekends - a collective of four independent pubs are working together to put on Big Beer events in town every quarter– they are currently running a summer beer campaign and planning an Oktoberfest. £500 would be used to help market the events to a

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| | <p>wider audience to encourage more people to come into the town centre and enjoy Congleton.</p> <p>Amount asked for £500 – Cost of Big Beer projects - £1750</p> <p>6.7 a Elizabeth Group – to produce a new map for the Elizabeth Trail and get copies of materials printed so available free of charge for those doing self-tour, plus organise a planned tour.</p> <p>Amount asked for £400 – Cost of Maps and trail project - £500</p> <p>b Elizabeth Group – to host an event with a key speaker in Congleton Town to celebrate International Women’s Day in March 2025. Aim to secure more visitors to the town to see the Hazel Reeves art work.</p> <p>Amount asked for £400– Cost of event in excess of £500</p> <p>6.8 Artisanity Group – to host of a community art event in parallel with the Spring Craft Fayre on the 9 March in Congleton Town Hall. To collaborate in creating a public display around lace-making, which is part of the town’s heritage. The event should boost footfall in town.</p> <p>Amount asked for £615. Total cost of project £1844.60</p> <p>6.9 Surplus funds – following the application of grants there will be at least £182 surplus. Councillors should decide on whether to advertise the surplus for an additional round of funding, to allocate extra to any of the projects listed, or to allow the Town Council Events team to use it towards events to increase footfall in the Town Centre.</p> <p>Details are correct at the time of Agenda publish date, verbal updates on applications will also be provided by the Deputy Chief Officer where needed.</p> |
| Decision Request | To discuss and approve Financial Assistance applications using UKSPF funding. To vote on items 6.1 to 6.8 and to agree what to do with any surplus in funding. |