

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Council		
MEETING DATE AND TIME	7 December 2023	LOCATION	Town Hall, Bridestones
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager & DCO		
AGENDA ITEM REPORT TITLE	Agenda item 9 UK Shared Prosperity Funding - for Information		
Background	<p>Congleton Town Council has been successful in obtaining £39.5K of Cheshire East UK Shared Prosperity Funding (SPF) for the funding and promotion of activities to increase visitor numbers in the area (intervention E8). This is part of the Government Levelling-up initiative. Cheshire East Council was awarded £12.4m from Government spread across 3 years. More can be seen about the UK Shared Prosperity Fund via this link.</p> <p>Congleton Town Council was made aware that there was an opportunity to bid for funding to increase visitor numbers and put forward projects that could be delivered within the time scales given and were not currently budgeted for by CTC. Congleton Town Council's Totally Congleton bid was approved by external consultants and has now been signed off by Cheshire East Council. Here is a Cheshire East Council press release about the launch of the shared prosperity fund.</p> <p>The table overleaf shows the Totally Congleton projects approved and the amount of funds allocated against each project for 2022/23 and 2023/24.</p> <p>The responsibility for delivering the Totally Congleton project will rest with officers of the Town Council and a new UKSPF budget code has been created within our Town Council budget to monitor and ring-fence the spend. This will be monitored by the RFO and Chief Officer and reported to the Finance and Policy Committee. Monthly reporting sheets for Cheshire East Council will be the responsibility of the Deputy Chief Officer who will be attending the monthly Cheshire East Programme Management meetings. The Town Council can work with partners on the delivery.</p> <p>Contribution to the Indicative Outputs in the investment plan are:</p> <ul style="list-style-type: none"> • Number of people reached through the projects • Number of organisations receiving grants • Number of events • Number of people using offers through Totally Locally. <p>Contribution to the Indicative Outcomes in the Investment Plan are:</p> <ul style="list-style-type: none"> • Increased Footfall • Increased visitor numbers • Reduced Vacancy rates 		

There may be the opportunity for Congleton to benefit from additional funding within the UKSPF, as large amounts of funding has been allocated for borough wide projects that benefit wider areas.

Totally Congleton Project Summary as approved for Cheshire East UKSPF

Project	What	Why	2023 /24	2024/ 25
Totally Locally Congleton	Promoting local area Culture/offer/knowledge	Increase visitors, increase footfall and <u>spend</u> , reduce vacancy rates	2.5k	6k
Totally discoverable Congleton	Updating finger posts and signage	Make it easier for visitors and new residents to find way around Congleton.	0	5k
Totally Surprising Congleton (TSC) - see <u>four</u> elements below	Events and promotional package to encourage residents and visitors to Congleton	To increase footfall, increase pride in place, increase satisfaction, increase visitor numbers, work with other <u>organisations</u>		
TSC 1.	20 events package	Wide range of cultural, historical and <u>leisure</u> events across the 15 months	2k	12k
TSC 2	Benchmarking and surveys	Establishing KPIs for checking before and after results and developing appropriate actions	2k	2k
TSC 3	Capital Equipment For events	One permanent electric point in the pedestrian area and one outdoor mobile <u>battery operated PA system</u> with microphones and music	4k	0
TSC 4	Wider promotion Online and print promotions promoting TSC1 plus green spaces and leisure attractions	Lots of new houses around Congleton that have yet to discover their town. Most of Congleton's assets are hidden from view. Increase footfall, increase satisfaction with where they live	3k	1k
TOTAL			13.5k	26k

Financial Implications	This is additional new funding to deliver or enhance projects beyond what was possible within our CTC allocated budgets. Any funds not spent on the projects will need to be returned to CEC / Government
Environmental Implications	UK SPF is keen to see that projects are carried out in a sustainable and environmentally conscious manner. Every effort will be taken to do so.
Equality and Diversity	Assessments will need to be carried out for each of the various projects planned
PROPOSALS	To note this report