



HM Government



European Union

European Regional
Development Fund



Welcome Back Fund

Please complete as fully as possible and submit via email to samuel.caldbeck@centralbedfordshire.gov.uk by Friday 28th May 2021.

For guidance on activities, please refer to the FAQ's and <https://www.gov.uk/government/publications/welcome-back-fund>

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1. Proposed Activity

Please complete the table below to reflect the activities you propose to use the WBF for.

No.	Area of Scope	Using bullet points briefly set out the specific activities you will undertake	Briefly set out how the activity does not duplicate existing activity (additionality)	Total Indicative Budget £ per item Gross
1	Support to develop an action plan for how the local authority may begin to safely reopen their local economies.	<ul style="list-style-type: none"> the event will encourage resident attendance and therefore benefit the local economy. it will be fully risk assessed to create a trust between the Council and the community to venture out. Access businesses and services that people would not necessarily usually use. Encourage businesses who are not involved in the event, to gain confidence to open their doors (physically) again. 	<ul style="list-style-type: none"> Offering a free community event which others are not doing during Covid. Flitwick based businesses will be offered a free market stall in town centre. Local groups/schools being offered performance area to encourage wellbeing and self confidence. Event organised by a local Council will promote trustworthiness that it will be run properly. 	
2	Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely	<ul style="list-style-type: none"> Continue to promote Government guidance on all channels. Liaise with businesses through our database, online channels etc. Notice board displays promoting latest Government guidance. 	<ul style="list-style-type: none"> Our business database is unique as collates all Flitwick based companies. Large social media following with good interactions. Councillor Surgeries bridge the gap between community and 	

		<ul style="list-style-type: none"> Promotion of workshops going on locally regarding reopening of economy. Market stall and Councillor Surgeries as a tool to help the economy re-open following latest advice. Signposting to relevant websites. 	councillors – FTC being closest tier of Government to the residents.	
3	Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.	As above		
4	Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.	<ul style="list-style-type: none"> The different event elements (e.g. food court, vintage fun fair, open air cinema, soft play zone etc.) will promote it can be done safely to other businesses and show best practice. 	<ul style="list-style-type: none"> If the day event is successful, particularly town centre market, the Council want to make features like this a regular occurrence to enhance the economy. 	
5	Support and promote a safe public environment for a local area's visitor economy	As above		
6	Support local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.	<ul style="list-style-type: none"> Trialling vintage fair at the central park in town. Trialling market and performance area in the High Street – families etc. may visit the area who would not normally. Road closures in town centre to encourage wider area use. 	<p>This item is exactly what the event is trying to achieve.</p> <ul style="list-style-type: none"> It is a trial event – in its entirety, never been done before. It will encourage High Street usage. 	

			<ul style="list-style-type: none"> It will put businesses in the town centre in the forefront. Neighbouring hospitality venues will benefit – particularly Public Houses. 	
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Locations of activity to be covered by WBF.

Please list the locations that you intend to support with this activity and give details of which strand of activity will be implemented at each location. <i>Insert more rows if required.</i>		
Type High Street / Neighbourhood Shopping Area	Name of location	Postcode(s)
High Street	Public space in town centre – spanning from Kings Road, Station Road and around Barclays/War Memorial area.	MK45 1ED
Neighbourhood Shopping Area/town centre	Millennium Park	MK45 1HP
Community building	Flitwick Library	MK45 1QJ

2. Procurement

Please provide details of all the procurements you have and/or will undertake in relation to WBF eligible expenditure.

It remains the responsibility of the Local Authority and relevant Delivery Partner(s) to ensure all procurements are compliant with [ERDF Procurement Requirements](#). Below are the thresholds that you should adhere to:

Value of contract	Minimum Procedure	Advertising Required
£0 - £2,499	Direct award	None
£2,500 - £24,999	3 written quotes or prices sought from relevant suppliers of goods, works and services	None
£25,000 – Relevant Public Contracts Regulations threshold	Formal tender process in line with the Interpretative Communication and the relevant guidance set out below	1) Advertised on Contracts Finder and 2) the opportunity is advertised on the ESIF grant recipient's website for a reasonable time period.

Estimate costs have been obtained but not formal quotations. They relate to:

- Outdoor cinema £2,220 incl. VAT
- Vintage fun fair (6 rides) £10,350
- Soft play zone £249
- Hall hire £137
- First Aid support, toilet hire, bins etc. £1,750



FLITWICK TOWN COUNCIL

Report to Community Services 24th May: Community Fun Day

Implications of recommendations

Corporate Strategy: In accordance with aim to develop the Council's potential.

Finance: Welcome Back Fund (CBC)

Equality: Increases inclusivity.

Environment: Takes forward policy objectives directly.

Background

Central Bedfordshire Council are offering all Parish/Town Councils the opportunity to apply for a grant titled 'The Welcome Back Fund'.

The Welcome Back Fund is to be used to encourage people back to the High Street, enhancing business to local shops and the economy, bringing the community together and celebrating the lift on Government restrictions.

Introduction

Should Flitwick Town Council be successful in their grant application for £15,000, the fund will be used to provide a free family fun day for the community on Saturday 14th August.

To ensure the event will benefit all local businesses within the centre of Flitwick, the event will be held in 3 different locations throughout the day.

Town Centre (Station Road/Kings Road area): A road closure will be in place on Station Road and Kings Road throughout the day. A market will span from Kings Road, Station Road and around Barclays bank frontage. Flitwick based businesses will be invited to have a free pitch space at the market, which can be used for promotions or selling items.

The area to the rear of the War Memorial will be used as a 'performance zone'. Local schools and groups will be invited to perform throughout the day.

The market area will be open to residents from 12noon – 5pm.

Millennium Park: A vintage funfair will be placed on Millennium Park. Residents will have the opportunity to ride the Helter Skelter, Carousel, Ferris Wheel and more.

An open-air cinema will show 2 films, one family film during the afternoon with an additional film being shown in the evening.

The funfair and open-air cinema will be free of charge.

A range of caterers will be allocated within a 'Food Court' on Millennium Park. Where possible, all suppliers will be local.

The activities on Millennium Park will be open from 12noon – 10pm.

Village Hall: A soft play zone will be placed in the Village Hall from 12noon – 6pm. The area will be free of charge.

Additional Matters

Should the funding application be successful, The Community Services Manager will contact Flitwick Library, 4YP and other local, town centre community organisations regarding working in partnership to supply other craft activities on the day.

Recommendation

1. To approve holding a free family fun day at various locations as detailed in the report around the town centre on Saturday 14th August 2021 between 12noon – 10pm.

Susan Eldred
Community Services Manager