

To: Cllr. Alex Porter, Portfolio Holder for Leisure and Tourism

From: Barbara Pole, Economic Growth and Enterprise Manager

Cc: Cllr. Mary Newton, Portfolio Holder for Business and Economic Growth

Cc: Michael Carran, Assistant Director, Economic Growth and Leisure

Cc: Tom Gardiner, Head of Economic Growth

Cc: Richard Barrett, Assistant Director, Finance and IT

Date: 15th June 2021

Dear Councillor Porter,

Seed Funding for Local Events - £35,000

Within the Back to Business report dated 19th February 2020, a number of projects were identified to support the District's recovery from the ongoing COVID-19 pandemic. One such project was an allocation of £35,000 to 'provide seed funding for local events organisers to facilitate a high quality programme to support the Tendring tourism economy in its recovery'.

It is widely acknowledge that the town centres and our local independent businesses have suffered the most during the pandemic and therefore require more support to re-establish their importance to not only the community but also to our tourist trade.

It is anticipated that with the increase in 'staycations' due to restrictions to international travel and the appetite of the general public, that this year will see an increase in visitors to our coast and we have an opportunity to encourage them to stay longer, spend their money within our town centres and provide a positive experience that will enthuse them to revisit.

As well as the town centres we also need to support and nurture the creative and cultural outlets within Tendring and by encouraging those planning events to consider using local artists, entertainers, dance schools, theatre groups etc. for any event will help to promote those sectors across the district.

We would therefore propose that the £35,000 is made available to town centre organisations and event organisers to apply for a grant of £500 or £1000 to enable them to fund town centre events.

To further support our community we would set a criteria for applications

1. The event must be held within our town / village centres or on the coastline adjacent to the town centre.
2. Local independent traders and where possible local performers are commissioned to be part of the event (unless we do not have the required services within Tendring).
3. No chains or multiple businesses unless there is evidence of a specific service only they can provide.
4. Detailed plans including costings for the event are submitted on application.
5. Detailed risk assessments, taking into consideration national guidance around mass participation events, must be produced upon submission of the application.

6. The organisers seek the appropriate licenses / permissions to ensure the event follows all guidelines.

We will provide an online application process which will be vetted by members of Economic Growth and in collaboration with our Events Team to ensure there are no conflicts to events already planned within the district.

I therefore request your approval that the £35,000 is allocated on a first come, first served grants basis available to local town organisations and event organisers who can make an application for grants to the value of £500 or £1,000, providing they meet the criteria set out above and following national guidance around mass participation events.

Kind regards,



Barbara Pole
Economic Growth and Enterprise Manager
Tendring District Council

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To: Barbara Pole, Economic Growth and Enterprise Manager

From: Cllr. Alex Porter, Portfolio Holder for Leisure and Tourism

Cc: Councillor Mary Newton, Portfolio Holder for Business and Economic Growth, Michael Carran, Assistant Director, Economic Growth and Leisure, Tom Gardiner, Head of Economic Growth, Richard Barrett, Assistant Director, Finance and IT

Date: _____

Dear Barbara,

Seed Funding for Local Events - £35,000

Thank you for your memorandum dated 15th June 2021 regarding the allocation of the Event Grant which is included in the Back to Businesses Delivery Plan.

I agree/don't agree (delete as applicable) that the seed funding for local events organisers to facilitate a high quality programme to support the Tendring tourism economy in its recovery is made available to town centre organisations and event organisers on a grant basis.

Kind regards,

Cllr Alex Porter
Portfolio Holder for Leisure and Tourism