

Councillor G Guglielmi  
C/o Leadership Support Team  
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Our ref : MC/000005/1

9 September 2021

Dear Cllr. Guglielmi,

### **Octopus Ahoy Sculpture Trail – Auction**

As you are aware, as part of the Council's Back to Business agenda, a District wide 'Octopus Ahoy sculpture trail took place between 25 June and 5 September 2021. Around 100 Octopus sculptures were placed around the District and residents and visitors were able to scan the codes on the sculptures, where they accumulated points, which were redeemed against products and prizes provided by local businesses.

As the trail is now complete, many of the sculptures are now to be auctioned off to private buyers and as the key sponsor and underwriters of the trail, the Council are able to determine where 50% of the profits will be channelled. In the Back to Business update report dated 30 April 2021, the decision for where the fund should be distributed was to be agreed by the Deputy Leader, Portfolio Holder for Corp. Finance and Governance and Portfolio Holder for Leisure and Tourism at 'a later date'.

The professionally managed and compered black tie auction will take place on 23rd September at Le Talbooth (Milsoms) and will also feature online for inclusive bids and reach. The event is being organised by Kat Marketing who event managed the sculpture trail. The proposal is that proceeds from the 50% of profits raised by the auction will be apportioned as follows:

### **Essex Community Foundation fund for young people in Tendring - 50%** **Tendring Community Fund - 50%**

Although the exact criteria for the Essex Community Foundation fund can be determined at a later date, this will be exclusively set aside for Tendring residents. As set out in the report at the time, being clear where the funding will go now is likely to increase the amount of funding received for the sculptures at the auction.

If you are in agreement how the proceeds are to be allocated, I would be grateful if you can concur to the letter as below.

Yours sincerely

Mike Carran  
Assistant Director for Economic Growth and Leisure

