

Agenda Item 11

Committee	Assets & Services
Month	February 2022
Report Title	Welcome Back Fund – Half Term Events
Report Author	Events & Activities Officer
Attachments	None

The Background

District Councils across England are sharing £56m of ERDF funding to support the return to High Streets safely and help build back better from the pandemic. This fund; the “Welcome Back Fund” is to protect jobs, support the most vulnerable and ensure no one is left behind as we continue to tackle the Covid-19 pandemic and begin to build back better.

On 13th January 2022, SWTC were allocated £10,000.00 by UDC to spend on events (supplier invoices direct to UDC). From this fund, we swiftly set to work to organise a fun and exciting free programme of activities for children aged 2 -16, during the half term holidays.

- Monday 14th February - ***The Highland Jocker Kids Bubble Show***
- Tuesday 15th February - ***The Mighty Kids Beatbox Comedy Show***
- Wednesday 16th February - ***Ice Age by Saffron Screen Pop Up***
- Thursday 17th February - ***Sing by Saffron Screen Pop Up***

Also, from The Welcome Back Fund and for our senior citizens...

- Wednesday 16th February - ***Fisherman’s Friend by Saffron Screen Pop Up – with a FREE Fish & Chip Supper too, supplied by The Trawlerman Fish Bar!***

The Events

I am delighted that all of the community events organised for the half term holidays were a success, with the Fisherman’s Friend Screening a highlight of them all! This was a lovely occasion seeing many safely out and about, and socialising for the first since the pandemic started. There was a real buzz and a feeling of excitement, with some of Saffron Screen’s regulars, Cornell Court residents, Cornell Café staff and many other locals enjoying themselves. The Mayor, Cllr Richard Porch was there to join in the fun too, spending some time with Cornell Court residents. He has thanked the Town Council Officers and staff, including Tourist Information Centre staff, for all of their efforts in the planning, promotion and operational aspects of these events.

Evaluation and Feedback

Attendees were encouraged to complete a feedback questionnaire with the use of an on-line QR code. Paper copies were available which proved worthwhile for the senior citizen’s event.

The majority of feedback scored 5/5 for enjoyment, with many adding some very appreciative and positive feedback, such as: “***Food very good; Very well organised event; Helpful and***

friendly staff; Toilets exceptionally clean; Really good afternoon / evening out; THANK YOU”

It was a pleasure working with local businesses too and I have personally thanked Saffron Screen (staff and volunteers), 2 Ton Productions, Cortina Promotions, The Trawlerman Fish Bar and The Walden Local. I have asked for their feedback from a supplier perspective which will help to improve our working relationships and customer offering for next time.

SWTC Income and remaining funds to be spent

The £10,000.00 fund recognise a budgeted direct hall hire and booking administration income from our suppliers of approximately £3,000.00.

Needing to be spent by 31st March, remaining funds are approximately £3,000.00. There are plans for two more events to be held in March; a music / disco night with Fairycroft House, and one another event; potentially a children’s craft gifting workshop for Mother’s Day. Both events will be held at The Town Hall.

Recommendation

Committee to note the attached report.