

**Uttlesford UK Shared Prosperity Funding – Project template for potential Communities and Place projects / activities / priorities**

**Please note that each UKSPF priority has a separate sheet**

<b>Name of person completing Uttlesford UKSPF project template</b>	<b>Lisa Courtney</b>
<b>Organisation (person completing template from)</b>	<b>Saffron Walden Town Council</b>
<b>Email address</b>	<a href="mailto:townclerk@saffronwalden.gov.uk">townclerk@saffronwalden.gov.uk</a>
<b>UKSPF Priority</b>	<b>1. Communities and Place</b>
<b>UKSPF Objectives</b>	<ul style="list-style-type: none"> <li>• Strengthening our social fabric and fostering a sense of local pride and belonging, through investment in activities that enhance physical, cultural and social ties and access to amenities, such as community infrastructure and local green space, and community-led projects.</li> <li>• Building resilient, healthy and safe neighbourhoods, through investment in quality places that people want to live, work, play and learn in, through targeted improvements to the built and natural environment innovative approaches to crime prevention.</li> </ul>
<b>Proposed Project title</b>	<b>Tourism Visitor Economy Package; Visit Saffron Walden</b>
<b>Short description of the proposed project / activity / priority</b>	<p>A series of tourism packages, bound together to offer visitors, locals and tourists an all-inclusive, rounded visit of Saffron Walden. SWTC and the SW Tourist Information Centre (TIC) will work with local companies and groups to put together a tourist package, specifically aimed at encouraging and promoting tourism to Saffron Walden, growing and developing the town’s visitor economy. Activities for inclusion in an itinerary could include (but not limited to)</p> <ul style="list-style-type: none"> <li>• Blue Badge guide around town (SW TIC already contracts with local Blue Badge Guides)</li> <li>• Visit and tour of Bridge End Gardens (working with local charity, Friends of Bridge End Gardens)</li> <li>• Visit to St Mary’s Church</li> <li>• Lunch, provided by a local eatery/restaurant/pub (this can work on a rotational basis)</li> <li>• Tour of the Town Hall</li> <li>• Visit to SW Museum</li> </ul>

	<ul style="list-style-type: none"> <li>• Opportunity to browse around market and town shops</li> <li>• Vineyard Tour</li> <li>• Linking in with existing provision at Saffron Hall, Saffron Screen, Audley End House</li> <li>• Fry Art Gallery</li> </ul> <p>Tours could include a number of the above options, and could be branded and marketed as a Bronze, Silver or Gold package, each at a different price and including different activities.</p> <p>The above is a simple, illustrative example of the package(s) which could be offered, and these will be promoted using existing streams but also specifically via coach companies as a total package.</p> <p>There is a significant benefit to be had by the local economy in an active increase of visitors and tourists to the town. Local shops, market traders and businesses will benefit from increased footfall. The tours will purposefully focus on the town centre to promote this local economy.</p> <p>It is recognised there are a number of new residents to the town and a more locally focussed package for new residents could be compiled and offered, helping and supporting their integration into and with the community; importantly providing them with an oversight of the historical importance of the town its connection to the saffron spice.</p>	
<p><b>Does the proposed project meet the following interventions? Please indicate which.</b></p>	<p>E6: Support for local arts, cultural, heritage and creative activities</p>	<p><b>Yes</b></p>
	<p>E7: Support for active travel enhancements in the local area.</p>	
	<p>E13: Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change.</p>	
	<p>E15: Investment and support for digital infrastructure for local community facilities.</p>	
	<p><b>Other – please provide the number of the intervention the project relates to</b></p>	<p><b>E4</b> <b>E8</b> <b>E16</b> <b>E17</b> <b>E16</b> <b>E23</b> <b>E24</b></p>

<p><b>Any identified potential delivery partners</b></p>	<ol style="list-style-type: none"> <li>1. SW Tourist Information Centre (owned and managed by SWTC) – the primary promotor of the initiative</li> <li>2. Uttlesford District Council</li> <li>3. SW Business Improvement District – support partner in engaging with local, town centre businesses</li> <li>4. Saffron Walden Museum</li> <li>5. Small businesses (accessed via BID or directly if outside of BID area) and in particular those that could offer a lunch package for visitors</li> <li>6. Discover Uttlesford to promote the tourism offer to the general public</li> <li>7. Visit Essex – to promote the tourism offer across Essex</li> <li>8. Bridge End Gardens and its volunteers, Friends of Bridge End Gardens</li> <li>9. Blue Badge Guides</li> <li>10. SW Heritage and Development Group (a volunteer group, promoting the historic importance and significance of the town)</li> <li>11. Saffron Grange (vineyard tour)</li> <li>12. St Mary’s Church (an existing tourist attraction)</li> <li>13. A range of other local charitable and community interest companies whose services could form part of the offer</li> <li>14. Other local town and parish Councils whose areas could be included as part of the tourism package</li> <li>15. Saffron Hall</li> <li>16. Saffron Screen</li> </ol>	
<p><b>Ballpark “best-guesstimate” of funding required</b></p>	<p><b>Total Funding required</b></p>	<p><b>Total cost over 3 years = £85,500</b>  <i>The project could however, operate over 1,2 or 3 years to meet funding limitations (therefore circa £29k pa)</i></p>
	<p><b>Breakdown of how best-guesstimate figure has been arrived at.</b>  This could include salary costs including recruitment, travel expenses and on-costs; equipment costs, training costs, delivery of activity costs, marketing and publicity; delivery costs, estimated procurement budgets.</p>	<p>1 x part time Administrator / Tourist Information Officer (20 hrs pw) to organise, promote and administer the tours. This cost includes the recruitment costs and additional oncosts (NI/pension): £21,000pa x 3 years = <b>£63,000</b> (to be employed by SWTC who would offer in-kind management and support to the employee)</p> <p>Training Costs: <b>£3,000pa</b></p>

		<p>Marketing and Publicity of excursions, including attendance at the annual “Excursions Group Travel Exhibition” conference (the project will naturally tie in with existing promotional streams including the SW TIC and Discover Uttlesford):  £6,500pa x 3 years = <b>£19,500</b></p>
<p><b>Any evidence of how the project/activity will support Uttlesford’s opportunities and challenges including any relevant data/stats.</b></p>	<p><b>The project will meet the following UDC priorities:</b></p> <ol style="list-style-type: none"> <li>1. Economic Delivery Plan, Priority 1 “Business Engagement and Support” * specifically a number of tasks as listed in Objective 1.1 “Support businesses already located in Uttlesford district”, Objective 1.2 “Support businesses in sectors hardest hit by the COVID-19 pandemic” (<i>particularly the following task “Work with SWTIC on joint projects - development of day / weekend itineraries for visitors</i>)and Objective 1.3 “Foster the development of existing town centres as vibrant locations for business and leisure”</li> <li>2. Corporate Plan, Theme “Active Place-Maker For Our Towns And Villages”**, Activity 5 “Nurture employment and retail areas to create jobs and retain businesses”; the proposal actively supports the creation and sustainability of new, small businesses whilst also supporting, promoting and encouraging the tourism offer of Saffron Walden</li> </ol> <p>*Details of UDC’s Economic Delivery Plan found online at:  <a href="https://uttlesford.moderngov.co.uk/ieListDocuments.aspx?Cid=139&amp;Mid=5741&amp;Ver=4">https://uttlesford.moderngov.co.uk/ieListDocuments.aspx?Cid=139&amp;Mid=5741&amp;Ver=4</a></p> <p>** Details of UDC’s Corporate Plan found online at: <a href="https://www.uttlesford.gov.uk/article/6740/Corporate-Plan-delivery-plan-2022-2023">https://www.uttlesford.gov.uk/article/6740/Corporate-Plan-delivery-plan-2022-2023</a></p>	
<p><b>How linked to Council’s corporate priorities</b></p>	<p><b>The project will meet the following UDC priorities:</b></p> <ol style="list-style-type: none"> <li>1. Economic Delivery Plan, Priority 1 “Business Engagement and Support” * specifically a number of tasks as listed in Objective 1.1 “Support businesses already located in Uttlesford district”, Objective 1.2 “Support businesses in sectors hardest hit by the COVID-19 pandemic” (<i>particularly the following task “Work with SWTIC on joint projects - development of day / weekend itineraries for visitors</i>)and Objective 1.3 “Foster the development of existing town centres as vibrant locations for business and leisure”</li> </ol>	

	<p>2. Corporate Plan, Theme “Active Place-Maker For Our Towns And Villages”**, Activity 5 “Nurture employment and retail areas to create jobs and retain businesses”; the proposal actively supports the creation and sustainability of new, small businesses whilst also supporting, promoting and encouraging the tourism offer of Saffron Walden</p> <p>*Details of UDC’s Economic Delivery Plan found online at: <a href="https://uttlesford.moderngov.co.uk/ieListDocuments.aspx?CId=139&amp;MId=5741&amp;Ver=4">https://uttlesford.moderngov.co.uk/ieListDocuments.aspx?CId=139&amp;MId=5741&amp;Ver=4</a></p> <p>** Details of UDC’s Corporate Plan found online at: <a href="https://www.uttlesford.gov.uk/article/6740/Corporate-Plan-delivery-plan-2022-2023">https://www.uttlesford.gov.uk/article/6740/Corporate-Plan-delivery-plan-2022-2023</a></p>			
<b>Which of the UKSPF outcomes would this project proposal help deliver?</b>	Jobs created	Yes (to operate/administer tourism packages)	Greenhouse gas reductions	
	Jobs safeguarded	Yes and new post created	Improved perceived / experienced accessibility	
	Increased footfall	Yes (increased interest in town)	Improved perception of facilities /amenities	Yes
	Increased visitor numbers	Yes (attracting tourists)	Increased users of facilities / amenities	Yes
	Reduced vacancy rates		Improved perception of facility / infrastructure project	
	Increased use of cycleways or paths		Increase in Biodiversity	
	Increased affordability of events / entry		Improved perception of safety	
	Reduction in neighbourhood crime		Improved engagement numbers	Yes
	Improved perception of events	Yes	Increased number of web searches for a place	Yes
	Volunteering numbers as a result of support		Increased take up of energy efficiency measures	
	Number of premises with improved digital connectivity			

	Increased number of projects arising from funded feasibility studies	
	Number of community-led arts, cultural, heritage and creative programmes as a result of support	
	Increased number of properties better protected from flooding and coastal erosion	
	None of the above (please provide details)	
<b>Any other supporting information about proposal?</b>	<p>The project further and particularly meets the DLUHC priority E17 “Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally”</p> <p>As time and experience progresses, the offer could embryonically grow. There are greater opportunities to be had which may include extending the offer to a weekend trip, with a stay at a local hotel/B &amp; B. An extended offer could incorporate the wider Uttlesford area and towns, such as Thaxted, Stansted Mountfitchet and Great Dunmow further supporting UDC’s Objective 1.3 in the Economic Recovery Plan <i>“Organisation and delivery of events in Great Dunmow, Stansted Mountfitchet and Thaxted”</i></p> <p>Funding is requested for a 3-year period which provides sufficient time and experience for the packages to be delivered. It is anticipated that by year 4, the packages will be self-sustaining and will return sufficient profit to fund (or at least part fund) the overall project cost, including employment of the Tourist Officer.</p> <p>If insufficient funds are available to meet the financial requirements of this project, Saffron Walden Town Council can revisit any of the offering or financial details to tailor the project to available funds.</p>	