

Executive Decision Making by an Officer with Delegated Powers

Decision to be taken by:

Steve Mawson – Executive Director of Corporate Resources

Pursuant to an Authorisation from:

On the 23rd June 2021 – Cabinet delegated the administration of the Restart Fund to the Executive Director of Corporate Resources in consultation with the Cabinet Member for Finance and Change. The Build Back Better – Market Towns Fund is a key component of the Restart Fund.

On the 25th August 2021 – The Executive Director of Corporate Resources in consultation with the Cabinet Member for Finance and Change formally launched the Build Back Better – Market Towns Fund and invited local stakeholders to apply for funding to help support the hosting of community events intended to support the local economy.

Report title: The Build Back Better - Market Towns Funding award

The decision	To award £385,386 of funding to 45 bids supporting a range of community events as part of the Build Back Better - Market Towns Fund.
Background documents	<ul style="list-style-type: none"> ▪ Cabinet Decision (23/06/21): Revenue and Capital Expenditure 2020-2021 ▪ Officer Decision (25/08/21): The Build Back Better - Market Towns Fund
Reasons for the decision	<p>The Build Back Better - Market Towns Fund forms part of the County Council's £1m Gloucestershire Restart Fund allocated by Cabinet on the 23rd June 2021 for the purposes of helping communities recover from the pandemic.</p> <p>The fund was launched on the 25th August 2021 and this report enables funding to be allocated to those bids assessed as successfully meeting the criteria of the fund.</p>
Resource implications	<p>The Build Back Better - Market Towns Fund represents a funding pot of £500k. This funding forms part of the £1m Restart Fund that was identified within the Cabinet Financial Outturn report and will be funded from underspend in 20-21.</p> <p>The administration of the fund has been managed by GCC officers</p>

	<p>and will incur no additional costs other than officer time.</p> <p>This report covers the allocation of £385,386 of the fund. The remaining £114,614 shall form part of a second phase of the Build Back Better – Market Towns Fund which will be launched in late 2021.</p>
<p>Who has been consulted?</p>	<p>The Cabinet Member for Finance and Change formed part of the decision making panel which determined the funding awards and has been consulted as part of the report writing process.</p> <p>In addition relevant corporate support services have been consulted including Finance, Legal, Information Management and Communications.</p>
<p>What were their comments?</p> <ul style="list-style-type: none"> • The Cabinet Member for Finance and Change views were reflected within the designing of the bidding process and the awarding of funds. He was consulted during the preparation of this Officer Decision Report and he confirmed he was happy with the content. • Finance provided advice and support during the grant award process including the undertaking of financial checks on those successful applicants granted funding over £10,000 that are not a Parish or Town Councils. • Legal provided advice and support on the content of this report. • The Information Management Team was content with the information outlined within the report. • The Communications Team have provided advice and support throughout the process and they are preparing a mini guide to help successful applicants with the promotion of their events and use of the appropriate use of GCC's logo in any publicity materials. • To ensure consistency with the Build Back Better – Councillor scheme advice was taken by the lead officer and the grant acceptance form issued to successful applicants for this fund is consistent in its design. • All officers consulted have positively supported the process and their feedback has been incorporated. 	
<p>Background/Context</p> <p>The Build Back Better – Market Towns Fund was launched on the 25th August 2021. The fund is intended to help support the removal of financial barriers that may be preventing a community event taking place. It is intended to support events hosted within Market Towns, by rural communities or communities that live on the edge of urban areas.</p> <p>The total funding available was £500,000, and bids were invited ranging from between £1,000 to £25,000.</p> <p>A two stage appraisal process was completed by GCC officers. An initial gateway</p>	

assessment reviewed the bids received to ensure that they complied with the necessary requirements of the fund. The assessment included when and where the proposed event would take place, the amount of funding requested for the event and that the local County Councillor had been informed of the bid submission. The bids that met the above criteria progressed to a second assessment stage which evaluated each bid in terms of how the applicant described the scale of their event in terms of its impact on community impact, the level of experience the applicant had in organising similar events and the event legacy within the local community in terms of a lasting impact on the local economy. The outcome of both these assessments were presented to the decision making panel.

A decision making panel consisting of the Executive Director of Corporate Resources and the Cabinet Member for Finance and Change initially met on the 1st October. GCC officers presented the bids to the panel under three headings: Recommended for funding; Not recommended for funding; and further clarifications required before determining a recommendation. Upon consideration and confirmation of the bids, those applicants of bids where further clarification was required were contacted and invited to respond to questions raised by the panel. The type of questions requested included additional information on proposed spending plans, the review of costs or additional information on the type of event being planned and the applicant's relevant experience.

This additional information was presented to the panel on the 14th October. The panel only considered those bids where further clarification had been requested and the officer recommendation for each bid. The determination of the bids by the panel form the funding recommendations outlined within this report.

A total of 71 bids were received by the closing date (26th September) requesting a total of £679,464 in funding. Of the 71 bids, 45 were awarded all or part of their funding request. The remaining 26 bids were unsuccessful.

For those applicants that were promoting an event, but the information provided failed to meet the requisite selection criteria, will have the opportunity to reapply through the second phase of the Build Back Better – Market Towns Fund. The second phase will look to allocate the remaining sum of £114,614 to bids that meet the finding principles. The second phase will be launched in November 2021 with a deadline for bids being received set for the 17th December 2021. The decision to award funding will be made by the decision making panel by the 17th January 2022 . For those unsuccessful bids that were not promoting a community event, they have been directed to the Build Back Better – Local Councillor scheme.

The successful bids are outlined below:

District	Ward	Name of bidder	Type of event being promoted	Total grant awarded
Cheltenham	Pittville & Prestbury	Prestbury Parish Council	Village Fayre Event	£15,000
Cotswold	Campden Vale	Mickleton Twenty Plus	Queen's Jubilee	£3,000
Cotswold	Campden Vale	Weston sub Edge Village Hall Charity	Relaunch of community facility	£2,500
Cotswold	Campden Vale	Scuttlebrook Wake	Street Festival	£2,000
Cotswold	Campden Vale	Robert Dover's Games Society	Robert Dover's Cotswold Olimpick Games	£5,000
Cotswold	Cirencester Park	Cirencester Town Council	3 community events	£16,500
Cotswold	Cirencester Park	New Brewery Arts	Series of art exhibitions	£20,000
Cotswold	Fairford & Lechlade on Thames	Lechlade and District Lions	Upgrade to Santa's Sleigh	£1,800
Cotswold	Fairford & Lechlade	Fairford Town Council	Multiple events	£25,000

	on Thames			
Cotswold	Fairford & Lechlade on Thames	Lechlade Town Council	Queen's Jubilee	£2,020
Cotswold	Stow-on-the-Wold	Stow on the Wold Motor Club	Stow on the Wold Motor Show	£9,000
Cotswold	Tetbury	Tetbury Goods Shed Arts Centre	2 x community events	£5,000
Cotswold	Tetbury	Tetbury Town Council	Christmas market	£3,500
Cotswold	Tetbury	Tetfest	Live Music Event	£4,000
Forest of Dean	Cinderford	Canopy	Arts Festival	£2,500
Forest of Dean	Cinderford	Cinderford Town Council	A wide range of community events	£11,675
Forest of Dean	Coleford	Friends of Scarr Bandstand	Music event	£1,999
Forest of Dean	Coleford	Coleford Town Council	Multiple events	£18,200
Forest of Dean	Lydney	Lydney Town Council	Winter Festive Fayre	£10,000
Forest of Dean	Lydney	Parkend Carnival	52nd Village Carnival and Fete	£6,000
Forest of Dean	Newent	Newent Town Council	Christmas lights event	£12,000
Forest of Dean	Newent	Kempley Parish Council	Kempley Daffodil Weekend	£7,800
Gloucester	Coney Hill & Matson	Gloucestershire Gateway Trust	4 set piece events	£19,000
Gloucester	Coney Hill & Matson	Matson, Robinswood, White City & Coney Hill Community Event	Music festival	£7,250
Multiple locations		Pride in Gloucestershire	Series of picnic events	£5,000
Stroud	Bisley & Painswick	Painswick Parish Council	Christmas Event in the Village	£10,760
Stroud	Cam Valley	Cam Parish Council	Lighting up the centre of Cam	£8,000
Stroud	Cam Valley	Hinton Parish Council	Queen's Jubilee	£1,000
Stroud	Dursley	Dursley Town Council	Christmas Lights Switch-on event	£8,000
Stroud	Dursley	Dursley After Hours	Community theatre festival	£1,000
Stroud	Minchinhampton	Brimscombe and Thrupp Parish Council	Community summer festival	£3,321
Stroud	Minchinhampton	Minchinhampton Market House CIO	Folk Concert and Open Mike Night	£1,100
Stroud	Minchinhampton	Minch Life CIC	Country Fayre	£8,000
Stroud	Minchinhampton	Chalfest Community Interest Company	Community run festival	£25,000
Stroud	Nailsworth	Nailsworth Town Council	4 Community events	£15,160
Stroud	Stonehouse	Stonehouse Market CIC	Weekly market	£20,000
Stroud	Stroud Central	Stroud Good Will	Good Will Evening (Christmas event)	£11,235
Stroud	Stroud Central	Stroud Book Festival	Stroud Book Festival	£9,200
Stroud	Stroud Central	The Stroud Subscription Rooms Trust	New Bi-monthly Market - focused on young creators	£5,000
Stroud	Stroud Central	Stroud Nature CIC	Annual Stroud Festival of Nature	£7,500
Stroud	Wotton-under-Edge	Wotton Town Council	Town market - including Christmas market	£3,943
Tewkesbury	Brockworth	Brockworth Parish Council	A range of local events including a Christmas event	£9,423
Tewkesbury	Tewkesbury	Tewkesbury Town Council	Summer Music Festival	£20,000
Tewkesbury	Tewkesbury East	Northway Parish Council	Community Xmas Event	£1,000
Tewkesbury	Winchcombe & Woodmancote	Gretton Parish Council	Platinum Jubilee Parish Street Party	£1,000

The unsuccessful bids are outlined below including the reason why they were not awarded funding :

District	Ward	Name of bidder	Type of event being promoted	Total grant requested	Reason for not being successful
Cotswold	Campden Vale	Longborough & Sezincote	Christmas Event in the Village	£650	Not meeting the minimum funding allocation

		Village Hall			
Cotswold	Cirencester Park	The Churn Project	Community event in celebration of 21 years of The Churn Project	£5,000	Bid withdrawn
Cotswold	Tetbury	Tetbury Cricket Club	Spring Fete	£3,000	Limited impact on local economy & wider community
Forest of Dean	Lydney	Lydney Town Hall Trust	Upgrade to Town Hall to host future community events	£20,000	The improvements required to the venue are not preventing events from being held
Forest of Dean	Lydney	Lydney Rugby Football Club	Charity rugby match	£10,000	Limited impact on the local economy
Forest of Dean	Newent	Kempley Village Hall Trust	Improvements to village hall to host community events	£3,000	The improvements required to the venue are not preventing events from being held –bid may be suitable for Build Back Better Councillor scheme
Gloucester	Barnwood and Hucclecote	Chase lane fireworks	Two large firework events - Nov & Dec	£12,000	Limited impact on the local economy.
Gloucester	Coney Hill & Matson	Together In Matson	Series of events to encourage footfall in Matson	£15,000	There are a number of competing events being proposed for this area and this bid lacked the clarity of others.
Gloucester	Coney Hill & Matson	Armoured Combat Limited	Medieval event	£25,000	Limited impact on the local economy.
Gloucester	Hempsted & Westgate	The Music Works (Charity)	Music event in King's Square, Gloucester	£20,000	The location of the proposed event did not meet the requirements of the fund.
Gloucester	Hempsted & Westgate	Polish Association Gloucesters hire	Polish Heritage Day & International Children's Day	£5,000	The improvements required to the venue are not preventing events from being held – bid may be suitable for Build Back Better Councillor scheme
Gloucester	Tuffley	Tuffley Court Community Association	Christmas & Jubilee events	£25,000	The bid did not provide sufficient assurance to the board and there remained some areas of uncertainty about the proposed event.
Multiple locations		Gloucesters hire Wildlife Trust	4 large scale 'festival' style events, hosted on nature reserves	£25,000	Limited impact on the local economy.
Multiple locations		Cheltenham Christian Arts	Multiple events planned in Gloucester, Stroud & Cheltenham	£9,944	A very worthy bid, does not support an event linked to the local economy
Stroud	Minchinhampton	Box Art Group	An annual art exhibition	£1,000	Limited impact on local economy – bid may be suitable for Build Back Better Councillor scheme
Stroud	Minchinhampton	Minchinhampton Community Choir	Local choir	£1,000	Limited impact on local economy - bid may be suitable for Build Back Better Councillor scheme
Stroud	Minchinhampton	ChalCAN	Carbon reduction Festival	£25,000	There are a number of

		(Chalford Event)			competing events being proposed for this area and this bid lacked the clarity of others – bid may be suitable for Build Back Better Councillor scheme
Stroud	Nailsworth	Artsparks - Nailsworth	Art festival	£13,440	Limited impact on local economy - bid may be suitable for Build Back Better Councillor scheme
Stroud	Nailsworth	Nailsworth Chamber of Trade & Commerce / Eco Hub	Green Transport Festival	£25,000	The lack of permissions to host the event was a concern and the board were looking for certainty that the event would take place.
Stroud	Stroud Central	Heidi Hockenjos (Art event in Stroud)	Art exhibition	£3,500	Limited impact on local economy - bid may be suitable for Build Back Better Councillor scheme
Stroud	Stroud Central	Stroud & District Film Society	Winter season film festival	£1,200	Due to scale of the event and limited impact on local economy
Stroud	Stroud Central	Cashes Green Community Centre	Upgrade to community centre to host a range of community events including community café	£11,287	Limited impact on local economy - bid may be suitable for Build Back Better Councillor scheme
Stroud	Stroud Central	Cainscross Town Council	Program of activities and for improvements to our hall to develop it into a community hub.	£6,100	A very worthy bid, does not support an event linked to the local economy - bid may be suitable for Build Back Better Councillor scheme
Tewkesbury	Bishop's Cleeve	Stoke Orchard Community Centre	Community Day	£2,000	Uncertainty of funding request
Tewkesbury	Tewkesbury East	Northway Luncheon Club	Xmas lunch and annual outing for senior residents.	£1,500	A very worthy bid, does not support an event linked to the local economy - bid may be suitable for Build Back Better Councillor scheme
Tewkesbury	Winchcombe & Woodmancote	Gretton Parish Council (Environment)	Improve the green environment within the Parish of Gretton	£1,000	Not being linked to the impacts of the COVID pandemic

Alternative options considered and why they were rejected

Option 1: To delay awarding funding from the Build Back Better - Market Towns Fund – this was rejected as many of the bid events are planned for 2021 and the organising committees required assurance of their funding award so they could successfully progress with delivering their planned event.

Option 2: To not award any funding from the Build Back Better - Market Towns Fund – this was rejected as the funding opportunity was widely promoted and expectations from local communities had been raised. If no funding had been awarded it would have had a negative impact on the reputation of the council.

Option 3: To award funding to all bids submitted to the Build Back Better - Market Towns

Fund - this was rejected as clear guidelines as to submission bids were provided regarding the type of events GCC would support. All unallocated funding will form part of a second phase of the Build Back Better – Market Towns Fund which will be launched in late 2021.

Risk Analysis

The process developed to manage both the bidding process and distribution of funds is not considered to present any significant risks to the council.

As part of the bidding process applicants have been asked to identify how they will manage risk and demonstrate previous experience of delivering community events. The information provided in response to these questions has been used as part of the shortlisting process.

The grant acceptance form is consistent with the one produced for the Build Back Better – Councillor scheme and provides very clear conditions on the use of the grant. This is intended to minimise the risk to the council and ensure the funding awarded is used for the purposes outlined within the submitted application form.

For grants in excess of £10,000 these will be paid by way of instalment to ensure the event progresses as intended. The initial instalment shall be issued within 30 days from receipt of the signed form. Subsequent instalments shall be agreed on a case by case basis.

Officers will also monitor the delivery of the events to ensure they are delivered as planned and in accordance with their bid submission.

Equalities considerations

This grant scheme will have either a **positive or neutral impact** on people of all protected characteristics.

The scheme is open to parish and town councils, voluntary and community organisations and other incorporated bodies.

Therefore, the intended beneficiaries of this programme could vary in age significantly. The scheme is intended to benefit the wider community and address areas such as helping communities to recover, rebuild and protect themselves from the impacts of Covid19, promote and encourage community wellbeing which could be experienced by a person of any age.

Has an Equality Impact Assessment been completed? Yes

Has any conflict of interest been declared by any Cabinet Member consulted on the decision?

No

Does this decision report form or any supporting papers provided contain confidential or exempt information?	No
Does this decision need to be published on the GCC website?	Yes
<p>In coming to this decision I have given due and full regard to the requirements of the Public Sector Equality Duty contained in section 149 of the Equality Act 2010 ("the Act") by reference to the law itself and also the relevant Equality Impact Assessment, which was/were prepared in accordance with the requirements of the Act.</p> <p>Having fully considered all available information, I have decided to reject any alternative options and take the recommended decision(s), for the reasons set out in this report.</p> <p></p> <p>Signed Steve Mawson - Executive Director of Corporate Resources</p>	
Date 8.11.2021	
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