

Wedi ei ariannu gan
Llywodraeth y DU



Funded by
UK Government

Shared Prosperity Funding

Town Centre Activities and Events Grant

2025 – 2026

Guidance Notes

PURPOSE OF THE GRANT

The Town Centre Activities and Events Grant (TCAEG) has been established to support town centres to boost footfall by organising events and activities that bring more people to the town centre. We acknowledge that town centre businesses have, and continue to, face an economically challenging time so by boosting activity in the town centre will benefit the businesses with increased footfall.

This project along with another 8 projects forms a package of interventions known collectively as the 'Town Centre Investment Programme – Flintshire'. This programme is targeted at 7 town centres across Flintshire (Buckley, Connahs Quay, Flint, Holywell, Mold, Queensferry and Shotton), which has been made possible with funding secured from the UK Government's 'Shared Prosperity Fund'. A key aim of the overall programme is to support the vibrancy and diversification of town centres across the county and contribute to an improved town centre offer and an increase in footfall.

The TCAEG grant (minimum £500 and maximum of up to £10,000) will be open to applications from April 2025 and will close in January 2026 for new applications to be received. Should the overall grant fund be fully committed sooner then we will close to new applications so please apply early to avoid disappointment.

Schemes will be presented to the Flintshire Regeneration Panel, for a decision on the grant application. The deadline for submission of applications to be considered by the panel at one of its monthly meetings is outlined below. In addition, the dates of the panel and the date by which the outcome of the application will be communicated to the applicant are noted.

Monthly deadline for submission of applications (to be received by 5pm).	Panel Meeting – to consider applications on:	Decision to be communicated to applicant by:
3 rd April 2025	8 th April 2025	11 th April 2025
28 th April 2025	7 th May 2025	9 th May 2025
26 th May 2025	4 th June 2025	6 th June 2025
23 rd June 2025	2 nd July 2025	4 th July 2025
28 th July 2025	6 th August 2025	8 th August 2025
25 th August 2025	3 rd September 2025	5 th September 2025
29 th September 2025	8 th October 2025	10 th October 2025
27 th October 2025	5 th November 2025	7 th November 2025
24 th November 2025	3 rd December 2025	5 th December 2025

Please note not all panel meetings will be held if the grant funding available is fully allocated to projects sooner than the meeting dates. Applications are therefore encouraged for the earlier panel dates, as the funding is limited and expected to be in high demand.

Applications are assessed on the basis of its positive benefit to the local area, but the level of grant (subject to state aid rules) may be limited by the size and nature of the project, viability gap or the company's financial contribution.

Grant funding would be awarded for a **minimum of £500 up to a maximum of £10,000** which is a maximum of 80% of the total project cost with the remaining to be funded by the organisation/group/individual applying.

Applications for TCAEG funding will be fully assessed with recommendations presented by a member of the Regeneration Team. Intervention rates can be determined by each individual local authority based on local market conditions up to a maximum of 80% grant support.

Decisions made will be:

- Approval
- Approval subject to conditions
- Reject - Full justification will be provided to any applicant whose application is rejected.

TOWN CENTRE ACTIVITIES AND EVENTS GRANT – WHO CAN APPLY?

The Town Centre Activities and Events Grant is available within 7 towns in Flintshire (Buckley, Connahs Quay, Flint, Holywell, Mold, Queensferry and Shotton)

It is anticipated that the main applicants and beneficiaries of this grant scheme will be community/voluntary groups, town councils, charitable organisations and town centre businesses. The activities and events delivered with grant funding are expected to benefit members of beneficiary organisations, local residents, visitors and other town centre businesses.

TOWN CENTRE ACTIVITIES AND EVENTS GRANT - HOW MUCH CAN YOU APPLY FOR?

The minimum amount of grant funding under the Town Centre Activities and Events Grant that you can apply for is £500 and the maximum is £10,000.

TOWN CENTRE ACTIVITIES AND EVENTS GRANT - HOW TO APPLY

Groups/organisations/individuals can enquire about the grant funding available by contacting Flintshire County Council's Regeneration Team by email: regeneration@flintshire.gov.uk . If eligible, you will go through the process of filling out the application form. Advice will be available regarding the application process and the team will support you throughout.

TOWN CENTRE ACTIVITIES AND EVENTS GRANT - GUIDANCE ON COMPLETING THE FORM

Checklist

Please ensure that this section is filled out. If you cannot tick these boxes then the application will not be eligible for the grant award therefore will not proceed to panel assessment and scoring.

Section 1 – Applicant and Project Summary

This section asks for information about the area in which your business is located, the cost of the project, the proposed date of the event or activity.

You must include details of the source of other funding (Minimum 20%).

Under "Proposed Event/Activity Name" state the name that you will give the event or activity publicly, under "Proposed Event/Activity Date" please state the date of which the event will take place and under "Proposed event/activity location" please list all location addresses it involves.

Section 2 – Lead Contact Details

This section asks for information about you and your business. Please ensure the details in this section are accurate and complete.

Section 3 – Additional Applicants Contact Details

This section asks for details on any additional applicants for example if you work in partnership with others.

Section 4 – Activity/Event Description

This section (4.1) asks you to describe your event/activity. You should include details about the following: -

- **Clear aims and objectives:** what you want to achieve with the grant requested and what you're proposing to do to make it happen.
- **An explanation of the need for the event/activity (is there an issue/concern you're proposing to tackle with the grant requested).**

In section 4.2 please set out the licenses and/or permission you need to put on this activity/event. It may be useful to refer to the organisers guide provided by Flintshire County Council with the application form.

In section 4.3 please estimate the number of attendees that you hope to attract to the event.

In section 4.4 state how much the cost will be to attendees or if free of charge.

In section 4.5 asks for your business plan, this should be information about how to sustain the event for the future to be able to run it again without the need for a grant. Please also state if this event is a one off.

In section 4.6 it asks for what type of event/activity will it be? Please tick one or if other state what type of event/activity is.

In section 4.7 it asks for who will be involved in the running of the event and the table should be filled out to show responsibilities for each person.

In section 4.8 it asks for information about how you will promote your activity and event to ensure that it is successful. Copies of promotional material need to be provided to Flintshire County Council as evidence for the grant award when payment is being sought.

In section 4.9 What is the proposed outcome once the project has been completed? What outputs will the proposed project achieve? See list below of outputs that can be claimed. This table also shows examples of the type of evidence that will be required. Information on when the documentation will be needed by will be detailed in the offer letter.

Target Outcome/ Output Please note - all target outputs included below will need to be evidenced when you claim the grant the grant claim process. Please refer to the accompanying guidance document to identify what type of information/ evidence is required for each outcome/ output claimed.	Evidence to be provided. The evidence required will be agreed at grant panel for each individual grant application. A selection of the type of evidence required for each output/ outcome is detailed below.
Number of local event(s)/ activities delivered as a result of the grant funding sought in this application.	1. Photographs of the event 2. Copies of promotional materials
Number of people expected to attend the proposed event(s)/ activities	1. Photographs of the event 2. Number of tickets sold (if event is chargeable) 3. Completed signing-in/ event registration documents
Number of Volunteers to be engaged in planning, running, and resourcing the activity/ event	1. Completed beneficiary forms for each volunteer (forms provided in monitoring pack from FCC) 2. Evidence of communication/ written correspondence issued to Volunteers about the event.

Section 5 – Benefits and Impacts

The 5.1 section asks for information about the impacts of the activity/event and how it will benefit the Town Centre and the surrounding area. For the application to be considered at the panel you will need to demonstrate that your activity/event supports 4 out of the 7 benefits at least.

Section 5.1a should include examples of bringing more footfall to the town centre and showcasing what the town has to offer, attracting more investment to the area and improving the area as a whole for future generations.

5.1b Encourage the use of alternative travel – examples could be to promote more use of public transport or encourage the community to walk to the event or activity.

5.1c Encourage a sense of pride amongst local people and improve engagement amongst local people – detail how your event will bring satisfaction to the community and a pride of place in the town centre again.

5.1d Bring benefits to Local Businesses / organisations – How does your event/activity bring benefit to local businesses and organisations? For example more footfall to businesses or more awareness of what businesses are within the town.

5.1e Positively support community wellbeing – How does the activity/event support the wellbeing of the community? For example, tackling loneliness and/or isolation, youth engagement, healthy living, bringing more people together from different age groups, cultures, ethnicities etc.

5.1f Help to address anti-social behaviour – Does your activity/event help to address any anti social behaviour issues that the town faces? If so, how does it achieve this? For example, social activities engaging young people, more people within the town may deter Anti-social behaviour.

5.1g Increase Volunteering in the town centre/ local community – How does your event/activity contribute to volunteering in the town centre/local community? For example, more opportunities to volunteer, increased interest in volunteer groups with ongoing opportunities,

In Section 5.2 you should include any other benefits such as community engagement, what type of entertainment the activity provides, etc.

Section 6 – Delivery

This 6.1 section asks for evidence of the arrangements made for your activity/event. Who will be the project manager and lead the activity/event ensuring that everything is completed and all relevant licences are in place (refer to Events - Organiser Guide). It is useful to include full plans of how the event/activity will be run and managed giving as much detail and information as possible.

In section 6.2 please list the key risks you have identified for your project. Also within this section you need to state how you will manage each risk if they were to occur. Examples of risks are weather preventing the event/activity taking place, food hygiene not at acceptable and legal standard, suppliers unavailable etc. You may manage/reduce the risk by rescheduling the event in the unlikely event that adverse weather occurs or you may manage it by having an alternative venue on standby.

Section 7 – Project Costs and Funding Package

In section 7.1 it asks for a breakdown of costs in as much detail as possible. You should specify, where appropriate, VAT inclusive or exclusive. It is useful to know what item of expenditure is to be paid for by the Grant awarded and what items will be paid for by yourselves. Please ensure that the total for ALL items of expenditure is the same as the

total in section 1. This ensures that when the application is put to panel there are no discrepancies in financial statistics. Please note the maximum grant funding awarded is for up to 80% of the total..

Please ensure that you seek quotes for the event/activity expenditure prior to applying.

All applications should be for new events however you may apply for grant funding for enhancements to existing scheduled events/activities. For example, annual events that would like to enhance their event could be awarded grant funding but this would only be for enhancements and not the pre-existing event itself.

In section 7.2 please mark on the calendar when the costs will be incurred and when you are able to make a claim for the grant funding. This may be before the event or afterwards. For example some costs will be incurred prior to the event such as deposits to suppliers, if you have an invoice you will be able to claim that before the event takes place.

Section 8 – Supplementary Documents

This section is a checklist to ensure that any necessary documents you may need to provide to support your application have been included. You should include all documentation in relation to permissions and insurance and confirm whether they are attached to application or if pending what date they will be available.

There is also an additional section for anything additional outside of permissions and insurance included.

Section 9 – UK Subsidy

Please state any government financial assistance you have been given in the last 5 years.

Section 10 - Applicant Signature & Date

Please sign and date the application form. Electronic signature will be accepted.

Section 11 – Privacy Notice to be Shared with All Applicants and Contributors

Please ensure anyone who has provided their information as part of your application has seen our Privacy Notice.