



**European Union**  
European Regional  
Development Fund



**HM Government**



## **Welcome Back Fund Event Proposal**

*Commissioning events to support high streets - 13<sup>th</sup> August 2021 to 28<sup>th</sup> February 2022*

Rother District Council (RDC) Regeneration Service has been successful securing Government Welcome Back Funding for our district, building on the earlier Reopening High Streets Safely Fund announced by Government in May 2020. This funding has been made available to local authorities to help support communities and businesses as life slowly reopens post Covid-19. See [Welcome Back Fund - GOV.UK \(www.gov.uk\)](https://www.gov.uk).

We're delighted an element of which has been agreed to support a series of events specifically designed to increase footfall into our rural high streets over the shoulder months (ie Sept to Feb) and we are putting out a call to see if event organisers or organisations would be interested in submitting a proposal. These need to be new rural events, additional to what we already have happening in the area and one offs brought, together for the purpose of supporting and bolstering local retail and local businesses.

The pot is not huge and we want to try and have as many of these events happening in as many of our rural towns (Rye and Battle) and our villages as possible. We are keen to hear your suggestions and proposals. If you would like to discuss your event proposal prior to submitting your application contact Cultural Development & Events Officer Donna Hall on [dhall.arts@rother.gov.uk](mailto:dhall.arts@rother.gov.uk) and CC in Carol Saunders on [carol.saunders@rother.gov.uk](mailto:carol.saunders@rother.gov.uk)

### **Event guidelines:**

- Your event must take place before the 28<sup>th</sup> of February 2022.
- Events must be new or a new addition to an existing event.
- Your event needs to clearly show how it has been designed to support local businesses to thrive and grow in this reopening period of Covid-19.
- Post event we will need to see evidence of how this business support has worked in practice and what the actual benefits to local businesses were, so please show how you will work with/support local businesses.
- We are particularly interested to hear how you will create a sustainable eco-friendly event.
- We will be interested to hear how you will create an inclusive event.
- You can apply for Rother Events Grant funding as well as this WBF funding.

### **Additional;**

- During this pandemic COVID-19 guidelines re events are encouraged for the safety of all engaged. Please keep updated via Government updates re events.
- Along with your grant application, you need to email [COVID@rother.gov.uk](mailto:COVID@rother.gov.uk) and present your COVID-safe event plan to the RDC Environmental Health Team. Once they have signed off your event plan we can consider your application. This is for all events, not just those on RDC land.
- If any changes are made to your event you will need to inform Environmental Health on [COVID@rother.gov.uk](mailto:COVID@rother.gov.uk) prior to your event taking place.
- Funding will be paid direct to the lead organisation on receipt of the signed funding agreement.
- Any projects receiving funding will be expected to complete an evaluation for RDC and the WBF.
- All event marketing supported by the Welcome Back funding will need to carry the MCLG and EU logos. Please request these from [carol.saunders@rother.gov.uk](mailto:carol.saunders@rother.gov.uk)
- All insurances and permissions for the event are the responsibility of the event organiser, with evidence in place in advance of the event delivery.

### **Proposal Application process:**

Upon receipt of your proposal and COVID-secure plan approval of your event, proposals will be considered by our Cultural Development & Events Officer and our Principle Regeneration Officer.

### **Unsuccessful Proposals:**

Unsuccessful proposals will be notified and given the reason for having been refused funding.

### **Successful Proposals :**

If your proposal is successful you will be notified in writing and asked to submit relevant paper work:

- Copy of your COVID-secure event plan – see Appendix A re COVID secure plan
- Copy of the planned event budget, we will ask for a final budget of the event at the close of the project.
- Copy of all required approval if on RDC land re Safety Advisory Group (SAG). RDC Officer [Lynsey.goodwill@rother.gov.uk](mailto:Lynsey.goodwill@rother.gov.uk) can support you with this aspect.

On receipt of these documents a funding agreement will be issued, detailing conditions, which you are requested to sign and return. Until this documentation is returned a funding decision can be revoked.

### **Monitoring:**

As part of the conditions of the Welcome Back Fund grant, the Council will require you to provide an evaluation report and images which the WBF and RDC can use for its own promotion, on completion of the event.

**Please sign, scan and return completed forms by email to:**

Donna Hall Cultural Development & Events Officer [dhall.arts@rother.gov.uk](mailto:dhall.arts@rother.gov.uk) and CC Regeneration Assistant Carol Saunders on [carol.saunders@rother.gov.uk](mailto:carol.saunders@rother.gov.uk)

**Please do not post your application to our offices.**

For office use only

Ref No	Date received:
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**Contact Details:**

Organisation name	
Main contact	
Contact address	
Telephone contact	
Mobile number	
Email address	

**Event Details:**

Project date	
Project name	
Where in Rural Rother will the event take place?	
Anticipated visitor numbers?	
Event website or Facebook page that will be used to promote the event.	

<b>No of businesses involved:</b>	<b>Estimated Number:</b>
High Street Businesses with direct involvement?	
High Street Businesses that will benefit from the event?	
Number of freelancers that will be employed?	

Number of business services that will be used?	

**Details of event;**

Has the event received RDC events funding already for this event? If yes, please see our criteria. If for a new element of the same event, please detail:	
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Has the organisation applied for any other RDC funding?	
If yes, please specify:	
Have you made any other external funding applications or secured any sponsorship?	
If yes, please specify:	
Please detail how you will create an inclusive event and how you will create a Green eco-friendly event:	
<p>Have you submitted your COVID-safe event plan to RDC Environmental Health (<a href="mailto:COVID@rother.gov.uk">COVID@rother.gov.uk</a>) ? If yes, please offer date submitted.</p> <p><i>Please note, your grant application will only be considered if Environmental Health certify your event as COVID-secure</i></p>	

**Declaration**

I confirm that, as far as I know, the information in this application is true and correct.

Your signature

Name (in Capitals)

Date