

Leah Wellings

From: Amy.Beckett@stroud.gov.uk
Sent: 23 December 2021 11:24
To: Leah Wellings
Cc: John Kay
Subject: RE: Welcome Back Funding

Hi Leah,

Thanks for letting me know. These all look okay and within the requirements of the funding. We're also happy to support with the website needs, as long as it meets the below:

19. Can the fund be used to create/develop websites/apps? Answer: This is within scope strand 5 of the WBF. The production of websites would need to be directly in line with scope of the WBF fund and focused on the provision of information relating to the creation and promotion of a safe environment for local trade and tourism. This includes but is not limited to Click and Collect/Virtual High Streets and websites promoting safe celebration events.

Full ERDF branding and procurement requirements must be adhered to.

Kind Regards

Amy Beckett

Senior Economic Development Specialist
Stroud District Council

Ebley Mill, Ebley Wharf
Stroud, Gloucestershire. GL5 4UB

email: Amy.Beckett@stroud.gov.uk

Web: www.stroud.gov.uk

From: Leah Wellings <deputy@dursleytowncouncil.gov.uk>
Sent: 22 December 2021 09:48
To: Beckett, Amy <Amy.Beckett@stroud.gov.uk>
Cc: _Council_Dursley Town <clerk@dursleytowncouncil.gov.uk>
Subject: [External] Welcome Back Funding

Hi Amy,

I've discussed the Welcome back fund and further ideas with the Town Clerk, please see below:

Ideas

£1,400 - 2 new benches ("Lowther" bench from Glasdon or similar) - Uley Road & Henlow Drive.

£500 - New planters, soil, plants for the Council's green railings on Castle Street, at the rear of Gravity.

£2000 - Development of new 'Visit Dursley' website to promote the town (estimated cost)

Let us know whether these ideas could fit in with the funding brief.

Have a lovely Christmas.

Leah

Leah Wellings CiLCA
Deputy Town Clerk
Dursley Town Council
www.dursleytowncouncil.gov.uk
01453 547758



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From: Amy.Beckett@stroud.gov.uk <Amy.Beckett@stroud.gov.uk>
Sent: 15 December 2021 12:27
To: council@stroudtown.gov.uk; Helen.Bojaniwska@stroudtown.gov.uk; John Kay <clerk@dursleytowncouncil.gov.uk>; Leah Wellings <deputy@dursleytowncouncil.gov.uk>; clerk@nailsworthtowncouncil.gov.uk; deputyclerk@nailsworthtowncouncil.gov.uk; clerk@wotton-under-edge.com; townclerk@stonehousetowncouncil.com; deputyclerk@stonehousetowncouncil.gov.uk; clerk@berkeley-tc.gov.uk; clerk@painswick-pc.gov.uk
Subject: Welcome Back Funding

Good afternoon all,

I hope you are all well and having a good start to your weeks; as discussed at last week's market town forum, please see attached the proposed spend from each parish who had returned this during the summer. As you can see we are currently due to spend approx. £50k, and still have approx. £50k further to spend.

Please let me know firstly, if all items for your parish are still being considered and if there is anything else as individual parishes you would like to utilise the funding for. I included the link for latest guidance and FAQ's for any questions you have on eligibility of ideas, <https://www.gov.uk/government/publications/welcome-back-fund>. As mentioned at the market towns forum, please let me know these beforehand, as I am required by MHCLG to complete a change request for every addition to the original proposed spend.

There are also some ideas for ways we can use this with District wide initiatives:

1. **Social media support:** this will be targeted support for accessing an increased online market for businesses who are based in our market towns and ways to increase their click through rates from social media to purchases.
2. **Net Zero Delivery:** we will put a tender out requesting responses that consider net zero and sustainable delivery methods of goods from shops / restaurants in all our market towns. This would be funded up until the end of the WBF programme (March 2022) and we would also request details on what the ongoing costs would be if businesses would like to continue this service.
3. **Smart Marketing Video:** this would include all market towns, and be in detail on each market town, including an interactive map and, where possible, tourist attractions within and in close proximity to the market towns also.

Finally, a reminder of the upcoming claims due to MHCLG:

WBF Claim Spend Period	Deadline for claim submission
Q4 2021: 01-Oct-21 to 31-Dec-21	29/01/2022 (upcoming)
Q1 2022: 01-Jan-22 to 31-Mar-22	30/04/2022

Can each parish let me know if there is any further individual spend / projects they would like funded through WBF and which District wide initiatives they feel would be a good use of the funding

by **December 23rd**. Furthermore, if there are any other district wide projects that could utilise the spend please let me know these

Thank you in advance

Kind Regards

Amy Beckett

Senior Economic Development Specialist
Stroud District Council

Ebley Mill, Ebley Wharf
Stroud, Gloucestershire. GL5 4UB

email: Amy.Beckett@stroud.gov.uk

Web: www.stroud.gov.uk

Parish	Item Description	Company	Price
Stroud	Traffic Management - London Road Closure	Sunbelt	£3,353.90
Stroud	Traffic Management - London Road Closure	Subelt	£6,707.80
Berkeley	Festive Lighting	The Festive Lighting Company	£10,998.19
Berkeley	Town Hall re-opening deep clean	Clean Shield	£120.00
Berkeley	Canon Park Open Day - Covid measures	Various	£200.00
Berkeley	Canon Park - Hedging	Stroud Valleys Project	£2,186.80
Berkeley	New Website - TBC	TBC	£10,000.00
Berkeley	Autumn Planting	Adam - the gardener	£2,000.00
Dursley	Banner for craft market	MDL Kelex	£80.00
Dursley	Pavement signs	Display Wizard	£144.99
Stonehouse	Tree Day entertainers	School of Larks	£315.00
Stonehouse	Goodwill Day entertainers	School of Larks	£915.00
Nailsworth	Market Road Closures	SDC	£340.00
Nailsworth	Road Closures highways signage	Morelock Ltd	£246.00
Nailsworth	Assitants for market days	Various temp contracts	£620.00
Nailsworth	x2 banners	CR Signs Ltd	£180.00
Nailsworth	Free Parking blue highways signs	GCC	£1,500.00
Nailsworth	Nailsworth Festival - TBC	TBC	£2,000.00
Nailsworth	Mortime Garden Benches	Earth Anchor Ltd	£1,500.00
Nailsworth	King George Benches	Glasdon UK Ltd	£800.00
Nailsworth	Movable planters - TBC	Amberol	£3,262.00
Nailsworth	Plants and topsoil	Various suppliers	£400.00
Nailsworth	Bollard and loading bay	SDC	£200.00
Nailsworth	New fence - mortimer garden	Stroud Fencing Ltd	£900.00
Nailsworth	x20 Christmas trees, lights and stands - TBC		£400.00
Nailsworth	x15 Christmas tree brackets - TBC		£225.00
Nailsworth	60m LED lights for civic centre - TBC		£500.00
Nailsworth	x1 large christmas tree - TBC		£300.00
			£50,394.68

Leah Wellings

From: Amy.Beckett@stroud.gov.uk
Sent: 21 December 2021 10:33
Subject: Draft Economic Development Strategy Consultation
Attachments: Draft Economic Development Strategy.pdf

Good morning,

I hope you are well.

Stroud District Council has prepared a draft Economic Development strategy, spanning the next ten years, with the vision to achieve a sustainable, inclusive and thriving economy for our businesses. We welcome views on all parts of the strategy to ensure the vision is met, the strategy, which is attached, is currently out for consultation.

We are keen to hear the thoughts of businesses, communities and partner organisations alike, and ask for your help with this. Please could you share the consultation with any businesses, community organisations or interested parties you know to help us get their views.

We welcome views on all parts of the strategy including:

- Does the vision meet the overarching needs of the District?
- Do you agree with the key economic objectives and commitments outlined?
- Do you feel we have the correct priority sectors outlined in the District?
- What are the top three priority sectors for your area? (we have identified three key sectors for each parish cluster area. Have we got these right?)

The strategy will be accompanied by an Action Plan, outlining how we will work to meet the commitments of the strategy; which is being developed over the Winter, going live March 2022. If you wish to comment on the draft strategy, please send to Amy Beckett, Amy.Beckett@stroud.gov.uk and clearly identify which section of the document you are referencing, including page number, chapter title and sub heading where relevant.

Kind Regards

Amy Beckett

Senior Economic Development Specialist
Stroud District Council

Ebley Mill, Ebley Wharf
Stroud, Gloucestershire. GL5 4UB

email: Amy.Beckett@stroud.gov.uk
Web: www.stroud.gov.uk

A VISIONARY

1ST CONSULTATION } SENT AUGUST 2021
COMMENTS

Stroud District Council's Draft Sustainable Economic Development Strategy

Dursley Town Council Comments

General overview to approach

The strategy, the objectives within it and the individual actions and projects that fall out of it, should be developed using the SMART approach, that is they should be Specific, Measurable, Achievable, Realistic (or relevant) and Time-bound.

The baseline data/picture is important as it points to where the priorities should be and how outcomes can be effectively measured.

The focus should be on where the district authority can make a real difference. It should also be clear where money/resources are required - what can we realistically do with the money/resource we have?

As well as clear timescales, the governance should also be set out clearly - who's responsible and which partnerships are involved in helping to deliver the strategy.

The Stroud District Local Economy: Our Facts & Figures

There are very few facts and figures outlined in the document and these are vital when setting priorities and measuring outcomes:

- It's important to outline meaningful facts and figures that relate to the district.
- Facts and figures can provide a clear baseline from which progress and achievements can be effectively measured. At the moment the baseline is not clear and the measures/outcomes are not specific enough.
- The baseline facts and figures help to identify what we need to do, inform strategic objectives and prioritise actions.
- Useful facts and figures include – current employment/unemployment rates, number of jobs, registered businesses SME/larger employers, apprenticeship levels, educational attainment of young people up to age 24, course take up /skills, relevant high street data, data related to childcare provision. All of these things are important when looking at and assessing our local economy.
- Figures should cover the Stroud District against the South West, not just national comparisons.

Opportunities & Challenges

In addition to that already outlined in the document, the following could also be considered:

Strengths –

- Heritage Assets.
- Diverse/distinctive towns.
- National walking trails (Cotswold Way/Severn Way).

Opportunities –

- More homeworking = people stay local could be encouraged to visit town rather than large cities/shopping areas.
- Derelict buildings – development opportunities that could support our economy.
- Glos 2050 ideas – opportunities down the line.
- Fusion bid for Stroud if it is successful.

Weaknesses -

- Loss of formal business/trader groups & communication channels (e.g. in market towns)

Threats -

- Competition for employment sites with housing developers.
- Increased investment in automation with no increase in or upskilling workforce.

The Vision

No comments.

The Objectives

Need to take a SMART approach, see comments in general overview.

Measuring Success

Need to take a SMART approach, see comments in general overview, facts & figures.

The measures and outcomes are not specific enough, e.g. in relation to 'Improve skills', number of jobs created, what skills?, course enrolment/take up etc.

How much do local council's spend locally (e.g. stationary/procurement)? Could this be increased?

Priority Sectors

No comments.

The Commitments (incl. other general comments)

Need to take a SMART approach, see all comments above.

No mention of link to Strategy 2030. Links to other strategies and plans need to be clear.

Could be stronger on local markets and the development of this.

Rural diversification (e.g. farm shops that support the continuation of farming business/ livery stables)

The continued development of tourism and working together on this across market towns and the district is important (as we are just starting to see this develop).

Having a strong digital presence / website important for district in terms of what we have to offer - tourism / trade /employment. It's disjointed at the moment.

Support for business space, work units, space to grow on as businesses expand.

Development of business networks/establish communication with traders. Local engagement and participation is important. The growth hub has opened in Stroud.

We have a strong community/voluntary/social enterprise base but we don't all know about it so that links can be made and people can work together to achieve.

Leadership and collaborative/partnership approach to working is going to be very important in order to achieve results.