



Buckingham and Villages Community Board Funding Report - 2020/21 Date of Decision: 10/11/20

Organisation Name	Buckingham Town Council
Project Name	#BuckinghamAllWrappedUp
Funding Stream	Community Area Priorities Fund
Total Cost of project	£1,980
Amount of Match Funding	£200
Amount being applied for	£1,780
Amount suggested	£1,780

Project Summary

This proposal has been submitted by Buckingham Town Council who are requesting £1,780 in funding from the Community Area Priorities Fund to match fund the #BuckinghamAllWrappedUp initiative. The project will encourage people to visit Buckingham to shop and use the restaurants and cafes in the lead up to Christmas, particularly on the days when Buckinghamshire Council is providing free parking. This will be achieved through leaflets, posters, bunting and a selfie backdrop, along with a social media and press campaign. A raffle will be used to encourage people to shop in as many venues as possible. The bunting and selfie backdrop will be undated and available to use for future Christmases in order to increase their marketing value.

How does the project address local priorities?

This proposal fits in with the Buckingham and Villages Covid Support and Economic Recovery. The project will support the economic recovery of the Town Centre by encouraging more people to visit the Town Centre, and those who do to visit more businesses and spend more of their money locally.

How does the project align with the values, objectives and corporate priorities of Buckinghamshire Council?

This project fits in with Buckinghamshire Councils "Increasing Prosperity" priority. The aim of the project is to increase the number of people spending money in Buckingham Town Centre in the lead up to Christmas 2020. It will do this by promoting free parking and the town centre generally, as well as promoting all the individual businesses who take part by offering raffle tickets to everyone who buys something from their premises, and who use the bunting and branding provided. In this way the project will support a thriving business economy, particularly at the small and medium-sized enterprise (SME) level, and promote and improve Buckingham Town Centre and High Street.

How does the project achieve value for money?

The project is being supported by £200 in match funding.

Community Board Coordinator comments

This project has been discussed at Covid Support and Economic Recovery Sub Group, where it was agreed to put the application forward to the Board for funding.

In the event that the current restrictions have not been lifted by the 2nd December, then this funding will be used in the New Year for a similar project to encourage shoppers back to their local high street.

The applicant will be required to agree to terms and conditions, which include a monitoring agreement, as discussed with the Community Board Coordinator before the fund will be formally awarded.