

WELLINGTON TOWN COUNCIL

Budget

	A	B	C	E	G	K	O	P	Q	R
135	Events									
136	Code	Title	23-24 Receipts Budget	23-24 Payments Budget	24-25 Receipts Budget	24-25 Payments Budget	25-26 Receipts Budget	25-26 Payments Budget	26-27 Receipts Budget	26-27 Payments Budget
137	127	Coronation Deposits	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
138	128	Jubilee & Coronation	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
139	140	Summer Street Fair	£ 1,050.00	£ 6,050.00	£ 2,000.00	£ 7,000.00	£ -	£ -	£ -	£ -
140	141	Street Fair Refundable Deposits	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
141	142	Riffles Event	£ -	£ 2,500.00	£ -	£ -	£ -	£ -	£ -	£ -
142	147	Remembrance & AFD	£ -	£ 1,000.00	£ -	£ 1,000.00	£ -	£ 1,000.00	£ -	£ 1,000.00
143	150	AFD Stalls	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
144	151	AFD Refundable Stalls	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
145	73	Film Festival	£ -	£ 4,000.00	£ -	£ -	£ -	£ 10,000.00	£ -	£ 10,000.00
146		VE Day 80th	£ -	£ -	£ -	£ -	£ 280.00	£ 4,250.00	£ -	£ -
147		Night Walk	£ -	£ -	£ -	£ -	£ 7,070.00	£ 13,566.00	£ -	£ -
148		VJ Day 80th	£ -	£ -	£ -	£ -	£ 280.00	£ 4,250.00		
149	Total		£ 1,050.00	£ 13,550.00	£ 2,000.00	£ 8,000.00	£ 7,630.00	£ 33,066.00	£ -	£ 11,000.00
150		Net Expenditure (Payments - Receipts)		£ 12,500.00		£ 6,000.00		£ 25,436.00		

TO: Events Committee (Cllr Chris Booth).

Copied to Annette Kirk.

FROM: Stephen Mercer

DATE: 21 October 2024

SUBJECT: Proposed 'Night Walk Event'. Saturday 13th September 2025

I write in response to the invitation to councillors at the EDC of 16th October to comment further on the hosting of the above event. It was pleasing to see a 5:1 vote on the EDC to consider further how the event might be offered in the council's 2025 programme.

I offer the following which I have covered in topic headings based broadly on thoughts or concerns voiced at the EDC.

1. General Personal Reaction

I am 100% in favour of this event as it fits broadly with an idea I proposed for discussion at the Events Committee a few weeks ago. Indeed the council's Night Walk is an admirably more immersive event than the similar ones I and very large numbers of visitors used to enjoy when living in France, so I wish to do my best to offer support in order for Wellington residents and visitors to similarly enjoy themselves. That said I appreciate all the comments made last night that require some consideration and I look to a way forward of constructive ideas in order to make this event happen.

2. Use of a Public Park for a 'fee to enter' event in part hosted by a commercial company.

I can appreciate this concern, but in this instance, I feel it is not warranted. The event will largely take place after normal entry hours i.e. in the early hours of darkness when normal public entry would not be permitted. Therefore the event extends the utility of park access hours and there can thus be no objection to a modest entry fee for a major new event for the town. There might have to be a modest level of restriction to certain areas for preparation during the day but this would not be any different from the numerous uses already of public parks and other areas across the UK for setting up such features as firework displays or stage performing areas.

3. Cost of event

Again this is another major concern that is understandable if councillors are unused to such levels of expenditure from the public purse. If my understanding is correct, councillors will be asked to approve an expected net cost of about £8500 for one night.

The moot point is whether this net cost fits the profile of other costed events and the basis/reliability of income estimates that create this net expense to the town. For example we already fund a far larger sum each year in the shape of the Christmas Lights which when its direct net cost benefit is applied still requires an outlay of over £30,000. We are also being asked to approve a 'one-off' net expenditure of £8500 for two 'end of WW2' celebrations when, arguably, the people alive at the time of those events are now a small minority well in their 80s or, sadly, the majority no longer with us.

As the celebration/remembrance of the world wars is also already well covered in November it has to beg the question (however hard this may be) of whether monies might be best spent at the level for events that are specifically for the pleasure of both young and old, particularly family groups. I therefore question the need for duplicated expenditure for both the VE and VJ day events to the tune of over £8000, in addition to the £1000 already allocated to Armistice Day.

That said it would be helpful, with the proposed organizers, to return to the costed expenditure for the Night Walk to see if any cost lines might be reduced. I will also comment further on ways to remove the concerns over costs in point 5.

4. Dates

As Cllr Wheatley very appropriately wisely pointed out from his experience, hosting an outdoor event close to the autumn equinox runs a far greater chance of bad weather. Indeed if examining the 'Tourism Score' for Wellington on the website 'Weatherspark' it clearly shows a considerable drop in overall suitability between mid-August and mid-September of an order of over 35%. While such analyses are always open to variations year on year, it suggests the hosting of the Night Walk on 13 September is questionable. Indeed my own experience of such events when hosted in the mid/south of France is that they usually end by late August/very early September as maximum income/attendance benefits (if looking to a wider audience than Wellington alone) arise during school summer holidays and the normally recognised 'summer season' i.e. June to August.

5. Cost saving/avoiding duplication

I believe we should not hold a separate VJ day. This may come as a surprise as I mentioned my own close family connections to VJ and the feelings that many held in the UK when joyous celebrations took place in the country in May at a time when hundreds of thousands of allied soldiers were fighting, in captivity in appalling conditions, and dying, until August.

I therefore suggest the following:

- a. That the VE day event continues but Wellington adds a note to what is often run as a glorified street party, that VE day only marked a stage in the conflict and that the Pacific and Far East was to see far greater carnage in the following three months. As someone directly connected with this sentiment, I would be happy to contribute a very brief eulogy to this effect but which would also concentrate more on advertising the family 'Light Event' in August.
- b. The VJ element, having thus been recorded in the May event, can be dropped as a separate event, to be merged with the Night Walk. I suggest the latter should be held on Saturday 16th August. The event can be well advertised at the VE day event as a celebration of both summer and the real end of WW2. It will be a summer evening event for:
 - i. Families, and particularly children
 - ii. Visitors/tourists who may not normally visit Wellington
 - iii. Wellington residents as a major summer evening out
- c. Merging VJ day in a celebratory relaxed evening for summer will save £4250 from the former which can be vired into the Night Walk estimates. This should have the effect of reducing the town council's net costs for the latter to about £4-5k, which is the same cost as would be allocated to the VJ day. However I contend that the VJ event, if run for over £4000, will be unlikely to the numbers of visitors likely to attend the Night Walk for the same net outlay.

6. Tourism Benefit

If Wellington is to increase its share of visitor interest it must start to host/fund/subsidise a range of events that are greater than many currently offered. Celebrations to mark national events (Armistice Day, VE Day, VJ Day, Christmas) and events not dissimilar to those being held in other towns (Street Markets, Carnivals and the like) are unlikely to bring in significant number of 'new footfalls' thus generally ending up as events only catering for the town's existing residents. Thus Wellington needs to try different events/scenarios which, if successful, could become part of the town's annual identity. Doing much the same as elsewhere may seem 'nice' for our town but I regularly detect the wish to increase the town's place in Somerset as something greater than just what we have now. With perhaps 10,000 additional residents possible in the next couple of decades we are the council that must set a new agenda.

Therefore, if this event is to go forward, Wellington must invest in an assertive advertising programme to bring in tourists i.e. 'Wellington is a place to go to/explore/visit'. I do not believe we have much of such significance at present. Furthermore, last night's comments quite rightly spoke of management of visitors' cars and advertising far wider than Somerset (we are only 2 miles from Devon). But as I mentioned as a case in point last night, similar major events elsewhere might need the mobilization of numbers of residents to make it work – our carnival proves it can be done so good planning should be able to make it work.

I commend these thoughts to the committee.

Steve Mercer

21 October 2025

Film Festival Event Economic Development Committee 13 November 2024

1. Background

In previous years, the Town Council has provided £8,000 of funding to Somerset Film and Video towards the Wellington Film Festival. The payment of this amount was reviewed by the Policy & Finance committee as part of the monthly reporting process in the July meeting *“Code 73 – Film Festival – It was agreed that this should be brought in line with the grants. The Deputy Clerk reported that she will send a grant application form to collect information and present to the External Funding Working Group with a view to form a new SLA.”*

For the first festival, Somerset West & Taunton provided £8,000 of funding and Somerset Council provided £4,000 for the second.

2. External Funding Working Group

Having reviewed a grant application (attached as appendix 1), the Chairman of the Group, Councillor J Cole, gives the following notes:

- Deb came across really well and I think moving the logistics to the in-house team and leaving the creative to Somerset Film would free up budget to spend more on the festival. It would avoid any need to tender I would think because they would not be asked to run the festival, rather provide creative assistance. The Council are already doing a fair bit of work anyway. This will however, move the responsibility in house but a Councillor is the Chairperson so that shouldn't be a problem.
- The branding of the event would highlight it is a Council event with support from Somerset Film and other sponsors.
- I would make the event annual and fix the weekend.
- I'd also make more budget available for ideas that grow the event (both numbers and prestige) and/or add value for residents.
- Following on from increasing the budget, I spoke briefly with Dave about the event planned in the park in September next year which runs a few days before the proposed Film Festival. The proposal is to run a single day event with a bigger budget than the Film Festival.! It could be possible to combine them and if the council was the event organiser, the right team would have this oversight to make the decision and employ multiple vendors to make it happen.
- The events committee need to have oversight of ALL town wide events so there is a sensible programme for the year. If these events run separately and with the carnival, it would become a bit crowded around September.

3. Recommendations

3.1. EFWG

Recommended that decisions on the funding of the Film Festival pass to the Economic Development Committee and budget requirements are added to the Events Cost Centre for 25-26. As the Council are now the sole organisation providing funding for this event and it is further **recommended**,

notwithstanding the creative input from Somerset Film and Video, that the Council takes ownership of delivering this event from this point forward.

3.2. Officers

Based on the recommendations above, and the current staffing levels, it is the recommendation of the RFO that:

- (i) The Film Festival budget line moves to the Events Cost Centre for 25/26,
- (ii) The Economic Development Committee decide on the level of funding that budget line will provide (£10,000 has been applied for via the attached grant form),
- (iii) Somerset Film and Video continue with the organisation of the 2025 event with regular reports back to the Committee so that they can assess what is required to take ownership of the event going forward, also that the festival's branding must include the Town Council logo,
- (iv) The Project Assistant and Councillor Pringle-Kosikowsky be the Council's link to the Film Festival Committee given that they are already members, and
- (v) During the 25/26 year, the Committee review the overall hours required for the organisation of all the Council's events with a view to make a recommendation for the possible creation of a new part time role in 26/27.

NB – the Project Assistant is currently involved with the festival in their time outside of work. The Clerk agrees that, in the two months before the festival, 1.5 hours per week of their work time may be used for tasks relating to the promotion of the Film Festival.

Please write clearly in dark ink or type



OFFICE USE ONLY
Date received: 02/09/2024
Finance Meeting Date: 14/10/2024

WELLINGTON TOWN COUNCIL FINANCIAL GRANT APPLICATION

SECTION A: CONTACT DETAILS					
Name of Organisation	Somerset Film and Video Ltd				
Organisation Address	The Engine Room, 52, High Street, Bridgwater, TA6 3BL				
Any other name you use or name of your project (if different)	Wellington Film Festival				
Main contact for this application					
Title	Mrs	First Name	Deborah	Last Name	Richardson
Position held in the Organisation	Creative Director				
Contact Address (inc. full postcode)	The Engine Room, 52, High Street, Bridgwater, TA6 3BL				
E-mail address	deborah@somersetfilm.com				
Telephone (Please include day and evening numbers)	01278 433187				
SECTION B: ABOUT YOUR ORGANISATION					
What type of organisation are you? Tick all that apply	<input type="checkbox"/> Community Group, Club or Society <input type="checkbox"/> Company limited by guarantee X Registration No: <u> 1095587 </u> <input type="checkbox"/> Other (please describe)				

WELLINGTON TOWN COUNCIL
FINANCIAL GRANT APPLICATION

<p>When was or organisation established? OR When did it start meeting or running activities or projects?</p>	<p>1995 (2003 as a registered charity)</p>
<p>Describe the purpose of your Organisation. <i>Describe the usual activities / services you provide. If you are a new group, describe what you plan to provide. If you have a written constitution, you must enclose a copy with this application.</i></p>	
<p>Somerset Film and Video Ltd is dedicated to empowering individuals and communities through film and digital technology. We deliver a countywide programme of community engagement, talent development and creative production. We operate from our base at The Engine Room, an accessible community media centre. Our beneficiaries include all ages and abilities, from absolute beginners to accomplished graduates, ensuring everyone gets a chance to make the most of their talents and potential. We prioritise those groups at risk of social, economic or physical isolation and exclusion, ensuring that our offer meets the needs of participants irrespective of their age group, ethnicity, impairments and abilities. Our current priority beneficiaries for 24/25 are:</p> <ul style="list-style-type: none"> • Children and Young People • People from Diverse Backgrounds, in particular those: <ul style="list-style-type: none"> - From lower socio-economic backgrounds - With disability or long-term health conditions including mental health - From ethnically diverse backgrounds <p>Our vision is to exploit the capacity of creative film and media to</p> <ul style="list-style-type: none"> • Encourage creativity, innovation and resilience • Build media / digital literacy and confidence with technology • Engender debate and critical thinking • Reduce the digital divide • Raise aspiration and self-esteem • Reduce social isolation • Strengthen cohesion • Inform and facilitate action to mitigate the climate emergency <p>We have over twenty five years experience delivering projects in the county and regularly work with BFI and Arts Council England.</p>	
<p>If you are a branch of, or related to, a larger organisation, please give details.</p>	<p>Not applicable</p>

SECTION C: ABOUT YOUR PROJECT OR SERVICE

Describe the project or service.

Does it have a working title? What does it aim to achieve? How will it work? Please enclose any supporting documents, plans, projections etc.

Wellington Film Festival is an exciting community-led event, which in 2024 provided fourteen events including screenings, outdoor projections and other activities in Wellington across 7 venues. The festival received strong positive feedback from those who have previously attended and we seek support from the Town Council to provide the event again over three days in September 2025 (**working dates 19th - 21st**). Our aim is to grow the event whilst maintaining our key goals of accessibility and affordability for the local community and to attract visitors from other areas.

A steering committee of local residents shape events and ensure a diverse programme, alongside other roles. For example, the 16 page print programme, which was delivered to 5,000 homes in Wellington before the event, was designed by committee member Tim Baigent. Established in 2022, the festival has adopted an 18 month turnaround between events. Somerset Film provides an operational role, managing the logistics and day to day delivery such as booking the films and guest speakers, providing or sourcing equipment, liaising with venues etc. We provide overarching health and safety, safeguarding and insurance cover. Where possible we link with our national partners such as Into Film and BFI.

Whilst details of individual events for the next festival have yet to be agreed, the steering committee have already undertaken a debrief on the previous programme and have identified what could be done better or differently. This includes introducing 'pay what you can' instead of free events, which still has the option of 'zero' for those struggling financially, simplifying the website to reduce the need to click through, more opportunities to donate/sponsor and programming films in conjunction with local groups.

This year we generated approx £1955.06 of ticket revenue, £450 in advertising revenue and £260.66 in donations, t-shirts sales and other sponsorship. These funds were retained to support the next festival. In the past we have received financial support from Taunton Deane Borough Council and (following the local authority merger) Somerset Council. The latter now face financial difficulties and we are unlikely to receive additional funds from them. We are therefore seeking an increase to the funding previously awarded by Wellington Town Council to cover increased costs, to offset the loss of funding from Somerset Council and to help us grow the festival. Our aim is to increase our ticket revenue, donations and sponsorship for 2025.

Please tell us how you think this matches the policy of Wellington Town Council Grant Scheme. *(Please refer to guidance notes)*

WELLINGTON TOWN COUNCIL
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Our application for Wellington Film Festival 2025 matches the town council grant scheme policy by delivering an event that contributes to the overarching vibrant and thriving local community. It is an event which through its steering committee is locally rooted, has a strong identity and branding, attracting over 1200 people to each festival. The festival programme includes a range of activities across three days using both venue and outdoor environments. It features film themed music events, archive film, the creation of locally themed new content, workshops and a popular film quiz as well as screenings. The chosen films are both entertaining and educational - in 2024 we explored the themes of migration (Untouchables and Home) and the environment (Six Inches of Soil). Film is a powerful way to explore both global and local issues.

Carly Press was delighted to be one of the main supporters of the festival. The organising committee did a great job putting together such a varied programme and it really brought the town to life.”,
Mark Gladstone-Smith, MD Carly Press

Wellington Film Festival meets the following town council priorities:

Activities for children and youth: The successful 48 hour film challenge for young people will be repeated alongside other workshop opportunities. A grandmother of one 48 hour film challenge participant in 2024 said “Because he’s got issues with his life this meant everything to him. He was hoping to win a prize and he did. He won two and that made him so happy. He felt that what he done was worth doing, which before he felt he was perhaps worthless.” The film programme also includes screenings for schools and family friendly titles. Two established events include the outdoor film screening, supported by Wellington School, and music in the park, supported by Friends of Wellington Park and Wellington Silver Band.

Wellington school loved being part of the town film festival. It was super when the community came together to watch a film on the big screen on School Field; seeing people of all ages and from across the community enjoying a film and a few snacks was fabulous.” Eugene du Toit, headmaster Wellington School

Encourage a safe and harmonious environment: The programme uses a wide variety of local venues (cinema, park, arts centre, churches) that are both familiar to the community and accessible. The outdoor projections in the High Street use a creative approach to reclaim this space for the public. Our volunteer stewards and experienced Somerset Film team provide a safe environment, as well as drawing on the support and knowledge of groups such as Friends of Wellington Park.

Those who seek to reduce Carbon Emissions: Somerset Film is committed to reducing its carbon footprint and to exploring the climate crisis thematically through our programme. We monitor and report our carbon footprint using Julie’s Bicycle to our board of trustees and lead funders. As mentioned above, each year the festival has worked with Wellington Town Transition Group to deliver an environmental-themed screenings to advocate for change and this year created new content to showcase the Community Farm. A panel discussion, followed the sell out screening of “Six Inches of Soil”.

Somerset Film is led by a board of trustees to whom the leadership and management team report every two months. We have financial policies in place to ensure that public funds are spent effectively and responsibly. We require two signatories on our bank account. We have £10 million public liability insurance. We agree to abide by the Council’s Carbon Neutrality policy.

How have you identified the need for this project?

WELLINGTON TOWN COUNCIL
FINANCIAL GRANT APPLICATION

The film festival was initiated by the Town Centre Committee in 2018 and was first delivered in 2022 (post-Covid). Somerset Film were brought in as operational partners and a steering committee of local residents was established, chaired by Cllr Keith Wheatley. Following the festival in April 2024 the steering committee of local residents undertook a debrief to identify what worked well and what could be improved and to identify if there was appetite for another festival. A final report is available to see on request, which details their findings and there were so many positives, which included:

- The strong branding / reputation of the first festival and the excellent social media presence developed by Rebecca Hunt (Wellington Town Council)
- Partner Carly Press successfully delivered the programme to 5,000 houses. This is key to reaching local people and Wellington has a distinct advantage over other towns because of this partnership and The Edge publication.
- Additional volunteers also returned during the festival run.
- Programming mix - the steering committee chose a good diversity of films and there was something to appeal to all ages. It was great to get feedback from audiences: Untouchable proved a real hit amongst those who attended and staff who worked on Metropolis were so wowed by the event they went to Bridport to see it again properly.
- Six events were free and ticket prices ranged from £3 to £10.
- The United Reformed Church was a great location and an amazing back drop for the projections, thanks to support from the Pritchard family.

We were unable to deliver as many events in 2024 - 14 compared to 21 in the first year - due to reduced funding from Somerset County but overall attendance figures were similar to that of the first festival (1200 2024 v 1350 2022) indicating growth in the audience.

The steering committee have identified appetite for another festival, which will be chaired by Cllr Sean Pringle Kosikowsky. The committee will begin meeting in September 2024 to begin preparations for the next festival.

What steps is your organisation taking either to reduce carbon emissions or to ensure it is not adding to carbon emissions?

Somerset Film is committed to reducing its carbon footprint and to exploring the climate crisis thematically through our programme. We monitor and report our carbon footprint using Julie's Bicycle to our board of trustees and lead funders. At our base, The Engine Room, we are powered by renewable energy and have an environmental policy and action plan which encourages car sharing, online meetings and other actions. Most recently we have installed solar panels and air source heat pumps to minimise our use of gas. Our cafe serves only vegetarian and vegan food and we avoid single use plastic. We advocate local green travel solutions for audiences and are piloting incentives to minimise audience travel by car. Our risk assessments for events also consider environmental impact. We are currently in the process of offsetting carbon emissions for a recent capital development project.

When do you intend your project or service to start?
(Month/Year)

**September 2024 onwards -
Planning
September 2025 - Delivery**

Do your services benefit only people in Wellington? If not what proportion of your services benefit only people in Wellington?

WELLINGTON TOWN COUNCIL
FINANCIAL GRANT APPLICATION

The majority of attendees are from Wellington but one of the aims for the festival is to attract outside visitors. Somerset Film has a countywide remit to deliver a programme of community engagement, talent development and creative productions. This year we will also be supporting Wellington Together event to celebrate diversity in the town.

Tell us the cost for your project and give a breakdown of what the money is for.
We need this information to assess your application thoroughly. If you have a project budget, or have received estimates / quotations, please enclose copies.

Item or Activity	Estimated Cost
Somerset Film Co-ordination	4500
Venue hire	1800
Marketing (print etc)	500
Film licences	1500
Equipment Hire	1800
Artists Fees	2800
Miscellaneous	1021
Total Cost:	13,921

Have you sought funding from any other source?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> X No but we will explore all avenues.
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If Yes, please provide details below;

Organisation	Amount Requested	Successful? <i>Yes/No (or, waiting decision)</i>	Conditions Attached?
Total;			

How much of your organisation's money will be used for this project?	We currently hold project reserves of £3920.97 from 2024.
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WELLINGTON TOWN COUNCIL
FINANCIAL GRANT APPLICATION

How much money are you asking the Town Council to grant?	£10,000
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If your project will involve local organisations such as schools or other groups, please provide confirmation that they are aware you are applying to Wellington Town Council for a grant.

Not applicable.

Please use this space to give any additional information that you think may be helpful;

SECTION D: YOUR FINANCIAL DETAILS

Your bank or Building Society Details

Bank/Building Society Name	Nat West
Bank/Building Society Address	10, East Street, Ilminster TA19 0AA
Branch Sort Code	
Account Number	
Name as on the Account	Somerset Film and Video Ltd T/A The Engine Room

Please provide the following summary details from your most recent annual audited accounts.

Accounts for the Year Ending (Month/Year)	31 March 2023
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WELLINGTON TOWN COUNCIL
FINANCIAL GRANT APPLICATION

Gross Income	447,508		
(minus) Total Expenditure	300,096		
(equals) Profit/Loss for the Year	147,412		
Savings <i>(reserves, cash, investments)</i>	Net assets held: 100,577 restricted funds 454,867 tangible assets 22,607 Unrestricted designated funds (including Wellington Film Festival) 68,575 Unrestricted General Funds (includes £5k Sick Pay fund)		
PLEASE ENCLOSE A COPY OF YOUR FINAL AUDITED ACCOUNTS FOR THE PAST TWO YEARS, WHICH COVER ALL OF YOUR ORGANISATION'S ACTIVITIES.			
SECTION E: AUTHORITY AND APPLICATION			
Declaration and Signature of Applicant			
<p>(a) I confirm that, to the best of my knowledge and belief, all the information in this application form is true and correct.</p> <p>(b) I understand that you may ask for additional information at any stage of the application process.</p> <p>(c) I am authorised to act for the organisation in making this application for financial assistance.</p> <p>(d) I enclose a copy of the resolution or other form of authorisation for this application.</p> <p>(e) I have read the Agreement detailed in section F and agree to the terms.</p>			
Signature	D. Richardson		
Name (Print)	Deb Richardson	Date	27 August 2024

SECTION F: AGREEMENT

I confirm that the organisation named on the front of the application form has authorised me to sign this agreement on their behalf.

I certify that the information given in this application is true to the best of my knowledge, and confirm that all enclosures are current, accurate and adopted or approved by the organisation.

If this application is successful, in full or in part, the organisation will keep the following terms and conditions.

I understand that this is an agreement between the organisation and Wellington Town Council, which I legally binding.

We understand and agree to the following:

We will deliver the commissioned project or service as set out in this application.

We will not make any major change to the commissioned project or service without first receiving Wellington Town Council's written agreement.

We will not sell or dispose of any equipment or other assets which we have purchased in connection with this project or service without Wellington Town Council's written agreement. If we sell any equipment or assets, we may have to pay Wellington Town Council all or part of the money we received from them. The amount we repay will be in direct proportion to the share of the project or service cost represented by Wellington Town Council's grant.

We will comply with all relevant legislation applicable to the way we carry out our project or service.

We will acknowledge Wellington Town Council's grant in our Annual Report, our Chairman's or Secretary's report at our AGM, our accounts which cover the period of the grant and in any publicity materials we produce about the project or service.

We understand that Wellington Town Council will not normally increase the grant, and that monitoring and control of the project or service expenditure is our responsibility.

We will keep all financial records and accounts, including receipts for items bought. We will make these available to Wellington Town Council on request.

Wellington Town Council may hold back payment or ask us to repay, in whole or in part, in the following circumstances:

If we fail to keep to this agreement in any way:

- If the application form was completed dishonestly or the supporting documents gave false or misleading information;
- If we close down, become insolvent, go into administration, receivership or liquidation, or make an arrangement with our creditors;
- If our organisation closes down we will not sell or dispose of any equipment or assets without first receiving Wellington Town Council's written agreement.
- If we have bought any equipment or assets with the grant, these terms and conditions will apply until the end of the normal expected working life of the assets.
- Any payment made prior to the completion of a project will be recovered if the project does not reach completion.

SECTION G: CHECKLIST

- We have read and understood all the guidance notes.
- We have fully completed all the sections of the application unless otherwise directed.
- We have enclosed all the relevant documents / information we need to send:
(As applicable):
 - Constitution / Governing documents
 - Accounts for the past two years
 - Project profile
 - Copy of Resolution or authority to make application
 - Other relevant material
- The main contact named has signed the declaration
- A senior person, with the authority to do so, has signed the agreement
- We have made a copy of this application to keep our reference.



Annette Kirk
Assets & Events Officer
Wellington Town Council
28 Fore Street
Wellington
Somerset
TA21 8AQ

6th November 2024

Dear Annette

**RE: HS2024006 Proposal for Heritage Consultancy Support
Wellington Town Council**

Helen Smith
Director
Cultivate Innovate
6th November 2024

1.0 Introduction

This proposal outlines the consultancy support required to deliver heritage consultancy support for Wellington Town Council. Wellington has unique and important history and this will be central to the development of the visitor economy and the wider plan for the town. The proposal also aims to be complimentary to the strategic plans outlined in the 'Wellington Place Plan' adopted by the Somerset West and Taunton Council in 2023. With particular attention to the key themes:

- 'Accessibility'
- 'Celebrating our commercial and industrial heritage'
- 'A welcoming town centre'

The plan for the work is broken down into three stages: short, medium and long term.

2.0 Work Stream One – Short Term

In the short term – aim for this to be achieved within six months.

Strategy - Why now?

- Identify a team to take the strategic vision outlined in the 'Wellington Place Plan' forwards and begin working on an overarching plan – clearly identifying the importance and urgency of the need of the project to improve and develop the heritage assets in the town. Find an engaging name for the project.

- Develop a comprehensive communications strategy to outline how the stakeholders can get involved with the development of the plan and help to deliver it. This would need a small budget allocated to deliver it (£3,000 - £5,000). This would involve:
 - Working with the museum volunteers to identify research into the history of the conservation area and find out key facts about the people, events and buildings – useful for funding bids, press releases, community events, learning opportunities and increasing civic pride.
 - Active listening – find out what the community want to do about their heritage - this could be workshops, art projects, events to link in with local history research. This could involve all stakeholders, town centre businesses in particular but also schools and community groups located in the town.
- Identify the scale of the challenge. We can access funding to save ‘heritage at risk’ but we need to know what level of repair that will achieve. Start to work on researching all funding sources to support the conservation and repair works required in the town centre. At the same time access professional advice to survey the buildings at risk to identify the level of risk, prioritise the degradation and estimate of the costs of repair.
- Begin to work on a fundraising strategy involving trusts and foundations, sponsorship and individual giving to support both the towns heritage and community development. Look at the governance of this and if there is an organisational structure that might help support this for e.g. a charity or charitable organisation.

Delivery

- Lead on the conversion of the information centre / reception in collaboration with the community and the museum, use this space to inform the community about the development of the project and identify funding to support this work. To include:
 - Outlining clear objectives of the project – engaging with all stakeholders
 - Scoping the requirements of the centre
 - Providing a detailed plan and estimated costs
 - Project managing the delivery of the plan
 - Supporting the team members throughout the process
 - Conducting a volunteer recruitment drive to staff the facility
 - Training the team and supporting them through the transition to open the facility
 - Develop a programme of events and experiences based around the heritage of the town with support from the museum team

Costs £425 per day = average of £1,842 per month for 6 months = £11,050

3.0 Work Stream Two – Medium Term

In the medium term – 6 to 18 months

Strategy

- Once we have proven that we can deliver smaller heritage projects then we can start to work on larger more complex projects. We would need to develop a vision agreed with

key stakeholders and start looking for funding for the big picture. Produce a funding strategy that engages the stakeholders and supports the vision of the Town Council.

- Engage with key stakeholders and major funders about the long-term visionary development projects such as the suggested projects at Tonedale Mills and Tone Works.
- Produce a communications plan to support proving the need for the project and engaging the community in its development. This would need a budget allocating to it £7,000 - £10,000 as a suggestion.

Delivery

- Start working with the museum team to gain accreditation and be able to access funding and support and future proof the museum.
- Identify a supplier to produce some fundraising materials to increase stakeholder support.
- Engaging with the stakeholders in the town to get them on board with the new developments.
- Look for funding to help develop our heritage assets - prove we can deliver smaller projects well
- All of the smaller projects delivered well and on time add up to us being able to deliver a strategically significant project and raise the funds accordingly

4.0 Workstream 3 – Long Term

Delivery

- Continued consultation with the stakeholders and coordination of the building improvements in the town centre
- Should the major development of Tonedale Mill and Tone Works go ahead then there will be a requirement to manage the major fundraising grants to coordinate the project.

	Number of Days	Charge	Total Cost
Work Stream One			
Developing the visitor economy	1 day per week	Discounted rate £425 per day	£1,842 average per month
Work Stream Two			
Produce a funding strategy	5 days	£525	£2,625
Communications Plan to support the Fundraising Strategy	2 days	£1050	£1,050
Budget to deliver the communications plan	Suggested budget	£7,000 - 10,000	
Supporting the museum through the accreditation process and identify funding to support the museum	10 days	£525 might be able to get funding to support this	£5,250
Stakeholder engagement events	6 events + preparation time	£750 per event	£4,500

Attending meetings, fundraising and planning	2 days per month	Discounted rate £425 per day	£921 average per month
Work Stream Three	Subject to funding		
Coordinating the major funding project to develop Tonedale Mills and Tone Works	3 days per week – costs should mainly be covered by the funding	£525 per day	

If you have any further questions, please don't hesitate to call me.

Best wishes



Helen Smith
Director
Cultivate - Innovate