



Activity Generation Grant Programme

Update to Area Boards June 2023

Wiltshire Towns Programme Vision and Objectives

Fulfilling our commitment to creating and supporting **vibrant town centres** through the provision of meaningful and transformational support to grow businesses, support employment and transform Wiltshire's High Streets to meet the needs of the local community. Celebrating the **unique identities** of each of our market towns, with a focus on developing an improved High Street offer to residents and visitors that will sustain **strong economic and culture, arts and tourism offers** across Wiltshire.

Working in partnership with local communities, we will create and sustain **vibrant, resilient high streets and town centres**. We will strive for **high levels of activity and associated footfall** and increased local spend, as well as local job creation and support to local businesses.

Through town centre visions, master plans and project plans, developed with communities, investment in place-based projects will be enabled which will result in strong town centre economies through culture, arts and tourism, investment, trade, visitor spend, and national and international visitors.



Activity Generation Grant Programme: Year 2

- The aim of the Activity Generation Grant Programme is to create activity on Wiltshire's High Streets - by increasing capacity and encouraging people back to the High Street.
- 22 local councils have access to grants that can be used for short-term/immediate interventions, and/or more strategic work –submissions are eagerly awaited!
- In the larger towns/city a proportion of the funding can only be accessed for the specific purpose of strategic development and delivery work.

Activity Generation Grant Programme: Year 2

- The grant funding can be applied to eligible expenditure during the **2023/24** and **2024/25** financial years.
- The deadline for invited towns to submit the information required is **31st October 2023**, with grant agreements to be in place by **31st January 2024**.
- Payment of the grant funding will be made upon receipt of your invoice for the sum detailed in the signed grant agreement, invoices should be submitted no later than **1st March 2024**.

Contact details:



Rebecca Lockwood Norris
Senior Development Officer

wiltshiretownsprogramme@wiltshire.gov.uk