

## Annex 1 – Welcome Back Fund Allocated projects

Support and promote a safe public environment for a local area's visitor economy	Enhancements to Tonbridge Town Centre including: <ul style="list-style-type: none"> <li>• Busking licences for certain spots in the town</li> </ul>	These activities are in addition to the Council's normal activities.	<b>£1,000</b>
	Additional planters/flower displays in various locations across the borough, in high footfall areas.		<b>£5,000</b>
	Improvements to parades of shops across the borough including (but not limited to): <ul style="list-style-type: none"> <li>• York Parade, Tonbridge,</li> <li>• Martin Square, Larkfield,</li> <li>• Twisden Road, East Malling</li> </ul> May include additional planting, cleansing etc.		<b>£20,000</b>
	Improvements to High Street Benches throughout the Borough		<b>£9,500</b>
	Improvements to bespoke High Street Bench/ Artwork in Botany area		<b>£1,500</b>
	Additional deep clean and small works in main Town centre street car parks and assets within (P&D Machines & Bins) across Tonbridge & Malling borough		<b>£13,700</b>
	High street car park temporary lamp post advertising flags		<b>£3,700</b>

	Temporary posts for event advertising flags in Barons Walk, Tonbridge	<b>£4,500</b>
	Enhancement to the pleasure boat moorings (Big Bridge), Tonbridge	<b>£5,000</b>
	Raised flowerbeds at the Castle, Tonbridge	<b>£11,000</b>
	Additional deep clean and small works in Memorial gardens, Tonbridge (Benches, bins & access repairs)	<b>£5,000</b>
	Graffiti removal in and around High Streets throughout the borough	<b>£2,000</b>
	Promote Tonbridge Town Centre through temporary improvements to the Railway Approach (temporary artwork and additional planting around this area and Barden Road)	<b>£3,000</b>
	‘Shop local’ promotional campaign: <ul style="list-style-type: none"> <li>• To include radio advertising</li> <li>• Social media campaign</li> <li>• Promoting events across the borough</li> </ul>	<b>£24,999</b>
	Enhancing the look and feel of Snodland Town Centre	<b>£22,000</b>

	<p>Promotional 'package' to support the Farmers Markets within Tonbridge &amp; Malling</p> <p>To include:</p> <ul style="list-style-type: none"> <li>• 2 x 'Farmers Market' feather banners. These will be located at the entrance of a market (erected on the day of the market). These banners will be the common per market.</li> <li>• 2 x Banners highlighting opening times of the market (erected 2 days before a market and then taken down after the market)</li> <li>• 2 months local Radio advertising by market</li> <li>• Upgrade of our web site to expand it's reach by additional iPhone display facilities.</li> <li>• 150 Non plastic, reusable bags printed with market information</li> </ul>		<b>£3,984</b>
	<p>Planter(s) and plants – mainly for the piece of grass area on the corner as you turn into Aylesford Village, just past the Bailey Bridge Car Parks</p>		<b>£2,500</b>
	<p>Hanging baskets – to be put around Aylesford Village to brighten it up and it make it look more attractive to people.</p>		<b>£1,000</b>

	Benches – refurbishment of two broken ones in Aylesford Village	<b>£1,000</b>
	Enhance the look and feel of East Peckham by: <ul style="list-style-type: none"> <li>Planting in the Village Centre</li> <li>Tidying up the site surrounding the East Peckham Public Conveniences, land</li> <li>Enhancing the seating areas</li> </ul>	<b>£4,500</b>
	Enhance the look and feel of West Malling to include additional planting	<b>£10,000</b>
	Enhance the look and feel of Borough Green: <ul style="list-style-type: none"> <li>New flower baskets/enhancing the appearance of existing planters along the High Street and Western Road and adjacent areas of land - £3000.</li> <li>New flower planters along the High Street and Western Road - £3000.</li> </ul>	<b>£6,000</b>
	Collaboration between Borough Green Parish Council and Borough Green Village Hall. This is aimed at improving the appearance / refurbishment and use of the carpark by consumers, which is adjacent to the High Street. <ul style="list-style-type: none"> <li>Refurbishment of car park inc parking lines / barriers</li> </ul>	<b>£10,000</b>

	<ul style="list-style-type: none"> <li>• Refurbish the noticeboard on the village hall wall with local and consumer information</li> </ul>		
Support local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.	Procurement of consultants to help businesses with the medium-term impact of Covid-19. Their scope will include support opportunities to further develop businesses, identify potential pilot projects and strategic responses to address and reverse the long-term impacts of covid-19 on local economies	This activity is in addition to the Council's normal activities.	<b>£24,500</b>
Total requested			<b>£195,383</b>