

Intervention	Project	Detail	2022/23 budget	Amount spent:	£ Committed	Q2 Update:
E1: Improvements to town centres & high streets	Project B A Safe and Attractive Town Centre achieved through Greening and Lighting	Feasibility study in year 1, The feasibility study will be combined with other work required for the Town Centre Strategy so the amount allocated reflects the study being partly funded from the TCS allocation	£20,815			Consultant to be appointed December 2022, works to commence January 2023.
E6: Local arts, cultural, heritage & creative activities	Project A - Building Pride in Place through promotion of the Town Centre and Events.	Creative communities funds for local organisations and groups to support events	£31,602			Bidding will open between November-January. Bids will be reviewed and allocated funds by the end of January, then funds will be distributed in February.
		Festive Trail event – working with One Maidstone to create a festive trail to run through the Town Centre from the last week of November through to December	£21,068	£8,145	£8,145	Company has been appointed and work is progressing to achieve timeline.
		Events Expertise to develop bespoke events	£4,740			
		Equipment purchase to support events	£15,000	£146		Microphone and speaker box has been purchased.
E8: Campaigns to encourage visits and exploring of local area	Project A - Building Pride in Place through promotion of the Town Centre and Events.	Advertising budget to promote events across all channels	£20,835	£1,138	£2,864	To promote the Festive Trail.
		Borough Insight Events and Town centre focussed	£26,043		£26,043	Estimated cost of the next Borough Insight is £30,602. The remaining costs will be funded from other income.
		Promotional video for business and events in TC	£5,436			Company appointed, work has not yet been booked.
		Total:	£145,540	£9,429	£37,952	
				£47,381		