



Yateley Town Council Welcome Back Fund Application

Introduction

Yateley Town Council has put together a series of individual plans to be considered for support from the Welcome Back fund.

Yateley parish is a large and vibrant community, keen to re-engage following the easing of social restrictions. The plans listed below are linked to encouraging more economic participation and safe socialisation, aimed at:

- Attracting more people to visit our many shops, pubs, restaurants, markets and service-based retailers;
- Providing safe, outdoor gathering opportunities to reassure the community;
- Capitalising on the continuing 'stay at home' trend by improving the town's green spaces and making Yateley town a welcoming place to visit.

We hope that you will be able to consider supporting one or more of our proposed plans to help boost our local economy and community, as we transition through the COVID-19 journey.

Projects for Consideration

1. Large Lit Christmas Character to be used as a promotional tool to support the town's many businesses – the hire of 1x 2m Christmas character.

We would love to be able to bring some Christmas cheer to the people of Yateley and to give people another reason to visit our amazing town (hot on the heels of Alton's marmot success!). We feel that a super-sized Christmas sculpture placed on Church End Green, outside the Dog & Partridge pub, will bring more people into the town to visit our pubs, restaurants and shops. We will promote the feature as a 'safe selfie' outdoor destination, to generate interest and social media engagement. We will link with businesses to encourage them to use the character as part of their festive promotional activity. We intend to place this feature at the location where Yateley & District Lions Club host their Christmas Fair, and so we would also expect that it would draw more people to that event and more custom to the small, local businesses that trade there.

Funding request: £2,500

Project Delivery Date: December 2021

Evaluation Criteria

- Conduct survey of all local retail businesses before and after the installation (once per month) to measure the impact on footfall.
- Track social media exposure created by the Council and created organically.
- Complete Facebook poll during the installation period.
- Conduct in person survey during the Lion's Christmas Market to evaluate if the promotion of the character as a selfie destination influenced their decision to visit.
- Ask retailers to display information poster in their window to promote the project.

2. Picnic Tables to provide a place for outdoor socialising – supply and installation of 6 wheelchair accessible picnic tables, made from recycled plastic, on Yateley Green and the Darby Green Playing Fields.

With the aim of improving our local greenspaces, providing picnic tables will encourage people to meet friends and family safely outside, during the time when COVID-19 still presents a risk.

These picnic tables will promote more of a community atmosphere, particularly as they will be in a location where sports and events regularly take place. The benches on Yateley Green will enable us to develop the weekly markets into more of a food court style offering, which will attract more people to visit our town and buy from local businesses, both those trading at the market and from other retailers within our town.

Funding Request: £2,994

Project Delivery Date: November 2021

Evaluation Criteria

- Complete in person measurement of visitors to the parks before and after the installation.
- Record the number of people using the seating at regular intervals.
- Conduct a Facebook survey to determine if the installation encouraged greater use of the outdoor space to meet.
- Monitor impact on footfall to the twice weekly markets held on Yateley Green by surveying traders and customers monthly.

3. Wildflower Turf to make our greenspaces more welcoming – supply of 470 sqm of pre-seeded wildflower turf to the highway verge by Stillwell Close, Yateley (near the main strip of retailers) and to a section of the Darby Green Playing Fields, Darby Green.

After the great success of previous wildflower projects in the parish, we would like to extend the project to two additional areas. Wildflowers not only support biodiversity but also generate a huge feel-good factor in the community, making our town an attractive and welcoming place to visit. By placing wildflowers outside shops, we believe it will encourage people to walk further into the town to visit these businesses.

Funding Request: £5,200

Project Delivery Date: November 2021

Evaluation Criteria

- Complete resident survey before and after installation to quantify the impact on positive wellbeing of the project.
- Complete survey of nearby businesses monthly to determine impact on footfall and to obtain comments about the project. Keep a comments box / e-survey card in businesses to capture comments from customers.
- Ask retailers to display information poster in their window to promote the project.

4. Heavy-Duty Gazebos for the Feelgood Festival and community events to provide a covered focal point to enhance the quality and appeal of the event – purchase of 2x heavy-duty gazebos (3x6m each) to create a sheltered hub for event demos, public participation activities and live music.

Next year, we are planning our first large scale Council outdoor event, the Feel Good Festival, designed to promote physical and mental wellbeing, with a range of sports activities, healthy food demos, talks, local organisation / business stalls and fun. We feel this event is needed more than ever now, to bring people back together during the COVID recovery and to promote the concept of healthy lifestyles, which is part of the Council's corporate vision. Having the use of two large gazebos will enable us to create a focal point for workshops run by local businesses, demos, talks and music. This would have the double benefit of sharing information with the community and inspiring people to find a new hobby or community group to join, in a safe and COVID secure outdoor environment. The scale of the event is likely to bring many people to the town, who will find out about the services offered locally to improve their health and wellbeing. The gazebos will also be used for other community events organised by the Council.

Funding Request: £1,200 (for two gazebos)

Project Delivery Date: January 2022

Evaluation Criteria

- Monitor number of visitors to the gazebos and track how many people sign up for the demonstrations.
- Obtain feedback from event suppliers regarding usefulness of the focal hub for their organised workshop or demo.

5. Larger capacity dual litter / recycling bins x5 – to accommodate the increased amount of waste generated by the higher footfall in our local shops.

With more people ‘stayingcationing’, we have seen an increase in the amount of litter generated from our various convenience shops and food retailers, which are often taken away and enjoyed in the town’s open spaces. Larger capacity bins, with a separate mixed recycling unit, are now required to keep up with the volume of litter. The new bins will be placed around the main retail areas of Yateley Green and Darby Green Playing Fields with the picnic tables, Tindal Green and Frogmore Green. These new bins will help keep our retail and green spaces tidy and appealing for visitors and residents alike.

Funding Request: £3,200

Project Delivery Date: October 2021

Evaluation Criteria

- Monitor litter levels before and after the bins have been installed.
- Track litter complaints received before and after installation.
- Put SurveyMonkey cards in key shops close to the installation sites to request feedback on litter levels.
- Ask retailers to display information poster in their window to encourage use of the bins.
- Promote the availability of additional bins as part of the Council’s litter picking campaigns.

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All quotes exclude VAT