



Report to

# Council

Meeting Date: 28<sup>th</sup> March 2023

Public/Private\*: Public

Title: **Economy, Enterprise & Housing Portfolio Holder's Report –  
Councillor Marilyn Bowman**

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## **SHARED PROSPERITY FUND**

### **High Street Grant Scheme**

- High level of interest from local businesses with good uptake of the fund, which will be fully committed by the end of March 2023
- The Fund has provided a range of independent business with capital and revenue support, enabling them to take up vacant premises across the City Centre increasing the diversity of our high street offer

### **Heritage Trail**

- The George and Maud Heritage Trail was launched on 20<sup>th</sup> February, which involved placing artifacts from Tullie House in businesses across the City Centre. The host businesses are reporting increased levels of footfall and sales as a result of their participation

### **Support for Arts / Cultural Events**

- The City of Lights (Science) event was delivered between 23<sup>rd</sup> & 25<sup>th</sup> March. Early evaluation work indicates a high level of satisfaction with the event and increased dwell time and visitor spend. The economic impact of the event is estimated at £220,000 with £5 generated for every £1 spent
- Other funded projects are well underway with Prism Arts in delivery and Rocket Theatre Group holding their big stage event on 31<sup>st</sup> March at the Sands Centre