

PORTFOLIO HOLDER DECISION RECORD

<p>Portfolio Holder: Councillor Jan French, Deputy Leader and Portfolio Holder ARP, Parking Decriminalisation, Parks & Open Spaces and Car Parks</p>	<p>Service: Assets & Projects</p>
<p>Lead Officer: Matt Wright, High Street Project Officer</p>	<p>Delegated Power Being Exercised: Part 3 - Responsibilities for Functions; Table 5, paragraph 10 which permits the portfolio holder and leader of the council to authorise the approval of the Council's acquisition of goods, services and works (whether following a procurement exercise or otherwise), and entry into the associated financial and legal agreements between the value £100,001 and £500,000.</p>
<p>Subject of Decision: Pride in Place - Release of Event Consultation Sponsorship Funding (£20,000) to Wisbech Town Council</p>	

<p>Decision Taken: To authorise the release of £20,000 of Pride in Place programme funding to Wisbech Town Council, comprising:</p> <ul style="list-style-type: none"> • £10,000 to enhance the Wisbech Rose Fair to deliver structured Pride in Place public consultation activity; and • £10,000 to enhance the Wisbech Rock Festival to deliver structured Pride in Place public consultation activity
<p>Reason for the Decisions: To authorise the decision taken by the Town Board on how capacity funding should be spent.</p> <p>The Pride in Place programme requires meaningful, ongoing engagement with residents, businesses and stakeholders to inform the work of the Town Board and shape development of the Wisbech Regeneration Plan.</p> <p>The Wisbech Rose Fair and the Wisbech Rock Festival are the town's two largest public events and together provide unparalleled reach to a broad and representative cross-section of the community.</p> <p>Enhancing these events with consultation-focused features — including dedicated engagement areas, staffed consultation points, interactive engagement activities and promotional material — enables the Town Board to gather high-quality, in-person insight efficiently and inclusively.</p> <p>Delivering consultation through established events provides significantly greater value for money than standalone engagement exercises, avoids duplication, and responds directly to feedback from CLG that more creative, open and visible consultation activity is required to support progression towards the £20m regeneration funding allocation.</p> <p>The Pride in Place Town Board has formally considered and approved both event enhancement proposals, and Fenland District Council is acting solely in its role as Accountable Body in releasing the agreed funding.</p>

In its role as Accountable Body, FDC will be releasing Pride in Place funds, allocated to the Town Board.

Alternative Options Considered (if appropriate):

- **Standalone consultation events** – Rejected due to higher cost, lower attendance and duplication of existing activity.
- **Digital-only consultation** – Rejected as insufficient to provide inclusive, representative engagement and risks excluding residents with limited digital access.
- **Do nothing** – Rejected as it would not meet CLG expectations for meaningful engagement and could compromise access to future regeneration funding.

Background/Reports/Information considered and attached:

At the board meeting in March 2026, the Town Board voted to allocate this funding to their partner for the provision of enhanced consultation. This function is to be delivered by the Wisbech Town Council in partnership with the Town Board.

FDC governance processes are now being followed to release funds – acting solely in its capacity as Accountable Body.

No FDC funding is being used to fund this scheme, the money is sourced from the CLG Plan for Neighbourhoods fund, allocated to the Town Board.

Attached to this MDR is the proposal from Wisbech Town Council which was approved by the Town Board.

Financial Implications

- Total funding released: £20,000.
- Funding is sourced from the approved Pride in Place programme revenue capacity funding allocation.
- Fenland District Council acts as Accountable Body only; no additional FDC funding is committed.

Any Other Implications

- No legal or procurement issues identified.
- Funding is provided as a grant contribution to Wisbech Town Council for the purposes set out above.

Portfolio Holder/Officer's Signature

Date: 28 April 2026

Cllr Jan French, Deputy Leader

Please forward to Democratic Services upon completion

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**Date copy passed to
Democratic Services**

29.04.26

Implementation Date: 29.04.26

(if not called-in)

**(Allow 5 clear working days after publication
of decision)**

Circulation: Democratic Services, Portfolio Holder, Officer and Accountancy.