

Festival of Huntingdonshire options

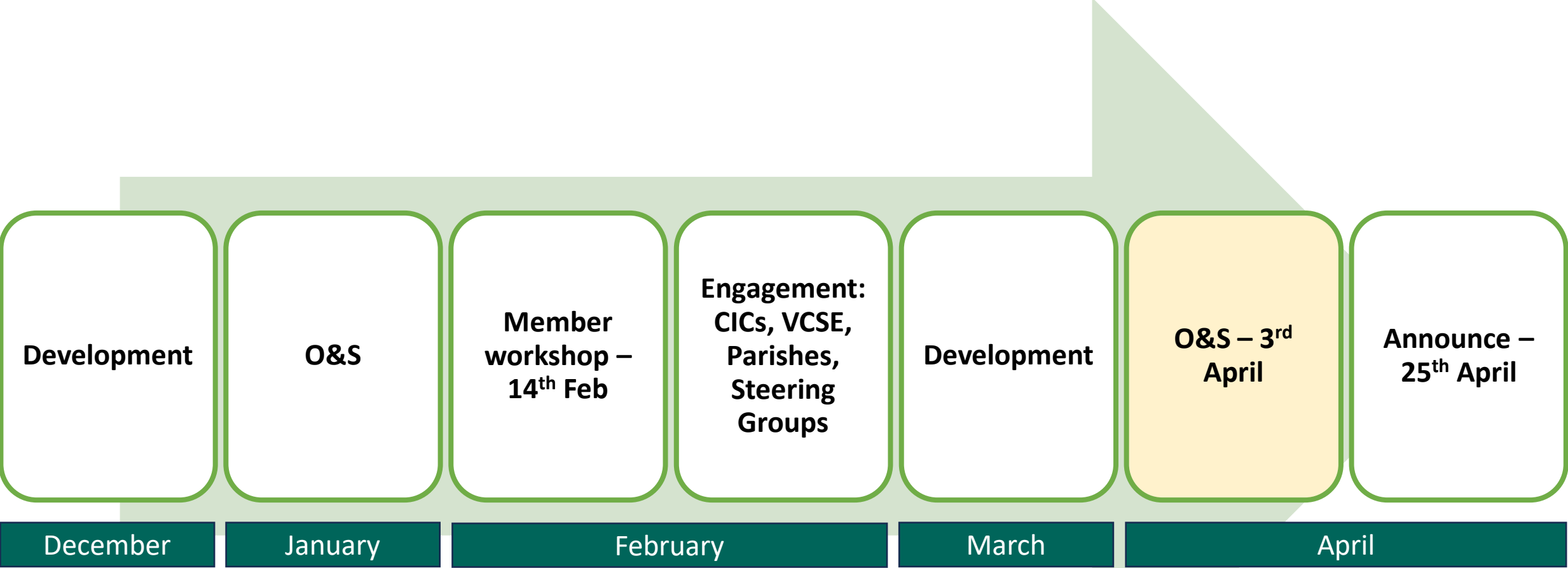
Overview & Scrutiny (Performance and Growth)

3/4/24

Goal

- Celebrating what makes Huntingdonshire special, in our anniversary year
- Bringing Huntingdonshire Futures to life, connected to priorities agreed so far e.g. combatting loneliness, celebrating place
- Influence and enable community action, the spirit of Huntingdonshire Futures – doing things differently to deliver an impact/outcome

Development process



Engagement

- Ideas and feedback from Scrutiny and a Member workshop, and our existing Hunts Futures Steering Groups
- Online session with 19 representatives from Town and Parish councils
- Two sessions with 19 attendees from Voluntary, Community & Social Enterprise organisations

Themes from engagement:

- **celebrate people**
- **showcase place**
- **connect communities**

Ideas from the engagement

1. Online resource for everything going on in Huntingdonshire
2. Marketing campaign and launch event
3. Small grants to enable activity
4. Announce in April with activity being across the year
5. Ensure it's easy for community to get involved

Delivery against Huntingdonshire Futures

Huntingdonshire Futures has at its heart:

- a collective view and consensus of what everyone wants for Huntingdonshire
- a clear recognition that this vision is bigger than the District Council
- an expectation that as a Council we convene and support but are clear we are aiming to enable and influence not just do

Practical considerations

- Further funds/resource needed – current budget only £60k
- Uses budget intended to fund progression of Hunts Futures
- Risks tying up a lot of operational resource, the Council ‘doing’
- Creates an ongoing expectation that is unfunded

Suggested approach

Hunts Futures has 5 journeys: **Pride in Place; Inclusive Economy; Health Embedded; Environmental Innovation; Travel Transformed.**

Use Hunts Futures funding to support communities to deliver activity in these 5 areas (or a subset of them) throughout the year.

This would generate community cohesion and pride in place by nature of activity happening in Hunts.

Proposal

- A focus on Pride in Place, via all of the journeys
- Increase available funding by linking to Community Chest for '24-'25
- Provide examples of potential activities linked to the journeys
- Promote all activities under the Huntingdonshire Futures brand
- Recognise importance of marketing Hunts and other ideas from engagement - could fit alongside emerging work on the visitor economy and will be explored in more detail as part of the Council's workstreams for 2024–2025

What happens next?

- Developing grant programme
 - Ensuring connection with Community Chest
 - Prepare announcement for Huntingdonshire Day on 25th April, including launch date
 - Online activity after launch to promote and celebrate community activities funded by grants
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Questions and comments?