

Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire SY2 6ND

Date: 20 August

Dear Trudi

Shropshire Council Small Market Town Support Fund

Shropshire Council is able to confirm that it will be supporting Much Wenlock with a grant of £5,000 from the Covid-19 Small Market Towns Marches Investment Fund. Working with the Marches Local Enterprise Partnership (MLEP), this funding has been made available for key Shropshire market towns to support initiatives aimed at enabling safe reopening, social distancing, driving footfall and reinvigorating the town economy.

All funding must be committed by 31st October and evaluation reports completed and submitted to Shropshire Council by 30 November 2020. Evaluation criteria should include:

- Evidence of increase in footfall / visitation
- Impact on income generated
- Consumer reach and engagement through marketing activity (for example e-marketing response rates, website traffic, social media engagement, promotional redemptions)

The funds will arrive into your account no later than the end of next week.

Any questions regarding the fund should be directed to Andrea Fox and Claire Evans
visitor.economy@shropshire.gov.uk and invest@shropshire.gov.uk

Yours sincerely

A handwritten signature in black ink, appearing to be "Matt Potts".

Matt Potts
Business Growth & Inward Investment Manager