



Lloyds Tour of Britain Men Grant Scheme Guidance



Please DO take time to read these notes before applying – it will make a difference!

The **Lloyds Tour of Britain Men** is coming back to East Suffolk on **Tuesday 2nd September** with the district hosting the Grand Depart, stage 1 of this internationally renowned spectacular involving the world's best male cyclists. There are 30 towns/villages on the route for stage 1 of the Tour (see page 2), which starts in Woodbridge and finishes in Southwold.

Closing Date & Result of your Application

Applications must be received by

9:00 am on Wednesday Aug 6th, 2025

Applications will be reviewed by East Suffolk Council's Funding, Communities and Economic Development Teams. Funding awards will be decided in early August and communicated to you as soon as possible that week.

Who Can apply?

- Town Councils, Parish Councils, Community Groups and Voluntary Organisations that are constituted.
- Only **ONE** application can be accepted from the same Town or Village. Therefore:
Town/Parish Councils: We are aware that different organisations and groups play a role in organising events and activities, so we encourage you to make every effort to liaise with those groups and provide evidence (in the box below) that you have done so. You can act as the accountable body for any funds and pass on accordingly to another group if you do not wish to lead the project.
Community Groups and Voluntary Organisations: You **MUST** liaise with the appropriate Town/Parish Council before applying and be able to provide evidence (in the box below) that you have done so e.g. an email from your local Town/Parish Council to say to you have their approval to apply on behalf of the town/parish. This means that if the Town/Parish Council does not have capacity to develop an application, another local group e.g. a youth group, WI or Village Hall Committee may do so.

Only those towns/villages on the tour route or very close to it may apply, ie:

- Aldeburgh
- Aldringham-cum-Thorpe

- Beccles
- Bromeswell
- Bruisyard
- Bungay
- Charsfield
- Chillesford
- Cransford
- Dennington
- Eyke
- Framlingham
- Frostenden, Uggeshall and South Cove
- Grundisburgh and Culpho
- Hacheston
- Halesworth
- Henstead with Hulver Street
- Leiston-cum-Sizewell
- Peasenhall
- Rendlesham
- Reydon
- Saxmundham
- Saxtead
- Snape
- Southwold
- Sudbourne
- Tunstall
- Wickham Market
- Woodbridge
- Wrentham

We received funding last year – can we apply again?

Yes, but it **must** be for **DIFFERENT or additional** items or activities - please do see the examples below as the criteria has changed since last year....

Priorities for Town Centres:

For Town Centres, it is essential that your application addresses (and provides evidence of how it meets) at least one of the following priorities: *Please put a cross in the box of each one (in the application form) that applies - it will automatically change if you click in the box:*

- **Supporting local Businesses:** Activities that directly contribute to supporting local businesses and encourage additional spending within the town.
- **Boosting Town Centre Vitality:** Initiatives that have a positive impact for residents when visiting their town centre, driving footfall and increasing dwell time to enhance their overall experience.
- **Enhancing the Visitor Offer:** Activities that will improve the town's offering for visitors, making the town centre a more attractive and engaging destination.
- **Improving cycling access:** Initiatives that focus on improving access for cyclists in and around the town, making it easier and safer to visit by bike.
- **Cycling themes events:** Enhancements to existing events or new events with a cycling theme to attract a wider audience and integrate cycling into the town's events calendar

Town Centres: Examples of Potential Event/Project/Display Ideas

- **Additional events and activities in the town centre:** Including live music, street entertainers, pop up markets featuring local food and drink and produce, public viewings of the race.
- **Work with local businesses to create cycling themed shop window/art displays**
Offers/Menus: Ask local businesses to create special cycling themed offers/menus or offer discounts for anyone visiting on a bike.
- **Bike maintenance:** If you have a bike/sports shop in your town why not see if they will offer bike maintenance sessions
- **Cycling routes/Sustainable travel:** Increased promotion of cycling routes and sustainable travel options in the town via the town's digital assets and/or physical materials
- **Bike racks/storage:** Installation of bike racks/storage in the town centre
- **Enhancing the Visitor Offer:** Activities that will improve the town's offering for visitors, making the town centre a more attractive and engaging destination. This may include flowers, bunting and flags BUT these MUST be complemented by OTHER activities i.e. your project proposal should not just include decorations.

Priorities for Village/Smaller Communities:

For activities in smaller communities (i.e. outside the towns), it is essential that your application address/evidence how it meets at least one of the following priorities: Please put a cross in the box of each one that applies (it will automatically change if you click in the box):

- **School and Youth Involvement:** Encourage school or youth group participation through themed lessons, art projects, or activities whilst watching the race.
- **Lasting Impact:** Consider legacy initiatives, for example youth/adult cycling clubs, or annual community events inspired by the Tour.
- **Volunteering and Stewarding:** Involve residents as volunteers or stewards to boost ownership and pride.
- Link the event to **local identity and pride** (e.g., showcasing local history, heroes, or talent).
- Organize **community workshops and activities** (e.g., banner-making, bike safety classes, choir practice for event day).
- Plan **intergenerational activities** like family bike rides or story-sharing sessions about local cycling history.
- Develop a **shared vision** or slogan (e.g., “One Community, One Race”).
- Create a **community hub** online (like a Facebook group or simple website) for updates, photos, and interaction

Community Activities: Examples of Potential Event/Project Ideas

- Supporting the community to **decorate their windows** to welcome the tour with artworks. This could also be made into a competition with local businesses.
- **Activity days in care homes** e.g. seated cycling machines, bring in silent disco headsets, seated exercise, yoga and Pilates-type activities
- **Encourage and fund care homes, schools, lunch clubs etc., to take the residents to the start/finish location or a vantage point** along the route to see the Tour.
- **Organise a ‘Led Ride’ cycling course** to train more people up to be qualified to deliver sessions in the community and advertise the led rides that are organised.
- **Through the Suffolk Road safety team**, organise family-led ride activities and **confidence building sessions**, eg fund some bike ability session during the summer holidays in the lead into the Tour.
- Work with **allotments, community growing spaces and/or schools to grow flowers** that could be used in planters along the route, with the planters potentially made by Men’s Sheds
- Organise **bike maintenance workshops** for people to attend or set up a Repair/Make and Mend group to undertake bike maintenance
- Hold **community events** on the **weekend** of the race
- **Fund bikes for loan** to families that cannot afford to buy children their own bikes
- Cycling support items e.g. **bike racks or repair stations**
- Environmentally friendly water bottles on a cycling related theme and including the East Suffolk Community Partnership logo
- **Refreshments:** We would expect refreshments costs to form a **minor** part of any application (less than 25% - and we cannot fund alcohol)
- **Materials to promote the cycle tour.** This may include flowers, bunting and flags BUT these MUST be complemented by OTHER activities i.e. your project proposal should not just include decorations

IMPORTANT NOTE: Priority will be given to community events and cycling related items like cycle racks, repair stations etc., and other activities that leave a lasting impact/legacy.

Events and projects must not duplicate anything previously funded through the East Suffolk Council / East Suffolk Community Partnership **BUT they can COMPLEMENT such work.**

Monitoring

It is a mandatory requirement to complete a monitoring form after your event or project has finished (or the elements funded by this grant). At that point, we would like you to briefly explain about how it is going/how it went. Please bear this in mind when running your event/project. Monitoring data from funded projects/services/events will be taken to the Community Partnership Board to look at and action.

When must the funding be used?

- Any funding must be spent specifically to promote and/or support the Tour of Britain event on the 2nd September and/or its legacy. All funding must be spent by **31.03.2026**
- Any funding awarded can only be used on that event/project
- If any funds are **not used** or you want to **change the use** of any funding allocated, you must email the Funding Team as soon as possible please at: grants@eastsuffolk.gov.uk

The Application Form - Essential Information:

- **Town Centres:** Clearly articulate **how** the grant will be spent (**up to £1,000**) and have **clear and accurate costings listed (broken down)** i.e. not estimates.

Eligible Towns: Aldeburgh, Beccles, Bungay, Framlingham, Halesworth, Leiston, Saxmundham, Southwold, Wickham Market and Woodbridge

- **Village/Smaller Community Activities:** Clearly articulate **how** the grant will be spent (**up to £500**) and have **clear and accurate listed (broken down)** i.e. not estimates.

Eligible Communities: Aldringham-cum-Thorpe, Bromeswell, Bruisyard, Charsfield, Chillesford, Cransford, Dennington, Eyke, Frostenden, Uggheshall and South Cove, Grundisburgh and Culpho, Hacheston, Henstead with Hulver Street, Peasenhall, Rendlesham, Reydon, Saxtead, Snape, Sudbourne, Tunstall, Wrentham

- **Local Support:** You must show that you have **local support** and have **consulted with the community** and are considering the **needs of all members of the community and being as inclusive** as possible, *i.e. actively involving the community in planning and delivering the project/service/event*

- **Aims/Outcomes:** Demonstrate how the event/project will help **deliver the aims/outcomes** specified.

What we cannot fund:

- **Bunting and refreshments on their OWN**, i.e. we would expect these elements to form a minor part of any application (and we cannot fund alcohol)
- **Organisation running costs and core staffing costs** (unless they are new or additional for this project/service/event)
- Costs or activities that have **already happened / been incurred or retrospective funding**
- **Repeat funding** i.e. grants that East Suffolk Council have previously provided for the same activity
- Projects/services/events that will **displace or duplicate existing provision**. However, we would welcome an application that complements or demonstrates collaborative working with an existing provider or a new provider
- **VAT:** If you are able to claim back VAT, then VAT is not eligible as part of the costs of your event/project and should not be included

Completing the Application Form & Acknowledgment

- **Take 5!** Before submitting the application, please take 5 minutes just to check you have answered EVERY question as requested and check that all the costs you have included add up to the total you have stated. *We want you to submit the best timely application possible!*
- **You will receive an email confirming we have received your application. If you do NOT receive it within 5 working days, please email us at the above address ASAP please!**

- If you have any queries or difficulties with the application form, please email us as soon as possible at: grants@eastsuffolk.gov.uk. We will respond as soon as possible.

Application deadline: 9:00 am on Wednesday Aug 6th, 2025

Thank you.... and for your efforts with this application and your work in the community to help us celebrate East Suffolk staging the exciting Tour of Britain!