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Date: 2 August 2021

Dear Councillor

CABINET - THURSDAY 5 AUGUST 2021

I am now able to enclose the following reports for the agenda of the Cabinet due to take place on Thursday 5 August 2021

Agenda No	Item
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- | | |
|----|--|
| 6. | <u>Welcome Back Fund</u> (Pages 3 - 56) |
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Yours sincerely

Democratic Services
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Report to Cabinet

Subject: Establish a budget for the Welcome Back Fund project and agree an action plan

Date: 5 August 2021

Author: Head of Regeneration and Welfare

Wards Affected: Ernehale – with the potential to impact all wards

Purpose:

To seek approval in accordance with the Council's Financial Regulations for an addition to the revenue budget for the "Welcome Back Fund" Project, which is grant funded through the recently announced ERDF fund.

To seek approval for the implementation of the Welcome Back Fund project across the Borough's town and local centres and obtain the delegations as outlined in the recommendations to enable the project to be delivered.

Key Decision

This is not a key decision.

Recommendation(s)

THAT:

- 1) Cabinet approves by virement the establishment of a budget of £105,200 for the Welcome Back Fund project, which is fully grant funded from the ERDF fund.**
- 2) Cabinet delegate authority to the Head of Regeneration and Welfare in consultation with the portfolio holder for Growth and Regeneration to implement the associated action plan subject to any necessary approvals or consents being obtained to enable implementation.**

1 Background

Context

- 1.1 In response to Covid19, the Council has its own reset strategy (which fits in with the wider Nottinghamshire Local Resilience Forum recovery strategy). As part of the reset strategy, there are five work streams which are grouped into three overarching aspects as follows:

- Businesses
- Residents and Communities
- The Council – split into
 - i) Frontline services
 - ii) Support Services
 - iii) Finance

As part of the business section, an Economic Bounce-Back Plan has been prepared, in which delivering the 'Re-opening the high street safely action plan' was one of the key interventions identified to support the Borough's economy and to restore public confidence in the high street.

- 1.2 As per the announcement on 20 March 2021, Councils across England are to share in an extra £56m of funding to support the safe reopening of high streets and other commercial areas as the Reopening High Streets Safely Fund (RHSSF) has been expanded to be known as the Welcome Back Fund (WBF). The original funding was £50m (Gedling received £105,213) and this has been doubled across the country, with an extra £6m set aside for coastal authorities. This means Gedling has received a further allocation of £105,213, making £210,426 in total.

Re-opening the high street – original funding awarded

- 1.3 The RHSSF allowed local authorities to put in place measures to establish a safe trading environment for businesses and customers, particularly in high streets, through measures that extend to the end of March 2021 (subsequently extended to June 2021 and now further extended with the introduction of the Welcome Back Fund). The RHSSF focused on the following themes:

- Support to develop action plans for safe reopening (where temporary changes to the public realm are being proposed the respective local authority should work in partnership with public sector landowners);
- Communications and public information (online and digital; media and press activities; and print and publications such as posters and leafleting campaigns);
- Business facing awareness raising activities (e.g. the local authority

may want to communicate to retail businesses on how to make temporary adjustments to their business premises and good practice for social distancing);

- Temporary public realm changes to manage reopening safely. (These changes can help improve consumer confidence and increase, safely, the number of active consumers).

1.4 A series of interventions were identified as part of the approved action plan under the RHSSF:

- Communications and marketing of the high streets:
 - Develop and implement local branding & identity for our towns and local centres;
 - Design and launch phased 'Keep it Local' campaign;
 - Develop and deliver a programme of low level key events / activities to support businesses across towns and local centres;
 - Communicate and promote delivery of interventions by cross-functional teams.
- Business support:
 - independents, existing retailers;
 - business advisors posts;
 - Information officer (support post);
 - EG&R ongoing business support & review of economic indicators.
- Social distancing measures and temporary public realm improvements:
 - Review & implement meaningful social distancing measures and floor markings, where appropriate;.
 - Plan and re-order external spaces & activities e.g. pop-up market stalls;
 - Review access and control of use of key external spaces e.g. amendments to the Traffic Regulation Order for Front Street, Arnold.

Welcome Back Funding – new funding awarded

1.5 Funding has been allocated to Gedling, however a grant allocation form needs to be approved with the government department to agree what the funds will be spent on. Once this is agreed, the Council will then enter into a grant agreement. The funds are to be claimed in arrears on a quarterly basis. Any underspend from the RHSSF will be carried forward into this project.

1.6 As the RHSSF was previously criticised for being prescriptive on what activities were and were not eligible, there have been some changes for the

Welcome Back Fund. This extends the scope of the eligible spend to include:

- Supporting and promoting a safe public environment for visitor economy, such as improving green space and seating areas to encourage people back to town centres;
- Allow for plans responding to medium term impact of Covid 19 including trialling new ideas especially related to the High Street;
- Publicity campaigns and marketing activity for street food markets to support local businesses.

1.7 The Welcome Back Fund cannot fund:

- Activities that are not additional, so cannot replace funding;
- Capital projects, it is revenue only;
- Grants to businesses.

1.8 The Fund focuses on implementing measures to support our business communities to enable a safer trading environment in public places across our towns and local centres. However, other commercial areas not within the above centres may be eligible for improvement measures but the primary focus of the grant is on public shared spaces that are at the heart of our towns and local centres. The Fund is intended to help address the short to medium term issues of reopening the local economies. It can also be used to support temporary changes to the public realm, but those changes should not be anticipated to last beyond 12 months.

Work done to date

1.9 The Council has assembled a corporate working group (“re-opening high street safely working group”) made up of officers from Economic Growth & Regeneration, PASC, Communications and Marketing team and Environmental Health to work together to ensure that the high streets were re-opened safely and that this is closely monitored.

1.10 As part of this work, there have been a number of events/visits to businesses over the various lock downs and “reopening” of the high street. This included:

- **June 2020** – reopening after the first lock down, where officers visited each open business, the EGR officers/neighbourhood wardens reviewed the pedestrian areas and potential pinch points, PASC undertook a “deep clean” in each local centre, environment health officers were available to provide advice and guidance and the police were engaged with. This helped to establish the action plan for the use of the RHSSF (see Appendix A for more details).

- **July 2020 – March 2021** - support has been offered to over 600 local businesses across nine town and local centres. The type and delivery of support has varied in line with lockdown and social contact restrictions. Ways of communicating with businesses has taken many guises from virtual groups or 1-2-1 mentoring sessions, face to face discussions (when permitted with PPE), production and dissemination of written guidance, emails, social media and telephone calls.
- **April/May 2021** – reopening after the third lockdown, at stages 2 and 3 under the government four stage roadmap. All businesses were revisited but with a particular emphasis on indoor hospitality. Whilst visiting businesses, officers checked if an official Covid-19 poster was displayed, if risk assessments has been undertaken to take into account ventilation and whether there was adequate information and guidance displayed for social distancing and mask wearing. A flyer was also provided that detailed links of where to find the latest guidance and contact details for further help. Hospitality venues were also required to display a valid QR code for customers to scan as part of track and trace procedures or have an alternative such as a diary of customers visiting the premises with contact details, should an outbreak of Covid-19 occur. See Appendix B for more information.
- **June 2021** – originally tied into stage 4 of the roadmap, but was used as an opportunity to engage with the businesses again. This identified a number of specific issues with businesses for the retail business advisor to follow up separately.

1.11 A review of the RHSSF has been undertaken to determine the allocation of funds, how they have been spent and any problems that has occurred. From this work, it is clear that there were a number of small spend items which took longer to deliver than originally envisaged, but they did have high impact. This learning will be considered as part of allocating the Welcome Back Fund.

2 **Proposal**

2.1 The re-opening high street safely/welcome back fund working group have identified a number of key priorities for the additional funding. This includes:

- To support businesses with their continued safe reopening;
- To ensure that the funding provides support for Arnold Town Centre and local/village centres, arterial routes, commercial and neighbourhood retail areas;
- A phased intervention to reflect / monitor the easing of Covid19 restrictions over a period of time;
- To maximise the value by working with local businesses, business organisations, parish councils and trusted partners.

2.2 This group has prepared an action plan to support the funding request to ERDF and this is shown in Appendix C. Within this action plan, the main projects include:

- Admin - £4k
- Communications and public information
 - Communications support - £15k
 - “Quality scheme” for businesses to be accredited for being Covid secure - £5k
- Business facing awareness, support and safety advice – retail business advisor - £15k
- Footfall counters - £5k
- Support and promote a safe public environment
 - Temporary public realm - £50k (various measures across the centres, including revenue works to Arnold, Carlton Square and Netherfield)
 - Bespoke activities within the town centre - £10k

2.3 Approval is being sought to establish a budget of £105,200 for the delivery of the Welcome Back project to be fully funded through ERDF funding (subject to a successful application). This will be merged with the outstanding amount from the RHSSF.

2.4 Once approved, the final delivery plan will be implemented. Members are therefore asked to give the Head of Regeneration and Welfare, in consultation with the portfolio holder for Growth and Regeneration, authority to implement the action plan at Appendix C, subject to any necessary approvals and consents being obtained. Should more extensive changes be required, officers will return to Cabinet with a revised scheme for approval.

3 Alternative Options

3.1 Not to set up the budget, but then the allocation of ERDF funding cannot be spent and the required interventions to re-open our high streets safely will be not be delivered.

4 Financial Implications

4.1 The total cost of the project is capped at the maximum allocation for ERDF of £105,200. In order to progress the project some expenditure will need to be incurred which will be at risk until the grant agreement is in place. This is not expected be any more than one third of the total grant allocation. If the grant agreement is not approved this element of expenditure will be met from existing budgets.

- 4.2 The breakdown and budget for the action plan will be reviewed by the re-opening high streets safely/welcome back working group to ensure spend is distributed to the areas of most need.

5 Legal Implications

- 5.1 If the Council is successful in its funding proposal to ERDF, the Council will need to enter into a grant agreement to claim the money spent back in arrears. The legal service team will review the proposed work programme to ensure that this meets with the funder's requirements (to limit the potential of not being able to claim the money back).
- 5.2 Whilst Cabinet is asked to delegate implementation of the plan to the Head of Regeneration and Welfare in consultation with the portfolio holder for Growth and Regeneration, some of the measures forming part of the action plan will require further legal advice and separate approvals where appropriate, for example in relation to procurement/contract advice.

6 Equalities Implications

- 6.1 An Equality Impact Assessment will be prepared to support this delivery plan at the appropriate time, as there are some proposed actions which may have implications that need to be carefully considered. This will be done as part of the finalisation of the action plan.

7 Carbon Reduction/Environmental Sustainability Implications

- 7.1 This will be considered as part of the identification of the actions and how these will be delivered. Wherever possible, we would like to support low carbon and more environmental friendly measures, including reducing the reliance on car travel and creating additional soft landscaping in the town/local centres.

8 Appendices

Appendix A: June 2020 consultation report

Appendix B: April/May 2021 consultation report

Appendix C: Welcome Back Funding – Gedling's action plan

9 Background Papers

None

10 Reasons for Recommendations

- 10.1 This will ensure that the town/local centres in the Borough are safe places for people to visit and spend their time/money in.
- 10.2 This allows for the swift delivery of the action plan and to allow minor amendments to the scheme where required.

Statutory Officer approval

Approved by: Tina Adams

Date: 23 July 2021

On behalf of the Chief Financial Officer

Approved by: Fran Whyley

Date: 22 July 2021

On behalf of the Monitoring Officer



Re-opening the High Streets Safely Launch Programme

Consultation Summary Report

June 2020

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1.0 Background to the consultation

1.1 This report summarises the re-opening of the high street safely launch programme and its main findings. This report concerns the programme of activities which took place over a week period between 15 and 19 June 2020 in the following locations:

When	Where
Monday 15 June	Burton Joyce
	Ravenshead
Tuesday 16 June	Mapperley
Wednesday 17 June	Calverton
	Carlton Hill
Thursday 18 June	Netherfield
	Gedling
Friday 19 June	Arnold

1.2 The main purpose of these sessions was:

- to engage with businesses about their re-opening and if there are any interventions required (to sue the recently allocated European funding);
- visible presence on the high streets in the first week of the non-essential shops re-opening; and
- a PR opportunity to encourage visitors back into the town/local centres but in a safe way.

1.3 There were several activities occurring within this launch programme:

- EGR officers visiting each open business
 - Identifying if the business had a government Covid19 secure poster (or their own version);
 - If they had received the recent letter issued by the EGR team offering help and support; and
 - If there were any issues/further interventions required.
- EGR officers and neighbourhood wardens reviewing the pedestrian areas and potential pinch points or areas of vulnerability (to consider areas of interventions);
- PASC team undertaking a “deep clean” in each area (disinfecting and steam cleaning public realm over and above the normal cleaning work programme);
- Environment health officers available to provide support and guidance on premises/businesses being Covid19 secure; and
- Neighbourhood Policing Inspector was also advised of the visits and the future plan of getting people back into our town centres but still socially distancing. He advised that he would be looking at how he would deploy officers in to some of the busier areas, including Arnold Town Centre and Victoria Retail Park.

Re-opening the High Streets Launch Programme Consultation Report



2.0 Launch sessions – feedback

2.1 Over the course of the consultation, 450 businesses were visited over the seven town/local centres. Here is a summary of the feedback received from the businesses:

Location	Open		Covid19 Poster displayed	Letter Received	Additional Signage and Guidance
	Yes	No			
Burton Joyce	11	7	1	1	6
Ravenshead	8	8	5	3	6
Mapperley	39	51	1	12	29
Calverton	13	7		4	13
Carlton Hill	38	26	1	10	29
Netherfield	35	17	-	17	20
Gedling	19	15	-	10	11
Arnold	87	69	9	16	43
Totals	250	200	17	73	157

Arnold

2.2 Officers visited Arnold on the morning of Friday 19th June.



2.3 The main comments/issues to consider from this session are shown in Appendix A and include:

- Queues outside some shops,
 - Halifax – have put their own social distancing signs out on the floor (see below)
 - HSBC queues – using side street which works well (see below)
 - Queuing outside Boots – got a good system going (see below)
 - Asda queues – using side street which works well (see below)
 - Other include Stock Monster
- Potential environmental health matters identified in two premises.
- Front street/precinct area – real conflict with delivery vans, parked cars, pedestrians and shops with stalls outside – needs to be re-considered (see below)
- Arnold market – shoppers and pedestrians seem to be working well



Burton Joyce

2.4 Officers visited Burton Joyce on the morning of Monday 15th June.



2.5 The main comments/issues to consider from this session are shown in Appendix A.

Calverton

2.6 Officers visited Calverton on the morning of Wednesday 17th June.



2.7 The main comments/issues to consider from this session are shown in Appendix A and include:

- Potential conflict with the queues from the butcher when Greggs re-open



Carlton Hill

- 2.8 Officers visited Carlton Hill on the afternoon of Wednesday 17th June.



- 2.9 The main comments/issues to consider from this session are shown in Appendix A.



Gedling

- 2.10 Officers visited Gedling on a very wet Thursday afternoon.
- 2.11 The main comments/issues to consider from this session are shown in Appendix A.



Mapperley

2.12 Officers visited Mapperley on the afternoon of Tuesday 16th June.



2.13 The main comments/issues to consider from this session are shown in Appendix A and include:

- Parking at the rear of the Co-op/Boots – not able to pass another person keeping social distancing (shown below)
- Queuing outside Barclays Bank and merging with pavements and crossing. (shown below)
- Queuing at toy shop outside closed Greggs (shown below), and Post Office.
- One premise had no signs that social distancing measures have been considered
- Bus stops have potential to cause queues.
- Mapperley high street will be different once the restaurants open



Netherfield

2.14 Officers visited Netherfield on the on the morning of Thursday 18th June.



2.15 The main comments/issues to consider from this session are shown in Appendix A and include:

- Three premise had no signage or had issues that need further follow up
- A few of the businesses said they had no facility to print the posters and wanted us to give them the copies we had.
- Pinch points around the main pedestrian crossing areas (shown below)



Ravenshead

2.16 Officers visited Ravenshead on the afternoon of Monday 15th June.

2.17 The main comments/issues to consider from this session are shown in Appendix A and include:

- Pedestrian clusters

3.0 Launch sessions - other feedback collected

Empty/vacant shops

- 3.1 Whilst in the various locations, empty shops and business premises were noted with a view to compiling a database for future use and consideration. For more details, please see Appendix B.

Unopened shops

- 3.2 There are a number of shops and businesses which have yet to be re-opened and were included in the table in Appendix B. These will be closely monitored as part of the re-opening high street programme of work and a revised list of vacant shops will be prepared.

4.0 Communications

As part of this work programme, there was the opportunity to promote that the high streets were re-opened and the support the council was offering. There was a single social media post throughout this week (see below).

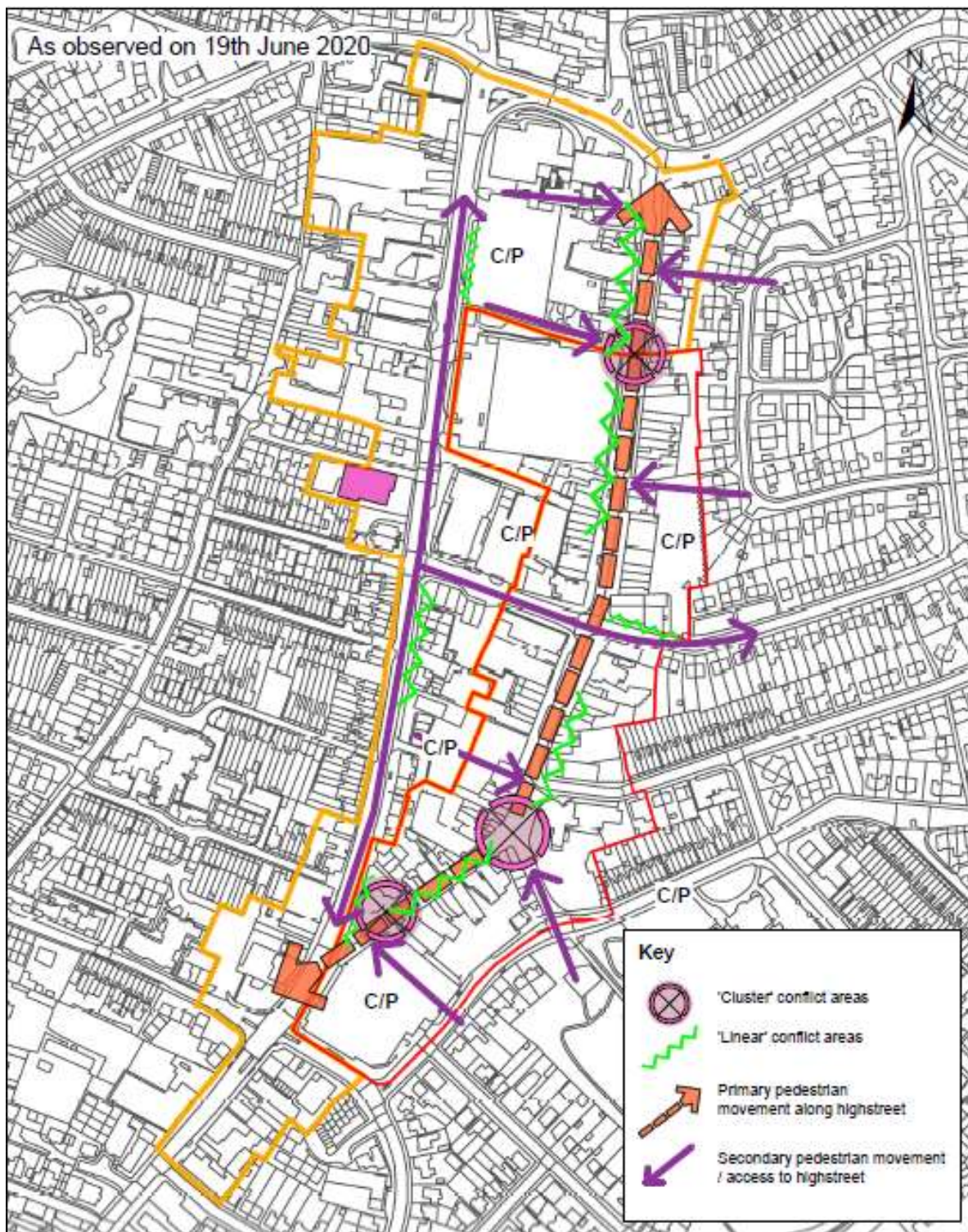


5.0 Next steps

There are a number of areas where there are queues or people and pedestrian pinch points which need to be reviewed as part of the re-opening the high streets work programme. This will also need to be monitored as the remaining shops and businesses re-open over the coming weeks this work will be reviewed in mid-July.

Appendix A: Observations Plan

Arnold



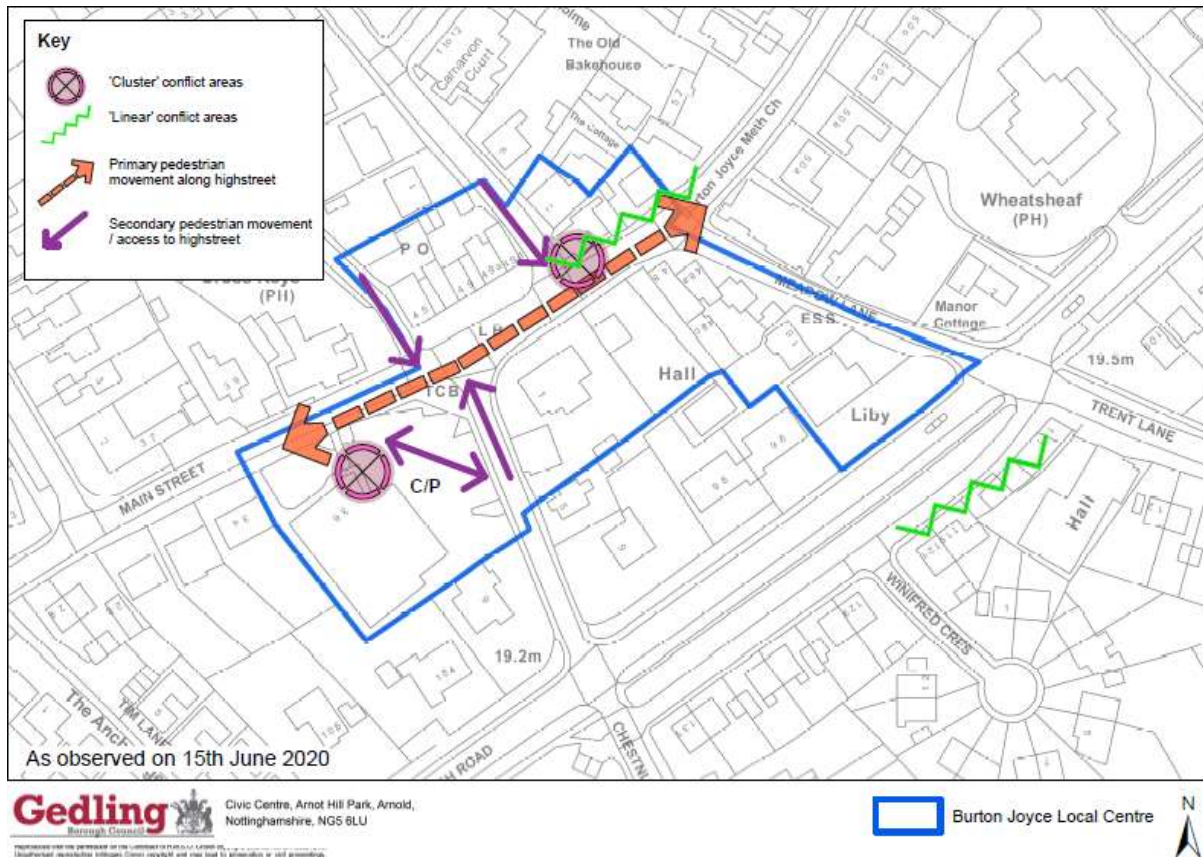
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Gedling
Borough Council

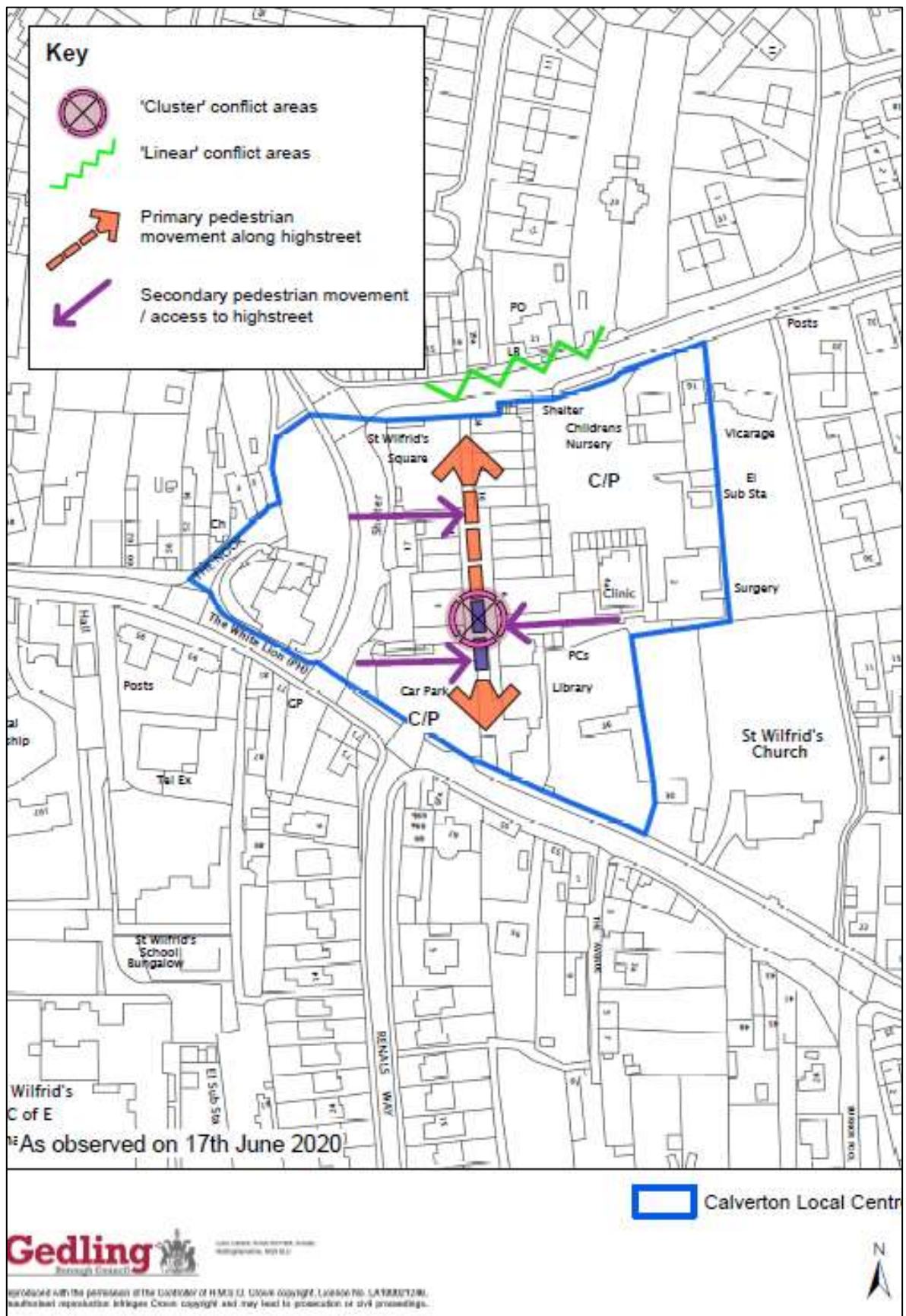
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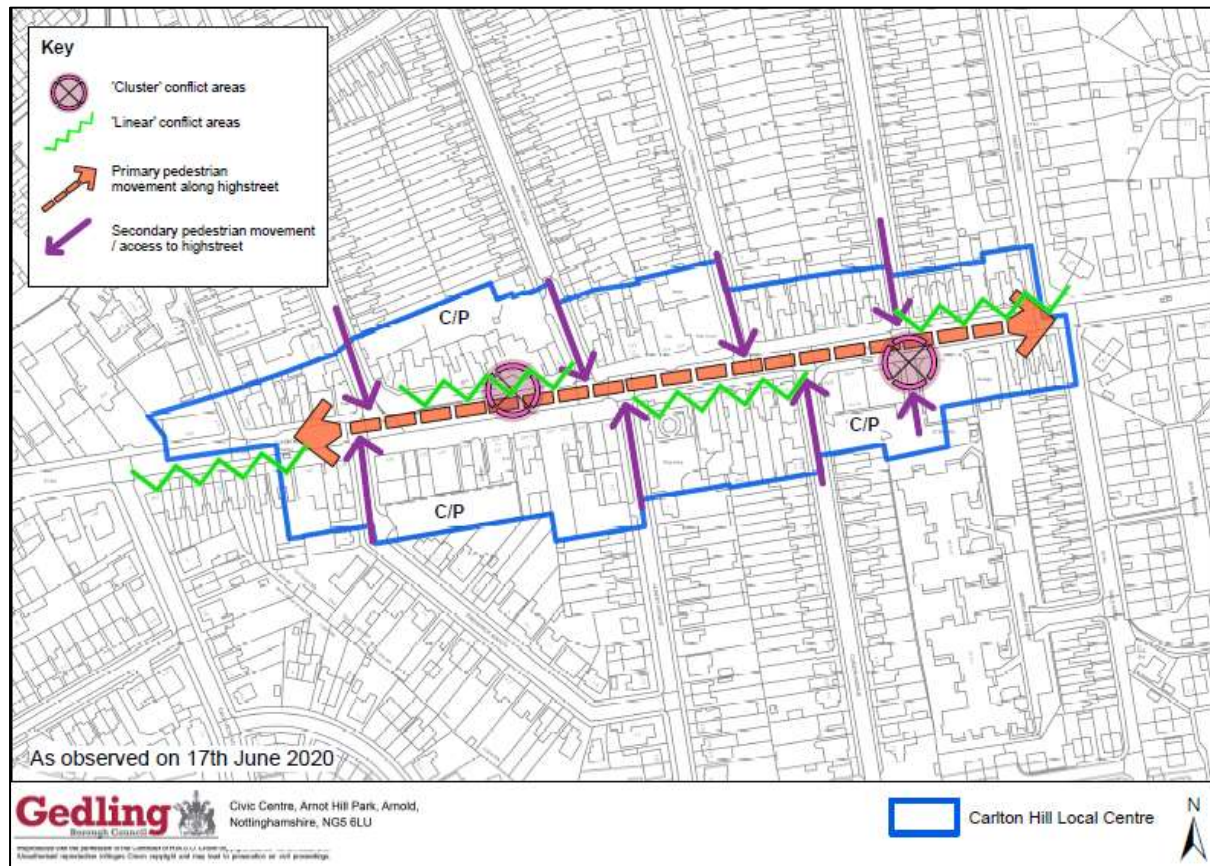
Burton Joyce

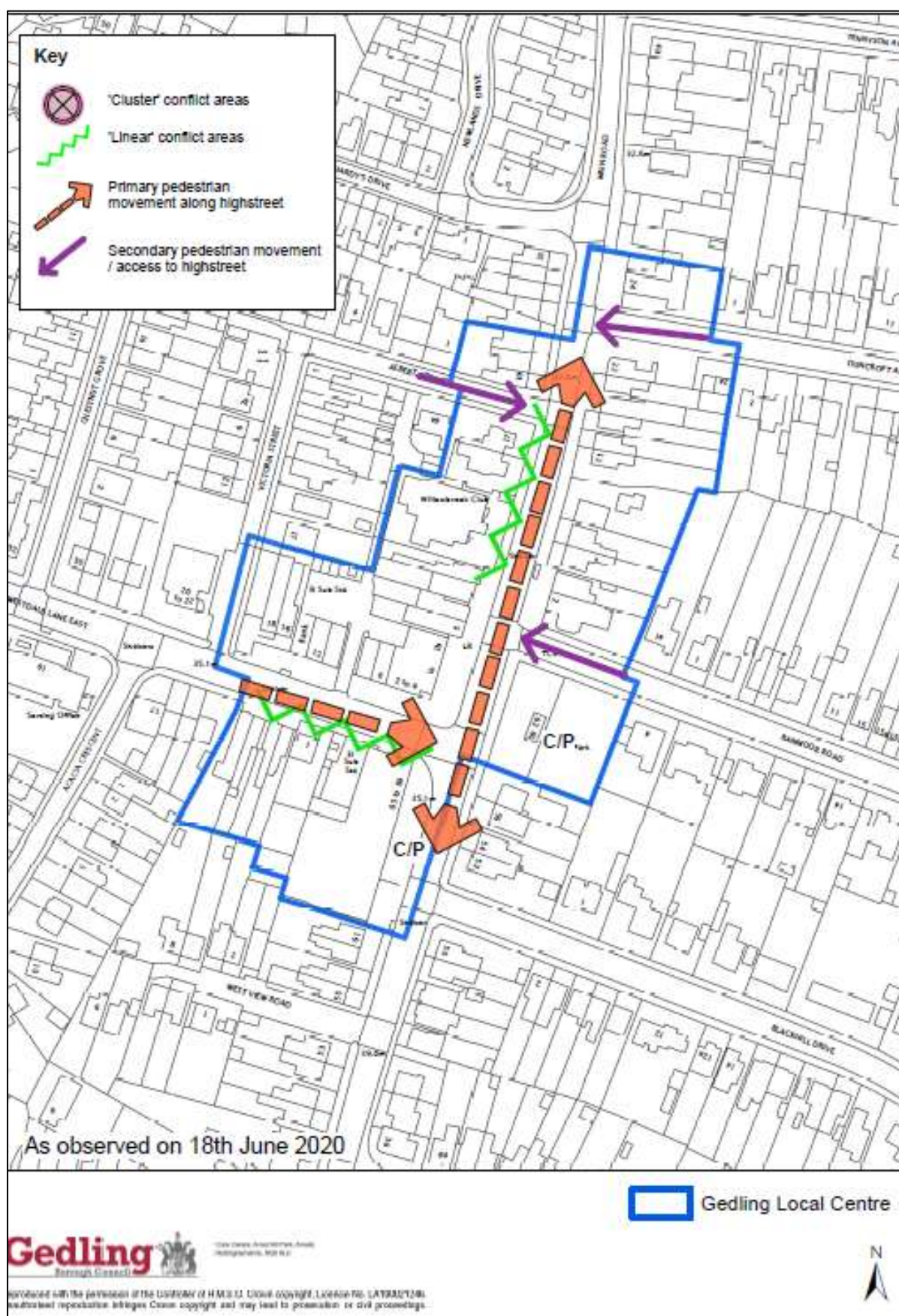


Calverton

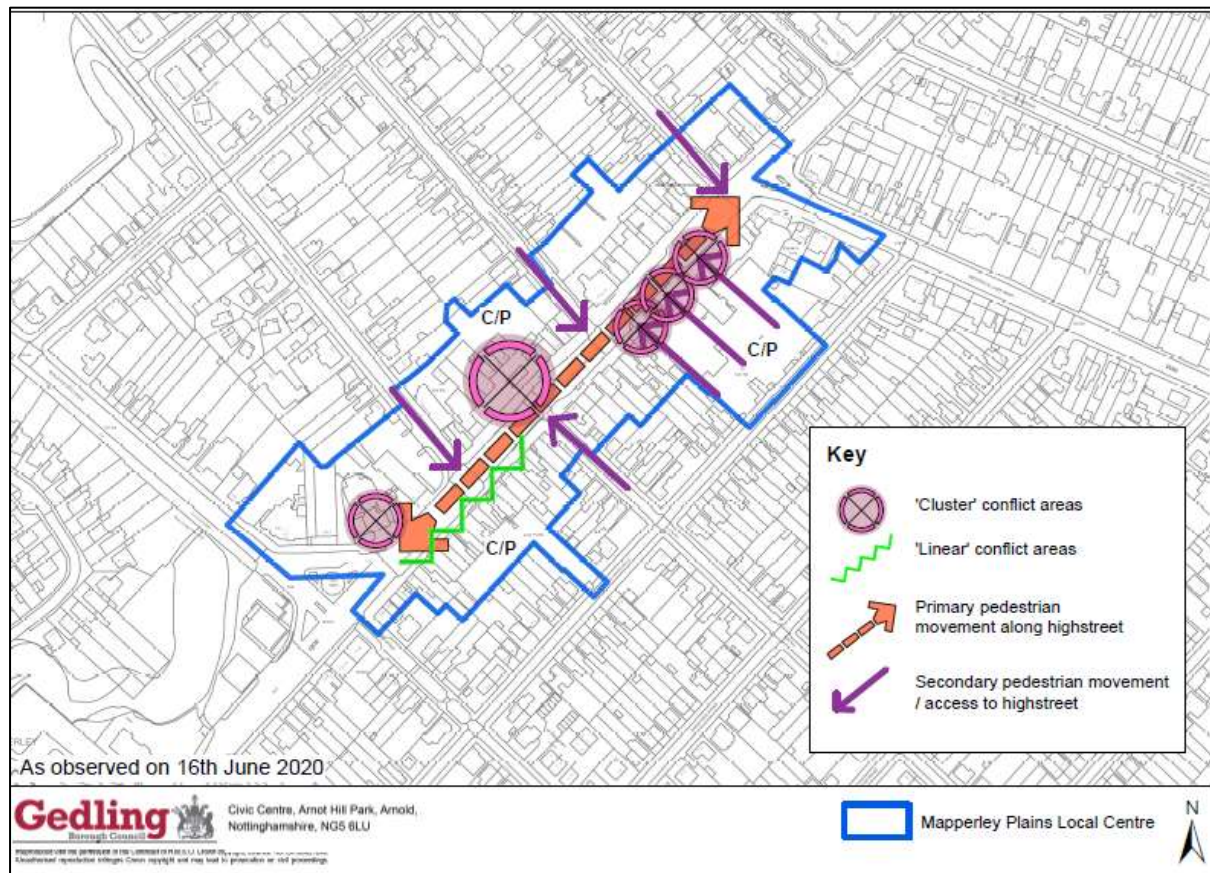


Carlton Hill

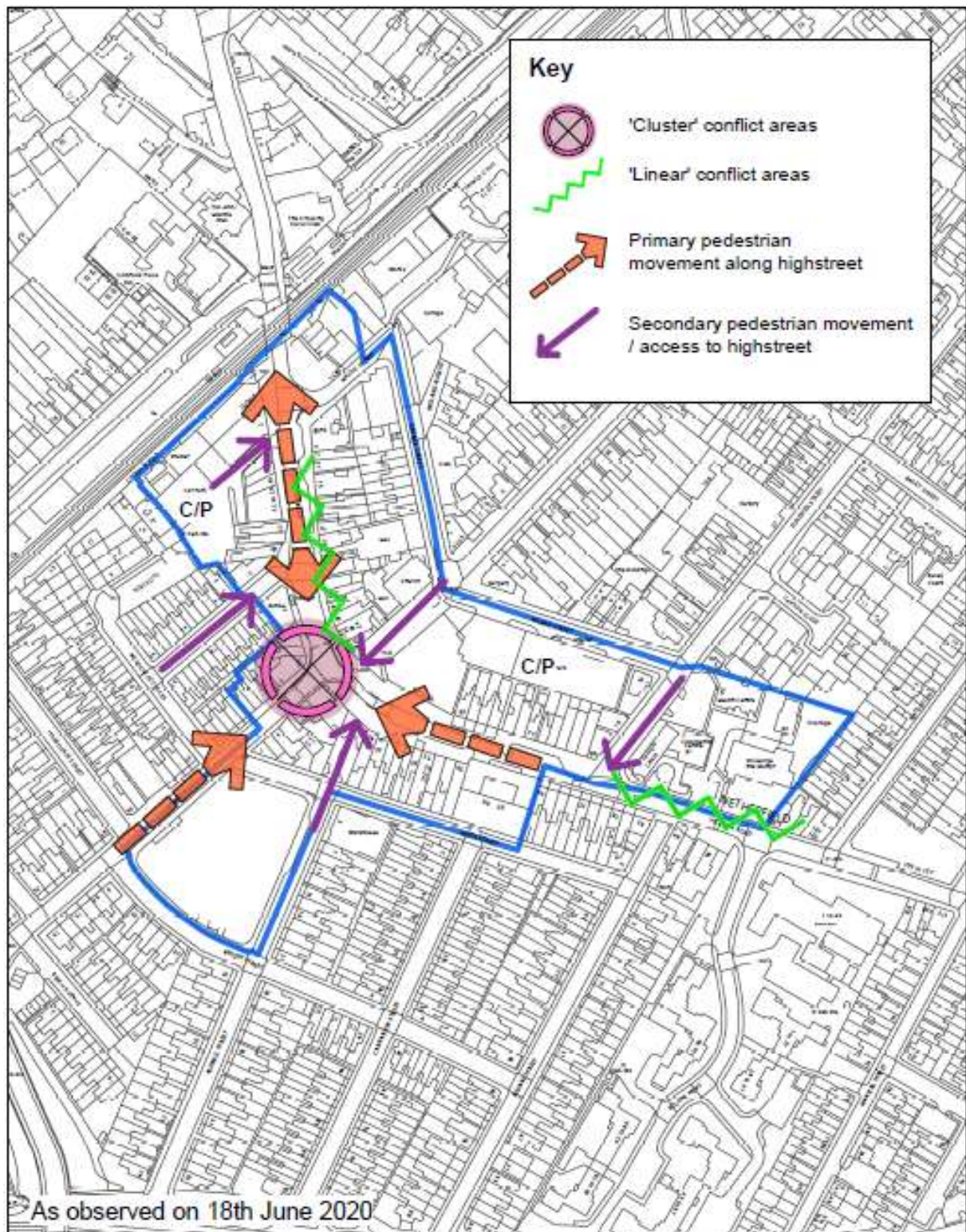




Mapperley



Netherfield

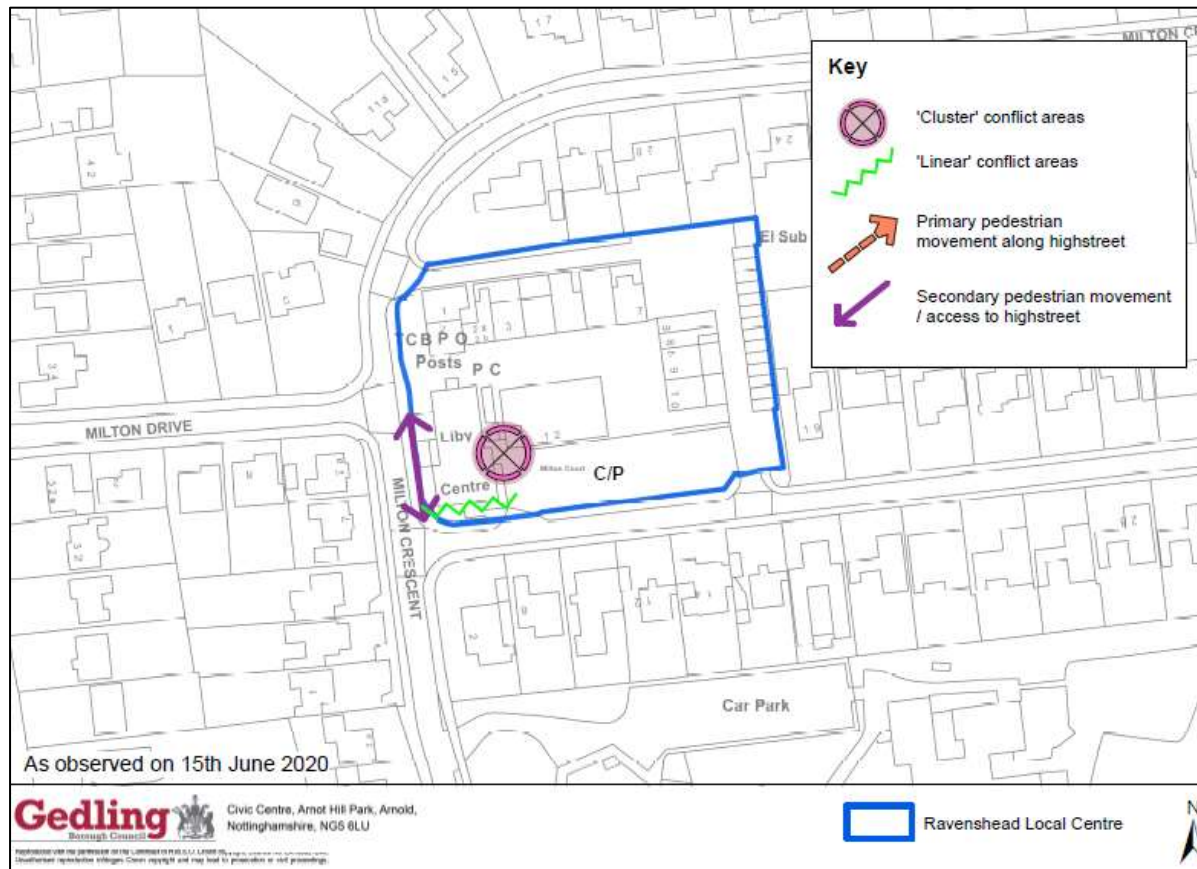


 Netherfield Local Centre



Re-opening the High Streets Launch Programme Consultation Report

Ravenshead



Appendix B: Empty shops schedule

Location	Address	Other info
Arnold		
4	Front Street	
70a	Front Street	
91a	Front Street	
75	Front Street	
69	Front Street	
67	Front Street	
45	Front Street	
138-140	Front Street	
145	Front Street	
147	Front Street	
149	Front Street	
151	Front Street	
30	High Street	
30a	High Street	
1-5	Chapel Lane	
82-84	Nottingham Rd	
94	Nottingham Rd	
Carlton		
330-332	Carlton Hill	Rowley Hughes Thompson
358	Carlton Hill	Innes England (GF & 1 st Floor)
305c	Carlton Hill	NG 1366 sq ft)
PC	Albert Ave (old toilet)	
Gedling		
6	Westdale Lane	
Mapperley		
948/950	Woodborough Road	
918	Woodborough Road	
888	Woodborough Road	
884b	Woodborough Road	
	Woodborough Road	
	Woodborough Road	
Netherfield		
11	Victoria Road	
75	Victoria Road	
36-38	Victoria Road	
28	Victoria Road	
2a	Victoria Road	
2	Garnet Street	
garage	Wright Street	
15	Kenrick Street	

Welcome Back – Reopening the High Street Safely

Summary Report

July 2021

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3.0 Next steps 9

1.0 Background

Purpose

- 1.1 The Covid19 pandemic has sent shockwaves throughout our high street communities, dislocated supply chains and triggered a higher number of vacant or underused properties. The growth of online shopping and ecommerce has been accelerated out of consumer necessity & convenience. Income disparities will drive continuing business toward off-brand and discount retailers, and online shopping will continue to rise. It has already become clear that at a borough level our high streets will take on a very different form once the pandemic is over.
- 1.2 Following the restrictions imposed back at the start of January 2021 with the government's announcement of the third national lockdown; all non-essential retail, hospitality and personal care services were instructed to close, or remain closed. Restaurants could continue delivery, takeaway or click-and-collect of food and non-alcoholic drinks, but venues were no longer be able to serve takeaway or click-and-collect alcohol. At the time these restrictions were to be closely monitored and originally envisaged to last until mid-February. Essential shops and garden centres could remain open.
- 1.3 In mid-February 2021 the government published a 4-stage roadmap for lifting the lockdown restrictions. In terms of business activities & events which affect our high-street Steps 2 & 3 are most relevant in the re-opening of the retail sector and allowing businesses to and welcome back consumers to our town and local centres.
- **Step 2, which will be no earlier than 12th April**, will see the opening of non-essential retail; personal care premises such as hairdressers and nail salons; and public buildings, including libraries and community centres. Hospitality venues will be allowed to serve people outdoors at Step 2 and there will be no need for customers to order a substantial meal with alcoholic drinks and no curfew, although customers must order, eat and drink while seated ('table service'). Wider social contact rules will apply in all these settings to prevent indoor mixing between different households.
 - **Step 3, no earlier than 17th May**. Most businesses in all but the highest risk sectors will be able to reopen. In all sectors, Covid19-Secure guidance will remain in place and businesses may not cater for groups bigger than the legal limits. Indoor hospitality will reopen – and as in Step 2, venues will not have to serve a substantial meal with alcoholic drinks; nor there a curfew. Customers will, however, have to order, eat and drink while seated
 - **Step 4, which will take place no earlier than 21 June**, the government hopes to be in a position to remove all legal limits on social contact. We hope to reopen remaining premises, including nightclubs, and ease the restrictions on large events and performances that apply in Step 3.

- 1.4 This report has been prepared to summarise the business support activities carried out by the Council's Economic Growth Team to offer support to high street retailers on the reopening of their businesses safely as trading restrictions are eased. It demonstrates the activities of focused support carried out week commencing 21 June 2021 in the following locations:

When	Where	Time	Officers
Tuesday 22 June	Burton Joyce/Ravenshead	10am – 2pm	HG / KB
	Calverton	2pm-5pm	HG / KB
Wednesday 23 June	Arnold South	9am-12pm	HG / KB
	Arnold North	12pm-5pm	HG / KB
Thursday 24 June	Netherfield	10am -12pm	HG / KB
	Carlton Hill/Gedling	12pm - 5pm	HG / KB
Friday 25 June	Mapperley	10am-1pm	HG

- 1.5 As part of this work, step 4 in the roadmap out of Lockdown was delayed until 19 July 2021 and a decision was made that officers would go out and speak to businesses despite the delay. There would be a particular focus on hospitality, as they are most impacted by the restrictions currently in place. As part of the visits, 2 questions were asked:
1. What support would be most useful to you, one to one, online training sessions, group sessions, etc.
 2. How do you keep in touch with neighbouring businesses, is there a Traders Association, are you part of a Facebook page or do you have a WhatsApp group, etc. (Shoplifting has seen a recent increase)

2.0 Feedback

2.1 Over the course of the week, all the businesses that were open over the seven town/local centres. This is a summary of the feedback received.

Arnold

2.2 Officers visited Arnold on Wednesday 23rd June.



2.3 The feeling was positive in Arnold and here is a summary of the comments received:

- it was the first day of the return of the Flea Market, the Retail Business Advisor was able to offer premises advice to one of the stall holders looking to take on a new unit or market stall in the City.
- One business was unaware of the Restart grant, support was given to submit an application for this. They reported an incident of shoplifting and officers discussed the Shopwatch scheme and other prevention measures that could easily be put into place. Many of the businesses communicate through Shopwatch.
- The Retail Business Advisor discussed a Traders Association and the benefits that this would bring. Business is 'booming' for one catering business, they are trying lots of new business initiatives such as children's themed Afternoon Tea and cocktail evenings which have all brought new customers in.
- One shop continues to deliver to local customers and the business is doing well.
- Positive feedback about the market on Eagles Square and think it has had a very positive impact.

Burton Joyce

2.4 Officers visited Burton Joyce on Tuesday 22nd June. The main comments/issues to consider from this session include:

- A constructive conversation was had with the Burton Joyce Community Market lead, which is held at the village hall and commencing Sept. 2021. This will be a real positive in bringing the community back together after such a long time (it hasn't taken place since before the pandemic hit).
- Hospitality businesses are hopeful that the 19 July will go ahead and restrictions can be lifted, as they continue to run at around 50% capacity. The positive to this is that we are in the summer months, so customers are taking advantage of outdoor seating.
- Businesses connect through a village Facebook page.

Calverton

2.5 Officers visited Calverton on the afternoon of Tuesday 22nd June. The main comments/issues to consider from this session include:

- One business have progressed with marketing and social media support and have seen an increase in custom, they are very hopeful for the 19 July lifting.
- Two businesses are investigating the Kickstart scheme, as this could help with their longer term business plan.
- Businesses felt that the one to one support that has been given through the Retail Business Advisor has been excellent and really helped in the current economic climate.

Carlton Hill

2.6 Officers visited Carlton Hill on the afternoon of Thursday 24th June. The main comments/issues to consider from this session include:

- One business engaged in conversation with officers around shoplifting and raised concerns around the current increase. Preventative measures were discussed and linking with neighbouring businesses was something that is already in place.
- A premise discussed a recent visit from Environmental Health Officers and are please they continue to have a Food Hygiene Rating of 5.
- One business are still very keen to discuss marketing and social media but they haven't managed to take up the services of Retail Business Advisor as business has been so busy, which was a real positive. They are doing very well since opening and have been making the most of their outdoor area under the current restrictions. They are hopeful for a lifting of restrictions on the 19 July.
- One café are still waiting to hear about a decision from Planning officers on the decking area to the rear of the property, this was followed up on return to the office and Planning have now made contact.

Gedling

2.7 Officers visited Gedling on the afternoon of 24th June. The main comments/issues to consider from this session:

- Officers visited a new business. A Trade Waste enquiry was taken back to the office which has now been resolved. They had questions around staffing and were interested in the Kickstart scheme, they also want to find out more about the legalities of having international Students work for them and how many hours they are allowed to work. A follow up appointment was arranged with the Retail Business Advisor.
- One business is interested in the possibility of holding art workshops and also discussed how it would be great to bring something positive to the area, after the negativity of Covid in Gedling village through press coverage. 10 reasons to visit Gedling was discussed by officers and will be explored.
- Other businesses were visited and they were all hopeful for a lifting of restrictions on the 19 July.
- The feeling was generally positive and it's really great to see new businesses popping up in the area despite the current economic climate. We await details on the commercial units below the new apartment block that has recently been built. It was noted that no shoplifting has taken place and businesses link together in an informal way.

Mapperley

2.8 Officers visited Mapperley on the morning on 25th June. The main comments/issues to consider from this session include:

- One business continue to struggle with a decline in customers and are working with the Retail Business Advisor to address this, looking at new, innovative ideas.
- One business experienced a shoplifter, a high volume of stock was taken during store closure one evening at an opportunist moment. The Retail Business Advisor encouraged this was reported to the Police, officers also reported it through to the neighbourhood wardens. Preventative measures such as stock layout were discussed and the Retail Business Advisor is looking into how business can connect with each other to try and overcome this.
- One to one support was noted as the preferred method to access support.

Netherfield

2.9 Officers visited Netherfield on the on the morning of Thursday 24th June.



2.10 The main comments/issues to consider from this session include:

- A business noted that the closure of the bank is having a negative impact on their business and they have seen a drastic decline in custom.
- Vacancy rates continue to increase and this is having a negative impact on the area generally.
- Shoplifting is also a real problem. Advice was given to many of the retailers on preventative measures, it was concluded that this is a long term problem they are trying to address in partnership with the Police and neighbourhood wardens.
- A business engaged in conversation with officers and reported that business is good, they are continuing with deliveries and have seen a recent increase in customers returning.
- One to one support was noted as the preferred method to access support from the Retail Business Advisor.

Ravenshead

2.11 Officers visited Ravenshead on 22nd June. The main comments/issues to consider from this session include:

- All businesses were feeling positive and didn't feel that the delay in restrictions lifting would have a significant impact.

- One business will follow up with Retail Business Advisor about Kickstart, as this could be a great initiative for them.
- A business explained that they had had press coverage the previous day which was great for raising the profile of the business.
- Businesses noted that they link together through a Facebook page and there hasn't been any shoplifting in the area.

3.0 Next steps

- 3.1 There are a number of areas which have been identified and will need to be reviewed as part of the welcome back funding project. This will feed into the action plan for the allocation of the welcome back funding.

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Welcome Back Fund

New Activity

Please only use this form if you already have a signed RHSSF funding agreement in place

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Local Authority Name	Name of Lead Contact	Miss Joelle Davies (Head of Regeneration and Welfare)
	Telephone Number	0115 901 3729 / 07970 275 200
	Email Address	Joelle.davies@gedling.gov.uk
	Name of Deputy Contact	Mr Lee Sycamore (Town Centre Project Manager)
	Telephone Number	0115 901 3751 / 07815 675 988
	Email Address	Lee.sycamore@gedling.gov.uk

1. Proposed Activity

Please complete the table below to reflect the activities you propose to use the RHSS WBF for.

No.	Area of Scope	Using bullet points briefly set out the specific activities you will undertake	Briefly set out how the activity does not duplicate existing activity (additionality)	Total Indicative Budget £ per item Gross
1	Support to develop an action plan for how the local authority may begin to safely reopen their local economies.	<ul style="list-style-type: none"> A multi-discipline 'in house' team has already been assembled to develop this application and action plan for supporting our town & local centres to reopen safely. The task team will be led by the Town Centre Project Manager with support from the Economic Growth & Regeneration team and senior officers across other service areas. In order to meet the demands and needs of the business communities across the Borough specific activities and in scope interventions will be delivered in collaboration with local businesses, high street ambassadors, organisations and key stakeholders, with a specific focus on support SME / independent retailers within the Borough. The plan will be used to guide and monitor the phased delivery of interventions and safe measures required for each area. It is envisaged the plan will act as a framework document and include a delivery plan that will 	<ul style="list-style-type: none"> The updated action plan will enhance and provide additional support to the borough's Economic Bounce Back Plan and complement the Council's Reset Strategy and other Covid19 emergency plans where appropriate for the safe use of the highstreets The Council has decided to take a lead on the updating the action plan as it feels its officers are best placed to respond to the local needs of the localities. External support is acknowledged where appropriate skills and specialisms are required. These will be utilised to support and not duplicate existing activity or routine operations. 	<p>£4,000</p> <p>NB The RHSS Action Plan will be developed 'in house' by the council officers. A nominal amount has been proposed to assist in its development, administration and production / review.</p> <p>4% admin fee and management costs will be claimed through staff time.</p>

		guide the implementation of the WBF fund. This will be reviewed and used to monitor key performance indicators and record, evidence data sets.		
2	Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely	<ul style="list-style-type: none"> • Seek external support to continue the Council led 'Keep it Local' and 'Welcome Back' marketing and safety messages • Promotion of local place branding for our Town & Local Centres by developing hyper-local designs, focussing on different town centres to enable sub-campaign activity. Specific activities will be focused at high street level and will be developed alongside local businesses to strengthen & sustain their high street communities. Communication channels will focus on online & digital, potential with the use of an app. • Develop & facilitate, alongside local businesses, a programme of low level key events and activities to continue the safety measures • "Quality scheme" to be considered to recognise those businesses who are meeting a set of safety measures. 	<ul style="list-style-type: none"> • To effectively communicate to residents, businesses and visitors their role in ensuring the local economy can reopen safely. • To develop & implement a range of PR, comms and public information campaign/ initiatives to support the safe reopening of the high street. A marketing strategy will be developed as part of the Action Plan. • To consider the most appropriate channels for communications both Borough wide and at high street / retailer level. • To instil a sense of confidence and ownership amongst business communities and their customers in safely using their local centres. 	<p>£20,000</p> <p>NB: Whilst the Council's communications team have previously led on this, an allowance has been made to commission external assistance with this work.</p>
3	Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.	<ul style="list-style-type: none"> • Re- procure and appoint external Retail 'High Street' Business Advisor Post specific to the WBF fund and tailored role to support the safe reopening up of the boroughs highstreets (extension to the existing role which is being procured again). 	<ul style="list-style-type: none"> • Procure and appoint external Retail 'High Street' Business Advisor Post specific to the WBF fund and tailored role to support the safe reopening up of the boroughs highstreets. 	<p>£15,000</p> <p>NB: The new business support posts will be public facing and work</p>

		<ul style="list-style-type: none"> • Business Support Posts are to work alongside the Borough's Neighbourhood Wardens to promote and check compliance of businesses for the use of safety & security measures and disseminate good practice and government guidance. • To develop relationship with businesses and facilitate low level events and activities. • To increase the frequency and focused collection, recording, monitoring and review of business & high street performance indicators to evidence performance of WBF planned interventions and initiatives. 	<ul style="list-style-type: none"> • Business Support Posts are to work alongside the Borough's Neighbourhood Wardens to promote and check compliance of businesses for the use of safety & security measures and disseminate good practice and government guidance. • To develop relationship with businesses and facilitate low level events and activities that support the safe re-opening of businesses. • To routinely collect, record, monitor and review of business & high street performance indicators to evidence performance of RHHS planned interventions and initiatives. 	<p>collaboratory to share information and disseminate information to businesses. Both roles will complement and ensure meaningful support is target where it is needed most. Continued monitoring and recording of changes and businesses needs will assist in the posts being agile in their approach and responding to any future changes in guidance and support.</p>
4	Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.	<ul style="list-style-type: none"> • Review & implement meaningful social distancing measures where appropriate and to examine footfall patterns. • To review and implement security measures in identified vulnerable areas. 	<ul style="list-style-type: none"> • To provide appropriate temporary public realm changes that promote the safe use of the public safes and instil confidence to shoppers. • To provide enhanced safety & security measures in response to Covid19 guidance and evolving health recommendations. 	£5,000

5	Support and promote a safe public environment for a local area's visitor economy	<ul style="list-style-type: none"> To design and implement environmental improvements where appropriate to support the safe use of public spaces. Interventions to include temporary measures to make outdoor spaces within our high streets more attractive to spend time in safely. To create and implement an art trail across the high streets in the Borough. 	<ul style="list-style-type: none"> To provide appropriate temporary improvements that promote the safe use of the public spaces and instil confidence to shoppers. To instil a sense of confidence and ownership amongst visitors and shoppers in safely using their local centres. 	£60,000
6	Support local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.			£0

Alignment with COVID-19 Plans – Either Action Plan developed through RHSSF or Alignment with COVID recovery plan

Please summarise how the above planned activity contributes to a national, regional or local COVID-19 plan.
<p>The WNF action plan and subsequent business support activities & interventions will contribute to the broader Council's Reset Strategy which sets out the Council's approach to recovery in response to the Covid-19 pandemic. It is recognised that the recovery process will run in parallel with the response phase, until the formal handover from response to recovery takes place.</p> <p>The Strategy covers:</p> <ul style="list-style-type: none"> The differences between Response, Recovery and Regeneration recognising there is often an overlap between them. The purpose and principles of the recovery process. The Council's strategic objectives.

- The structure which will enable oversight and delivery of the Reset action plans.
- How the Reset Strategy will be delivered.

Locations of activity of additional areas now covered by WBF.

There is no need to include areas that were listed in your original Grant Action Plan.

Please list the locations that you intend to support with this activity and give details of which strand of activity will be implemented at each location. *Insert more rows if required.*

Type High Street / Neighbourhood Shopping Area	Name of location	Postcode(s)
No new locations.		

Permissions

Please confirm that you will have all the necessary permissions in order to carry out the temporary public realm changes and that you will be able to evidence this upon request. **Tick to confirm: YES**

2. Procurement

Please provide details of all the procurements you have and/or will undertake in relation to WBF eligible expenditure.

Applicants should note that procurements will be tested in detail in the lifetime of a project and by different independent bodies. In the event of non - compliance/irregularity financial penalty will be imposed in line with EU guidance. This can be up to 100% of the procurement expenditure.

It remains the responsibility of the Local Authority to ensure all procurements are compliant with [ERDF Procurement Requirements](#). Below are the thresholds that you should adhere to:

Value of contract	Minimum Procedure	Advertising Required
£0 - £2,499	Direct award	None
£2,500 - £24,999	3 written quotes or prices sought from relevant suppliers of goods, works and services	None
£25,000 – Relevant Public Contracts Regulations threshold	Formal tender process in line with the Interpretative Communication and the relevant guidance set out below	1) Advertised on Contracts Finder and 2) the opportunity is advertised on the ESIF grant recipient's website for a reasonable time period.

Anticipated value of the contract	Brief description of works, supplies or services that will be provided under the contract (Please indicate where you are using an existing contract)	What procurement process do you anticipate using to select the supplier? (Please tick)					Procurement status (Please tick)	
		Existing Contract	OJEU	Advertised	Three Quotes	Direct Award	Procurement in progress/ to be started	Procurement completed
£15,000	Appointment of external Retail Business Advisor to support high retailers to Re-open up safely and adapt to ensure their economic sustainability.			X			X	
£15,000	Appointment of WBF Communication Officer (PT Post)			X			X	
TBC	Public Realm Temporary interventions (Over £10K)			X			X	
TBC	Public Realm Temporary interventions (Under £10K)				X		X	
TBC	Communications & Marketing activities (Under £10k)				X		X	
TBC	Communications & Marketing activities (Over £10k)			X			X	

If you are deviating from the above ERDF Procurement Requirements please detail below¹:

None

¹ Please note that Single Tender Justification forms and Cross Border Interest forms should only be **used in exceptional circumstances** and must be returned with this form for consideration.

3. Stakeholder Engagement

It is a condition of this funding that you engage with local stakeholders which includes lower tier authorities. (Including Town and Parish Councils where relevant)

Briefly set out how you will/have engaged with these and other relevant stakeholders when considering how to use the WBF funding.

A) Please list which organisations and sectors you have engaged with?
Nottinghamshire County Council (Highways)
Individual Businesses through ongoing economic support activities & via Retail 'High Street' Business Advisor
Parish Councils (Ravenshead , Burton Joyce, Gedling & Calverton)
B) Please provide summary details of the engagement activities these stakeholders have been involved with?
<p>The Council has assembled a cross functional team ("re-opening high street safely working group") made up of officers from Economic Growth & Regeneration, Street Cleansing, Communications and Marketing team, Environmental Health to work together to ensure that the high streets were re-opened safely and that this is closely monitored. This group has been meeting regularly to review the progress with the RHSSF and business reopening. The team have also been to visit the businesses within the town/local centres on a number of occasions:</p> <ul style="list-style-type: none"> • June 2020 – reopening after the first lock down, where officers visited each open business, the EGR officers/neighbourhood wardens reviewed the pedestrian areas and potential pinch points, PASC undertook a "deep clean" in each local centre, environment health officers were available to provide advice and guidance and the police were engaged with. This helped to establish the action plan for the use of the RHSSF. • July 2020 – March 2021 - support has been offered to over 600 local businesses across nine town and local centres. The type and delivery of support has varied in line with lockdown and social contact restrictions. Ways of communicating with businesses has taken many guises from virtual group or 1-2-1 mentioning sessions, face to face discussions (when permitted with PPE), production and dissemination of written guidance, emails, social media and telephone calls. • April/May 2021 – reopening after the third lockdown, at stages 2 and 3 under the government four staged roadmap. All businesses were revisited but a particular emphasis was given to indoor hospitality. Whilst visiting businesses, Officers checked if an official Covid-19 poster was displayed, if risk assessments has been undertaken to take into account ventilation and whether they was adequate information and guidance displayed for social distancing and mask wearing. A flyer was also given, detailing links of where to find the latest guidance and contact details for further help. Hospitality venues were also required to display a valid QR code for customers to scan as part of track and trace procedures or have an alternative such as a diary of customers visiting the premises with contact details, should an outbreak of Covid-19 occur.

- **June 2021** – originally tied into stage 4 of the roadmap, but was used as an opportunity to engage with the businesses again. This identified a number of specific issues with businesses and the retail business advisor will follow up separately.

4. New Delivery Partners

See Welcome Back Fund Guidance for details on the role of Delivery Partners and their associated requirements. The Delivery Partners listed here are only those that will defray WBF costs themselves (i.e. the ERDF definition of a Delivery Partner). Non-financial delivery partners who you have engaged with strategically but who will not defray WBF costs themselves should be listed in Section 3 above.

Please enter details of any **additional** Delivery Partners that haven't been included in your Grant Funding Agreement

For each Delivery Partner you are required to secure a Service Level Agreement for their WBF Fund activity.

Name of Delivery Partner (please insert rows as required)	Please confirm that you have a signed SLA with each Delivery Partner	
	Yes – Submit with WBF Activity Form	No – provide date when SLA will be submitted
No new delivery partners anticipated.		

5. Outputs

Please indicate the volume for each output your new WBF activity will address.

	Output	Number of outputs
P14	Number of CV-19 Action Plan	1
P15	Number of CV-19 Public Information Campaigns	3
P16	Number of CV-19 Business Facing Campaigns	2
P17	Number of CV-19 Communication Officers	1
P18	Number of High Streets with Temporary CV-19 Adaptations	1
P19	Number of Neighbourhood Shopping Areas with Temporary CV-19 Adaptations	1

6. Claims

Claims **must** be submitted quarterly with a progress report. If you are unable to make a claim in a particular quarter you should discuss this with your Contract Manager at the earliest opportunity.

Please insert a forecast value for each claim.

Claim	Claim Expenditure Period	Claim submission deadline	Tick to indicate a claim submission in this period	Claim Forecast Value £ (Gross)
21Q2	April 2021 – June 2021	28/07/2021	<input type="checkbox"/>	No claim
21Q3	July 2021 – September 2021	28/10/2021	<input type="checkbox"/>	No claim
21Q4	October 2021 – December 2021	31/01/2022	<input checked="" type="checkbox"/>	£60,000
22Q1	January 2022 – March 2022	29/04/2022	<input checked="" type="checkbox"/>	£40,000

7. Staff Costs

Please indicate whether you plan to claim the 4% Management and Admin from within your grant allocation (These costs will need to be supported with evidence i.e. Hourly rate calculations or invoices)

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

If you propose to claim staff costs in line with the WBF Fund Guidance, please complete the table below (Including those under the 4% M&A category)

Area of Scope	Does this form part of your 4% M&A costs	Role Title	Salary	Cost to be Claimed
Support to develop the Action Plan	Yes	Economic Development Support Officer	£27,905	£2,000
Support to implement the Action Plan	Yes	Town Centre Project Manager	£38,300	£2,000
	Yes/No			
	Yes/No			

8. Monitoring and Evaluation

Please indicate all of the monitoring methods you will utilise to demonstrate the impact of the project activities.

Monitoring Method	Tick to confirm	Brief description
Footfall counts	Y	Footfall data not currently collected across the authorities Town & Local Centres, but this is being explored as part of this updated action plan. However attendance at any planned business events or supporting activities including regular market trader attendance figures will be routinely recorded and monitored. The Council is considering to install automated counters with its main Town Centre, therefore some data may be available towards the end of the year. Other methods of data collection are being reviewed as part of the High Street Taskforce guidance and resources.
Businesses reopening	Y	The Council has collated a database of all businesses in each of its nine Town & Local Centres. This will provide a baseline for monitoring the gradually reopening of all high street businesses. Monitoring has already begun (prior to the reopening of non-essential businesses on 4 th July) and will be routinely monitored at regular intervals or where there is change of government guidance and or specific easing of restrictions within a specific sector. Enhanced monitoring will be carried out by the Information Support officer in collaboration with the Retail Business Adviser. Detailed analysis and data will be used by the councils Economic Growth Team to report and influence activities and responses in the areas of most need.
Businesses closed	Y	As above: Regular monitoring of any high street businesses which remained closed will be recorded and monitored. It is envisaged that businesses owners will be contacted and offered support where required to seek to re-open the business if it remains economically viable to do so. The Council has already carried out a quarterly survey for vacancy / voids properties along some of its highstreets as part of its Town Centre Health Check. It is proposed the frequency of these surveys are increased and aligned with the reopening and closed business monitoring. The authority shares its data with other neighbouring authorities via the Springboard platform.

Other	Y	<p>Other monitoring methods of Highstreets performance indicators to be included are:</p> <ul style="list-style-type: none"> • No. of planning applications for change of use • No. of pavement licences applications received (and approved) • No. of Market Stall traders in regular attendance. • Requests / feedback from individual business owners via business support / requests recorded on the Council's KAM system.
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9. State Aid

This section MUST be completed in conjunction with the accompanying Welcome Back Fund Guidance.

CLGU has conducted its own analysis of the State Aid position of the RHSS/WBF project and concluded that there is no State Aid due to the nature of the RHSS/WBF eligible activities. This position has been set out in the accompanying Welcome Back Fund Guidance.

It is the responsibility of each Local Authority in receipt of RHSS/WBF funding to ensure that they are compliant with State Aid law.

- i. Please confirm that there has been no change in your state aid position and that it remains in line with CLGU's position as set out in the original Grant Action Plan Guidance **YES**

10. Document Retention

Please confirm you will retain all project documentation until **31 December 2033**, and then seek confirmation of destruction from MHCLG before doing so in accordance with EU requirements. **Select to confirm** ☒

11. EU Regulations

Please confirm that you have read and understood the ERDF Guidance including but not limited to Eligibility, State Aid, Branding and Publicity and Procurement and that you will deliver the project in compliance with the requirements. **Select to confirm:** ☒

Declaration & Signature

I declare that I have the authority to represent Gedling Borough Council in submitting the Grant Action Plan.

I understand that WBF Fund acceptance of this Grant Action Plan does not in any way signify that the proposed activity described above is eligible and compliant with the requirements of the WBF Fund.


On behalf of Gedling Borough Council and having carried out full and proper inquiry, I confirm to the WBF Fund:

- That the information provided in this application is accurate.
- I am not aware of any relevant information, which has not been included in the application, but which if included is likely to affect the eligibility and compliance of the activity.

I confirm to the WBF Fund:

- That I shall inform the WBF Fund if, prior to any WBF funding being legally committed to Gedling Borough Council, I become aware of any further information which might reasonably be considered as material to the WBF Fund in deciding whether to enter into a Funding Agreement.
- I am aware that if the information given in this application turns out to be false or misleading, the Reopening High Streets Safely Fund may demand the repayment of funding and/or terminate the WBF funding agreement.

I confirm that I am aware that checks can be made to the relevant authorities to verify this declaration and any person who knowingly or recklessly makes any false statement for the purpose of obtaining grant or for the purpose of assisting any person to obtain grant is liable to be prosecuted. A false or misleading statement will also mean that approval may be revoked, and any grant may be withheld or recovered with interest.

Signed		Name (print)	Joelle Davies
Position	Head of Regeneration and Welfare	Date	08/07/2021