

# ERDF Reopening High Streets Safely Fund

## Outline Grant Action Plan

No.	Area of Scope (Strands of Eligibility)	Outline Activities / Approach	Specific High Street Interventions	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"> <li>To develop an Action Plan specifically focused to respond to the reopening of the high street and support local business communities with measures that enable safe trading within public places across nine of the Borough's Town and Local Centres.</li> <li>To explore opportunities of establishing delivery partner arrangements with other tiers of LA. The plan will also explore opportunities for cross boundary working with other tiers of Local Authority and neighbouring councils where this is deemed of benefit to the safe opening of the Borough's high streets &amp; businesses. (SLA's are yet to be determined.)</li> <li>The action plan will be developed, and reviewed with changes in current guidance and legislation.</li> <li>In addition to the ERDF guidance and eligibility criteria the action plan will be developed using the following suite of guidance and best practice templates:</li> </ul>	<ul style="list-style-type: none"> <li>A multi-discipline 'in house' team has already been assembled to develop this application and action plan for supporting our town &amp; local centres to reopen safely. The task team will be led by the Town Centre Project Manager with support from the Economic Growth &amp; Regeneration Team and senior officers across other service areas.</li> <li>Prepare an Action Plan 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 guide the implementation of the RHHS fund. This will be reviewed and used to monitor key performance indicators and record, evidence data sets.</li> </ul>	<p><b>£5,213</b></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. (£4,208.52)</p>

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		<ul style="list-style-type: none"> <li>(i) Covid 19: Secure safer Public Places – Urban Centres &amp; Green Spaces</li> <li>(ii) High Street Task Force : Recovery Framework</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	
2	<p>Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely.</p>	<ul style="list-style-type: none"> <li>• To effectivity communicate to residents, businesses and visitors their role in ensuring the local economy can reopen safely.</li> <li>• To develop &amp; 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.</li> <li>• To consider the most appropriate channels for communications both Borough wide and at high street / retailer level.</li> <li>• To instil a sense of confidence and ownership amongst business communities and their customers in safely using their local retail centres.</li> </ul>	<ul style="list-style-type: none"> <li>• Design and launch a Council led ‘Keep it Local’ campaign. Specific activities include developing a ‘Welcome Back’ brand and media toolkit for businesses to use and re-open safely.</li> <li>• Promotion of local place branding for our Town &amp; Local Centres by developing hyper-local designs, focusing on different retail centres to enable sub-campaign activity. Specific activities will be focused at high street level and will be developed alongside local businesses to strengthen &amp; sustain their high street communities.</li> </ul>	<p><b>£25,500</b></p> <p>NB: Whilst the council’s comms team will led on the initial branding and corporate communication, allowance has been made to commission external designers and specialised services such as videographers / artists /printers to develop a range of brand logos to be used across the primary Town and local centres.</p>

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			<p>Communication channels will include:</p> <ul style="list-style-type: none"> <li>(i) Online &amp; digital: 'Welcome back video'</li> <li>(ii) Media &amp; Press Activities: Contacts Mags / other local and national press</li> <li>(iii) Print &amp; press activities; such as posters, leaflets, window stickers, lamp column banners etc..</li> </ul> <ul style="list-style-type: none"> <li>• Develop &amp; facilitate, alongside local businesses, a programme of low level key events and activities. In scope activities to include 'Pop Up' markets or spaces, utilising vacant shops, themed events or promotion of retail calendar dates.</li> </ul>	
<p><b>3</b></p>	<p>Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.</p>	<ul style="list-style-type: none"> <li>• To develop public facing relationships with businesses, advise, signpost and facilitate low level business events and activities.</li> <li>• To effectivity communicate to residents, businesses and visitors their role in ensuring the local economy can reopen safely.</li> </ul>	<ul style="list-style-type: none"> <li>• Advertise and appoint external Retail 'High Street' Business Advisor Post specific to the RHHS fund and tailored role to support the safe reopening up of the boroughs highstreets. (Appointed 9JUL20)</li> </ul>	<p><b>£45,000</b></p> <p>NB: The new business support posts will be public facing and work collaboratory to share information and disseminate information to</p>

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		<ul style="list-style-type: none"> <li>• To promote and check compliance of businesses for the use of safety &amp; security measures and disseminate good practice and government guidance.</li> <li>• To routinely collect, monitor and report on highstreet performance indicators.</li> <li>• To support independent SME businesses and retailers.</li> </ul>	<ul style="list-style-type: none"> <li>• Advertise and appoint external High Street Information Officer Support Post specific to the RHHS fund and tailored role to support the safe reopening up of the boroughs highstreets. (JD to be established through development of the Action Plan).</li> <li>• Provide focussed activities that help ensure SME, including social enterprises can build their resilience and adaptability.</li> <li>• Increase the frequency and focused collection of data, recording, monitoring and review of business &amp; high street indicators to evidence performance of RHHS planned interventions and initiatives.</li> </ul>	<p>businesses. Both roles will complement and ensure meaningful support is targeted where it is most needed. Continued monitoring and recording of changes and businesses needs will assist in the advisor posts being agile in their approach and responding to any future changes in guidance and support.</p>
<p><b>4</b></p>	<p>Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.</p>	<ul style="list-style-type: none"> <li>• To design and implement physical interventions to support and create safe use of public spaces / market place, that exist outside of businesses or support the wider highstreets economy.</li> </ul>	<ul style="list-style-type: none"> <li>• Review &amp; implement meaningful social distancing measures where appropriate. To include pavement distance markings, hand sanitiser stations, signage and other non-pharmaceutical interventions.</li> </ul>	<p><b>£25,500</b></p>

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<ul style="list-style-type: none"><li>• To provide appropriate temporary improvements that promote the safe use of the public spaces and instil confidence to shoppers.</li><li>• To provide enhanced safety &amp; security measures in response to CV-19 guidance and evolving health recommendations.</li></ul>	<ul style="list-style-type: none"><li>• Plan and re-order external spaces &amp; activities e.g. pop up spaces and external activities.</li><li>• Review vehicle access, parking &amp; control of use of key external spaces where potential conflicts or pinch points occur e.g. amendments to the TRO Front Street in Arnold</li><li>• To review and implement security measures in identified vulnerable areas.</li><li>• To design and implement environmental improvements where appropriate to support the safe use of public spaces. Interventions to include raised planters, green barriers and other adaptations of street furniture and elements.</li></ul>
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