

Reopening the High Street Safely Fund

The government Guidance outlines the four types of activity that can be funded:

- 1. Develop an action plan for how the local authority may begin to safely reopen the local economy.**
This may be a new or existing plan for changes to high street servicing plans as per the High Streets Task Force's COVID-19 Recovery Framework.
- 2. Communications and marketing activity for residents to ensure the safe and successful reopening of the local economy.**
Develop marketing materials to effectively communicate to residents their role in ensuring that the local economy can reopen safely. Examples of communication activities include online and digital; media and press activities; and print and publications such as posters and leafleting campaigns. There is scope to pay the salaries of staff or consultants to develop this work. For example, the funding can be used for a marketing campaign to remind residents about social distancing when visiting the High Street.
- 3. Communications and marketing activity for businesses to ensure the safe and successful reopening of the local economy.**
Develop marketing materials to effectively communicate to high street businesses how to make temporary adjustments to their business premises and good practice for social distancing. There is scope to support information officers to go directly to SMEs to provide them with advice, where those businesses serve the public and are adjacent to public spaces
- 4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.**
Funding can be used to deliver safety measures in accordance with the HMG's Safer Public Places – Urban Centres and Green Spaces guidance. These changes can help improve consumer confidence and increase, safely, the number of active consumers.

The Guidance also outlines the three types of activities that cannot be funded:

1. Activity that provides no additionality- only new initiatives and projects, or new temporary posts, will be funded.
2. Capital expenditure -It can support some temporary changes to the physical environment, but those changes should not last beyond 12 months, or until social distancing is no longer required.
3. Business grants

Project/Initiative Name	Which Criteria does it meet? (1-4)	What will be delivered?	How much will it cost? (TBC by Vale Towns Officer)	What will the outcomes be? How will these be measured/demonstrated?
Vale Towns Officer to coordinate and deliver the projects	1,2,3,4	Officer will be responsible for working with the towns and villages to deliver the initiatives	G6 post, 1 day/week for 9 months = £183.70 x 36 days = £6,613.2 +27% on costs = £8,398.76	Officer will work one day a week from 1 July 2020 to 31 March 2020 to coordinate and deliver the action plan.
Reopen High Street Safely Fund Action Plan	1	Officer will create a costed Action Plan to deliver the proposed projects	Nil – officer time	A fully costed action plan of prioritised projects and timelines to coincide with the delivery of the OCC Active Travel Fund projects
High Street Social Distance Promotion to Residents – ‘Shop Local. Stay Safe	2	Design and print leaflets to remind residents about social distancing when in the High Streets. Delivered to each resident	Approximately £5,000-£8,000 per town for leaflet design, printing and delivery Abingdon, Botley, Farindgon (inc Shrevenham & Watchfield), Wantage & Grove, Didcot.	Leaflet for each town Leaflet delivered to each resident Promotion of the OCC Active Travel Fund projects
High Street Social Distance Promotion to Residents – ‘Shop Local. Stay Safe	2	Banners around the high streets of each town promoting social distancing	Approximately £2,000	
High Street Social Distance Promotion to Residents – ‘Shop Local. Stay Safe	2	Social media ‘Shop Local. Stay Safe’ campaign targeting Vale residents – message about the High Streets are now open, social	Tbc	<ol style="list-style-type: none"> 1. Paid Facebook advertising – one advert a week for 9 months 2. Paid Twitter advertising – one advert a week for 9 months

		distance measures, encourage cycling and walking into town		Adverts will be short videos about social distancing measures in accordance with latest government advice e.g. wearing face coverings.
High Street Social Distance Promotion to Residents – ‘Shop Local. Stay Safe.	2	Map of Abingdon, Faringdon, Wantage and Didcot town centres and the location of the OCC Active Travel Fund Projects	Tbc	Four town centre maps highlighting the safety measures in place, use contactless / wear face coverings, location of new bike racks, footpaths which have been widened etc
High Street Social Distance Promotion to Residents – ‘Shop Local. Stay Safe	2	Local radio campaign encouraging residents to cycle and walk into the High Streets	Tbc	Short adverts promoting the opening of the high streets and the social distancing measures
Business Social Distance Awareness	3	Information pack with advice how to keep customers safe and comply with guidance.	Tbc	Information pack with advice from Environmental Health and printable social distance posters to display in store,
Business Social Distance Awareness	3	Webinars about adjusting business model to adhere to changing government advice	£500 per webinar	One webinar a quarter
Business Social Distance Awareness	3	An Environmental Health Officer to provide additional support for high street businesses	G6 post, 1 day/week for 9 months = £183.70 x 40 days = £7,348 +27% on costs = £9,331.96	Officer will work one day a week from 1 June 2020 to 31 March 2020 to provide additional support to high street businesses and coordinate business messaging with the Vale Towns Officer.
Business Social Distance Awareness	3	An Environmental Health Officer (agency staff) to provide additional support for high street businesses	One day a week at approximately £35 per hour. £255 per day at 1 day/week for 8 months = £8,160	A temp is needed to cope with the additional requests for support from high street businesses. A temp will be used due to the high demand across the UK for EHOs