



Ministry of Housing,
Communities &
Local Government



European Union

European Regional
Development Fund

Reopening High Streets Safely Fund

Guidance



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Introduction

Councils across England are to share £50m of additional funding to support the safe reopening of high streets and other commercial areas. The money will allow local authorities in England to put in place additional 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. This funding comes on top of the Government's comprehensive package of support for business and workers during the economic emergency.

Expenditure for reimbursement under this grant will be eligible from 1 June. The detail of the requirements of this ERDF grant will be covered in a Funding Agreement which we hope to have agreed with all local authorities by the end of June. Once this agreement is in place then claims for reimbursement for expenditure incurred from 1 June can begin to be made. The grant awards will be available to access up until the end of March 2021. Given the nature of the funding and size of the award we would encourage use of the funding by the end of this year to address immediate needs in 2020.

This guidance provides details of the activities that can be supported through the Fund and an overview of how it will be administered, as well as key contractual requirements. Our expectation is that funding should be managed at the lowest responsible tier of local government where it is possible and appropriate to do so. This information is designed to provide councils with the information they need now, in advance of the Funding Agreement being in place, to inform expenditure incurred from 1 June. Councils should refer to this guidance along with links to additional information. Any expenditure incurred that is not eligible cannot be reimbursed. If you do have any questions about this, please contact the department using the contact details below.

Scope of the fund

Activities covered by the Fund

The Fund will provide councils with additional funding to support their business communities with measures that enable safe trading in public places. The Fund will particularly focus on our high streets, as well as other public places that are at the heart of towns and cities gearing up to reopen as safe, welcoming spaces. The Fund will support 4 main strands of activity:

1. Support to develop an action plan for how the local authority may begin to safely reopen their local economies.

This plan may be one that is completely new or amends or builds on existing ones such as high street servicing and delivery plans. When developing your action plan you may wish to consider the High Streets Task Force's [COVID-19 Recovery Framework](#).

It is not essential that a local authority develops these plans but in considering how to use this funding, all local authorities are encouraged to engage businesses, business organisations, lower tier authorities such as parish councils and other relevant stakeholders when considering how to use this award.

2. Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely:

The local authority will want to effectively communicate to its citizens their role in ensuring that the local economy can reopen safely. It will be for local authorities to decide the most appropriate communication channels for their areas. 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, but it is important that the local authority can evidence that this is additional activity beyond what was already underway prior to the grant being received.

The local authority should also note the ERDF publicity requirements when developing their campaigns. Further details on this can be viewed in the Publicity section of this document.

In developing and delivering this campaign the local authority will want to ensure that it is engaging businesses, business organisations, lower tier authorities (such as parish councils) and other relevant stakeholders.

3. Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.

The principle of this activity is the same as for communications to citizens, but it is recognised that the messaging needs to be different and as such part of a separate campaign. For example, 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.

The campaigns should be focussed on supporting SMEs. It is recognised that broad campaigns such as those online may be picked up by larger enterprises incidentally, but they should not be specifically targeted.

The advice being provided in these campaigns should be focussed on those businesses that operate alongside public spaces and have customers.

Whilst it is recognised that the local authority may already have a campaign in place covering these issues this funding can be used to expand the scope of that existing activity or increase its intensity.

There is scope through this Fund 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. These roles would have to be new posts, the Fund cannot be used as subsidy for existing provision.

In developing and delivering this campaign the local authority will want to ensure that it is engaging businesses, business organisations, lower tier authorities such as parish councils and other relevant stakeholders.

4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.

To ensure that public spaces owned by the local authority that are next to businesses are as safe as possible, temporary changes will need to be made to the physical environment. Local authorities will already be undertaking these changes in line with HMG's [Safer Public Places – Urban Centres and Green Spaces guidance](#). This funding can be used to enhance that existing offer to increase the level of safety measures, improve their attractiveness and ensure consistency of approach across individual and multiple public spaces including high streets.

These changes can help improve consumer confidence and increase, safely, the number of active consumers.

The costs associated with administering this grant will also be eligible for reimbursement up to 4% of the total grant value. This 4% would be taken directly from the grant itself; no additional funding is being provided to cover these administrative costs.

Activities out of scope

There are three main categories where activities cannot be supported:

- **Activity that provides no additionality** - The Government recognises that local authorities will already be delivering activity to ensure the safe reopening of their economies. This funding is intended to be additional funding on top of that existing activity; it should not be replacing the source for already committed expenditure. For example, if there is already a communications officer on staff then this funding cannot be used to subsidise their salary, but it can support a new temporary role to support the implementation. Similarly, if the authority's own in-house public works department undertakes works (e.g. additional road markings) the staff costs associated with this activity would not be eligible, although additional materials purchased for this purpose would be eligible.
- **Capital expenditure** – This funding is intended to help local authorities address the short-term issue of re-opening their local economies. It can support some temporary changes to the physical environment, but those changes should not be anticipated to last beyond 12 months, or until no longer required for social distancing.
- **Grants to businesses** – Funding cannot provide direct financial support to businesses to make adaptations to premises, purchase PPE, purchase goods or equipment or offset wages or other operating costs.

Managing the Funding

Funding Agreement

Grants will be awarded to local authorities on the basis of population which will serve as a proxy for the footfall anticipated on the high streets and the degree of safeguarding required. A minimum grant value of £30k has been set.

Grant Funding Agreements will be put in place between the Cities and Local Growth Unit (CLGU) and each local authority. These will show the grant allocations, along with more detailed guidance about delivery.

The Funding Agreement will be tailored to local authorities and the specific activities covered by the Fund, which will take place over a shorter duration than a typical ERDF project. An example of a full Funding Agreement can be found on [GOV.UK](https://www.gov.uk) which local authorities should review before any spending takes place.

Claiming Expenditure

Local authorities will be able to spend money on eligible activities from 1 June 2020 and claim it back from CLGU in arrears. The default position is that claims will be paid quarterly. Any local authority that will need to make more regular claims to CLGU will need to discuss this with them. A single claim can be made for the entire grant allocation, for instance where expenditure is for a single item.

A standard claims template will be provided for local authorities and as a minimum all claims should contain the following information:

- a summary of expenditure;
- details of every transaction, irrespective of value, that is included in the project expenditure in the claim period;
- details of the outputs¹ and results achieved in the claim period; and
- details of procurements included in the claim
- a progress report for the claim period – a progress report will be required even if no funding is being claimed.

Eligibility

For costs to be eligible to this project, local authorities will need to ensure that they can evidence how these costs are over and above any that they might otherwise incur.

¹ The project outputs are still being agreed but will be communicated before 1st June 2020. `

Project records

Evidence must be retained to demonstrate that any project expenditure is eligible and that costs have been defrayed. These records will need to be retained through the life of the project and for the relevant retention period. Examples of evidence include:

- invoices/receipts, purchase orders/contracts, payroll records, bank statements and accounting records;
- employment and salary costs must be evidenced by job descriptions; contracts of employment, payroll records and bank statements;
- core documents for any procurement carried out; and
- copies of all publicity materials, including press releases, marketing activity and posters displayed in venues where activity takes place must be retained to demonstrate proactive activity and the correct use of the EU logo and required text.

Regulatory requirements

Publicity

The ERDF branding requirements will need to be followed by all local authorities. The use of the ERDF logo, which includes the emblem and reference to the Fund, and the requirements set on colour use, sizing, visibility and positioning must be followed. The HMG logo must be used alongside the ERDF logo.

The requirements to be considered and met include:

- display the ERDF logo on all electronic and print publication materials used for information and communications supported by the Fund including:
 - advertisements, job advertisements, job descriptions and notices
 - leaflets, brochures, flyers and newsletters
 - promotional items
 - project documentation – e.g. reports, papers and letterheads
 - procurement material
 - social media tools
 - posters (see below for more details)
- display the ERDF logo on the relevant website – established specifically for Fund activities or a broader website used by the beneficiary, ensuring:
 - use of the colour ERDF logo
 - logo is visible upon landing, in viewing area and without the need to scroll
 - inclusion of a short description of the activities to be supported with aims and results

- display of at least one poster of minimum A3 size, readily visible to the public (e.g. the entrance area of a public building) at the location of the activities being implemented and containing information on the work being delivered
- ensuring inclusion of a reference to ERDF, the logo and use of ERDF notes to editors in any media and press activities

The full branding and publicity requirements including details of logo use can be found on [GOV.UK](https://www.gov.uk).

Procurement

Local authorities will need to ensure that all procurements are awarded in line with the Public Procurement Regulations. Procurements should therefore be carried out in an open and transparent way and an audit trail of the routes followed and the process will need to be retained. Consideration should also be given to the latest CCS guidance notes in direct response to the COVID-19 crisis.

The full guidance on Procurement can be found on [GOV.UK](https://www.gov.uk)

State Aid

Local authorities will need to ensure that funding is managed in accordance with State Aid law.

Further State Aid guidance on can be found on [GOV.UK](https://www.gov.uk)

Monitoring

Monitoring of the local authority will take place by CLGU. This will include as a minimum some or all of the following measures:

- checks on LA systems and processes for retaining an audit trail; and
- spot checks on expenditure items included in claims.

Additional Reporting

Given the bespoke nature of this project there will be a need to provide some additional reporting requirements to evidence the outputs and outcomes of the investments being made. Before beginning to spend your grant, you should look to set baselines for future measurement in particular relating to the current footfall in your high streets.

The costs of incurring these baselines, assuming they are not already available, can be covered as part of the costs associated with developing an action plan.

Contacts

If you have questions regarding this guidance please send them to RHSSFund@communities.gov.uk.

Annex A

Allocations per Local Authority

| Local Authority | Allocation of £50 Million |
|-------------------------------------|---------------------------|
| Adur | £56,721 |
| Allerdale | £86,416 |
| Amber Valley | £113,424 |
| Arun | £143,718 |
| Ashfield | £114,527 |
| Ashford | £116,814 |
| Babergh | £81,635 |
| Barking And Dagenham | £189,384 |
| Barnet | £352,546 |
| Barnsley | £219,400 |
| Barrow-in-Furness | £58,858 |
| Basildon | £165,814 |
| Basingstoke And Deane | £155,751 |
| Bassetlaw | £104,654 |
| Bath And North East Somerset | £172,615 |
| Bedford | £154,129 |
| Bexley | £220,176 |
| Birmingham | £1,016,937 |
| Blaby | £91,482 |
| Blackburn with Darwen | £131,610 |
| Blackpool | £122,772 |
| Bolsover | £71,400 |
| Bolton | £253,140 |
| Boston | £62,811 |
| Bournemouth, Christchurch and Poole | £351,322 |
| Bracknell Forest | £108,686 |
| Bradford | £477,170 |
| Braintree | £134,417 |
| Breckland | £125,275 |
| Brent | £295,907 |
| Brentwood | £67,382 |
| Brighton And Hove | £259,269 |
| Bristol | £415,785 |
| Broadland | £116,155 |
| Bromley | £295,177 |
| Bromsgrove | £88,668 |
| Broxbourne | £85,547 |
| Broxtowe | £101,458 |
| Buckinghamshire Council | £481,588 |
| Burnley | £78,757 |
| Bury | £169,235 |

| Local Authority | Allocation of £50 Million |
|---------------------------|---------------------------|
| Calderdale | £186,099 |
| Cambridge | £110,674 |
| Camden | £239,768 |
| Cannock Chase | £89,622 |
| Canterbury | £146,699 |
| Carlisle | £95,875 |
| Castle Point | £79,835 |
| Central Bedfordshire | £255,873 |
| Charnwood | £165,450 |
| Chelmsford | £159,001 |
| Cheltenham | £103,577 |
| Cherwell | £133,843 |
| Cheshire East | £339,533 |
| Cheshire West and Chester | £305,395 |
| Chesterfield | £92,638 |
| Chichester | £108,161 |
| Chorley | £105,438 |
| City of London | £30,000 |
| Colchester | £174,002 |
| Copeland | £59,919 |
| Corby | £64,668 |
| Cornwall | £509,639 |
| Cotswold | £81,144 |
| Coventry | £334,307 |
| Craven | £50,436 |
| Crawley | £100,152 |
| Croydon | £341,995 |
| Dacorum | £137,473 |
| Darlington | £94,239 |
| Dartford | £100,466 |
| Daventry | £77,158 |
| Derby | £228,224 |
| Derbyshire Dales | £63,808 |
| Doncaster | £276,789 |
| Dorset Council | £335,426 |
| Dover | £105,542 |
| Dudley | £285,548 |
| Durham | £469,256 |
| Ealing | £300,759 |
| East Cambridgeshire | £79,895 |
| East Devon | £130,992 |
| East Hampshire | £108,114 |
| East Hertfordshire | £132,170 |
| East Lindsey | £126,238 |
| East Northamptonshire | £84,908 |

| Local Authority | Allocation of £50 Million |
|--------------------------|----------------------------------|
| East Riding of Yorkshire | £301,870 |
| East Staffordshire | £106,046 |
| East Suffolk | £222,198 |
| Eastbourne | £91,624 |
| Eastleigh | £118,435 |
| Eden | £46,899 |
| Elmbridge | £120,877 |
| Enfield | £295,948 |
| Epping Forest | £116,694 |
| Epsom And Ewell | £71,062 |
| Erewash | £102,534 |
| Exeter | £116,632 |
| Fareham | £103,270 |
| Fenland | £91,408 |
| Folkestone and Hythe | £100,751 |
| Forest of Dean | £77,635 |
| Fylde | £71,758 |
| Gateshead | £178,928 |
| Gedling | £105,213 |
| Gloucester | £115,135 |
| Gosport | £75,131 |
| Gravesham | £94,146 |
| Great Yarmouth | £88,301 |
| Greenwich | £258,441 |
| Guildford | £131,382 |
| Hackney | £252,053 |
| Halton | £114,260 |
| Hambleton | £80,700 |
| Hammersmith And Fulham | £166,896 |
| Harborough | £83,483 |
| Haringey | £239,933 |
| Harlow | £77,121 |
| Harrogate | £141,714 |
| Harrow | £221,203 |
| Hart | £86,003 |
| Hartlepool | £82,445 |
| Hastings | £82,026 |
| Havant | £112,726 |
| Havering | £231,057 |
| Herefordshire | £172,188 |
| Hertsmere | £92,495 |
| High Peak | £81,981 |
| Hillingdon | £272,855 |
| Hinckley And Bosworth | £101,469 |
| Horsham | £128,132 |

| Local Authority | Allocation of £50 Million |
|------------------------------|----------------------------------|
| Hounslow | £240,811 |
| Huntingdonshire | £157,826 |
| Hyndburn | £71,676 |
| Ipswich | £120,858 |
| Isle of Wight | £126,269 |
| Isles of Scilly | £30,000 |
| Islington | £215,682 |
| Kensington And Chelsea | £137,830 |
| Kettering | £91,436 |
| King's Lynn And West Norfolk | £134,654 |
| Kingston upon Hull | £230,406 |
| Kingston upon Thames | £156,784 |
| Kirklees | £389,715 |
| Knowsley | £133,288 |
| Lambeth | £290,782 |
| Lancaster | £128,905 |
| Leeds | £701,810 |
| Leicester | £318,069 |
| Lewes | £91,677 |
| Lewisham | £272,218 |
| Lichfield | £92,501 |
| Lincoln | £87,816 |
| Liverpool | £443,129 |
| Luton | £187,988 |
| Maidstone | £153,551 |
| Maldon | £57,609 |
| Malvern Hills | £70,271 |
| Manchester | £488,628 |
| Mansfield | £97,256 |
| Medway | £246,396 |
| Melton | £45,239 |
| Mendip | £102,863 |
| Merton | £182,103 |
| Mid Devon | £73,686 |
| Mid Suffolk | £91,892 |
| Mid Sussex | £133,898 |
| Middlesbrough | £123,875 |
| Milton Keynes | £239,276 |
| Mole Valley | £76,828 |
| New Forest | £159,208 |
| Newark And Sherwood | £108,976 |
| Newcastle upon Tyne | £267,011 |
| Newcastle-under-Lyme | £115,378 |
| Newham | £316,668 |
| North Devon | £86,191 |

| Local Authority | Allocation of £50 Million |
|---------------------------|----------------------------------|
| North East Derbyshire | £90,043 |
| North East Lincolnshire | £141,143 |
| North Hertfordshire | £118,251 |
| North Kesteven | £104,404 |
| North Lincolnshire | £152,741 |
| North Norfolk | £93,332 |
| North Somerset | £191,439 |
| North Tyneside | £183,918 |
| North Warwickshire | £58,610 |
| North West Leicestershire | £93,217 |
| Northampton | £199,987 |
| Northumberland | £284,807 |
| Norwich | £125,962 |
| Nottingham | £294,601 |
| Nuneaton And Bedworth | £115,040 |
| Oadby And Wigston | £50,503 |
| Oldham | £210,417 |
| Oxford | £134,950 |
| Pendle | £81,195 |
| Peterborough | £181,516 |
| Plymouth | £233,129 |
| Portsmouth | £191,340 |
| Preston | £125,813 |
| Reading | £144,780 |
| Redbridge | £269,587 |
| Redcar And Cleveland | £121,632 |
| Redditch | £75,088 |
| Reigate And Banstead | £132,263 |
| Ribble Valley | £53,771 |
| Richmond upon Thames | £175,408 |
| Richmondshire | £46,921 |
| Rochdale | £197,050 |
| Rochford | £77,836 |
| Rossendale | £63,416 |
| Rother | £85,837 |
| Rotherham | £235,727 |
| Rugby | £96,315 |
| Runnymede | £78,590 |
| Rushcliffe | £106,208 |
| Rushmoor | £83,473 |
| Rutland | £35,627 |
| Ryedale | £49,266 |
| Salford | £230,071 |
| Sandwell | £292,628 |
| Scarborough | £96,527 |

| Local Authority | Allocation of £50 Million |
|---------------------------|---------------------------|
| Sedgemoor | £109,807 |
| Sefton | £244,167 |
| Selby | £80,408 |
| Sevenoaks | £107,106 |
| Sheffield | £520,216 |
| Shropshire | £288,194 |
| Slough | £132,636 |
| Solihull | £192,058 |
| Somerset West and Taunton | £138,806 |
| South Cambridgeshire | £140,440 |
| South Derbyshire | £95,419 |
| South Gloucestershire | £255,356 |
| South Hams | £77,370 |
| South Holland | £84,587 |
| South Kesteven | £126,454 |
| South Lakeland | £92,936 |
| South Norfolk | £125,889 |
| South Northamptonshire | £83,723 |
| South Oxfordshire | £125,160 |
| South Ribble | £97,965 |
| South Somerset | £149,354 |
| South Staffordshire | £99,469 |
| South Tyneside | £133,554 |
| Southampton | £225,271 |
| Southend-on-Sea | £163,096 |
| Southwark | £285,961 |
| Spelthorne | £88,049 |
| St Albans | £130,464 |
| St. Helens | £160,220 |
| Stafford | £121,848 |
| Staffordshire Moorlands | £87,090 |
| Stevenage | £77,818 |
| Stockport | £259,403 |
| Stockton-on-Tees | £174,891 |
| Stoke-on-Trent | £227,484 |
| Stratford-on-Avon | £116,036 |
| Stroud | £106,463 |
| Sunderland | £244,835 |
| Surrey Heath | £78,494 |
| Sutton | £182,487 |
| Swale | £134,057 |
| Swindon | £198,797 |
| Tameside | £200,741 |
| Tamworth | £67,445 |
| Tandridge | £77,880 |

| Local Authority | Allocation of £50 Million |
|------------------------|---------------------------|
| Teignbridge | £119,835 |
| Telford And Wrekin | £160,347 |
| Tendring | £131,110 |
| Test Valley | £112,403 |
| Tewkesbury | £84,931 |
| Thanet | £126,456 |
| Three Rivers | £82,174 |
| Thurrock | £155,810 |
| Tonbridge And Malling | £117,531 |
| Torbay | £121,293 |
| Torridge | £61,179 |
| Tower Hamlets | £292,962 |
| Trafford | £210,672 |
| Tunbridge Wells | £104,842 |
| Uttlesford | £80,809 |
| Vale of White Horse | £121,938 |
| Wakefield | £311,389 |
| Walsall | £253,601 |
| Waltham Forest | £247,283 |
| Wandsworth | £292,844 |
| Warrington | £185,805 |
| Warwick | £127,085 |
| Watford | £85,637 |
| Waverley | £111,270 |
| Wealden | £143,302 |
| Wellingborough | £71,209 |
| Welwyn Hatfield | £109,901 |
| West Berkshire | £139,795 |
| West Devon | £49,619 |
| West Lancashire | £100,989 |
| West Lindsey | £84,598 |
| West Oxfordshire | £97,972 |
| West Suffolk | £159,294 |
| Westminster | £232,924 |
| Wigan | £290,046 |
| Wiltshire | £449,858 |
| Winchester | £110,972 |
| Windsor And Maidenhead | £133,672 |
| Wirral | £286,292 |
| Woking | £89,172 |
| Wokingham | £151,819 |
| Wolverhampton | £234,488 |
| Worcester | £90,121 |
| Worthing | £98,168 |
| Wychavon | £115,925 |

| Local Authority | Allocation of £50 Million |
|-----------------|---------------------------|
| Wyre | £99,180 |
| Wyre Forest | £90,196 |
| York | £186,219 |