



HM Government



European Union
European Regional
Development Fund

Reopening High Streets Safely Fund

Grant Action Plan

Local Authority Name	Name of Lead Contact	Anne Heath
	Telephone Number	0161 342 3499
	Email Address	Anne.heath@tameside.gov.uk
	Name of Deputy Contact	David Berry
	Telephone Number	0161 342 2246

	Email Address	David.berry@tameside.gov.uk
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1. Proposed Activity:

A) Please complete the table below to reflect the activities you propose to use the RHSS Fund 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	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"> • Creation of a full re-opening the high street safely action plan in order to identify measures. • Creation of a communications plan in respect of work to be undertaken as part of the funding • Creation of small physical works programme in respect of the work to be undertaken as part of the funding. • Installation of 6 footfall counters in each of the town centres to provide mandatory footfall information. It has been confirmed that as the contracts are annual so long as invoices are paid before 31st March 2021 the full years costs can be claimed. 	<p>All this work was done specifically for the purpose of the funding and would not have been undertaken otherwise.</p> <p>NB: The proposals are still draft and subject to Cabinet approval, together with terms and conditions of the grant agreement</p>	<p>Staff time will be claimed against the 4%</p> <p>£42,600 (£7100 per town centre based on provisional indication from Springboard))</p>
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"> • Full page Advert About Tameside (local mag) • Half Page Advert Tameside Correspondent • Full Page Ad Tameside Correspondent • Probash Bangla Online TV Advertising 	<p>a. Utilise GM branding and assets available and adapt to Tameside specific messaging</p> <p>b. Use mostly visual means to put the message out and ensure any</p>	<p>£235.00</p> <p>£245.00</p> <p>£450.00</p> <p>£480.00</p>

		<ul style="list-style-type: none"> • Tameside Radio 4 adverts a day over a 4 week period • 30 railing banners (3000mm x 600mm) general call to action to visit website for info • 300 A4 posters and 20 A1 • Poster production around mask safety 	<p>wording is jargon free and understandable</p> <p>c. Draw on civic pride to add a sense of community which is missing from national messaging.</p> <p>d. Use communications channels as below to share messaging ensuring a broad range of online, print and broadcast so that the messaging is accessible</p> <p>e. Vary voice/tone/pitch depending on target audience</p> <p>f. Use consistent, clear messaging to build confidence in a safe GM and safe Tameside</p> <p>g. Use active community members and stakeholders to support getting the message out</p> <p>h. Run the campaign in a set of tranches for different seasons, which will have different aims. This includes a campaign around Christmas time and a campaign when the roads are busier and we can expect a different set of customers in our town centres</p> <p>i. Make the campaign highly visible in and around the 6 shopping town centres</p> <p>NB: The proposals are still draft and subject to Cabinet approval, together with terms and conditions of the grant agreement</p>	<p>£550.00</p> <p>£1860</p> <p>£100</p> <p>£500</p> <p>£1275</p> <p>£575</p> <p>£500.00</p> <p>£1000.00</p> <p>£350.00</p> <p>£3500.00</p> <p>£3600.00</p> <p>£750.00</p> <p>£1000</p> <p>£2000</p>
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		<ul style="list-style-type: none"> • Translation services • We will utilise campaign materials and messages developed/delivered/supported by GM partners: the Growth Company, GMCA, LEP, LAs, TfGM, business organisations, Marketing Manchester and health bodies. We will adapt these to any specific Tameside messaging to ensure a joined up approach and consistent message • The campaign will focus on three areas: workplace, travel and public realm and will work towards the underpinning ethos of building back better. • The campaign will also target different times of year as we recognise there will various times to remind people of the messages and in different ways. This would include a campaign around Easter time and promotional efforts Spring following lifting of Current Covid restrictions. • 16 nr. Temporary covid ambassadors in all of the authorities town centres to assist the public with social distancing, mask wearing and 	<p>To ensure all members of the community and businesses are included.</p>	<p>£1000</p> <p>£106,130</p>
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		<p>other regulations that will enable them to shop safely on the High street. 16 ambassador's officers @grade F SCP 17 for 2.5 months £106,130</p>		
3	<p>Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.</p>	<p>Leaflet print and distribution to all businesses x2 The communications plan has been designed as a joint public and business-facing plan as it was felt this would provide the most coverage.</p>	<p>As above NB: The proposals are still draft and subject to Cabinet approval, together with terms and conditions of the grant agreement.</p>	<p>£2300x 2 =£4600</p>
4	<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"> The authority's engineers have undertaken a number of site surveys within the town centres and surrounding areas in order to identify problem areas. This may be narrow pavements, street furniture that impede social distancing requirements under current guidelines and pinch points. These initial surveys have provided the information to put together a programme of temporary eligible works as per the guidance supplied from MHCLG <p>NB No work has been undertaken and is unlikely at this late stage in the programme to be completed as there have been no pinch points or areas of concern highlighted during the period June to December.</p>	<ul style="list-style-type: none"> To assist business owners, staff and customers to follow government guidelines whilst moving and queuing around the town centre. To will help improve consumer confidence and increase, safely, the number of active consumers. To enable the safe movement around the town centres enabling customers to shop safely and responsibly. To ensure that public spaces that are next to businesses are as safe as possible, temporary changes will need to be made to the physical environment. 	<p>Nil cost</p>

			<ul style="list-style-type: none"> To ensure consistency of approach across individual and multiple public spaces including high streets. <p>NB: The proposals are still draft and subject to Cabinet approval, together with terms and conditions of the grant agreement</p>	
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B) At Risk Expenditure

Indicative amount of eligible expenditure you intend to incur between 01/06/20 and the date of the Funding Agreement with CLGU
Approx. £2722.52 plus staff time accrued but not yet quantified that will be claimed from the 4%
Please lists the costs you are incurring at risk before the signing of the Funding Agreement
Photography for art work to be produced in connection with communications plan £350.00 Translation services for work in connection with communications plan £180.00 Staff time for meetings, pre project work and administration from 1/6/20 not yet quantified Putting up of banners in town centres £450.00 Delivery of banners £60.00 Banner production £1201.00 Mask information poster £481.52 Costs for the running of the public consultation still to be quantified

C) Alignment with COVID-19 Plans

Please describe how the above planned activity contributes to a national, regional or local COVID-19 plan and provide a copy of the plan.

The authority's local outbreak control plan is an iterative plan, which will continue to be informed by local circumstances, intelligence, evidence and on-going engagement with our communities.

The key aims of the plan are;

- To prevent spread of Covid-19 and contain and suppress outbreaks.
- The Early identification of and management of outbreaks.
- To define governance, roles and responsibilities and command and control arrangements relating to Covid-19 management.
- Set out communications and engagement arrangements with partner organisations and residents.
- Outline how the impact of outbreaks will be mitigated for residents.
- Outline the approach to surveillance using data and other sources of information to monitor the extent and impact of Covid-19 infection across Tameside.
- Where possible incorporate Covid-19 response into existing structures and ways of working.

The planned activity to be undertaken from this allocation aims through a strong communications plan to prevent outbreaks by informing both businesses and the public through a series of detailed campaigns. The authority has always recognised that the high street is key to a healthy local economy and in order to aid recovery the planned activity is aimed at assisting the public feel safe and informed and encourage them to start revisiting their high streets. The programme will also assist businesses by providing the latest information at appropriate times and ensuring that public areas are managed to provide a safe environment for both them and their customers.

The authority is also working in partnership with the GMCA at a regional level through the regional economic recovery plan so that a consistent message is relayed across all the regions.

D) Locations of activity

Please list the High Street (and Neighbourhood Shopping Area) 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	Name of location	Postcode(s)
High Street / Neighbourhood Shopping Area		
High Street strands 1,2,3 and 4	Fletcher Street Ashton	OL6 6BY
High Street strands 1,2,3 and 4	George Street Ashton	OL6 6AQ
High Street strands 1,2,3 and 4	Bow Street Ashton	OL6 6BU
High Street strands 1,2,3 and 4	Warrington Street Ashton	OL6 6BU

High Street strands 1,2,3 and 4	Old Street Ashton	OL6 7ST, OL6 6LB
High Street strands 1,2,3 and 4	Stamford Street Ashton	OL6 7QB, OL6 6XW
High Street strands 1,2,3 and 4	Stockport Road Denton	M34 6AZ
High Street strands 1,2,3 and 4	Manchester Road Denton	M34 3JU
High Street strands 1,2,3 and 4	Ashton Road Droylsden	M43 7BW
High Street strands 1,2,3 and 4	Market Street Droylsden	M43 7AA
High Street strands 1,2,3 and 4	Melbourne Street Stalybridge	SK15 2JJ
High street strands 1,2,3 and 4	Market Street Stalybridge	SK15 2AJ
High Street strands 1,2,3 and 4	Stamford Street Mossley	OL5 0HR
High Street strands 1,2,3 and 4	Manchester Road Mossley	OL5 9AB
High street strands 1,2,3 and 4	Market Place Hyde	SK14 2LX
High Street strands 1,2,3 and 4	Market Street Hyde	SK14 1ES, SK14 1HF, SK14 1HF
High Street strands 1,2,3 and 4	Clarendon Place Hyde	SK14 1HL, SK14 1HE
High Streets strands 1,2,3 and 4	Clarendon Street Hyde	SK14 2EL
Public communication plan strand 2	Borough wide	As above

E) 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: ☒

2. Stakeholder Engagement

Briefly set out how you have engaged with business organisations, Local Highway and Transport Authorities, lower tier authorities such as parish councils, and other relevant stakeholders when considering how to use the RHSS funding.

A) Please list which organisations and sectors you have engaged with?

GM partners: the Growth Company, GMCA, LEP, LAs, TfGM, business organisations, Marketing Manchester, health bodies, highways engineer, local shopping centre management, local authority communications section and the local authority legal section. The public will also be able to contribute via the electronic consultation that will be undertaken.

B) Please provide details of the engagement activities these stakeholders have been involved with?
<p>A consultation will be undertaken electronically to run for approx. 6 weeks to engage with local businesses, public and town centre stakeholders. It is hoped that the survey will provide information on hot spots and issues across the borough that are causing concern.</p> <p>GM partners: the Growth Company, GMCA, LEP, LAs, TfGM, business organisations, Marketing Manchester, health bodies TFGM, GMCA and local shopping centre management have been consulted around providing a consistent approach so that messaging doesn't become confused. Local authority highways engineers and communications section were used to produce action plans around communications and the small physical works.</p>

C) Delivery Partners

See Grant Action Plan Guidance for details on the role of Delivery Partners and their associated requirements.

- i. Do you intend to include any other tier of local government as a Delivery Partner(s)? No
- ii. If yes, please complete the following table:

Name of Delivery Partner (please insert rows as required)	What RHSS project activity will they deliver?	Why are they the most appropriate body to deliver the activity?

- iii. For each Delivery Partner you are required to secure a Service Level Agreement for their RHSS 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 Grant Action Plan	No – provide date when SLA will be submitted

3. Outputs

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

	Output	Number of outputs
P14	Number of CV-19 Action Plan	Currently 3
P15	Number of CV-19 Public Information Campaigns	Currently 16
P16	Number of CV-19 Business Facing Campaigns	Currently 3
P17	Number of CV-19 Communication Officers	Currently 16
P18	Number of High Streets with Temporary CV-19 Adaptations	n/a
P19	Number of Neighbourhood Shopping Areas with Temporary CV-19 Adaptations	n/a

4. Claims

i. Please complete the table with the start and end date for the expenditure associated with the RHSS Fund activity.

Start Date	1 st June 2020
End Date	31 st March 2021

ii. Please select the claim quarter(s) in which you plan to submit a grant claim and insert a forecast value for each claim.

Claim	Claim Submission Period	Tick to indicate a claim submission in this period	Claim Forecast Value £ (Gross)
20Q3	July 2020 – September 2020		
20Q4	October 2020 – December 2020		
21Q1	January 2021 – March 2021		
21Q2	March 2021 – May 2021(end of the project after June 2021)	x	£176,023 £7,720 4% based on spend £16,998 contingency sum £200,741 Total allocation

Yes	x
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- iii. Please indicate whether you plan to claim the 4% Management and Admin from within your grant allocation

No	
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- iv. If you propose to claim staff costs in line with the RHSS Fund Guidance, please complete the table below

Area of Scope	Role Title	Salary	Cost to be Claimed
Administration	Project lead		
Communications	Communications lead		
Highways	Small physical works lead		
Governance	Director of Growth, legal services and financial services		
			£8030 max

- 5. 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	x	This will be sourced from an external provider and funded from the contingency sum included in the action plan
Businesses reopening	x	This will be sourced from the local authority business rates section.
Businesses closed	x	This will be sourced from the local authority business rates section
Other		

6. Financial Management and Control

i.

Describe the financial management and control procedures for the project; including the process for compiling, authorising and ensuring only eligible and defrayed expenditure is included in RHSS claims

The project lead will receive copies of all orders, invoices and evidence in order to monitor expenditure in line with guidance criteria to ensure eligibility and then collate individual grant claims. Local authority finance officers will check and verify each grant claim before submission. An individual cost centre has been set up within the authorities system specifically for the expenditure and income of the project.

Please describe the document management system for the project and how the audit trail will be maintained and accessible for the period required under the terms of the Funding Agreement, this includes retrieving original invoices and ensuring evidence of costs incurred is available.

An electronic filing system is in place for the project. All orders, invoices, timesheets, artwork and evidence will be held by the project lead in this file. All orders and invoices will be processed through the authorities Agresso system and will be recoverable as a backup if required. A grant file document will be held that contains the grant claim and all evidence relating to that claim. All items will be retained under the terms of the funding agreement and will be available if required. Any hard copies will be held by the project lead.

ii. Please indicate whether or not the RHSS funded activities will result in any **Fixed and or Major Assets** NO

iii. If Yes you are required to list the potential assets, and describe the system(s) in place to record asset details in compliance with ERDF Guidance

- iv. **VAT** – Please advise whether or not the project budget includes any VAT you cannot recover from HMRC (recoverable VAT).
Note we may need confirmation of this by way of a letter from the council's finance department. NO
- v. **VAT** – If irrecoverable VAT will be claimed, please describe how this is captured through the claims procedure and how your financial processes will ensure that it is not being claimed as part of the normal VAT return.

7. Procurement: Please provide details of all the procurements you have and/or will undertake in relation to RHSS 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.

Anticipated value of the contract	Brief description of works, supplies or services that will be provided under the contract	What procurement process do you anticipate using to select the supplier? (Please tick)				Procurement status (Please tick)	
		OJEU	Advertised	Three Quotes	Direct Award	Procurement in progress/ to be started	Procurement completed
	All work will be procured within the authorities procurement regulations (this can be provided if necessary)						

Currently £22,693 public comms(includes committed) £4600,00 Bus Comms £94,240 covid ambassadors Total £106,130	Public and business communications plan any items over the £2500 threshold would go out to the market (see section2/3 above). The marshalls would be an appointment rather than procurement but would be advertised.			x	x	TBS	
Currently £42,600	Footfall Counters 6 towns at £7100 per town)		x			TBS	

8. State Aid: This section MUST be completed in conjunction with section 8 of the accompanying Grant Action Plan Guidance.

CLGU has conducted its own analysis of the State Aid position of the RHSS project and concluded that there is no State Aid due to the nature of the RHSS eligible activities. This position has been set out in Annex A of the accompanying Grant Action Plan Guidance. However, it is the responsibility of each Local Authority in receipt of RHSS funding to ensure that they are compliant with State Aid law.

- i. Have you read and understood CLGU's State Aid position as set out in Annex A of the Grant Action Plan Guidance? YES
- ii. Have you completed your own State Aid analysis? YES
- iii. Does your State Aid analysis agree with CLGU's position that there is no State Aid associated with RHSS funded activity?

- iv. If yes, and you will deliver the project such that there is no State Aid:

Describe how you will ensure that there is no State Aid

- v. If you have conducted your own State Aid analysis and concluded that there *would be* State Aid, you must complete **Annex A State Aid Analysis** below.

9. Policies and Documents

- i. It remains the responsibility of the Council to ensure that the policies are fit for purpose. RHSS Fund will not provide formal approval of policies.

Policies and Documents Required	Tick to confirm you have attached	Policies and Documents Required	Tick to confirm you have attached
Counter Fraud Policy	x	Sustainable Development(Corporate plan)	x
Conflict of Interest Policy and Register (register can be provided if required)	x	Document Retention	x
Equal Opportunities	x	Risk Register	x

The authority is currently developing an inclusive growth strategy that will incorporate sustainable development elements this will replace the existing 2012 – 2026 Economic Masterplan. (The Economic masterplan can be provided if required)

- ii. 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 Tameside MBC in submitting the Grant Action Plan.

I understand that RHSS 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 RHSS Fund.

On behalf of TAMESIDE MBC and having carried out full and proper inquiry, I confirm to the RHSS 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 RHSS Fund:

- That I shall inform the RHSS Fund if, prior to any RHSS funding being legally committed to Tameside MBC, I become aware of any further information which might reasonably be considered as material to the RHSS 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 RHSS 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.

Local Authorities should be aware that any expenditure incurred before the signing of an RHSS Grant Funding Agreement is entirely at their own risk and may render the project ineligible for support.

Signed	Anne Heath	Name (print)	Anne Heath
Position	Project Lead	Date	26.1.21

Annex A – State Aid Analysis

State Aid Law	
i.	Please list all the organisations (if known) which may benefit from the funding of the project. If they are not known, list the types of organisations that might benefit from the funding.
Companies that may print, install and deliver parts of both the public and business communications plans due to limited internal resources.	
ii.	<p>For each organisation or type of organisation that may benefit from the project, (including the Local Authority and any Delivery Partners) identify whether they meet the State Aid test. If you believe an organisation or type/ group of organisations is outside the scope of State Aid, please provide the reasons.</p> <p>Local Authorities may wish to refer to the European Commission’s “Notion of State Aid” guidance and the Ministry of Housing, Communities and Local Government’s European Regional Development Fund guidance on State Aid law available at https://www.gov.uk/government/publications/european-structural-and-investment-funds-state-aid-documents.</p>
All the companies that may be employed by the authority in section i will be outside the scope as they will not benefit from the funding it will just be a procurement exercise.	

iii. For each beneficiary and or type of beneficiary that the Local Authority regards as being in receipt of State Aid, identify which exemption(s) they will be using to provide the aid in accordance with State Aid law¹.

Name of beneficiary or type of beneficiaries	Name of Exemption	Scheme reference number

Where a project is funded under an exemption based on the General Block Exemption Regulations (651/2014), the Local Authority is required to either (a) confirm that the project falls within the scope of Regulation 6(5) or (b) to submit a separate document to demonstrate incentive effect in line with Regulation 6(2) containing the following information:

- (a) the applicant undertaking's name and size
- (b) a brief description of the project, including start and end dates
- (c) the location of the project
- (d) a full list of the project costs used to determine the allowable level of funding
- (e) the form of the aid
- (f) the amount of public money needed for the project.

¹ For notified schemes the answer should include the full name of the scheme and the Commission reference number.

iv.	If you intend to use exemption(s) to deliver the Project, have you read the terms of the scheme and meet all the relevant terms.
N/A	
v.	If you intend to use De Minimis, please outline what work has been undertaken to ensure that this is the most appropriate mechanism.
N/A	
vi.	Are you subject to an outstanding recovery order in respect of State Aid?
No	
vii.	Describe the system in place for collecting and recording the required information for audits and returns?
<p>The project lead will request all information required to evidence expenditure attached to individual grant claims will be stored electronically in individual grant claim folders. This evidence will include orders, invoices, quotations, evidence of communications campaigns, press releases etc.</p> <p>The information will be retained for the period specified in the funding agreement for audit purposes.</p>	