

**Updated Guidance under Strand 2 of RHSSF**

***High Street Ambassadors/ Wardens***

- Following a review, we have concluded that the provision of 'High Street Ambassadors/ Wardens' is eligible under strand 2 of the RHSSF: *Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely.*
- This role is to provide information to the public on the High Street or Neighbourhood Shopping Area (NSA) on the measures in place to ensure the safe reopening. This could include:
  - advising the public on COVID-19 regulations such as social distancing and wearing a face covering;
  - directing the public to hygiene stations;
  - leafleting; advertising walker; verbal messaging
  - ensuring the public are aware of any temporary public realm changes in place to support the safe reopening of their high street/ NSA.
- A High Street Ambassador must be a new, paid, full-time equivalent (FTE) job on a fixed term contract.
- In claiming for the role, you will be required to provide evidence of the role and its purpose, this includes written confirmation of the post, start date, duration, and the number of hours per week. The letter must state the role is funding by ERDF as RHSSF activity and include both the HMG and ERDF logo.
- **RHSSF High Street Ambassadors are not COVID-19 Marshalls** and have no enforcement powers. However, they may be used to in addition to provide information to the public in the High Street or Neighbourhood Shopping area on the measures in place to ensure the safe reopening of these areas.
- Necessary materials and tools needed for the role are eligible under the fund. Please ensure you follow ERDF regulations for this expenditure to be eligible.
- A Communication/ Information Officer, which is already eligible under the RHSSF, remit may be expanded to include the role of a High Street Ambassador.
- You should ensure you continue to follow ERDF regulations in relation to branding and publicity. This is set out on page 9 of the RHSSF guidance.