

RE-OPENING THE HIGH STREET SAFELY

MHCLG FUNDING ALLOCATION

Action Plan 1/6/20 – 31/3/2021

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.

Grants have been awarded to local authorities on the basis of population and the authority's allocation is £200,741.00.

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.

Guidance detailing the activities that can be supported through the Fund has been used in the preparation of this action plan in order to fulfil the authority's key contractual requirements. The action plan will inform on expenditure required currently and includes contingency sums in order to deal with any occurrences not currently apparent.

The authority will continue to refer to this guidance along with links to any additional information that may be provided. Any queries will be referred to:

Ministry of Housing, Communities and Local Government

Fry Building

2 Marsham Street

London

SW1P 4DF

Telephone: 030 3444 0000

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.**
- 2. Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely.**
- 3. Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.**
- 4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.**

There are also three main categories where activities cannot be supported:

- 1. 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.
- 2. 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.

- 3. 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.

Local authorities will be able to spend money on eligible activities from 1 June 2020 and claim it back from CLGU in arrears. The guidance provided covers the process for making claims, Eligibility criteria and requirements, the retention of Project records in order to validate expenditure and Regulatory requirements around Publicity, Procurement and State Aid

Throughout the programme monitoring of all the local authorities 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.

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.

The programme of works listed below is designed to programme a series of interventions to deal with the current situation in order to open and keep open the authorities high streets to benefit the businesses, the public and the local economy. The programme has contingency sums in order to deal with any additional or new situations around the Covid 19 crisis that arise during the life of the programme.

Activity taking place	Where activity is taking place	When activity is taking place	Cost including associated costs such as installation etc.	Strand of Activity the work covers	Associated Outputs the work covers
Full page Advert About Tameside	In About Tameside Magazine - available through borough	4x during campaign	£275 x4 (£1100)	1. Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely. 2. Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.	1. Number of CV-19 Public Information Campaigns. 2. Number of CV-19 Business Facing Campaigns
Half Page Advert Tameside Correspondent	In Tameside Correspondent - available through borough	4x during campaign	£245 x4 (£980)	"	"
Full Page Ad Tameside Correspondent	In Tameside Correspondent - available through borough	4x during campaign	£450 x4 (£1800)	"	"

Probash Bangla Online TV Advertising	On Probash Bangla TV - available online and targeted at Asian community	4x during campaign	£480 x4 (£1920)	"	"
Tameside Radio, 4 adverts a day over a 4 week period	Tameside Radio, broadcast across the borough	4x during campaign	£2,200	"	"
60 railing banners (3000mm x 600mm) general call to action to visit website for info	Key town centre sites across Tameside	updated 4x through campaign	£4,000	"	"
Bollard Covers x 300	Key town centre sites across Tameside	4x during campaign	£4,153.50	"	"
Leaflet print and distribution to all businesses	Delivered to businesses across Tameside	2x during campaign (if needed)	Amount pending cost will be accounted for from the contingency sum	"	"
300 A4 posters and 20 A1	Put up at key Tameside locations	4x during campaign	£320	"	"
5000 A5 flyers	Left/given out in key locations	3x during campaign	£500	"	"
2 billboards and 7 adshells	Key locations in Tameside	3x during campaign	£3000x3 (£9000)	"	"
Full page ad Reporter	In Tameside Reporter-available throughout borough	4x during campaign	£575 x4 (£2300)	"	"
Half page ad Reporter	In Tameside Reporter-available throughout borough	4x during campaign	£350 x4 (£1400)	"	"
Boosted Facebook posts	Specifically targeted to Tameside and surrounding areas	4x during campaign	£2,000	"	"
Half page ad MEN Tameside	In MEN Tameside , available across borough	4x during campaign	£600 x4 (£2400)	"	"

Photographer for 1 hour	Photos taken at campaign location or event	Once during campaign	£140	"	"
30 bus backs	On bus backs going through Tameside	3x during campaign	£3500 x3 (£10500)	"	"
Video	Shared across TMBC social media channels and share with partner orgs	4x through campaign	£1000 approx. x4	"	"
Motorway screens/other commercial signage	On motorway locations in Tameside	3x during campaign	£3600 x3 (10800)	"	"
Building height banners	On 6 large buildings in each TMBC town centre	Put up during campaign and remaining throughout	£250 x12 (£3000)	"	"
Advertising on Reporter website (homepage takeover)	On website viewed by residents	4x through campaign	£750 x4 (£3000)	"	"
Advertising on Correspondent website	On website viewed by residents	4x through campaign	£80.00x4 (£320)	"	"
Additional digital advertising	Targeted towards Tameside residents	As needed	£5,000	"	"
400 correx signs	Put up at key Tameside locations, including from carparks	Once but signs to remain through campaign	£1,000	"	"
400 floor stickers	On floor space in town centres	Once during campaign, stickers to remain	£1,560	"	"
Emails to businesses in borough (targeted)	Targeted to local businesses	4x during campaign	Amount pending cost will be accounted for from the contingency sum	"	"
Banners on lampposts	Lamp posts locations across Tameside town centres	4x during campaign	Amount pending cost will be accounted for from the contingency sum	"	"

Banner wrapping for Herras fencing	Ashton x 3: Entrance to Arcades, Ladysmith & opposite former Cinema Stalybridge x 2: Top of Grosvenor Street & Armentieres Square Hyde x 2: Market Ground leading to Mall, other entrance into Mall opposite The Queens	During campaign - present to March 2020	Amount pending cost will be accounted for from the contingency sum	"	"
Contingency sum to cover any unforeseen activity that may be required.			£67,218.00		
Communications sub total			£73,034.00		
Removal of pedestrian guard rails around taxi rank to provide space for pedestrians to walk safely	Ashton town centre bottom of Penny Meadow and side of Market	As required	Estimated cost £1400.00	Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.	Temporary CV-19 adaptations made to public spaces adjacent to commercial areas which help Small and Medium Sized Enterprises, including Social Enterprises to build their resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support.

There are a number of these planters around Crown Point, some may have to be removed/relocated to achieve recommended social distancing.	Denton Crown point area	As required	Estimated cost £5000.00 (includes cost of remediation)	"	"
Narrow footway, relocate litter bin and possible removal of rails at traffic signals.	Denton Junction Nelson Street (Opposite Morrison's)	As required	Estimated cost £400	"	"
Clear Footway widths at Crown Point Junction. Above, max 2.4m to min 1.7m	Denton Crown Point. Road/Stockport Road/Manchester Road.	As required	Estimated cost of barrier removal/reinstatement on all sides of the junction £5000	"	"
Rail on radius protecting pedestrians from high kerb face, possibly remove four panels from crossing point towards radius.	Droylsden Junction of Manchester Road/Market Street	As required	Estimated cost of barrier removal and reinstatement - £1200	"	"
Barriers and bollards removed to improve social distancing	Droylsden Road outside Church Hotel public house	As required	Estimated cost of barrier/bollard removal - £1000	"	"
removal of barriers to assist with queues at Post Office?	Droylsden Manchester Road	As required	Estimated cost of barrier removal and reinstatement - £2000	"	"
Removal of bollards on very narrow footway to improve social distancing.	Droylsden Market Street	As required	Estimated cost of bollard removal and reinstatement - £1000	"	"

Street furniture restricting footway width – bollards control access to market ground. Cycle rails could be relocated as a covered cycle shelter has been provided on the market ground.	Hyde Market Street/Market Place	As required	Estimated cost of cycle stand relocation £1000	"	"
Remove Bollards along Greenfield Street outside Town Hall Planters and bollards could be removed to increase the space available to pedestrians.	Hyde Market Street /Greenfield Street	As required	Estimated cost of bollard removal and reinstatement £2000.00	"	"
Barrier rails at crossing could be removed to improve space available and assist social distancing	Hyde Market Street /Market Place	As required	Estimated cost of barrier rail removal and reinstatement - £1000	"	"
Possible removal of barrier rails. A review of the safety implications of removal need to be undertaken.	Hyde Union Street junction	As required	Est. costs for removal and reinstatement bollard £1000 sign £100 and barrier £900	"	"
Removal of bollards and guard rail to assist social distancing	Hyde Market Street	As required	Est. costs for removal and reinstatement bollard £1200 and barrier rail £750	"	"
Possible bus shelter removal to assist social distancing. Work with GMPT needed	Hyde Market Street	As required	Costs will be met from contingency if work is required	"	"

NARROW FOOTPATH – Potential to put cones / barriers on the road where the existing car park white lining is which means this measure exceeds the two metre social distancing requirements.	Manchester Road Bottom Mossley	As required	Costs will be met from contingency sum if required	"	"
Bollards and planters removed to increase space for pedestrians and assist social distancing.	Manchester Road bottom Mossley	As required	Estimated cost of bollard removal and reinstatement - £1000 cost needed for planter removal and reinstatement £1000	"	"
Bollards removed to increase space for pedestrians and assist social distancing.	Mossley Stamford Street	As required	Estimated cost of bollard removal and re-instatement -£1000	"	"
Parking bays could be removed to allow temporary widening of footway with cones/barriers. NB will need to check if there is enough retail in the area for it to be eligible	Mossley Stamford Street	As required	Estimated cost £500 for temporary cones/barriers	"	"
Remove/relocate 2 No. posts with No Entry signage. They are in the middle of the footway and reduce the width to approx. 500mm. Further investigation on feed to signs req. Potential footway build out needs assessing	Stalybridge Corporation Street -o/s and opp. David Pluck Bookmakers	As required	Estimated cost for removal and re-instatement of bollards - £1000. Costs will be met from contingency sum if work is required for signs and build out	"	"

Footway here is very wide, would benefit from having the 2m reminders sprayed at the 6 locations identified on the mapping. In addition give way on bridges as not wide enough to pass marking either end of bridge and a sign saying give way for safe passage.	Stalybridge Grosvenor Street/Melbourne Street	As required	Estimated cost say £500 for 10 footway thermoplastic signs	"	"
Close passageway between shops. Is likely to be privately owned (could be worth speaking to adjoining properties?) Social distancing signage could be placed on the footway.	Stalybridge Back Melbourne Street	As required	Estimated cost say £500 for footway thermoplastic signs. Costs needed for boarding up if that option chosen	"	"
Herras fencing	Ashton x 3: Entrance to Arcades, Ladysmith & opposite former Cinema Stalybridge x 2: Top of Grosvenor Street & Armentieres Square Hyde x 2: Market Ground leading to Mall, other entrance into Mall opposite The Queens	During campaign - present to March 2020	7 locations x 3 fence panels = 21 – approx. costs: £840	"	"
Contingency sum to cover any unforeseen activity that may be required.			£21,169.00		
Small Physical works programme sub total			£31,290.00		

<p>The costs associated with administering this grant eligible for reimbursement up to 4% of the total grant value. This 4% would be taken directly from the grant itself.</p>		<p>4% of quarterly grant claim up to a maximum claims amount of £200,741.00</p>	<p>£8,030.00</p>	<p>N/A</p>	<p>N/A</p>
<p>Grant administration sub total</p>			<p>£8,030.00</p>		

<p>Total Allocation</p>	<p>£200,741.00</p>
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