

# Welcome Back Fund

*Supporting our High Streets and Public Spaces to reopen*

Town Council & Key Partner Briefing 11<sup>th</sup> May 2021



Ministry of Housing,  
Communities &  
Local Government



**European Union**  
European Regional  
Development Fund



**West Devon**  
Borough Council

# What is the Welcome Back Fund?

- West Devon have been allocated £49k to support safe reopening of high streets and public spaces
- It ERDF funding that builds upon the previous Reopening High Streets Safely Fund
- Its main purpose is fund additional measures that create and promote a safe environment for local trade and tourism.
- West Devon is expected to engage with key partners in developing plans for how to spend the funding

# What activities **can** we support?

- Support safety measures for highstreets – marshalls, hand sanitising stations etc
- Boost the look and feel of high streets by investing in street planting, parks, green spaces and seating areas to make areas welcoming
- Run publicity campaigns and prepare to hold events that will boost footfall
- Install and refresh signage and floor markings that encourage social distancing and safety
- Improve green spaces on high streets and town centres by planting flowers or removing graffiti / similar activities

# What activities **can't** we support?

- Any permanent changes
- Capital purchases (any assets must have a value under £1,000)
- Support that will directly benefit individual businesses
- Anything that falls outside of the District boundaries

# Any other conditions?

- All activities must be concluded by 31<sup>st</sup> March 2022
- Where activities are being delivered by a Town or Parish Council, we will need to enter in to a delivery partner agreement
- Activities will need to be publicised by use of posters with the EU Logo etc / online materials will need to have EU logos included
- Spend over £2,000 needs to have three quotes – this includes where we spend more than this on the same activities across different towns

# Next Steps

- Think about what proposals could make a positive impact on the reopening of your high streets and public spaces
- Let me know by 5pm 25<sup>th</sup> May what you're proposing, including
  - Type of activity
  - Estimate of costs
  - Areas that the activity would cover
- Email proposals to [neil.hawke@swdevon.gov.uk](mailto:neil.hawke@swdevon.gov.uk)