

## Briefing Note on the Reopening High Streets Safely Fund

East Riding town centres stand to benefit from the Government's new Reopening High Streets Safely Fund (ROHSS). This fund will grant up to £301,870 of European Regional Development Funding (ERDF) for the towns of the East Riding of Yorkshire.

This funding will support communities to make improvements and modifications to our high streets, as well as other public places that are at the heart of towns reopening as safe, welcoming spaces.

The Local Growth Team (part of the Economic Development & Communications Service) is already working on an action plan, based on feedback from residents and businesses across the East Riding, which will set out three main activities that the fund can be used to support:

- Marketing and publicity campaigns to let communities know how their town centres and high streets are opening up safely;
- Information advice and guidance for businesses to help them to re-open and operate safely;
- Changes to public areas to improve conditions for people to visit town centres and high streets safely.

An Action Plan will be developed in detail by working closely with Local Ward Members, local businesses and trader groups/ organisations, Town and Parish Councils. This will identify the challenges, and devise ways of improving the town centre environment, developing "COVID-safe" trading conditions for businesses and help people to visit high streets safely.

Surveys are being prepared (on-line and traditional methods) to enable businesses and community feedback to be collected. This will inform local action plans, and help to determine the allocation of the funding.

A new project officer will be appointed, by the end of July, and they will work with the existing Local Growth Coordinators for each area. They will liaise with local stakeholders to develop and deliver bespoke action plans for the towns in the East Riding to support businesses, grow consumer confidence and ensure the long term safety and prosperity of our town centres. This fund is of limited size and will require prioritised interventions in the towns with the largest populations and greatest challenges.

The Council has called upon residents to work together to ensure a COVID-safe East Riding where people can live, work, and shop, learn, play, invest and visit with confidence. Therefore, the communications for "Re-opening High Streets Safely" will reflect and work alongside the existing communications campaigns of The Council. The communication campaigns should reflect this and have three priorities:

1. Highlighting the importance of social distancing and acting responsibly in town centres.
2. Building public confidence that our towns are safe and open for business.
3. Communicating with businesses to show we are consulting and acting to make town centres safer.

The ROHSS fund has limited criteria for what is eligible expenditure which will be subject to strict ERDF compliance requirements (failure to meet these will lead to funding being

withheld or withdrawn). The eligible and ineligible expenditures for high streets and neighbourhood shopping areas are outlined below.

What can be funded (Eligible costs):

- Hand sanitiser stations on supported High Streets / Neighbourhood Shopping Areas (NSAs).
- Signage aimed at increasing safety through pavement markings, lamppost banners and hoardings.
- High street traffic management and pedestrianisation.
- Widening footpaths & temporary barriers and markings outside shops to manage queues.
- Information Officers working with SMEs to provide advice on safe reopening to all high street businesses.
- Adaptations to existing cycle lanes in high street areas to enable social distancing.
- Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely through digital, media and press and print and publications.
- Creation or development of a Local Authority action plan to reopen High Streets safely.

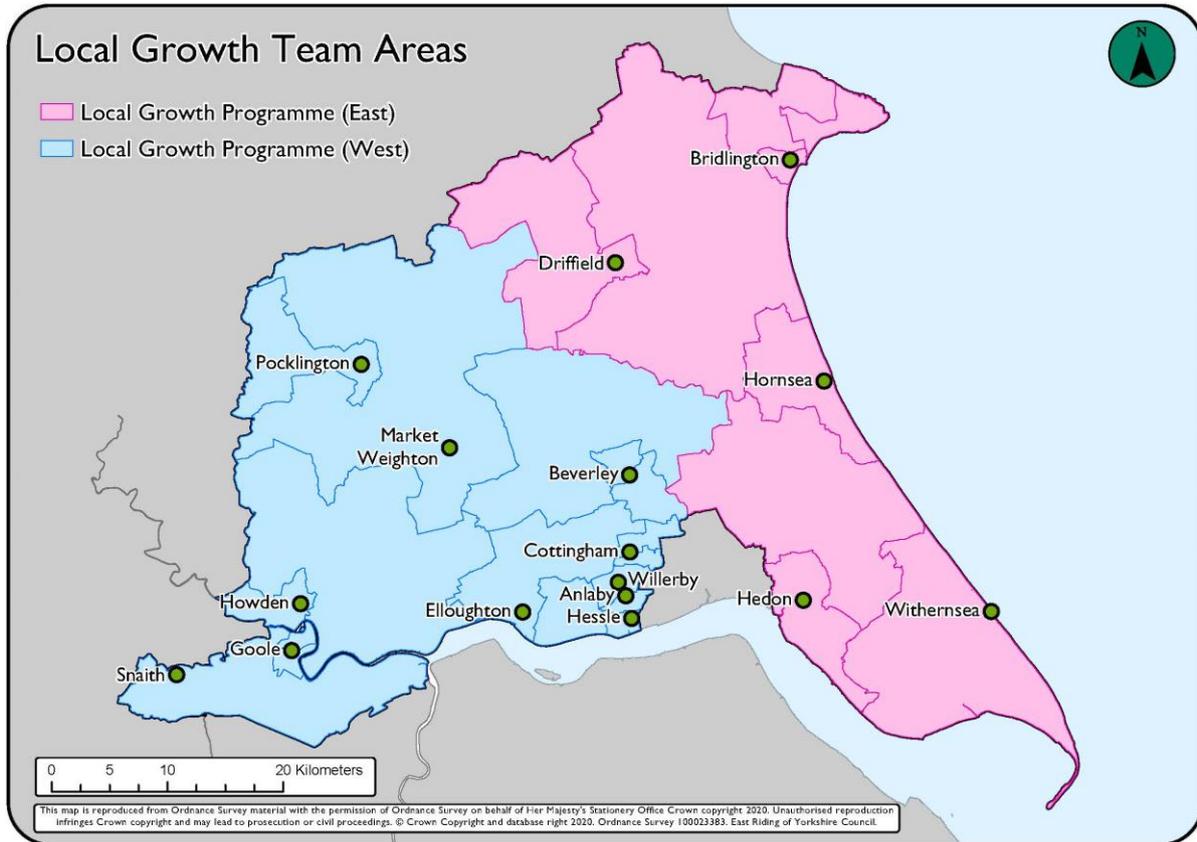
What can't be funded (Ineligible costs):

- Place marketing signage or activity
- Cleaning Staff or contractor costs for cleaning, cleaning consumables and pressure washing
- Financial support to businesses in the form of grants, provision of PPE, cleaning, shop adaptations, and financial support for licensing & permissions.
- Business to business or business to customer campaigns
- Staff or agency costs for traffic management and staff to manage or support the public on High Streets.
- Greening of streets, artwork, planters, vinyl aimed at increasing the attractiveness of an area or disguising empty shops, seating areas & car parks
- Changes to signage and layout
- Public and private car parks are out of scope as well as new cycle lanes & provision of cycle racks /storage.
- Public or private toilet adaptations, new toilet facilities & staff costs to clean or manage toilets

For further information: <https://www.gov.uk/government/publications/reopening-high-streets-safely-fund-guidance>

If you have any queries or would like any further information please contact:  
Reopeninghighstreets@eastriding.gov.uk

## Appendix 1- Local Growth Team



<b>Project Lead</b>				
Helena Moss	<a href="mailto:helena.moss@eastriding.gov.uk">helena.moss@eastriding.gov.uk</a>	01482391670/ 07817534199	Local Growth Programme Manager	
<b>Programme Coordinator</b>				
Vacant	<a href="mailto:Reopeninghighstreets@eastriding.gov.uk">Reopeninghighstreets@eastriding.gov.uk</a>		Project Coordinator	
<b>Local Growth Coordinator Contacts – East Area</b>				
Helen McGill	<a href="mailto:helen.mcgill@eastriding.gov.uk">helen.mcgill@eastriding.gov.uk</a>	07825011961	Local Growth Coordinator	Withernsea / Hornsea
Denise Cowling	<a href="mailto:denise.cowling@eastriding.gov.uk">denise.cowling@eastriding.gov.uk</a>	01482391620	Local Growth Coordinator	Driffield
Denise Cowling	<a href="mailto:denise.cowling@eastriding.gov.uk">denise.cowling@eastriding.gov.uk</a>	01482391620	Renaissance Coordinator	Bridlington
<b>Local Growth Coordinator Contacts – West Area</b>				
Leigh Johnson	<a href="mailto:leigh.johnson@eastriding.gov.uk">leigh.johnson@eastriding.gov.uk</a>	07825 028108 or via TEAMS	Local Growth Coordinator	Goole/ Howden/ Snaiith
Joe Russell	<a href="mailto:joe.russell@eastriding.gov.uk">joe.russell@eastriding.gov.uk</a>	07472707944	Local Growth Coordinator	Beverley/ Haltemprice
<b>Local Growth Management Team Contacts</b>				
Liz Philpot	<a href="mailto:Liz.philpot@eastriding.gov.uk">Liz.philpot@eastriding.gov.uk</a>	07790556678/ 01482391692	Growth Programmes & Policy Manager	
Helen Hoult	<a href="mailto:helen.hoult@eastriding.gov.uk">helen.hoult@eastriding.gov.uk</a>	01405767654/ 07810794820	Local Growth Programme Manager	West Area
Helena Moss	<a href="mailto:helena.moss@eastriding.gov.uk">helena.moss@eastriding.gov.uk</a>	01482391670/ 07817534199	Local Growth Programme Manager	East Area

### Useful Links

Love Your High Street Fund:  
<https://www.loveyourhighstreet.co.uk/>

Humber High Street Challenge Fund (Goole and Bridlington only):  
<http://www.hull.gov.uk/business/business-grants-and-funding/humber-high-street-challenge-fund>

Goole Town Deal:  
<https://www.eastriding.gov.uk/council/working-with-our-partners/regeneration-and-renaissance-partnerships/goole/>

General Enquiries: [Reopeninghighstreets@eastriding.gov.uk](mailto:Reopeninghighstreets@eastriding.gov.uk)

## Appendix 2- Locations

<b>Town considered as part of this project</b>	<b>Population<sup>1</sup></b>
Anlaby	6,000
Beverley	31,000
Bridlington	35,000
Cottingham	15,000
Driffield	13,000
Elloughton cum Brough	11,000
Goole	22,500
Hedon	10,500
Hessle	14,500
Hornsea	9,000
Howden	4,500
Market Weighton	7,000
Pocklington	9,000
Snaith	3,500
Willerby	9,000
Withernsea	6,500

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