

Written statement of a non-key decision
Cabinet member environment, economy and skills

Title	Welcome Back Fund
Decision maker	<p>Cabinet member environment, economy and skills</p> <p>Information about cabinet, including the names and contact details of the cabinet members, can be found here:</p> <p>http://councillors.herefordshire.gov.uk/mgCommitteeDetails.aspx?ID=251</p>
Date of decision	6 August 2021
Report exemption class	Open
Purpose	<p>To gain approval to accept and spend the Welcome Back Fund (WBF) amounting to £172,188 from the Ministry of Home, Communities, and Local Government (MHCLG). This fund builds on the Re-opening of the High Street Safely Fund through an extension to the existing contract, providing support to enable local recovery from Covid 19.</p> <p>As per the action plan included in Appendix A which will form part of the revised funding agreement, the funds will be utilised for a communications campaign to attract visitors and encourage residents to buy locally whilst following government guidance. The funding will also support activities to make the market towns and Hereford city centres welcoming and safe places.</p>
Decision	<p>That:</p> <ul style="list-style-type: none"> a) The council accepts the Welcome Back Fund offered by the Ministry for Housing, Communities and Local Government totalling £172,188; b) the approach to delivering the grant funding be approved (as set out in appendix A); and c) authority be delegated to the interim director for economy and place to sign the grant funding variation and, following consultation with the cabinet member for economy and environment and the S151 officer, to make any operational decisions required to ensure the successful delivery of the scheme.

Reason for the decision	As set out in the report. Documents relating to this decision are available at http://councillors.herefordshire.gov.uk/mglIssueHistoryHome.aspx?IId=5003832
Options considered	1. Do nothing: The council could reject the grant funding offered. This is not considered an option as businesses across the county need support to mitigate the impact of Covid 19 by introducing a range of measures designed to help restart the local economy.
Declarations of interest (see below)	
Call-in expiry date (decisions are not subject to call-in where special urgency provisions apply)	12 August 2021

Councillor:	Date 6 August 2021
Cabinet member environment and economy (Councillor Ellie Chowns)	

- a record of any conflict of interest declared by any executive member who is consulted by the member which relates to the decision;
- and
- in respect of any declared conflict of interest, a note of dispensation granted.