



HM Government



European Union

European Regional
Development Fund

Welcome Back Fund

New Activity

Please only use this form if you already have a signed RHSSF funding agreement in place

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1. Proposed Activity

Please complete the table below to reflect the activities you propose to use the RHSS WBF for.

No.	Area of Scope	Using bullet points briefly set out the specific activities you will undertake	Briefly set out how the activity does not duplicate existing activity (additionality)	Total Indicative Budget £ per item Gross
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	<p>Visitor Economy and shop local marketing and PR campaign.</p> <p>Will promote visitor opportunities to Herefordshire in the autumn, over the Christmas period, and start of 2022.</p> <p>Will encourage Herefordshire residents to safely return to Hereford and market town centres for retail, events and leisure activities, buying locally to support economic recovery.</p> <p>Update of Communications and public information campaign to include:</p> <ul style="list-style-type: none"> • Digital • Social media 	<p>These activities are outside of the Council's normal activities.</p> <p>New campaigns to focus on safety of the high street and to Welcome Back public in consultation with local businesses, business organisations, lower tier authorities (such as parish councils) and other relevant stakeholders.</p>	£50,000

		<ul style="list-style-type: none"> • Media and press • Print and publications • Covid Secure High Street Video / Return to the High Street to Seasonal messaging 		
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.			
5	Support and promote a safe public environment for a local area's visitor economy	<p>Activities will focus on supporting and promoting the safe and successful reopening of the public environment to support the recovery of trade in Hereford and in particular the market town centres of Bromyard, Leominster, Ledbury, Ross on Wye and Kington. The activities which will support the recovery of local trade and tourism through re-establishing safe access to local facilities, such as;</p> <ul style="list-style-type: none"> • Safe re-opening of public conveniences (toilets) including new temporary facilities (toilets) provision. • 'Beautification' activities 	These activities are in addition to the Council's normal activities.	£116,188

		<ul style="list-style-type: none"> • Non-permanent public realm adaptations. • Improvement of green spaces and provision of outdoor seating areas 		
6	Support local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.			

Alignment with COVID-19 Plans – Either Action Plan developed through RHSSF or Alignment with COVID recovery plan

Please summarise how the above planned activity contributes to a national, regional or local COVID-19 plan.
<p>The above planned activities contribute and align with the Council's existing Recovery Plan in response to the COVID-19 pandemic and builds on this as we move into the recovery phase.</p>

Locations of activity of additional areas now covered by WBF.

There is no need to include areas that were listed in your original Grant Action Plan.

Please list the locations that you intend to support with this activity and give details of which strand of activity will be implemented at each location. <i>Insert more rows if required.</i>		
Type High Street / Neighbourhood Shopping Area	Name of location	Postcode(s)
No new areas added		

Permissions

Please confirm that you will have all the necessary permissions in order to carry out the temporary public realm changes and that you will be able to evidence this upon request. **Tick to confirm:** ☒

2. Procurement

Please provide details of all the procurements you have and/or will undertake in relation to WBF eligible expenditure.

Applicants should note that procurements will be tested in detail in the lifetime of a project and by different independent bodies. In the event of non - compliance/irregularity financial penalty will be imposed in line with EU guidance. This can be up to 100% of the procurement expenditure.

It remains the responsibility of the Local Authority to ensure all procurements are compliant with [ERDF Procurement Requirements](#). Below are the thresholds that you should adhere to:

Value of contract	Minimum Procedure	Advertising Required
£0 - £2,499	Direct award	None
£2,500 - £24,999	3 written quotes or prices sought from relevant suppliers of goods, works and services	None
£25,000 – Relevant Public Contracts Regulations threshold	Formal tender process in line with the Interpretative Communication and the relevant guidance set out below	1) Advertised on Contracts Finder and 2) the opportunity is advertised on the ESIF grant recipient's website for a reasonable time period.

Anticipated value of the contract	Brief description of works, supplies or services that will be provided under the contract (Please indicate where you are using an existing contract)	What procurement process do you anticipate using to select the supplier? (Please tick)					Procurement status (Please tick)	
		Existing Contract	OJEU	Advertised	Three Quotes	Direct Award	Procurement in progress/ to be started	Procurement completed
£5k per market town	Installation of hand sanitiser stations				X			
£5k per market town	New signage for WBF				X			
£30K	Procurement of marketing agency			x				
£20K	Procurement of PR agency				X			

If you are deviating from the above ERDF Procurement Requirements please detail below¹:

N/A

¹ Please note that Single Tender Justification forms and Cross Border Interest forms should only be **used in exceptional circumstances** and must be returned with this form for consideration.

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3. Stakeholder Engagement

It is a condition of this funding that you engage with local stakeholders which includes lower tier authorities. (Including Town and Parish Councils where relevant)

Briefly set out how you will/have engaged with these and other relevant stakeholders when considering how to use the WBF funding.

A) Please list which organisations and sectors you have engaged with?
Consultation with Town Councils (Leominster, Bromyard, Ross on Wye, Ledbury, and Kington).
B) Please provide summary details of the engagement activities these stakeholders have been involved with?
The stakeholders were engaged via email communications and meetings via video conferencing. Stakeholders shared their ideas on initiatives for the WBF in their areas, in line with ERDF guidelines, informing plans on signage/public realm changes, etc.

4. **New Delivery Partners**

See Welcome Back Fund Guidance for details on the role of Delivery Partners and their associated requirements. The Delivery Partners listed here are only those that will defray WBF costs themselves (i.e. the ERDF definition of a Delivery Partner). Non-financial delivery partners who you have engaged with strategically but who will not defray WBF costs themselves should be listed in Section 3 above.

Please enter details of any **additional** Delivery Partners that haven't been included in your Grant Funding Agreement

For each Delivery Partner you are required to secure a Service Level Agreement for their WBF Fund activity.

Name of Delivery Partner (please insert rows as required)	Please confirm that you have a signed SLA with each Delivery Partner	
	Yes – Submit with WBF Activity Form	No – provide date when SLA will be submitted
Leominster Town Council		30 July 2021
Bromyard Town Council		30 July 2021
Ledbury Town Council		30 July 2021
Ross-on-Wye Town Council		30 July 2021
Kington Town Council		30 July 2021

5. Outputs

Please indicate the volume for each output your new WBF activity will address.

	Output	Number of outputs
P14	Number of CV-19 Action Plan	
P15	Number of CV-19 Public Information Campaigns	2
P16	Number of CV-19 Business Facing Campaigns	
P17	Number of CV-19 Communication Officers	
P18	Number of High Streets with Temporary CV-19 Adaptations	5
P19	Number of Neighbourhood Shopping Areas with Temporary CV-19 Adaptations	

6. Claims

Claims **must** be submitted quarterly with a progress report. If you are unable to make a claim in a particular quarter you should discuss this with your Contract Manager at the earliest opportunity.

Please insert a forecast value for each claim.

Claim	Claim Expenditure Period	Claim submission deadline	Tick to indicate a claim submission in this period	Claim Forecast Value £ (Gross)
21Q2	April 2021 – June 2021	28/07/2021	<input type="checkbox"/>	
21Q3	July 2021 – September 2021	28/10/2021	<input checked="" type="checkbox"/>	57,396
21Q4	October 2021 – December 2021	31/01/2022	<input checked="" type="checkbox"/>	57,396
22Q1	January 2022 – March 2022	29/04/2022	<input checked="" type="checkbox"/>	57,396

7. Staff Costs

Please indicate whether you plan to claim the 4% Management and Admin from within your grant allocation (These costs will need to be supported with evidence i.e. Hourly rate calculations or invoices)

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

If you propose to claim staff costs in line with the WBF Fund Guidance, please complete the table below (Including those under the 4% M&A category)

Area of Scope	Does this form part of your 4% M&A costs	Role Title	Salary	Cost to be Claimed
4%	Yes	Senior Project Manager		£6,000
	Yes/No			
	Yes/No			
	Yes/No			

8. Monitoring and Evaluation

Please indicate all of the monitoring methods you will utilise to demonstrate the impact of the project activities.

Monitoring Method	Tick to confirm	Brief description
Footfall counts		
Businesses reopening	X	
Businesses closed		
Other		

9. State Aid

This section MUST be completed in conjunction with the accompanying Welcome Back Fund Guidance.

CLGU has conducted its own analysis of the State Aid position of the RHSS/WBF project and concluded that there is no State Aid due to the nature of the RHSS/WBF eligible activities. This position has been set out in the accompanying Welcome Back Fund Guidance.

It is the responsibility of each Local Authority in receipt of RHSS/WBF funding to ensure that they are compliant with State Aid law.

- i. Please confirm that there has been no change in your state aid position and that it remains in line with CLGU's position as set out in the original Grant Action Plan Guidance **YES**

10. Document Retention

Please confirm you will retain all project documentation until 31 December 2033, and then seek confirmation of destruction from MHCLG before doing so in accordance with EU requirements. **Select to confirm** ☒

11. EU Regulations

Please confirm that you have read and understood the ERDF Guidance including but not limited to Eligibility, State Aid, Branding and Publicity and Procurement and that you will deliver the project in compliance with the requirements. **Select to confirm:** ☒

Declaration & Signature

I declare that I have the authority to represent **Herefordshire Council** in submitting the Grant Action Plan.

I understand that WBF Fund acceptance of this Grant Action Plan does not in any way signify that the proposed activity described above is eligible and compliant with the requirements of the WBF Fund.


On behalf of **Herefordshire Council** and having carried out full and proper inquiry, I confirm to the WBF Fund:

- That the information provided in this application is accurate.
- I am not aware of any relevant information, which has not been included in the application, but which if included is likely to affect the eligibility and compliance of the activity.

I confirm to the WBF Fund:

- That I shall inform the WBF Fund if, prior to any WBF funding being legally committed to **Herefordshire Council**, I become aware of any further information which might reasonably be considered as material to the WBF Fund in deciding whether to enter into a Funding Agreement.
- I am aware that if the information given in this application turns out to be false or misleading, the Reopening High Streets Safely Fund may demand the repayment of funding and/or terminate the WBF funding agreement.

I confirm that I am aware that checks can be made to the relevant authorities to verify this declaration and any person who knowingly or recklessly makes any false statement for the purpose of obtaining grant or for the purpose of assisting any person to obtain grant is liable to be prosecuted. A false or misleading statement will also mean that approval may be revoked, and any grant may be withheld or recovered with interest.

Signed	(electronic signature to be inserted) 	Name (print)	Richard Ball
Position	Director of Economy and Place	Date	1 June 2021

