



HM Government



European Union
European Regional
Development Fund

Reopening High Streets Safely Fund Grant Action Plan

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1. Proposed Activity:

A) Please complete the table below to reflect the activities you propose to use the RHSS Fund 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	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.	<ul style="list-style-type: none"> • To develop an online survey to understand what people will want to see in the coming months • Project team established using internal resource to develop the action plan. • Engagement with Leyland Town Team 	<ul style="list-style-type: none"> • No work of this nature has been done to date and will provide evidence for the work we are looking to carry out. As the environment evolves it will provide an opportunity to capture new information. 	£500 – in-house system to be used but the money will be used to publicise the survey via social media.
2	Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely	<ul style="list-style-type: none"> • Queuing systems – templates, signs, segregation • Welcome back / Face Covering signs • Digital & Social Media campaigns • Campaigns will focus on the management of the re-opening of local economies successfully with the messaging primarily centred around safety in line with latest government legislation. A secondary element to this will be to publicise the area to start to attract more visitors once restrictions have eased. 	<p>This is new activity which will be designed and delivered around the latest government guidance on managing COVID-19 safely.</p> <p>A brief to be developed for a marketing agency to carry out this work – it is planned to do this as two separate projects – one as we see restrictions lifting through the summer and autumn and one in the late winter/spring of 2022 when (all being well we have no restrictions in place).</p>	£40,000 - £20,000 x 2
		<ul style="list-style-type: none"> • Create a dedicated communications resource to oversee the activity described in this plan and to supplement 	The work created in this plan, even though some is being commissioned, will require oversight and the ongoing support for re-	Level 7 officer x2 FTE for 6 months (Sept-March) - £17,000 x2 £36,000

		the planned campaigns with additional content	opening messages is not something the team can sustain going forward	
3	Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.	<ul style="list-style-type: none"> Information Officers to deliver business-facing awareness activity in the town and neighbourhood economic zones Coordinate training activity as guidance changes Hold events across the economic zones – Purchase of Gazebos / event management material to support the delivery of this. 	<p>Currently no resource to carry out face-to-face business support/guidance</p> <p>These will be new posts created to support the RHSS/WBF delivery strand. They will be 100% costed on project with salary calculation pro rata – for 6-month contract to March 2021.</p>	<p>Oct 2021 -Mar 2022</p> <p>2 FTE officers for 6 months @ £2000 per month per officer</p> <p>Total - £24,000</p> <p>Event Management equipment £1000</p>
4	Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.	<ul style="list-style-type: none"> Sanitisation stations Seating / Planters 	<p>New activity - Portable mobile sanitising stations to be used across economic zones / events</p> <p>New – temporary seating / planters to promote social distancing and safe seating across economic zones.</p>	<p>£1500</p> <p>£10,000</p>
5	Support to promote a safe public environment for a local area's visitor economy	<ul style="list-style-type: none"> To commission a place-based video(s) to market the borough to visitors 	<p>New activity -This will feature all the main tourist attractions and our open spaces to sell South Ribble as a place to visit.</p> <p>A brief to be developed for a videography business to create the video</p>	<p>£18000</p>

		<ul style="list-style-type: none"> To create a new visitor website for South Ribble that will contain specific information on all the tourist attractions as well as local service centres incorporating COVID safety messaging and advice supporting the visitor economy. 	<p>This will be to modernise the previous 'Visit Leyland' website, which is now outdated. We would commission our existing website provider to deliver the new website and we would commission some additional resource to curate the content if required</p>	£10,000
		<ul style="list-style-type: none"> To host a series of welcome back events in parks close to service centres to celebrate the re-opening of society / promote safety messaging. 	<p>This will be a new activity and focus on the key service centres outside of Leyland – Bamber Bridge, Lostock Hall, Penwortham, Western Parishes.</p> <p>We would commission external events company to plan and host these events on our behalf</p>	£15000
		<ul style="list-style-type: none"> Additional support by way of marshals, toilets and promotional material for the Taste of Leyland and Christmas lights switch on events in Leyland town centre 	<p>This would be additional activity on top of what is budgeted for in the events programme to ensure the safe running of the events. To be done in conjunction with Leyland Town Team.</p>	£15,000
		<ul style="list-style-type: none"> To marshal areas of high footfall during the summer holidays/weekends at tourist hotspots such as Worden Park, Leyland town centre. 	<p>There is no resource to monitor use of public toilets, car parks, busy areas in these places and it will help prevent damage to the local area, gatherings and promote good hygiene and allow COVID safety regulations to be practised to control and minimise the spread of the virus/variants.</p>	£10,000 – 1,000 hours (at £10 per hour to be used over the summer period)

6	Support local authorities to develop plans for responding to the medium term impact of Covid-19 including trialling new ideas particularly where these relate to the High Street.	<ul style="list-style-type: none"> To set up a town centre radio scheme and purchase equipment that will allow businesses to communicate with each other – this will help ensure a safer environment and be a means for businesses to communicate if there is any activity that might be in contravention of any Covid guidance 	<ul style="list-style-type: none"> Nothing like this is in place and it has been highlighted as an issue over recent months 	£10,000
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B) At Risk Expenditure

Indicative amount of eligible expenditure you intend to incur between 01/06/20 and the date of the Funding Agreement with CLGU
Can we detail here spend to date
Please lists the costs you are incurring at risk before the signing of the Funding Agreement
<ul style="list-style-type: none"> 50 x A3 posters for service centres (Costs TBC) Re-opening video pre-Christmas (Costs TBC)

C) Alignment with COVID-19 Plans

Please describe how the above planned activity contributes to a national, regional or local COVID-19 plan and provide a copy of the plan.
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These activities link in with wider authority interventions in the response to Covid-19, specifically Item 3. Recover our local economy by protecting businesses and supporting a return to economic development and growth.

The delivery of the project will be aligned to ensure compliance with RHSS programme and the Governments COVID-19 recovery strategy.

D) Locations of activity

Please list the High Street (and Neighbourhood Shopping Area) locations that you intend to support with this activity and give details of which strand of activity will be implemented at each location. *Insert more rows if required.*

Type	Name of location	Postcode(s)	Activity Stream
High Street / Neighbourhood Shopping Area			
High Street	Leyland Town Centre	PR25	2,3
High Street	Bamber Bridge Centre	PR5 8	2,3
High Street	Lostock Hall Centre	PR5 5	2,3
High Street	Penwortham Centre	PR1 0	2,3
High Street	Longton Centre	PR4 5	2,3

E) 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. Stakeholder Engagement

Briefly set out how you have engaged with business organisations, Local Highway and Transport Authorities, lower tier authorities such as parish councils, and other relevant stakeholders when considering how to use the RHSS funding.

A) Please list which organisations and sectors you have engaged with?
Lancashire County Council – Highway and Transport Authority
Leyland Town Team – multifaceted team of public and private sector representation
Penwortham Town Council – council representing Penwortham centre
B) Please provide details of the engagement activities these stakeholders have been involved with?
Town Team meetings have been suspended during Covid so correspondence via email or phone call with key representatives Correspondence with LCC over joint Covid response in regard to temporary cycle lanes and possible lane/parking bay closures.

C) Delivery Partners

See Grant Action Plan Guidance for details on the role of Delivery Partners and their associated requirements.

- i. Do you intend to include any other tier of local government as a Delivery Partner(s)? **No**
- ii. If yes, please complete the following table:

Name of Delivery Partner (please insert rows as required)	What RHSS project activity will they deliver?	Why are they the most appropriate body to deliver the activity?

- iii. For each Delivery Partner you are required to secure a Service Level Agreement for their RHSS 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 Grant Action Plan	No – provide date when SLA will be submitted

3. Outputs

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

	Output	Number of outputs
P14	Number of CV-19 Action Plan	1
P15	Number of CV-19 Public Information Campaigns	1
P16	Number of CV-19 Business Facing Campaigns	1
P17	Number of CV-19 Information Officers	3
P18	Number of High Streets with Temporary CV-19 Adaptations	5

4. Claims

i. Please complete the table with the start and end date for the expenditure associated with the RHSS Fund activity.

Start Date	01/06/2021
End Date	31/03/2022

ii. Please select the claim quarter(s) in which you plan to submit a grant claim and insert a forecast value for each claim.

Claim	Claim Submission Period	Tick to indicate a claim submission in this period	Claim Forecast Value £ (Gross)
21Q3	July-Sept 21	X	£45000
21Q4	Oct-Dec 21	X	£85000
22Q1	Jan-Mar 22	X	£65,000

iii. Please indicate whether you plan to claim the 4% Management and Admin from within your grant allocation

Yes	
No	X

iv. If you propose to claim staff costs in line with the RHSS Fund Guidance, please complete the table below

Area of Scope	Role Title	Annual Salary	Cost to be Claimed
Face to Face Business information & advice	Covid Information Champion	£24,000	£12,000 (6 months)
Face to Face Business information & advice	Covid Information Champion	£24,000	£12,000 (6 months)
Communications activity	Communications Officer	£34,000	£17,000 (6 months)
Communications activity	Communications Officer	£34,000	£17,000 (6 months)
Marshalling at events/visitor hotspots	Covid marshal	TBC	TBC

5. 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	No	
Businesses reopening	Yes	A baseline count of all businesses will be undertaken across the economic zone with monthly counts taken to record businesses re-opening
Businesses closed	Yes	A baseline count of all businesses will be undertaken across the economic zone with monthly counts taken to record businesses closed
Other	Yes	Analytics from publicity campaign to measure effectiveness of public and business communication campaigns.

6. Financial Management and Control

i.

Describe the financial management and control procedures for the project; including the process for compiling, authorising and ensuring only eligible and defrayed expenditure is included in RHSS claims
<p>A separate cost centre will be established in the Council’s finance system for the ERDF project to allow for effective and auditable tracking of expenditure and income. The scope of each cost item, in accordance with this application, RHSS guidance and subsequent grant funding agreement, will be outlined to ensure there is no deviation from agreed cost lines.</p> <p>Claims for ERDF expenditure will only be made when the Council is satisfied that the work has been completed to a satisfactory standard and proper financial procedures have been followed. All project expenditure will then be confirmed by the Council’s finance section against various detailed budget lines within this cost centre and the agreed scope of ERDF activity. The council financial system is set up to ensure PO’s and Invoices go through an approvals process at each stage both</p>

when the PO is raised and when the Invoice is raised for processing – this will ensure that checks will be made on a regular basis to ensure only eligible activity that is confirmed will be processed through the system.

Once receipted invoices have been scrutinised and expenditure fully paid out then the Council will claim back the agreed items of expenditure via the ERDF process and submit regular monitoring returns. Drawdown will be monitored by cost item and timing relative to the profile agreed. The project will be cash flowed by South Ribble Borough Council ahead of ERDF being drawn down in arrears.

All project activity will be managed by the project lead contact and deputy lead who is experienced in contract management and the delivery of ERDF projects. The project lead and deputy will be the key consistent point of contact ensuring consistent communication with both the project team and the funding body.

Please describe the document management system for the project and how the audit trail will be maintained and accessible for the period required under the terms of the Funding Agreement, this includes retrieving original invoices and ensuring evidence of costs incurred is available.

Full project documents plus evidence of expenditure and claimed outputs will be held in a single location on project files for easy reference. The project lead will be responsible for establishing and maintaining the file with inputs from others as necessary.

All records will be kept both on electronic platform and paper based for the purposes of ERDF future audit purposes. They will be kept in dedicated ERDF RHSS project file and locked in a secure fire proof filing cabinet. The files will contain all original receipted invoices, tender documents, quotes, output forms, milestones evidence etc. After the close of the project they will be locked in a Council storage facility and kept in a dry environment for the ERDF specified time (to be confirmed by funding body at confirmation of funding award). The original files will be made available at the request of a future ERDF audit team at any point during this period.

- ii. Please indicate whether or not the RHSS funded activities will result in any **Fixed and or Major Assets** YES / NO
- iii. If Yes you are required to list the potential assets, and describe the system(s) in place to record asset details in compliance with ERDF Guidance

- iv. **VAT** – Please advise whether or not the project budget includes any VAT you cannot recover from HMRC (recoverable VAT). Note we may need confirmation of this by way of a letter from the council's finance department.? YES / **NO**
- v. **VAT** – If irrecoverable VAT will be claimed, please describe how this is captured through the claim's procedure and how your financial processes will ensure that it is not being claimed as part of the normal VAT return.

7. Procurement: Please provide details of all the procurements you have and/or will undertake in relation to RHSS 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.

Anticipated value of the contract	Brief description of works, supplies or services that will be provided under the contract	What procurement process do you anticipate using to select the supplier? (Please tick)	Procurement status (Please tick)

		OJEU	Advertised	Three Quotes	Direct Award	Procurement in progress/ to be started	Procurement completed
£25,000 x2	Publicity campaign			X		x	
£18,000	Welcome back video			x		x	
£10,000	Website development			x		x	
£15,000	Welcome Back Events			X		X	
£10,000	Temp Seating / Planters			X		X	

8. State Aid: This section MUST be completed in conjunction with section 8 of the accompanying Grant Action Plan Guidance. CLGU has conducted its own analysis of the State Aid position of the RHSS project and concluded that there is no State Aid due to the nature of the RHSS eligible activities. This position has been set out in Annex A of the accompanying Grant Action Plan Guidance. However it is the responsibility of each Local Authority in receipt of RHSS funding to ensure that they are compliant with State Aid law.

- i. Have you read and understood CLGU’s State Aid position as set out in Annex A of the Grant Action Plan Guidance? **YES / NO**
- ii. Have you completed your own State Aid analysis? **YES / NO**
- iii. Does your State Aid analysis agree with CLGU’s position that there is no State Aid associated with RHSS funded activity? **N.A**
- iv. If yes, and you will deliver the project such that there is no State Aid:

Describe how you will ensure that there is no State Aid

State aid arises whenever state support is used in the provision of goods or services by particular undertakings in a given market where these funds would distort that market and affect the ability of undertakings in the EU to compete on a level playing field.

The action plan put together details that there is no offerings of goods or services/transfer of state resources to businesses. There are activities which involve procuring consultants/services to assist with the development of the action plan and marketing activity however these would be procured under market conditions in compliance with ESIF regulations to ensure no selective advantage is provided.

The business facing activities and temporary changes to the public realm will look to target all businesses in the areas by providing advice, guidance and monitoring services as well as temporary physical changes (publicly owned) to assist with pedestrian flow, social distancing etc. This will ensure that support will be provided for all and not a selective business or businesses and therefore not providing a selective advantage.

The information campaigns which form a significant part of the activities which will be delivered fall outside of the scope of state aid – as the detailed within Annex A of the guidance that the general public are not considered an undertaking in relation to state aid.

The project activity will be monitored at each stage by the project lead and deputy lead, both of whom have experience of working on ERDF projects. Processes will be in place to ensure compliance with ESIF regulations and state aid guidance.

- v. If you have conducted your own State Aid analysis and concluded that there *would be* State Aid, you must complete **Annex A State Aid Analysis** below.

9. Policies and Documents

- i. **It remains the responsibility of the Council to ensure that the policies are fit for purpose. RHSS Fund will not provide formal approval of policies.**

Policies and Documents Required	Tick to confirm you have attached	Policies and Documents Required	Tick to confirm you have attached
Counter Fraud Policy	X	Sustainable Development	X
Conflict of Interest Policy and Register	X	Document Retention	X
Equal Opportunities	X	Risk Register	X

- ii. **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 South Ribble Borough Council in submitting the Grant Action Plan.

I understand that RHSS 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 RHSS Fund.

On behalf of South Ribble Borough Council and having carried out full and proper inquiry, I confirm to the RHSS 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 RHSS Fund:

- That I shall inform the RHSS Fund if, prior to any RHSS funding being legally committed to South Ribble Borough Council I become aware of any further information which might reasonably be considered as material to the RHSS 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 RHSS 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.

Local Authorities should be aware that any expenditure incurred before the signing of an RHSS Grant Funding Agreement is entirely at their own risk and may render the project ineligible for support.

Signed		Name (print)	
Position		Date	

Annex A – State Aid Analysis

State Aid Law	
i.	Please list all the organisations (if known) which may benefit from the funding of the project. If they are not known, list the types of organisations that might benefit from the funding.
ii.	<p>For each organisation or type of organisation that may benefit from the project, (including the Local Authority and any Delivery Partners) identify whether they meet the State Aid test. If you believe an organisation or type/ group of organisations is outside the scope of State Aid, please provide the reasons.</p> <p>Local Authorities may wish to refer to the European Commission’s “Notion of State Aid” guidance and the Ministry of Housing, Communities and Local Government’s European Regional Development Fund guidance on State Aid law available at https://www.gov.uk/government/publications/european-structural-and-investment-funds-state-aid-documents.</p>

iii. For each beneficiary and or type of beneficiary that the Local Authority regards as being in receipt of State Aid, identify which exemption(s) they will be using to provide the aid in accordance with State Aid law¹.

Name of beneficiary or type of beneficiaries	Name of Exemption	Scheme reference number

Where a project is funded under an exemption based on the General Block Exemption Regulations (651/2014), the Local Authority is required to either (a) confirm that the project falls within the scope of Regulation 6(5) or (b) to submit a separate document to demonstrate incentive effect in line with Regulation 6(2) containing the following information:

- (a) the applicant undertaking's name and size
- (b) a brief description of the project, including start and end dates
- (c) the location of the project
- (d) a full list of the project costs used to determine the allowable level of funding
- (e) the form of the aid
- (f) the amount of public money needed for the project.

¹ For notified schemes the answer should include the full name of the scheme and the Commission reference number.

iv. If you intend to use exemption(s) to deliver the Project, have you read the terms of the scheme and meet all the relevant terms.
Yes or No
v. If you intend to use De Minimis, please outline what work has been undertaken to ensure that this is the most appropriate mechanism.
vi. Are you subject to an outstanding recovery order in respect of State Aid?
Yes or No
vii. Describe the system in place for collecting and recording the required information for audits and returns?