

**REPORT FROM: PLANNING, ECONOMIC DEVELOPMENT AND
REGULATORY SERVICES MANAGER**

TO: NELSON COMMITTEE

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**RE-OPENING OF THE HIGH STREET
NELSON TOWN CENTRE**

PURPOSE OF REPORT

To report to the committee on Covid Funding for Re-opening of Nelson Town Centre and to seek approval for a Nelson Town Centre campaign in the New Year.

RECOMMENDATIONS

- (1) To update the committee on the spending for Re-opening Nelson Town Centre.
- (2) To seek approval for a Nelson Town Centre campaign in the New Year.

REASONS FOR RECOMMENDATIONS

- (1) In order that the Committee remains apprised of developments concerning the spending on the Re-opening of Nelson Town Centre.
- (2) In order to attract more people back to shopping in Nelson Town Centre.

Background

1. ERDF Funding

Total ERDF Funding Allocated to Nelson: £20,680.

We have a window to spend all of the ERDF money by 31st March 2021.

2. Council Funding (Non-ERDF)

There is an allocation for Nelson of £11,830

More detailed information on spending is below for both ERDF and Council Funding

Update on ERDF Spending

1. As of 14th December we are using a local Pendle Company, Safe Sanitisation, to provide two hand sanitiser units. These units are lower cost than other companies that quoted, but as the robustness of the unit was queried it was thought best to conduct a two week trial in Nelson Town Centre.
2. If the trial is successful then more units will be ordered. If not then there are other companies that provide these units. Currently the local company are servicing these units and removing them every evening. After the trial period the servicing of the units will need to be carried out by a number of the retailers themselves. Initial enquiries to some of the businesses were positive in principal to looking after these units.
3. Banners with the safety messages on have at the time of this report have arrived and we are currently waiting for LCC to put them up.
4. A first claim is being put in for all spending so far incurred for the ERDF funding for the 31st December 2020.

Future Plans

1. It is proposed that we proceed with a “We Love Nelson” Campaign in the New Year. This campaign is described in Appendix 1 with timings and cost
2. The Communities and Local Government Department that deals with the Re-opening the Highstreets Safely Fund (ERDF) has indicated that provided there are strong safety measures that such a campaign would be eligible to be funded from that grant programme. Except for the prizes of £600 which would be funded by the non-ERDF part of the budget.
3. Though there are no guarantees, It would be hoped that even if we are in Tier 3 Covid restrictions at the time that, as of the time of this report, that non-essential businesses would continue to be open
4. It is requested that the Committee approve the campaign so that it can be proceeded with straightaway given the tight lead-in times

IMPLICATIONS

Policy: None arising directly from this report

Financial: Total allocation for helping Nelson’s town centre’s businesses is £32,510 in total. This is made up of £20,680 which is ERDF grant funded RHSS fund, and £11,830 is Pendle Council/Area Committee funded. The ERDF proportion is to be claimed back once expenditure is defrayed and the grant will only be paid in respect of Eligible Expenditure. The campaign costs would be covered by this total budget – but it is likely that we would get most of this campaign paid for by the ERDF grant fund.

Legal: None arising directly from this report

Risk Management: None arising directly from this report

Health and Safety: None arising directly from this report

Sustainability: None arising directly from this report

Community Safety: None arising directly from this report

Equality and Diversity: grants are accessible to all businesses within the town centre.

APPENDICES

Appendix 1 – We Love Nelson Campaign

LIST OF BACKGROUND PAPERS