

REPORT FROM: PLANNING, ECONOMIC DEVELOPMENT AND
REGULATORY SERVICES MANAGER

TO: NELSON COMMITTEE

DATE: 1st MARCH, 2021

Report Author: Michael Williams
Tel. No: 01282 661963
E-mail: michael.williams@pendle.gov.uk

**NELSON TOWN CENTRE
RE-OPENING HIGHSTREETS SAFELY FUND**

PURPOSE OF REPORT

1. To update the committee on the Re-opening Highstreets Safely Fund (RHSSF) for Nelson Town Centre.
2. To seek approval for an online presence for Nelson Town Centre businesses.

RECOMMENDATIONS

1. To update the committee on the spending for Re-opening Nelson Town Centre.
2. To seek approval for a Nelson Town Centre website.

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 offer Nelson businesses an alternative route to market.

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. **Subject to government approval the deadline is likely to be extended for three months until the end of June 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

1. Update on ERDF Spending

1. As of 15th February we are about to place an order with a Pendle Company, Safe Sanitisation, to provide sanitiser units at the following places:

- Costa Coffee (Take out)
- Emery Electronics (currently closed)
- Pound Plus (Open)
- Going Dutch (Click and Collect)
- Fulton Foods (Open)
- Superfresh (Open)

All of these businesses have very kindly agreed to look after a sanitiser unit which will be chained to an appropriate place outside each store and brought in, in the evening. They will top up each unit as required. The units and liquid are at no cost to the business. The total cost of these units and a supply of anti-bacterial liquid is £2,722 which we hope will be funded by the RHSSF Grant. Dependent on how this goes there may be a need to buy more anti-bac liquid further down the track.

2. Banners with the safety messages on are scheduled to go up in the town centre by the week ending the February 26th. The cost of these banners of £1,518 (exc vat) will be funded by the RHSSF Grant. As noted previously we will need to set aside £2,467 (exc vat) from the non-ERDF grant monies for the mounting kits which are not covered by the grant. This leaves £9,363 to spend from the non-grant funding.

3. The “We Love Nelson” Campaign, as approved by the January NAC, was placed on hold to await the hoped for re-opening of stores. 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.

4. The current position for Nelson is set out in the table below:

Place & RHSSF Grant Allocation	Item	Actual Spend	Planned Spend	Total	Remainder
Nelson	Sanitisers		£2,772		
	Lamppost banners for safety messages	1,518.50			
	Banner installation		£400		
	We Love Nelson Campaign Printwork		£1,000		
	We Love Nelson Campaign Distribution		£2,485		
£20,680	Total	1,518.50	£6,657	£8,175.50	£12,504.50

2. Future Plans

1. The RHSSF Sub Committee of NAC indicated that we should be looking at how we can get more Nelson town centre businesses online. This would give those businesses another

route to market and help them when they are closed due to lockdown and also into the future.

2. The long term goal would be to develop a Click and Collect (C & C) service for Nelson. It is appreciated that such a service would require a lot of manpower and funding to set up and run. It is also appreciated that developing and sustaining such a service would require enough support from Nelson businesses.
3. To potentially allow for the future development of such a service a suitable start would be to get as many businesses as possible on to a Nelson Town Centre website, with links to web sites of those businesses that have their own websites and/or have existing C&C services.
4. There is already an example of a “virtual high street” website in Pendle, which is www.cometocolne.com This has been funded directly by Colne Area Committee and organised by Colne BID. In addition to this they have initially developed a C&C service.
5. As the Colne site has not been funded by RHSSF grant the website has not had to predominantly carry messages about Covid-Safe measures. The same local company that developed the Colne site is developing a website for Barrowford. It is planned for this website to be funded by the RHSSF grant and therefore must predominantly communicate the safety measures that each store has to combat the spread of Covid-19.
6. Therefore NAC needs to decide what type of website it wants for Nelson. An RHSSF grant funded one, like Barrowford, which would need to follow the grant eligibility principles, and be predominantly be about communicating what businesses are doing to be Covid-safe OR a non-grant funded one, like Colne, which can be far more commercial and promotional.
7. Whatever route is taken we are currently seeking quotes from relevant companies that could develop a website for Nelson so that we are ready to move if the Committee approves.

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.

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

LIST OF BACKGROUND PAPERS