

REPORT FROM: Planning, Economic Development and Regulatory Services Manager

TO: Brierfield and Reedley Committee

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Brierfield Town Centre Re-opening

PURPOSE OF REPORT

1. To report to the committee on the RHSSF (Re-opening the High Streets Safely Fund) grant funding for Re-opening of Brierfield Town Centre.
2. To approve spend on the website.
3. To seek approval for the delegation for the completion of approved projects to the Planning, Economic Development & Regulatory Services (PEDRS) Manager in consultation with the Chair of this Committee.
4. To seek approval for the mechanism for completing the Brierfield portion of the project.

RECOMMENDATIONS

1. To update the committee on the spending for re-opening of the high street.
2. To approve spend on a website for Nelson and Brierfield businesses.
3. To delegate the remaining spend on other Brierfield projects to the Planning, Economic Development & Regulatory Services (PEDRS) Manager in consultation with the Chairman of this Committee.

REASONS FOR RECOMMENDATIONS

1. In order that the Committee remains apprised of developments concerning the spending on the Re-opening of Brierfield Town Centre.
2. To approve the progression of this project.
3. In order to allow further spend to complete the project as there are no further Committees for two months which will not allow time for items to be brought back to

Committee in time for the spend to be completed by the deadline for the scheme to end.

Update on spending

1. ERDF Funding

RHSSF Grant Funding Allocated to Brierfield: £7,310.

| Item | Actual Spend | Planned Spend | Total | Remainder |
|-----------------------------------|--------------|---------------|---------------|---------------|
| Brierfield | | | | |
| Sanitisers | | £796 | | |
| Anti-Bac Liquid (Est 3 month use) | | £840 | | |
| Posters | £50 | | | |
| | | | | |
| Total | £50 | £1,636 | £1,686 | £5,624 |

The progress made on the above is as follows:

- Safety posters have been printed and are being distributed through Environmental Health staff
- The four Hand sanitisers stations are in production at the time of this report and should be deployed by the Re-opening of the highstreets on April 12th

2. Council Funding (Non-ERDF)

| | |
|------------------------------------|------------------|
| PBC Funding | £4,180 |
| PBC Funding Spend | £0.00 |
| Non Grant Funding Remaining | £4,180.00 |

3. Website

At the last Brierfield Committee Meeting the committee was keen to explore spending of some of the above monies on a joint website project for Nelson and Brierfield businesses.

Research was carried out and the Committee should note the findings below:

- After the approval for the development of a website for Nelson and Brierfield's town centre businesses a specification for website procurement has been drawn up with different options to include
 - Standard website – to include safety messages – with contact details and links to businesses own websites
 - More advanced website – more like a Visit Nelson & Brierfield site with more information
 - Website with C&C service - A website but with Click & Collect service added

4. Website

Whilst a specification for these website options can be sent out to suitable companies the following should be noted:

- The standard website will give businesses an electronic presence, and only cost around £2000. As long as, at least initially, the site covers the safety measures being adopted by the shops in order to re-open safely it should be covered by the RHSSF Grant
- Though some companies can collect business information, at least initially, it is extremely labour intensive to collect and update this information

- That a Visit Nelson and Brierfield style website can be tailored and because of it being much more than safety messages would not be covered by the grant.
- The Click and Collect (C&C) service is something that can be promoted on a website but requires the provision of this service on more advanced platforms, for instance E-commerce platforms and the logistics that go with it. Outside of already existing well-established platforms, like Amazon, It is an expensive and labour-intensive project. There is a company that could provide a web platform and C&C service but which requires a minimum budget of £12,000 every year to run that service. This can be shared between two towns.
- Beyond their “virtual highstreet” as it was dubbed, the C&C service was offered by Colne for a short period of time, but is now being closed.
- The Grant Body for RHSSF have indicated that they cannot say whether a Click & Collect service would be covered by the grant and therefore it should be assumed any expenditure on such a service would need to be covered by non-grant money. The Grant Body have said that under no circumstance would they accept any mixed –funded grants, ie a mix of grant and non-grant funded projects. A project would be EITHER grant funded OR not

Decision requested:

- a) The Committee needs to make a decision and approve an approach for any expenditure on a website and/or Click & Collect service for Nelson and Brierfield based on the information in this report
- b) Due to the temporary suspension of Committees due to the May Elections and the tight deadline with the Grant Body, it is requested that the Planning, Economic & Regulatory Services Manager be given operational control of carrying on all projects listed above, including the development of a website or other service and the spending of all grant monies (grant and non-grant) based to ensure the successful completion of any agreed projects

IMPLICATIONS

Policy: None arising directly from this report

Financial: Total allocation for helping Brierfield town centre’s businesses is £11,490 in total. This is made up of £7,310 which is ERDF grant funded from the RHSS fund, and £4,180 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: None arising directly from this report

APPENDICES None

LIST OF BACKGROUND PAPERS None