



Ministry of Housing,
Communities &
Local Government



European Union

European Regional
Development Fund

Welcome Back Fund

Guidance

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Introduction

Councils across England are to share £56m of ERDF funding to support the return to high streets safely and help *build back better* from the pandemic. This funding shall be known as the “Welcome Back Fund” (the fund) and it builds on the £50m Reopening High Street Safely Fund (RHSSF) allocated to councils in 2020 and forms part of wider support government is providing to communities and businesses, to protect jobs, support the most vulnerable and ensure no one is left behind as we continue to tackle the Covid-19 pandemic and begin to *build back better*.

The fund will allow local authorities in England to put in place additional measures to create and promote a safe environment for local trade and tourism, particularly in high streets as their economies reopen. We also recognise that the impact of Covid-19 on local economies will be significant. Local authorities can therefore also use the fund to develop plans for responding to these impacts, this could include considering how other funding streams could help address those challenges in the future.

Part of the fund will be used to provide support for coastal resorts across England to support areas as they prepare for a great summer to safely welcome holiday makers in the coming months.

The fund can also be used by local authorities to:

- Boost the look and feel of their high streets by investing in street planting, parks, green spaces, and seating areas to make high streets welcoming.
- Run publicity campaigns and prepare to hold events that will boost footfall and encourage people back into the high streets and thereby supporting local businesses.
- Install and refresh signage and floor markings to encourage social distancing and safety.
- Improve green spaces on high streets and town centres by planting flowers or removing graffiti.

MHCLG expects local authorities to engage with stakeholders including local businesses, Business Improvement Districts (BIDs), Destination Management Organisations (DMO), town and parish councils. Where appropriate, MHCLG encourages local authorities to enter into suitable delivery partnership arrangements with town and parish councils to improve delivery outcomes for communities and high streets.

This guidance provides details of the activities that can be supported through the fund and an overview of how it will be administered, as well as key contractual requirements. This guidance builds on and replaces the previously published Reopening High Streets Safely Guidance. If you do have any questions, please contact the department using the contact details below.

Scope of the Fund

Activities covered by the Fund

The Welcome Back Fund (WBF) builds on the existing Reopening High Streets Safely Fund (RHSSF) scope (strands 1-4) with the addition of two new strands that further broaden the scope of the fund, supporting a wide range of intervention measures.

Local authorities can spend their total allocation (includes RHSSF and WBF) across all six strands tailored to their local needs. Details of local authority allocations are set out in Annex A of this guidance.

We expect local authorities to collaboratively draw up plans to support the reopening of local economies, engaging with local stakeholders which includes local businesses, other tiers of local authorities including town and parish councils.

Local authorities will need to agree with MHCLG the proposals to be funded under their Welcome Back Fund allocation. The Department will provide further guidance to local authorities in due course setting out the process for agreeing this.

1. Support to develop an action plan for how the local authority may begin to safely reopen their local economies.

This plan may be one that is completely new, amends or builds on existing ones such as high street servicing and delivery plans. When developing your action plan you may wish to consider the High Streets Task Force's [COVID-19 Recovery Framework](#).

It is not essential that a local authority develops these plans but in considering how to use this funding, all local authorities are encouraged to engage local businesses, business organisations, lower tier authorities such as parish councils, and other relevant stakeholders when considering how to use this award. This engagement should not selectively favour one business or organisation but should be open to all interested participants.

In addition, where temporary changes to the public realm are being proposed the respective local authority should work in partnership with public sector landowners as appropriate.

2. Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely.

The local authority will want to effectively communicate to its citizens their role in ensuring that the local economy can reopen safely. It will be for local authorities to decide the most appropriate communication channels for their areas. Examples of communication activities include:

- Online and digital.
- Media and press activities.
- Print and publications such as posters and leafleting campaigns.

There is scope to pay the salaries of staff or consultants to develop this work, but it is important that the local authority can evidence that this is additional activity beyond what was already underway prior to the grant being received.

The local authority should also note the ERDF publicity requirements when developing their campaigns. Further details on this can be viewed in the Publicity section of this document.

In developing and delivering this campaign the local authority should ensure that it is engaging local businesses, business organisations, lower tier authorities (such as parish councils) and other relevant stakeholders.

3. Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.

The principle of this activity is the same as for communications to citizens, but it is recognised that the messaging needs to be different and as such part of a separate campaign. For example, the local authority may want to communicate to retail businesses on how to make temporary adjustments to their business premises and good practice for social distancing.

The campaigns should be focussed on supporting SMEs. It is recognised that broad campaigns such as those online may be picked up by larger enterprises incidentally, but they should not be specifically targeted.

The advice being provided in these campaigns should be focussed on those businesses that operate alongside public spaces and have customers.

Whilst it is recognised that the local authority may already have a campaign in place covering these issues, this funding can be used to expand the scope of that existing activity or increase its intensity.

There is scope through this fund to support information officers to go directly to SMEs to provide them with advice, where those businesses serve the public and are adjacent to public spaces. These roles would have to be new posts, or an expansion of an existing role. The fund cannot be used as subsidy for existing provision.

In developing and delivering this campaign the local authority will want to ensure that it is engaging local businesses, business organisations, lower tier authorities such as parish councils and other relevant stakeholders.

4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.

To ensure that public spaces that are next to businesses are as safe as possible, temporary changes will need to be made to the physical environment. Local authorities will already be undertaking these changes in line with HMG's [Safer Public Places – Urban Centres and Green Spaces guidance](#). This funding can be used to enhance that existing offer to increase the level of safety measures, improve their attractiveness and ensure consistency of approach across individual and multiple public spaces including high streets. In doing so the respective local authority should work in partnership with public sector landowners as appropriate to enable works to be undertaken.

These changes can help improve consumer confidence and increase, safely, the number of active consumers.

In addition, the fund will also support 2 new strands of activity:

5. Support to promote a safe public environment for a local area's visitor economy.

The local authority will want to effectively support and promote the safe and successful reopening of the public environment for local trade and tourism. To boost the look and feel of their high streets, local authorities may invest in activities to make high streets welcoming and promote the visitor economy.

This includes but is not limited to:

- Placed based marketing, for example, supporting safe celebration events on high streets and in local towns.
- Marshals.
- Public space maintenance.
- Maintenance of public conveniences (toilets) including new temporary facilities (toilets) provision.
- Beautification activities including graffiti removal.
- Non-permanent public realm adaptations.
- Activities that future proof the high street.
- Improvement of green spaces and provision of outdoor seating areas.

The fund allows a more flexible approach around supporting public space, it does not necessarily need to be adjacent to commercial areas, making it easier to support for example promenades.

There is scope to pay the salaries of staff or consultants to develop this work, but it is important that the local authority can evidence that this is additional activity beyond what was already underway prior to the grant being received.

Events and celebrations should respect the most recent social distancing guidelines as per the [Safer Public Places guidance](#) and the [Guidance for managing beaches, the countryside and coastal areas](#).

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.

This strand is complementary to strand 1 but recognises that the impact of Covid-19 on local economies will be significant. Local authorities can, under this strand, use the fund to develop plans for responding to these impacts. This could include, but is not limited to, undertaking research to inform the development of a local strategic plan.

The strand will support opportunities to further develop, pilot projects and strategic responses to address and reverse the long-term impacts of covid-19 on local economies, particularly where they relate to the high street.

In addition, where temporary changes to the public realm are being proposed as a part of a trial the respective local authority should work in partnership with public sector landowners as appropriate.

Activities out of scope

There are three main categories where activities cannot be supported:

- **Activity that provides no additionality** - Government recognises that local authorities will already be delivering activity to ensure the safe reopening of their economies. This funding is intended to be additional funding on top of that existing activity; it should not be replacing the source for already committed expenditure. For example, if there is already a communications officer on staff then this funding cannot be used to subsidise their salary, but it can support overtime of existing staff or a new temporary role to support the implementation. Similarly, if the authority's own in-house public works department undertakes works (e.g. additional road markings) the staff costs associated with this activity would not be eligible, although additional materials purchased for this purpose would be eligible.
- **Capital expenditure** – This is a revenue only funding project intended to help local authorities address the longer-term impact of Covid-19 on local economies. This can include activities that last as long as restrictive measures are in place as well as activities that help future proof high streets. Permanent changes are therefore not permitted.
- **Grants to businesses** – Funding cannot provide direct financial support to businesses to make adaptations to premises, purchase PPE, purchase goods or equipment or offset wages or other operating costs.

Whilst we have sought to be as permissive as possible in the activities that can be supported through this funding it is important to emphasise that investments will still

need to follow the ERDF Operational Programme's rules. In addition, investments made through this fund are limited to activity that is not classified as State Aid.

Managing the Funding

The fund builds on the Reopening High Streets Safely Fund (RHSSF) and is an extension to the earlier phase of the project. The delivery mechanism is a variation to the grant funding agreements (GFA) MHCLG currently has with local authorities. For those local authorities who do not yet have a GFA, the WBF team will work with you to progress through the contracting process.

Local authorities can continue to spend and deliver interventions under existing agreed arrangements as set out in your GFA.

Eligibility of expenditure under the fund's increased scope coincides with the publication of this guidance. MHCLG expects local authorities to first agree plans with MHCLG prior to incurring costs. The MHCLG team will contact you with further details regarding agreement of new proposals and the implementation of contract changes.

Grant Funding Agreement

The WBF Grant Funding Agreements (GFAs) will be an extension of the existing GFAs put in place between MHCLG and each local authority. An agreement to vary your existing contract will be put in place shortly. For the local authorities that are yet to agree a funding agreement MHCLG will work with you to expedite contracting arrangements.

Details of local authority allocations have been published and can be found in Annex A.

Eligibility

Local authorities can continue to claim for existing agreed activities set out within GFAs. Eligibility of the activities under the new additional strands will commence from the date of publication of this WBF guidance, subject to the provisions set out in the paragraph below.

Expenditure may be incurred by local authorities prior to agreeing the terms of the Welcome Back Fund grant with MHCLG, but this expenditure is at risk. Local authorities must comply with paragraph 7 of the ERDF National Eligibility Rules when claiming expenditure incurred before the terms of their grant have been fully agreed.

Unused RHSSF funding allocation per local authority as set out in Annex A can be rolled over into the WBF allocation and utilised against the increased scope set out in the WBF guidance.

For costs to be eligible to this project, local authorities will need to ensure that they can evidence how these costs are additional, over and above any that they might otherwise incur.

Internal recharges or journal transfers are not eligible under ERDF rules. Local authorities will therefore need to ensure that they can provide evidence if requested of each cost's transaction leaving their bank account.

Expenditure must directly or indirectly support activity linked to addressing the impact of COVID-19.

Claiming Expenditure

Local authorities will be able to spend money on eligible activities from the date of the WBF guidance publication and claim it back from MHCLG in arrears. The default position is that claims will be paid quarterly. Any local authority that will need to make more regular claims to MHCLG will need to discuss this with them.

A standard claims template will be provided for local authorities and as a minimum all claims should contain the following information:

- A summary of expenditure.
- Details of every transaction, irrespective of value, that is included in the project expenditure in the claim period.
- Details of the outputs, as set out in Annex B, and results achieved in the claim period.
- Details of procurements included in the claim.
- A quarterly progress report for the claim period – a progress report will be required even if no funding is being claimed.

The costs associated with administering this grant will also be eligible for reimbursement up to 4% of the total grant value. This 4% would be taken directly from the grant itself; no additional funding is being provided to cover these administrative costs.

Delivery Partners

Local authorities in receipt of funding are expected to engage with local businesses, business organisations, lower tier authorities (such as town and parish councils) and other relevant stakeholders as part of the development of Welcome Back Fund plans. However, we understand that different areas will prioritise different activities according to local need and it is for local authorities to assess the best mechanism by which to do this.

If you do identify another organisation (such as a town/parish council, Destination Management Organisations or a Business Improvement District) as the most appropriate provider for any eligible activity, you can deliver said activity through a Delivery Partner arrangement. To become a Delivery Partner the identified partner i.e. town/parish council or BID will need to enter into a service level agreement (SLA) with the principal local authority and be named within the local authority's Grant Funding Agreement.

Delivery Partners need to be named in the Project Specific Conditions within the relevant grant funding agreement (GFA) of the principal local authority or subsequently agreed within the contract variation of existing GFAs.

Please note that delivery partners in receipt of funding would be expected to demonstrate compliance with all ERDF funding rules concerning procurement, publicity, defrayal, state aid and record keeping and would be required to retain evidence of this in the same way as the principal local authority.

We recognise that this ERDF Delivery Partner arrangement may not be suitable in every case, for example where a lower tier of authority does not necessarily require the ability to defray financial costs. Local authorities can also demonstrate engagement via consultation and partnership working with lower tiers where it is more appropriate for the spend to be at the lead local authority level only.

Details of local authority engagement with delivery partnership arrangements should be set out in local authority WBF proposals for new activities and will be monitored and reported against through quarterly progress reports.

Project records

Evidence must be retained to demonstrate that any project expenditure is eligible and that costs have been defrayed. These records will need to be retained through the life of the project and for the relevant ERDF retention period. Examples of evidence include:

- Invoices/receipts, purchase orders/contracts, payroll records, bank statements and accounting records.
- Employment and salary costs must be evidenced by job descriptions, contracts of employment, payroll records and bank statements.
- Core documents for any procurement carried out; and
- Copies of all publicity materials, including press releases, marketing activity and posters displayed in venues where activity takes place, must be retained to demonstrate proactive activity and the correct use of the EU logo and required text.

Regulatory requirements

Publicity

The ERDF branding requirements will need to be followed by all local authorities. The use of the ERDF logo, which includes the emblem and reference to the fund, and the requirements set on colour use, sizing, visibility and positioning must be followed. The HMG logo must be used alongside the ERDF logo.

The requirements to be considered and met include:

- Display the ERDF logo on all electronic and print publication materials used for information and communications supported by the fund including:
 - advertisements, job advertisements, job descriptions and notices;
 - leaflets, brochures, flyers and newsletters;
 - promotional items;
 - project documentation – e.g. reports, papers and letterheads;
 - procurement material;
 - social media tools; and
 - posters (see below for more details).
- Display the ERDF logo on the relevant website – established specifically for the fund activities or a broader website used by the beneficiary, ensuring:
 - use of the colour ERDF logo;
 - logo is visible upon landing, in viewing area and without the need to scroll; and
 - inclusion of a short description of the activities to be supported with aims and results.
- Display of at least one poster of minimum A3 size, readily visible to the public (e.g. the entrance area of a public building) at the location of the activities being implemented and containing information on the work being delivered.
- Ensuring inclusion of a reference to ERDF, the logo and use of ERDF notes to editors in any media and press activities.

The full branding and publicity requirements including details of logo use can be found on [GOV.UK](https://www.gov.uk).

Procurement

Local authorities will need to ensure that all procurements are awarded in line with the ESIF National Procurement Requirements. Procurements should therefore be carried out in an open and transparent way and an audit trail of the routes followed and the process will need to be retained. Please note threshold limits apply to single tender direct awards of contracts. The full guidance on Procurement can be found on [GOV.UK](https://www.gov.uk).

State Aid

The fund's position is that eligible activities should be delivered in a way that does not result in State Aid.

Further State Aid guidance can be found on [GOV.UK](https://www.gov.uk).

Monitoring and Evaluation

Monitoring of delivery progress of the local authority will take place by MHCLG. This will include as a minimum some or all of the following measures:

- Checks on LA systems and processes for retaining an audit trail.
- Spot checks on expenditure items included in quarterly claims.
- Local authority submitted quarterly claims and progress reports.
- Updates on wider engagements with stakeholders including town and parish councils.

Given the bespoke nature of this project there will be a need to provide some additional reporting requirements to evidence the outputs and outcomes of the investments being made.

Before beginning to spend the grant, local authorities should set baselines for future measurements relating to the current footfall in your high streets. The costs incurred in collecting this monitoring data, provided they are reasonable and not already available, can be covered as part of the costs associated with developing an action plan.

MHCLG will be seeking to undertake a wider impact evaluation of the investment in high streets/town centres through the Welcome Back Fund project to better understand what has worked well and to inform new approaches.

Contacts

If you have questions regarding this guidance please send them to RHSSFund@communities.gov.uk.

Annex A

Welcome Back Fund Allocations per local authority

(includes both RHSSF and WBF allocations)

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
Adur	£56,721	£121,721	£178,442
Allerdale	£86,416	£186,416	£272,832
Amber Valley	£113,424	£113,425	£226,849
Arun	£143,718	£208,718	£352,436
Ashfield	£114,527	£114,528	£229,055
Ashford	£116,814	£116,815	£233,629
Babergh	£81,635	£146,635	£228,270
Barking and Dagenham	£189,384	£189,384	£378,768
Barnet	£352,546	£352,546	£705,092
Barnsley	£219,400	£219,400	£438,800
Barrow in Furness	£58,858	£158,859	£217,717
Basildon	£165,814	£165,814	£331,628
Basingstoke and Deane	£155,751	£155,751	£311,502
Bassetlaw	£104,654	£104,654	£209,308
Bath and North East Somerset	£172,615	£172,615	£345,230
Bedford	£154,129	£154,129	£308,258
Bexley	£220,176	£220,176	£440,352
Birmingham	£1,016,937	£1,016,936	£2,033,873
Blaby	£91,482	£91,483	£182,965
Blackburn with Darwen	£131,610	£131,610	£263,220
Blackpool	£122,772	£222,771	£345,543
Bolsover	£71,400	£71,400	£142,800
Bolton	£253,140	£253,140	£506,280
Boston	£62,811	£62,811	£125,622
Bournemouth, Christchurch, and Poole	£351,322	£416,323	£767,645
Bracknell Forest	£108,686	£108,686	£217,372
Bradford	£477,170	£477,170	£954,340
Braintree	£134,417	£134,418	£268,835
Breckland	£125,275	£125,275	£250,550
Brent	£295,907	£295,908	£591,815
Brentwood	£67,382	£67,383	£134,765
Brighton and Hove	£259,269	£324,269	£583,538
Bristol	£415,785	£415,785	£831,570
Broadland	£116,155	£116,155	£232,310
Bromley	£295,177	£295,178	£590,355
Bromsgrove	£88,668	£88,668	£177,336
Broxbourne	£85,547	£85,548	£171,095
Broxtowe	£101,458	£101,459	£202,917

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
Buckinghamshire	£481,588	£481,588	£963,176
Burnley	£78,757	£78,758	£157,515
Bury	£169,235	£169,235	£338,470
Calderdale	£186,099	£186,099	£372,198
Cambridge	£110,674	£110,675	£221,349
Camden	£239,768	£239,768	£479,536
Cannock Chase	£89,622	£89,623	£179,245
Canterbury	£146,699	£211,700	£358,399
Carlisle	£95,875	£95,875	£191,750
Castle Point	£79,835	£144,835	£224,670
Central Bedfordshire	£255,873	£255,873	£511,746
Charnwood	£165,450	£165,450	£330,900
Chelmsford	£159,001	£159,001	£318,002
Cheltenham	£103,577	£103,578	£207,155
Cherwell	£133,843	£133,843	£267,686
Cheshire East	£339,533	£339,534	£679,067
Cheshire West and Chester	£305,395	£370,395	£675,790
Chesterfield	£92,638	£92,638	£185,276
Chichester	£108,161	£173,161	£281,322
Chorley	£105,438	£105,438	£210,876
City of London	£30,000	£30,000	£60,000
Colchester	£174,002	£239,003	£413,005
Copeland	£59,919	£159,920	£219,839
Cornwall	£509,639	£609,639	£1,119,278
Cotswold	£81,144	£81,144	£162,288
Coventry	£334,307	£334,308	£668,615
Craven	£50,436	£50,436	£100,872
Crawley	£100,152	£100,153	£200,305
Croydon	£341,995	£341,995	£683,990
Dacorum	£137,473	£137,473	£274,946
Darlington	£94,239	£94,239	£188,478
Dartford	£100,466	£100,466	£200,932
Derby	£228,224	£228,224	£456,448
Derbyshire Dales	£63,808	£63,808	£127,616
Doncaster	£276,789	£276,790	£553,579
Dorset	£335,426	£400,426	£735,852
Dover	£105,542	£170,543	£276,085
Dudley	£285,548	£285,548	£571,096
Durham	£469,256	£569,256	£1,038,512
Ealing	£300,759	£300,759	£601,518
East Cambridgeshire	£79,895	£79,895	£159,790
East Devon	£130,992	£230,991	£361,983
East Hampshire	£108,114	£108,114	£216,228

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
East Hertfordshire	£132,170	£132,170	£264,340
East Lindsey	£126,238	£226,238	£352,476
East Riding of Yorkshire	£301,870	£401,870	£703,740
East Staffordshire	£106,046	£106,046	£212,092
East Suffolk	£222,198	£287,198	£509,396
Eastbourne	£91,624	£156,624	£248,248
Eastleigh	£118,435	£183,435	£301,870
Eden	£46,899	£46,899	£93,798
Elmbridge	£120,877	£120,878	£241,755
Enfield	£295,948	£295,948	£591,896
Epping Forest	£116,694	£116,694	£233,388
Epsom and Ewell	£71,062	£71,063	£142,125
Erewash	£102,534	£102,534	£205,068
Exeter	£116,632	£116,633	£233,265
Fareham	£103,270	£168,270	£271,540
Fenland	£91,408	£91,408	£182,816
Folkestone and Hythe	£100,751	£165,751	£266,502
Forest of Dean	£77,635	£77,635	£155,270
Fylde	£71,758	£171,758	£243,516
Gateshead	£178,928	£178,928	£357,856
Gedling	£105,213	£105,213	£210,426
Gloucester	£115,135	£115,135	£230,270
Gosport	£75,131	£140,131	£215,262
Gravesham	£94,146	£94,146	£188,292
Great Yarmouth	£88,301	£153,301	£241,602
Greenwich	£258,441	£258,441	£516,882
Guildford	£131,382	£131,381	£262,763
Hackney	£252,053	£252,053	£504,106
Halton	£114,260	£179,260	£293,520
Hambleton	£80,700	£80,700	£161,400
Hammersmith and Fulham	£166,896	£166,896	£333,792
Harborough	£83,483	£83,483	£166,966
Haringey	£239,933	£239,933	£479,866
Harlow	£77,121	£77,121	£154,242
Harrogate	£141,714	£141,714	£283,428
Harrow	£221,203	£221,203	£442,406
Hart	£86,003	£86,003	£172,006
Hartlepool	£82,445	£182,445	£264,890
Hastings	£82,026	£147,026	£229,052
Havant	£112,726	£177,726	£290,452
Havering	£231,057	£231,058	£462,115
Herefordshire	£172,188	£172,189	£344,377
Hertsmere	£92,495	£92,495	£184,990

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
High Peak	£81,981	£81,980	£163,961
Hillingdon	£272,855	£272,855	£545,710
Hinckley and Bosworth	£101,469	£101,469	£202,938
Horsham	£128,132	£128,133	£256,265
Hounslow	£240,811	£240,810	£481,621
Huntingdonshire	£157,826	£157,826	£315,652
Hyndburn	£71,676	£71,676	£143,352
Ipswich	£120,858	£120,859	£241,717
Isle of Wight	£126,269	£191,270	£317,539
Isles of Scilly	£30,000	£130,000	£160,000
Islington	£215,682	£215,681	£431,363
Kensington and Chelsea	£137,830	£137,830	£275,660
Kings Lynn and West Norfolk	£134,654	£199,654	£334,308
Kingston upon Hull	£230,406	£330,406	£560,812
Kingston upon Thames	£156,784	£156,784	£313,568
Kirklees	£389,715	£389,715	£779,430
Knowsley	£133,288	£233,288	£366,576
Lambeth	£290,782	£290,783	£581,565
Lancaster	£128,905	£228,905	£357,810
Leeds	£701,810	£701,810	£1,403,620
Leicester	£318,069	£318,069	£636,138
Lewes	£91,677	£156,678	£248,355
Lewisham	£272,218	£272,219	£544,437
Lichfield	£92,501	£92,501	£185,002
Lincoln	£87,816	£87,816	£175,632
Liverpool	£443,129	£443,129	£886,258
Luton	£187,988	£187,988	£375,976
Maidstone	£153,551	£153,551	£307,102
Maldon	£57,609	£122,609	£180,218
Malvern Hills	£70,271	£70,270	£140,541
Manchester	£488,628	£488,628	£977,256
Mansfield	£97,256	£97,255	£194,511
Medway	£246,396	£246,396	£492,792
Melton	£45,239	£45,239	£90,478
Mendip	£102,863	£102,863	£205,726
Merton	£182,103	£182,103	£364,206
Mid Devon	£73,686	£73,686	£147,372
Mid Suffolk	£91,892	£91,893	£183,785
Mid Sussex	£133,898	£133,898	£267,796
Middlesbrough	£123,875	£123,875	£247,750
Milton Keynes	£239,276	£239,276	£478,552
Mole Valley	£76,828	£76,828	£153,656
New Forest	£159,208	£224,208	£383,416

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
Newark and Sherwood	£108,976	£108,976	£217,952
Newcastle under Lyme	£115,378	£115,379	£230,757
Newcastle upon Tyne	£267,011	£267,011	£552,022
Newham	£316,668	£316,668	£633,336
North Devon	£86,191	£186,191	£272,382
North East Derbyshire	£90,043	£90,043	£180,086
North East Lincolnshire	£141,143	£241,143	£382,286
North Hertfordshire	£118,251	£118,251	£236,502
North Kesteven	£104,404	£104,404	£208,808
North Lincolnshire	£152,741	£252,740	£405,481
North Norfolk	£93,332	£158,331	£251,663
North Northamptonshire*	£312,221	£312,220	£624,441
North Somerset	£191,439	£256,439	£447,878
North Tyneside	£183,918	£248,918	£432,836
North Warwickshire	£58,610	£58,610	£117,220
North West Leicestershire	£93,217	£93,218	£186,435
Northumberland	£284,807	£349,808	£634,615
Norwich	£125,962	£125,961	£251,923
Nottingham	£294,601	£294,601	£589,202
Nuneaton and Bedworth	£115,040	£115,040	£230,080
Oadby and Wigston	£50,503	£50,504	£101,007
Oldham	£210,417	£210,418	£420,835
Oxford	£134,950	£134,950	£269,900
Pendle	£81,195	£81,195	£162,390
Peterborough	£181,516	£181,516	£363,032
Plymouth	£233,129	£333,129	£566,258
Portsmouth	£191,340	£256,340	£447,680
Preston	£125,813	£125,813	£251,626
Reading	£144,780	£144,780	£289,560
Redbridge	£269,587	£269,588	£539,175
Redcar and Cleveland	£121,632	£221,633	£343,265
Redditch	£75,088	£75,088	£150,176
Reigate and Banstead	£132,263	£132,264	£264,527
Ribble Valley	£53,771	£53,771	£107,542
Richmond upon Thames	£175,408	£175,408	£350,816
Richmondshire	£46,921	£46,921	£93,842
Rochdale	£197,050	£197,050	£394,100
Rochford	£77,836	£77,836	£155,672
Rossendale	£63,416	£63,416	£126,832
Rother	£85,837	£150,838	£236,675
Rotherham	£235,727	£235,728	£471,455
Rugby	£96,315	£96,315	£192,630
Runnymede	£78,590	£78,590	£157,180

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
Rushcliffe	£106,208	£106,209	£212,417
Rushmoor	£83,473	£83,474	£166,947
Rutland	£35,627	£35,628	£71,255
Ryedale	£49,266	£49,265	£98,531
Salford	£230,071	£230,071	£460,142
Sandwell	£292,628	£292,628	£585,256
Scarborough	£96,527	£161,528	£258,055
Sedgemoor	£109,807	£174,808	£284,615
Sefton	£244,167	£344,166	£588,333
Selby	£80,408	£80,409	£160,817
Sevenoaks	£107,106	£107,106	£214,212
Sheffield	£520,216	£520,216	£1,040,432
Shropshire	£288,194	£288,194	£576,388
Slough	£132,636	£132,636	£265,272
Solihull	£192,058	£192,058	£384,116
Somerset West and Taunton	£138,806	£203,806	£342,612
South Cambridgeshire	£140,440	£140,440	£280,880
South Derbyshire	£95,419	£95,419	£190,838
South Gloucestershire	£255,356	£255,356	£510,712
South Hams	£77,370	£177,370	£254,740
South Holland	£84,587	£84,588	£169,175
South Kesteven	£126,454	£126,455	£252,909
South Lakeland	£92,936	£192,936	£285,872
South Norfolk	£125,889	£125,889	£251,778
South Oxfordshire	£125,160	£125,160	£250,320
South Ribble	£97,965	£97,965	£195,930
South Somerset	£149,354	£149,354	£298,708
South Staffordshire	£99,469	£99,469	£198,938
South Tyneside	£133,554	£198,554	£332,108
Southampton	£225,271	£290,271	£515,542
Southend on Sea	£163,096	£228,096	£391,192
Southwark	£285,961	£285,961	£571,922
Spelthorne	£88,049	£88,049	£176,098
St Albans	£130,464	£130,464	£260,928
St Helens	£160,220	£160,220	£320,440
Stafford	£121,848	£121,848	£243,696
Staffordshire Moorlands	£87,090	£87,090	£174,180
Stevenage	£77,818	£77,818	£155,636
Stockport	£259,403	£259,403	£518,806
Stockton on Tees	£174,891	£274,891	£449,782
Stoke on Trent	£227,484	£227,484	£454,968
Stratford on Avon	£116,036	£116,036	£232,072
Stroud	£106,463	£106,463	£212,926

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
Sunderland	£244,835	£309,835	£554,670
Surrey Heath	£78,494	£78,494	£156,988
Sutton	£182,487	£182,486	£364,973
Swale	£134,057	£199,058	£333,115
Swindon	£198,797	£198,798	£397,595
Tameside	£200,741	£200,741	£401,482
Tamworth	£67,445	£67,445	£134,890
Tandridge	£77,880	£77,880	£155,760
Teignbridge	£119,835	£219,835	£339,670
Telford and Wrekin	£160,347	£160,348	£320,695
Tendring	£131,110	£196,110	£327,220
Test Valley	£112,403	£112,403	£224,806
Tewkesbury	£84,931	£84,931	£169,862
Thanet	£126,456	£191,456	£317,912
Three Rivers	£82,174	£82,174	£164,348
Thurrock	£155,810	£155,810	£311,620
Tonbridge and Malling	£117,531	£117,531	£235,062
Torbay	£121,293	£221,293	£342,586
Torridge	£61,179	£161,179	£222,358
Tower Hamlets	£292,962	£292,963	£585,925
Trafford	£210,672	£210,671	£421,343
Tunbridge Wells	£104,842	£104,843	£209,685
Uttlesford	£80,809	£80,809	£161,618
Vale of White Horse	£121,938	£121,939	£243,877
Wakefield	£311,389	£311,389	£622,778
Walsall	£253,601	£253,601	£507,202
Waltham Forest	£247,283	£247,283	£494,566
Wandsworth	£292,844	£292,844	£585,688
Warrington	£185,805	£185,805	£371,610
Warwick	£127,085	£127,085	£254,170
Watford	£85,637	£85,636	£171,273
Waverley	£111,270	£111,270	£222,540
Wealden	£143,302	£208,303	£351,605
Welwyn Hatfield	£109,901	£109,901	£219,802
West Berkshire	£139,795	£139,795	£279,590
West Devon	£49,619	£49,619	£99,238
West Lancashire	£100,989	£100,989	£201,978
West Lindsey	£84,598	£84,598	£169,196
West Northamptonshire**	£360,868	£360,867	£721,735
West Oxfordshire	£97,972	£97,973	£195,945
West Suffolk	£159,294	£159,294	£318,588
Westminster	£232,924	£232,924	£465,848
Wigan	£290,046	£290,046	£580,092

Local Authority	Reopening High Streets Safely Fund	Welcome Back Fund	Total
Wiltshire	£449,858	£449,858	£899,716
Winchester	£110,972	£110,971	£221,943
Windsor and Maidenhead	£133,672	£133,673	£267,345
Wirral	£286,292	£386,291	£672,583
Woking	£89,172	£89,173	£178,345
Wokingham	£151,819	£151,820	£303,639
Wolverhampton	£234,488	£234,488	£468,976
Worcester	£90,121	£90,121	£180,242
Worthing	£98,168	£163,168	£261,336
Wychavon	£115,925	£115,925	£231,850
Wyre	£99,180	£199,180	£298,360
Wyre Forest	£90,196	£90,196	£180,392
York	£186,219	£186,219	£372,438

* On 1 April 2021 the Unitary Authority of North Northamptonshire was formed consisting of the non-metropolitan districts of Corby, East Northamptonshire, Kettering, and Wellingborough. Funding allocations for the Welcome Back Fund have been merged accordingly.

** On 1 April 2021 the Unitary Authority of West Northamptonshire was formed consisting of the non-metropolitan districts of Daventry, Northampton, and South Northamptonshire. Funding allocations for the Welcome Back Fund have been merged accordingly.

Annex B

Welcome Back Fund Outputs

(P14) Number of CV-19 Action Plans – Strand 1	
Terms	Definitions
Unit of Measurement	Number of CV-19 Action Plans.
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none"> This output relates to activities delivered under strand 1 of the Welcome Back Fund: Support to develop an action plan for how the local authority may begin to safely reopen their local economies. The CV-19 action plan must be focussed on activities that help ensure that Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) in the area covered by the plan are able to build their resilience and adaptability in the context of the economic impact of CV-19. For example, ensuring that they can trade safely whilst CV-19 nonpharmaceutical interventions (NPIs) are in place such as social distancing measures.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none"> This CV-19 action plan may be one that either amends or adds to an existing plan or is completely new.
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none"> CV-19 action plans that do not include measures to build the resilience and adaptability of Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) in the area covered by the plan are excluded. CV-19 action plans already counted as P14 output under the RHSSF cannot be double counted even if these plans need to be amended to reflect the broadened scope of the WBF.

(P14) Number of CV-19 Action Plans – Strand 1

Terms	Definitions
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• A copy of the CV-19 action plan should be made available.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• There is no direct relationship to other indicators.
Notes	<p>Action plans will be targeted at domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P15) Number of CV-19 Public Information Campaigns – Strand 2

Terms	Definitions
Unit of Measurement	Number of CV-19 Public Information Campaigns.
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none"> • This output relates to activities delivered under strand 2 of the Welcome Back Fund: Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely. • The CV-19 public information campaign must be focussed on activities that include <i>inter alia</i> promotion of local commercial areas, make the public aware of the precautions in place, enable the public to make informed travel choices on how best to visit commercial areas and enable the public to visit commercial areas safely whilst CV-19 nonpharmaceutical interventions (NPIs) are in place such as social distancing measures. • Examples of communication activities include but are not limited to: <ul style="list-style-type: none"> ○ online and digital; ○ media and press activities; and ○ print and publications such as posters and leafleting campaigns.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none"> • This CV-19 public information campaign can be one that either is completely new, amends or adds to an existing campaign.
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none"> • CV-19 public information campaign that does not include measures to build the resilience and adaptability of local commercial areas in the area covered by the campaign are excluded.

(P15) Number of CV-19 Public Information Campaigns – Strand 2

Terms	Definitions
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• A copy of the CV-19 public information campaign should be made available.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• This indicator links to P16, number of CV-19 business facing campaigns. It is possible that a single campaign may be developed which covers both public and business facing elements. In those instances, then the campaign can be counted both under P15 and P16.
Notes	<p>Public campaigns will be targeted at supporting domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P16) Number of CV-19 Business Facing Campaigns – Strand 3

Terms	Definitions
Unit of Measurement	Number of CV-19 Business Facing Campaigns

(P16) Number of CV-19 Business Facing Campaigns – Strand 3

Terms	Definitions
<p>Count Criteria: What can be recorded against this indicator?</p>	<ul style="list-style-type: none"> • This output relates to activities delivered under strand 3 of the Welcome Back Fund: Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely. • The CV-19 business facing campaign must be focussed on activities that help ensure that Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) in the area covered by the campaign are able to build their resilience and adaptability in the context of the economic impact of CV-19. For example, ensuring that they are to trade safely whilst CV-19 nonpharmaceutical interventions (NPIs) are in place such as social distancing measures. • Examples of communication activities include but are not limited to: <ul style="list-style-type: none"> ○ online and digital; ○ media and press activities; and ○ print and publications such as posters and leafleting campaigns.
<p>Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?</p>	<ul style="list-style-type: none"> • This CV-19 business facing campaign can be one that either is completely new, amends or adds to an existing campaign.
<p>Count Exclusions: What activity cannot be counted against this indicator?</p>	<ul style="list-style-type: none"> • CV-19 business facing campaign that does not include measures to build the resilience and adaptability of Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) in the area covered by the campaign are excluded.

(P16) Number of CV-19 Business Facing Campaigns – Strand 3

Terms	Definitions
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• A copy of the CV-19 business facing campaign should be made available.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• This indicator links to P15, number of CV-19 public facing campaigns. It is possible that a single campaign may be developed which covers both public and business facing elements. In those instances, then the campaign can be counted both under P15 and P16.
Notes	<p>Business facing campaigns will be targeted at supporting domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P17) Number of CV-19 Communication Officers – Strand 3

Terms	Definitions
Unit of Measurement	Number of CV-19 Communication Officers (Full-time equivalent, FTE).
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none"> • This output relates to activities delivered under strand 3 of the Welcome Back Fund: Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely. • The CV-19 communications officer must be focussed on activities that help ensure that Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) to build their resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support. • Activities may include but are not limited to development and/ or delivery of the public information and/or business facing campaigns.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none"> • A CV-19 Communications Officer must be a new, additional role which can be supported through the WBF until 31 March 2022.
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none"> • CV-19 communications officers' activity that is not directed to building the resilience and adaptability of Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) in the area covered by the post are excluded.
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none"> • Written confirmation from a senior member of staff in the supported organisation confirming the post. This should include details of the job as advertised and start date, duration, and the number of hours per week.

(P17) Number of CV-19 Communication Officers – Strand 3	
Terms	Definitions
Additional Information Required for Indicator	<ul style="list-style-type: none"> No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none"> Where a communication officer is engaged in face to face engagement with businesses, either on a one to one basis or one to many, then there may be scope to count C1 (and relevant subsets) or P13 outputs. These are defined in the programmes output definition guidance which can be found here.
Notes	<p>Communication officer activity will be targeted at supporting domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P18) Number of High Streets with CV-19 Adaptations – Strand 4

Terms	Definitions
Unit of Measurement	Number of High Streets with Temporary CV-19 Adaptations.
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none"> • This output relates to activities delivered under strand 4 of the Welcome Back Fund: Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely, and Support to promote a safe public environment for a local area’s visitor economy. • Temporary CV-19 adaptations made to public spaces adjacent to commercial areas which help Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) to build their resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support. • Adaptations can include but are not limited to signage, street markings, temporary barriers, changes to street furniture or parking arrangements.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none"> • Public spaces are defined as those under the control of a public sector organisation. • A High Street is defined as a cluster of 15 or more retail addresses within 150 metres. A retail address refers to the activity of selling goods or services directly to consumers or end-users. This excludes hospitality such as cafes and restaurant. <p>Temporary is defined as:</p> <ul style="list-style-type: none"> ○ “temporary” expenditure is only revenue expenditure; ○ “temporary” expenditure can only go towards items which are movable; and ○ “temporary” expenditure must be directly or indirectly connected to the purpose of making high streets/NSAs/other public spaces more Covid-resilient.

(P18) Number of High Streets with CV-19 Adaptations – Strand 4

Terms	Definitions
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none">• Temporary CV-19 adaptations made to public spaces are excluded where they do not:<ul style="list-style-type: none">○ meet the count threshold criteria;○ help the public access commercial areas in a safe way; or○ help Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) to build their resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support.
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• Invoices of expenditure incurred.• Where possible photographic evidence of the changes, ideally before and after.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• There is no direct relationship to other indicators.
Notes	<p>Temporary CV-19 adaptations made to public spaces will be targeted at supporting domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Where temporary changes to the public realm are undertaken the respective local authority should work in partnership with public sector landowners as appropriate.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P19) Number of Neighbourhood Shopping Areas with CV-19 Adaptations – Strand 4

Terms	Definitions
Unit of Measurement	Number of Neighbourhood Shopping Areas with Temporary CV-19 Adaptations.
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none"> • This output relates to activities delivered under strand 4 of the Welcome Back Fund: Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely, and Support to promote a safe public environment for a local area’s visitor economy. • Temporary CV-19 adaptations made to public spaces adjacent to commercial areas which help Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) to build their resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support. • Adaptations can include but are not limited to signage, street markings, temporary barriers, changes to street furniture or parking arrangements.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none"> • Public spaces are defined as those under the control of a public sector organisation. • A neighbourhood shopping area is defined as a cluster of 14 or less retail addresses within 150 metres. A retail address refers to the activity of selling goods or services directly to consumers or end-users. This excludes hospitality such as cafes and restaurant. <p>Temporary is defined as:</p> <ul style="list-style-type: none"> ○ “temporary” expenditure is only revenue expenditure; ○ “temporary” expenditure can only go towards items which are movable; ○ “temporary” expenditure must be directly or indirectly connected to the purpose of making high streets/NSAs/other public spaces more Covid-resilient.

(P19) Number of Neighbourhood Shopping Areas with CV-19 Adaptations – Strand 4

Terms	Definitions
<p>Count Exclusions: What activity cannot be counted against this indicator?</p>	<ul style="list-style-type: none"> • Temporary CV-19 adaptations made to public spaces are excluded where they do not: <ul style="list-style-type: none"> ○ meet the count threshold criteria; ○ help the public access commercial areas in a safe way; or ○ help Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) to build their resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support.
<p>Verification Evidence: What records need to be retained to count this indicator?</p>	<ul style="list-style-type: none"> • Invoices of expenditure incurred. • Where possible photographic evidence of the changes, ideally before and after.
<p>Additional Information Required for Indicator</p>	<ul style="list-style-type: none"> • No additional data is required.
<p>Relationship to other Indicators</p>	<ul style="list-style-type: none"> • There is no direct relationship to other indicators.
<p>Notes</p>	<p>Temporary CV-19 adaptations made to public spaces will be targeted at supporting domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Where temporary changes to the public realm are undertaken the respective local authority should work in partnership with public sector landowners as appropriate.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P20) Non-retail areas with CV-19 Adaptations – Strand 4

Terms	Definitions
Unit of Measurement	Number of Non-retail Areas with Temporary CV-19 Adaptations
<p>Count Criteria: What can be recorded against this indicator?</p>	<ul style="list-style-type: none"> • This output relates to activities delivered under strand 4 of the Welcome Back Fund: Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely, and Support to promote a safe public environment for a local area’s visitor economy. • Temporary CV-19 adaptations made to public spaces in non-commercial areas which help the visitor economy to build resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support. • Adaptations can include but are not limited to signage, temporary barriers, temporary facilities, improvement of green spaces or changes to parking arrangements.
<p>Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?</p>	<ul style="list-style-type: none"> • Public spaces are defined as those under the control of a public sector organisation. • Non-retail Areas are defined as areas not included under outputs P18 and P19. This includes but is not limited to rural areas, coastal areas and parks. • Temporary is defined as: <ul style="list-style-type: none"> ○ “temporary” expenditure is only revenue expenditure; ○ “temporary” expenditure can only go towards items which are movable; ○ “temporary” expenditure must be directly or indirectly connected to the purpose of making high streets/NSAs/non-retail spaces more Covid-resilient.

(P20) Non-retail areas with CV-19 Adaptations – Strand 4

Terms	Definitions
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none"> • Temporary CV-19 adaptations made to public spaces in non-retail areas are excluded where they do not: <ul style="list-style-type: none"> ○ meet the count threshold criteria; ○ help the public access non-commercial areas in a safe way; or ○ help the visitor economy to build resilience and adaptability in the context of the economic impact of CV-19 in the area covered by the ERDF support.
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none"> • Invoices of expenditure incurred. • Where possible photographic evidence of the changes, ideally before and after.
Additional Information Required for Indicator	<ul style="list-style-type: none"> • No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none"> • There is no direct relationship to other indicators.
Notes	<p>Temporary CV-19 adaptations made to public spaces will be targeted at supporting owners and operators of parks, beaches, countryside and coastal areas as well as Small and Medium Sized Enterprises, including Social Enterprises of the visitor economy sector; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Where temporary changes to the public realm are undertaken the respective local authority should work in partnership with public sector landowners as appropriate.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P21) Number of CV-19 Marshals / Wardens / Street Ambassadors – Strand 5

Terms	Definitions
Unit of Measurement	Number of CV-19 Marshals / Wardens / Street Ambassadors (Full-time equivalent, FTE)
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none">• This output relates to activities delivered under strand 5 of the Welcome Back Fund: Support to promote a safe public environment for a local area’s visitor economy.• The CV-19 marshals / wardens / street ambassadors must be focused on providing support to the public in public spaces in high streets/NSAs/non-retail areas in the area covered by the ERDF support. The roles may be put in place to serve an on-going need or a short term need to support specific events.• The role of marshals / wardens / street ambassadors may include but are not limited to:<ul style="list-style-type: none">○ Helping control the flow of people, footfall and traffic as well as support to ensure social distancing guidelines are adhered to.○ Supporting public space cleaning and maintenance including litter picking, graffiti removal and toilet provision.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none">• A CV-19 Marshal / Warden / Street Ambassador must be a new, additional role which can be supported through the WBF until 31 March 2022.
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none">• CV-19 marshals / wardens / street ambassadors’ activity that is not directed to providing support to the public in the area covered by the post are excluded.

(P21) Number of CV-19 Marshals / Wardens / Street Ambassadors – Strand 5

Terms	Definitions
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• Written confirmation from a senior member of staff in the supported organisation confirming the post. This should include details of the job as advertised and start date, duration, and the number of hours per week.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• There is no direct relationship to other indicators.
Notes	<p>Marshals / wardens / street ambassadors' activity will be targeted at supporting the establishment of a safe public environment for the local area's visitor economy thereby supporting Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>The WBF allows a more flexible approach around supporting public space i.e. it does not necessarily need to be adjacent to commercial areas making it easier to support promenades.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P22) Number of Events supported – Strand 5

Terms	Definitions
Unit of Measurement	Number of events supported
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none">• This output relates to activities delivered under strand 5 of the Welcome Back Fund: Support to promote a safe public environment for a local area’s visitor economy.• The activity must be focused on supporting and promoting safe events, including events of a celebratory nature, in public spaces in high streets/NSAs/non-retail areas.• The activities may include but are not limited to:<ul style="list-style-type: none">○ Place-based marketing○ online and digital;○ media and press activities; and○ print and publications such as posters and leafleting campaigns.• The events supported may include but are not limited to:<ul style="list-style-type: none">○ Events of a celebratory nature○ Festivals○ Town relaunches○ Markets.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none">• All activity undertaken should respect the most recent social distancing guidelines as per the Safer Public Places guidance and the Guidance for managing beaches, the countryside, and need to be part of the local authority’s Covid-19 recovery plans.

(P22) Number of Events supported – Strand 5

Terms	Definitions
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none">• Activities which provide direct revenue generation for local authorities as income/payments for the creation/running/maintenance of events.
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• Invoices of expenditure incurred.• Where possible photographic evidence of the changes, ideally before and after.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• There is no direct relationship to other indicators.
Notes	<p>Activities will be targeted at promoting the establishment of a safe public environment for successful events thereby benefiting Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>The WBF allows a more flexible approach around supporting public space i.e. it does not necessarily need to be adjacent to commercial areas making it easier to support promenades.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P23) Number of strategic plans or transformation route maps – Strand 6

Terms	Definitions
Unit of Measurement	Number of strategic plans or transformation route maps.
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none">• This output relates to activities delivered under strand 6 of the Welcome Back Fund: 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.• The strategic plan or transformation route map (as outlined by the High Streets Task Force) must be focussed on identifying medium term activities that help ensure that the areas covered are able to build resilience and adaptability in the context of the economic impact of CV-19 for medium to long-term success of local economies.
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none">• This could build on an existing short-term CV-19 action plan developed under strand 1 but should consider the medium-term strategic and operational aspects local authorities need to put in place now.• Medium term activities are defined as those that range between 3-5 years.
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none">• Strategic plans and transformation route map do not include measures to build the resilience and adaptability of Small and Medium Sized Enterprises, including Social Enterprises (see Notes below) in the area covered by the plan/ transformation route map.• Strategic plans and transformation route maps can build on but must be separate from the more immediate strand 1 CV-19 action plans.
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• A copy of the strategic plan / transformation route map should be made available.

(P23) Number of strategic plans or transformation route maps – Strand 6

Terms	Definitions
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• There is no direct relationship to other indicators.
Notes	<p>Given the broad nature of the plans and route map it is likely that they may indirectly benefit large companies as well as domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises.</p> <p>The WBF allows a more flexible approach around supporting public space i.e. it does not necessarily need to be adjacent to commercial areas making it easier to support promenades.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>

(P24) Number of pilot projects and strategic responses developed – Strand 6

Terms	Definitions
Unit of Measurement	Pilot projects and strategic responses developed.
Count Criteria: What can be recorded against this indicator?	<ul style="list-style-type: none">• This output relates to activities delivered under strand 6 of the Welcome Back Fund: 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.• The pilot projects and strategic responses developed must look to address and reverse the long-term impacts of Covid-19 on local economies, particularly where they relate to the High Street.• This could include, but is not limited to:<ul style="list-style-type: none">○ Place-based capacity building exercises to support place managers and leaders.○ Capacity building (i.e. training) for local place managers and leaders to respond adequately to future economic shocks.○ Piloting activities to test how events and High Street offers can be restarted and maintained safely.• Where temporary changes to the public space are being proposed as a part of a pilot project the respective local authority should work in partnership with public sector landowners as appropriate. These should help address the long-term impact of CV-19 in the area covered by the ERDF support.

(P24) Number of pilot projects and strategic responses developed – Strand 6

Terms	Definitions
Count Threshold: What is the threshold or minimum requirement for recording (one count) of this indicator?	<ul style="list-style-type: none">• A pilot project is defined as implementing ideas that has not been trialled before.• A strategic response is defined as a response looking to build medium to long term resilience and adaptability for the local economy.• Temporary is defined as:<ul style="list-style-type: none">○ “temporary” expenditure is only revenue expenditure;○ “temporary” expenditure can only go towards items which are movable;○ “temporary” expenditure must be directly or indirectly connected to the purpose of making high streets/NSAs/non-retail spaces more Covid-resilient.
Count Exclusions: What activity cannot be counted against this indicator?	<ul style="list-style-type: none">• Pilot projects and strategic responses that do not seek to build medium to long term resilience and adaptability for the local economy in the area covered by the ERDF support.
Verification Evidence: What records need to be retained to count this indicator?	<ul style="list-style-type: none">• A copy of the pilot project / strategic response documentation should be made available.• Invoices of expenditure incurred.• Where possible photographic evidence of the changes, ideally before and after.
Additional Information Required for Indicator	<ul style="list-style-type: none">• No additional data is required.
Relationship to other Indicators	<ul style="list-style-type: none">• There is no direct relationship to other indicators.

(P24) Number of pilot projects and strategic responses developed – Strand 6

Terms	Definitions
Notes	<p>Pilot projects and strategic responses will be targeted at supporting domestic and foreign-owned Small and Medium Sized Enterprises, including Social Enterprises; however, given the broad nature of this activity it is likely that they may indirectly benefit large companies too.</p> <p>Business is the term commonly used in the UK; the EU Regulations use enterprise.</p>