

REPORT AUDIT TRAIL				
CONSULTATION				
<i>This is important as it shows that consultation has been undertaken in the preparation of the report and provides a quick reference point for specific comments, whilst the report will not be publishable if these areas have not been completed by the named persons below. You must liaise with and receive sign off from the relevant Cabinet Member(s).</i>				
Name/Position	Portfolio/Ward/ Directorate	Date Sent	Date Received	Comments in para:
Councillor Denise Lelliott	Cabinet Member for Jobs and the Local Economy	29/06/21	30/06/21	Endorsed report, which she had previously seen when it went to Gold
<i>Paul Woodcock</i>	Assistant Chief Executive/ Strategic Director for Regeneration and Environment	Click here to enter a date.	Click here to enter a date.	
<i>Jonathan Baggaley, Finance</i>	Finance and Customer Services	30/06/21	08/07/21	Para 6.2
<i>Lesley Tattersall, Legal Services</i>	Legal Services	30/06/21	30/06/21	Paras 7.1 and 7.2
<i>John Crutchley, Human Resources</i>	Assistant Chief Executive's Office	30/06/21	30/06/21	Para 8.1
<i>Karen Middlebrook, Procurement</i>	Finance and Customer Services	30/06/21	05/07/21	Para 6.1
<i>Rebecca Wooley, Equalities</i>	Assistant Chief Executive's Office	09/07/21	13/07/21	Signed off Initial Screening Assessment Form
<i>Sam Blakeborough Carbon Impact</i>	Assistant Chief Executive's Office	01/07/21	06/07/21	Carbon Impact Form signed off

<u>REPORT APPROVAL TRACKING</u>			
Equalities Your report will not be authorised for submission to Cabinet by your Strategic Director if you have not undertaken and included an initial equalities screening. All equalities analysis documents should be included as appendices	Initial Screening completed and included with report	YES	13 th July 2021
	Full Assessment completed and included with report	NO	Insert date agreed
Carbon Impact Assessments Carbon Impact Assessments are to be appended to the associated cabinet reports. Carbon Impact Assessments should be sent to climate@rotherham.gov.uk for feedback prior to your report being sent to your Strategic Director for approval.	Carbon Impact Assessment completed and included with report.	YES	6 th July 2021
Background information MANDATORY: Insert headings for a few main public documents you have used or referenced to write this report. This is a legal requirement. For Cabinet reports, insert hyperlinks . Do not list private documents.	RHSSF and WBF guidance and FAQ Welcome Back Fund - GOV.UK (www.gov.uk)		
Appendices If appendices are essential to the understanding of the report, list titles here. Equality Analysis documents should be listed as Appendix 1 for all reports. Ensure that appendices have proper titles.	<i>Appendix 1 Initial Equalities Screening Assessment</i> <i>Appendix 2 Carbon Impact Assessment</i>		
Cabinet Member Approval You should retain an email confirming the Cabinet Member approval for your records. Strategic Directors should not authorise reports unless Cabinet Members have given sign off	YES	09/07/21	
Report Authorised by Strategic Director	YES/NO (delete as appropriate)	Click here to enter a date.	
Report Authorised for publication by Chief Executive	YES/NO (delete as appropriate)	Click here to enter a date.	

Select report type
Name of Committee

Delegated decision

Report Title

Reopening the High Street Safely Fund (RHSSF) and the Welcome Back Fund (WBF)

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Paul Woodcock, Strategic Director of Regeneration and Environment

Report Author(s)

Simeon Leach, Economic Strategy and Partnerships Manager

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Ward(s) Affected

Borough-Wide

Report Summary

To agree to a proposed list of activities and interventions funded through the Rotherham's RHSS/WBF allocation of £471,455

Recommendations

1. That the proposed list of activities contained in the report are approved for implementation using the Welcome Back Fund monies.

List of Appendices Included

Appendix 1 Initial Equalities Screening Assessment

Appendix 2 Carbon Impact Assessment

Background Papers

RHSSF and WBF guidance and FAQ [Welcome Back Fund - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

Gold – 29th May 2021

Council Approval Required

No

Exempt from the Press and Public

No

Reopening the High Street Safely Fund (RHSSF) and the Welcome Back Fund (WBF)

1. Background

- 1.1 Rotherham has received an award of £471,755 under the Reopening the High Street Safely and Welcome Back Funds. This money must be spent by the 31st March 2022
- 1.2 MHCLG provided a menu of eligible activities that could be supported by this funding, comprising:
- Support to develop an action plan for how the local authority may begin to safely reopen their local economies
 - Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely:
 - Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.
 - Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.
 - Support and promote a safe public environment for a local area's visitor economy
 - Support local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.
- 1.3 To be eligible, any activity must also be:
- additional;
 - revenue expenditure;
 - not categorised as State Aid;
 - compliant with ERDF programme rules.

2. Key Issues

- 2.1 Officers put forward a number of projects that met the above criteria, which were taken to Cabinet Member, Leader and the Covid Gold Group for consideration.

2.2

Proposed activities include:

- Events equipment to assist with safe distancing of crowds/visitors
- Support to develop a website promoting cultural attractions
- An events programme including town centre
- Markets signage, pavement vinyls, window vinyls for empty shops
- A new Saturday Market in Wath to attract footfall into the town centre
- Pop-up space for new small businesses and business support through RiDO
- Rotherham in Bloom campaign in the town centre
- Information Officers to work with retail and hospitality businesses
- Planters and external signage for Rotherham Civic Theatre
- Improvements to paths at Thrybergh Country to ensure accessible conditions

- Outdoor furniture in high streets and green spaces
- Canopies to enable outdoor dining / events at Clifton Park and Rother Valley
- Street lighting banners with 'Welcome Back' and other key messages
- Promote Great Rotherham To Do List in support of reopening of the borough.
- The Rotherham Show 'Welcome Back' programme and safety measures
- Christmas programme supporting animation of high streets & town centre
- Develop a befriending scheme to support those finding it difficult to go out
- Business intelligence from the retail and hospitality sector

2.3 After endorsement by the Cabinet Member, Leader and Covid Gold Group, these were included on the Welcome Back Fund activity form, which was submitted to MHCLG by the end of May deadline.

2.4 Approval has now been received from MHCLG for the proposed activities and the next step is to procure these and begin delivery.

3. Options considered and recommended proposal

3.1 That the proposed list of activities is agreed and officers commence delivery as quickly as possible – **Recommended option**.

3.2 If some or all of the activities are not approved, new activities would need to be identified and submitted to MHCLG, costing time and making it more likely the full allocation would not be spent in time.

3.3 The Council could consider not utilising the funding and returning the allocation (or part) to MHCLG (Government). This is not recommended as the proposals put forward seek to utilise the funds in order to benefit Rotherham both in terms of economic recovery but also assisting with managing the spread of Covid 19.

4. Consultation on proposal

4.1 The list of activities was endorsed by the Cabinet Member, Leader and then presented and agreed at Covid Gold Group (29th May 2021).

4.2 Details of the funding were circulated to all relevant teams within the Council, with an offer to submit eligible activities for inclusion.

5. Timetable and Accountability for Implementing this Decision

5.1 All spend must completed by 31st March 2022, with claims made quarterly in arrears on defrayed spend.

5.2 The Council is the accountable body for the project, signing a grant funding agreement with MHCLG

6. Financial and Procurement Advice and Implications (to be written by the relevant Head of Finance and the Head of Procurement on behalf of s151 Officer)

6.1 Where any of the funds are to be spent on goods, works or services from third party suppliers, these must be procured in accordance with the Council's own Financial and Procurement Procedure Rules, and the Public Contracts Regulations 2015 (as amended), where applicable.

6.2 This is a continuation of the previously authorised RHSSF with a programme of activity leveraging in external funding. A total of £8k was claimed in 2020/21. Processes have been but in place to accurately record expenditure and ensure that the appropriate claims evidence can be provided, in line with funding body requirements.

7. Legal Advice and Implications (to be written by Legal Officer on behalf of Assistant Director Legal Services)

7.1 There are no substantive legal implications arising from the content of this report.

7.2 If Legal Services involvement is needed to enter into the grant funding agreement referred to in paragraph 5.2 above, it is recommended that this be undertaken in a timely manner to avoid delays given the lack of resource within Legal Services.

8. Human Resources Advice and Implications

8.1 There are no direct HR implications arising from this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no direct implications for children, young people and vulnerable adult arising from this report.

10. Equalities and Human Rights Advice and Implications

10.1 An initial equalities screening assessment has been completed and is attached as Appendix 1.

11. Implications for CO2 Emissions and Climate Change

11.1 Carbon Impact Assessment is attached as Appendix 2.

12. Implications for Partners

12.1 The Council will work with partners in the delivery of activities where appropriate, i.e. the delivery of a Saturday Market in Wath.

13. Risks and Mitigation

- 13.1 If spend does not meet the requirements of ESF, then the claims will not be paid out – All officers have been provided with guidance documents. RiDO have experience on a number of ERDF/ESF projects and will check all claims for eligibility, prior to submission.
- 13.2 Any funding not defrayed by 31st March 2022 will be lost – Officers are aware of the timeframe. A number of “reserve” projects will be identified, able to spend funding at short notice if required.

14. Accountable Officers

Simeon Leach, Economic Strategy and Partnerships Manager

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	Click here to enter a date.
Strategic Director of Finance & Customer Services (S.151 Officer)	Named officer	Click here to enter a date.
Head of Legal Services (Monitoring Officer)	Named officer	Click here to enter a date.

Report Author: Simeon Leach, Economic Strategy and Partnerships Manager

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This report is published on the Council's [website](#).

