

**Report to: Place and Economic Development Committee, 7<sup>th</sup> June 2021**

**Report of: Corporate Director, Place**

**Subject: APPENDIX – WELCOME BACK FUND**

1. The proposal for spend was submitted to the Welcome Back Fund team at MHCLG on Friday 28 May. It is currently being reviewed and eligibility being confirmed. The details of the proposal are contained in the following table:

<b>Project</b>	<b>Value</b>
Temporary part-time staff member to deliver recovery activity in the city centre and neighbourhood centres	£24,000
Welcome Back Team - 2 staff, 3 days per week through the summer holidays, to support visitors in their return to the city. The staff will roam the city centre and be on hand to provide directions and offer support in promoting attractions and businesses.	£1,750
Enhancements for the safe delivery of events in green spaces to help encourage people to be outside for events during the summer	£5,000
Temporary information towers throughout the city centre and St Johns to promote key messages	£6,000
Programme of digital promotion for businesses, activities, attractions and events in the city to encourage additional footfall.	£6,500
Wooden chalets to support the delivery of open-air markets in December to provide additional reason to visit the city centre over the key shopping period to support recovery.	£22,000
Activation projects to support people to be outdoors in the city centre and by the riverside, to include seating, pop-up parks for picnics, 'selfie spots', decorations and activities	£25,000
Beautification programme to include deep cleanses, sticker removal, gum removal, window cleaning, weeding, planting, painting, graffiti clean up. Areas to be identified but would include city centre streets and neighbourhood centres (e.g. St Peters, St Johns, Dines Green, etc)	£50,000
Digital High Street project to support independent businesses across the city to get online and become more resilient – to include the provision of online opportunities and training.	£25,000
	<b>£165,250</b>