

Appendix 2. Business & Housing Policy Committee Report BHP 018 High Streets' Priority Plan

Winchester City Council - Welcome Back Fund Activity and Funding. Approved 8 June 2021.

No.	Area of Scope	Using bullet points briefly set out the specific activities you will undertake	Total Indicative Budget £ per item Gross
1	Support to develop an action plan for how the local authority may begin to safely reopen their local economies.	Project information officer Welcome Back Fund delivery / co-ordination – 8 months from August to March	£24,000
2	Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely	<p>Print, publications banner and information points/ signs supported by on-line content for New Alresford, Bishop Waltham and Wickham. (£2,500 ea.)</p> <p>Discover your local high street leaflet(s)</p> <ul style="list-style-type: none"> • Continue local town discoveries • Meeting places in local areas • Promote special qualities • Special offers <p>Focus on people now working from home campaign.</p> <p>Supported by targeted Facebook adverts (ring-fenced postcodes) (£200 per town advert plus design)</p>	<p>£7,500</p> <p>£10,000</p> <p>£1,000</p>
3	Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.	<p>Targeted support and advice to the entertainment, events and festivals sector as the last part of the economy to reopen</p> <p><u>Bishops Waltham</u></p> <p>Music in the Street Musicians (bands and buskers) on 4 Saturdays</p> <p>Bauble Hunt Children's Christmas event involving shop window displays</p> <p>BW Bites Samples of food from town centre traders. 2 Weekends</p>	£1,500

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4	Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.	<ul style="list-style-type: none"> • Planters for city and market towns temporary outside spaces • Street events, fayres and parties - temporary signs and barriers • Quality of public realm – cleanliness / repair / repaint bins / removal of graffiti. • “Moveable” public seating • Temporary “stage” in Abbey Gardens / Busket Yard – as space for outside events 	£25,000
5	Support and promote a safe public environment for a local area’s visitor economy	<ul style="list-style-type: none"> • Busket yard open space phase 2– continue the scheme to create public open space. • Visitor marketing campaign – Welcome Back <ul style="list-style-type: none"> ○ Mini discover what on your doorstep guide ○ Films for a day out in Winchester aimed at visitors and families ○ Advertising & PR campaigns 	£10,000 £24,000
6	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.	<p>Festival / events COVID impact and future potential research.</p> <p>Review our street markets so their value and benefit is fully understood and realised and offer a quality experience across the all our high streets.</p>	£3,500 £3,500