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| Item No. N/A | Classification: Open | Date: May 2017 | Decision maker: Cabinet Member for Business, Culture and Social Regeneration |
| Report title: | | The High Street Challenge Round 6 Grant Awards | |
| Ward(s) or groups affected: | | All | |
| From: | | Head of Chief Executive's Office | |

RECOMMENDATION

1. That the Cabinet Member for Business, Culture and Social Regeneration allocates £119,950 of grant funding from The High Street Challenge for Round 6. The projects recommended for award are set out in Appendix 1.

BACKGROUND INFORMATION

2. The aim of the High Street Challenge is to increase footfall and consumer spend in Southwark's High Streets and town centres as part of the delivery of Southwark's Economic Wellbeing Strategy. This has been achieved through the funding of a series of innovative, spatially-based projects over a three year period. Applications are invited for funds to deliver new approaches to improving town centres as well as embedding and reinforcing more established activities.
3. Lessons learnt from the Community Restoration Fund (CRF) programme – which was established to support Southwark businesses and communities affected by the 2011 London disturbances – and previous rounds of the High Street Challenge, have helped to inform the development of this programme.
4. Round One of the High Street Challenge launched in February 2014, followed by Round Two in September 2014, Round Three in March 2015, Round 4 in January 2016 and Round 5 in August 2016. To date, 38 projects have been awarded funding to a total value of £678,885. A call for proposals for Round Six, and final round, of the High Street Challenge launched 20 February 2017 and closed on 21 March 2017 with 33 applications received.
5. Ten projects are being recommended for funding, further details of which are included at Appendix 1. The total funding recommendation for these projects is £119,950.
6. Given that this is the last round of available funding and a high number of applications were received for Round Six the Local Economy Team will encourage partnership working and capacity building, where practical, between successful and unsuccessful applicants whilst exploring opportunities for the successful applicants to extend the reach of their projects in order to maximise their impact across the borough, in line with the aims and themes of the High Street Challenge.

KEY ISSUES FOR CONSIDERATION

7. The High Street Challenge fund has been designed to respond to the range of challenges as well as the unique attributes of each of the town centres and high streets in Southwark. Applicants were required to demonstrate how their proposals met the following objectives:
 - Produce benefits beyond the funding period
 - Introduce new approaches/models that have not previously existed in town centres
 - Add to and align with existing initiatives in the proposed area
 - Build the capacity of the local businesses or groups to accelerate economic growth beyond the funding period
 - Bring together different parts of the local community and promote inclusivity.
8. Under these objectives a set of four broad themes have been identified to define the scope of the activities that can be commissioned as part of the fund. It is expected that successful projects will fit with more than one of these themes:
 - **Promotion:** Activities to promote and market the town centre/high street's offer in order to increase footfall and customer spend
 - **Transformation:** Activities to attract new customers to the high street (or engage them for a longer period) through use of space and design
 - **Diversification:** Activities to diversify the offer of the town centre/high street in a way that is likely to have an impact on footfall
 - **Participation:** Activities to create new partnerships/networks or build the capacity of existing networks in a way that will strengthen the ability of the town centre/high street to create growth.
9. The funding allocation process was planned to comprise of a total of six rounds for proposals for the High Street Challenge.
10. In arriving at the proposed funding allocations, the evaluation panel has taken into consideration the scores achieved against the published criteria, the desire for a spread of projects across the borough, and an assessment of the likely impact of the project on local economic growth.

Consultation

11. A range of internal and external stakeholders were consulted on the purpose and scope of the fund. Internal stakeholders included community engagement, health, markets, libraries culture, crime prevention, regeneration, planning policy, and public realm.
12. Business networks were consulted and asked to identify the main challenges facing their town centres/high streets and to suggest the types of initiatives that they believe would help local businesses to thrive. Additionally, lessons from other local authorities such as Brent, Croydon, Lewisham and Hackney have been incorporated

where they have shared innovative approaches to town centre support. The consultation responses have also been linked to key recommendations from an extensive policy review.

13. Key themes emerging from consultation included:
 - A need for promotional activities that would drive footfall
 - Opportunities for creative uses and activities that would diversify the offer on the high street and catch the attention of residents and visitors
 - A need for smaller scale, local initiatives to build on existing assets and link them to larger scale regeneration processes
 - The importance of partnership approaches, building capacity and encouraging wide-ranging engagement in town centre initiatives.
14. The information and suggestions gathered through consultation, along with recommendations from the policy review were brought together and used to develop a framework for the fund to address the main challenges being faced by town centres and high streets in Southwark.
15. At the assessment stage, the evaluation panel also consulted relevant colleagues such as those responsible for markets, events, culture, and regeneration. Comments were taken into consideration in order to arrive at a final decision.
16. The transport team and Transport for London were also consulted at an early stage during the development process for this project to identify the key project aims and parameters.

Policy implications

17. The refreshed Economic Wellbeing Strategy 2017-22 was adopted in December 2016 having secured council-wide endorsements.

Support to businesses is central to two of its strategic objectives:

- **Business** - A growth borough, where business thrives and prospers
 - **Thriving town centres and high streets** - Dynamic, diverse, digital centres that are great places to visit, spend time and enjoy.
18. The High Street Challenge will support the delivery of the Economic Wellbeing Strategy through the opportunities presented by the fund to harness the energy of business and other imaginative and enterprising people or groups in order to breathe new life and ideas into town centres. The desired outputs and outcomes for the High Street Challenge set out in the prospectus are in line with the strategy in that they are focused around the use of innovative approaches to stimulate footfall and customer spend, support self-sustaining business networks to flourish and engage with their local communities for mutual benefit and deliver activities that will lead to high streets benefitting from fewer shops and a greater mix of uses.
 19. Economic growth remains a high priority for the council. The activities of the successful projects are expected to act as a catalyst for economic growth by attracting and leveraging funding from other sources for activities that will continue to

redefine Southwark's high street offer to local residents and visitors. This approach will lead to local jobs being safeguarded in the short term and job creation in the long term. Furthermore, it will represent the council's response to the recent decline of the traditional high street model.

Community impact statement

20. Community benefits will accrue through the direct outputs of this project (i.e. increased number of visitors to the high street, increase in customer spend, public spaces created or improved, under used or empty spaces brought back into use, retail spaces improved, young entrepreneurs engaged, match funding secured and new jobs created).
21. Due regard has been paid to the Public Sector Equality Duty (PSED) in section 149 of the Equality Act 2010 specifically; to have due regard to the need to eliminate discrimination, harassment, victimisation or other prohibited conduct; advance equality of opportunity; and foster good relations between people with protected characteristics and those who do not. The principles of the PSED are imbedded in the core objectives of the High Street Challenge, as the programme intends to improve and develop participation from all sections of the community in a manner that will positively impact high streets and town centres. As part of the assessment process, applicants were asked to define how their projects would be inclusive and welcoming to all. When considering the response to this question, the panel scored applicants based on how well their proposed project would engage a diverse local community and business groups, and promote inclusivity.
22. Care has also been taken in development of the prospectus to ensure the accessibility of the fund for Southwark-based businesses, community groups, and voluntary sector organisations.
23. As part of the evaluation process, proposals were assessed for their ability to build the capacity of local businesses and residents to support their high street or town centre to thrive beyond the life of the fund. Therefore, it is expected that the projects that have been recommended for funding will have a long term positive impact in their chosen areas.

Financial implications

24. The full cost of the funding recommendation for this project will be met by the New Homes Bonus. All other costs will be met within existing resources.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Director of Law and Democracy

25. This report seeks approval of grant awards recommended as part of the sixth and final round of the High Street Challenge initiative. The decision to approve the report recommendation is one which is expressly reserved to the cabinet member under part 3D of the council's constitution.
26. Pursuant to section 149 of the Equality Act 2010 (the Public Sector Equality Duty) the council must have due regard to the need to:
 - (a) Eliminate discrimination, harassment, victimisation or other prohibited conduct

- (b) Advance equality of opportunity between persons who share a relevant protected characteristic and those who do not share it
- (c) Foster good relations between person who share a relevant protected characteristic and those who do not share it.

The relevant protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation. Marriage and civil partnership are protected in relation to (a) only.

- 27. Paragraphs 20 to 22 within the community impact statement of the report explain how the council has acknowledged and implemented the principles of the Public Sector Equality Duty in considering applications for funding and recommending grant awards, and the Cabinet Member should satisfy him/herself that this duty has been complied with when considering these recommendations.

Strategic Director of Finance and Governance (CE17/004)

- 28. The report is requesting the Cabinet Member for Business, Culture and Social Regeneration to approve the allocation of £119,950 of grant funding from The High Street Challenge and the projects recommended for award are set out in Appendix 1.
- 29. The strategic director of finance and governance notes that the costs will be contained within the New Home Bonus funding.
- 30. Staffing and any other costs connected with this recommendation to be contained within existing departmental revenue budgets.

BACKGROUND DOCUMENTS

| Background Papers | Held At | Contact |
|-----------------------------|--|-------------------------------|
| Economic Wellbeing Strategy | Strategy and Partnerships, Local Economy Team, 160 Tooley Street | Liz Gardiner 0207 525 0283 |

APPENDICES

| No. | Title |
|------------|--|
| Appendix 1 | High Street Challenge Round 6 – Projects recommended for funding |

AUDIT TRAIL

| | | |
|---|---|--------------------------|
| Lead Officer | Stephen Gaskell, Head of Chief Executive's Office | |
| Report Author | Liz Gardiner, Senior Strategy Officer | |
| Version | Final | |
| Dated | 28 April 2017 | |
| Key Decision? | Yes | |
| CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER | | |
| Officer Title | Comments sought | Comments included |
| Director of Law and Democracy | Yes | Yes |
| Strategic Director of Finance and Governance | Yes | Yes |
| Cabinet Member | Yes | Yes |
| Date final report sent to Constitutional Team | | 28 April 2017 |

APPENDIX 1

High Street Challenge Round Six – Projects recommended for funding

| Organisation | Description | Value of the grant award rec'd | Area |
|-------------------------------------|--|---------------------------------------|---------------------|
| 1. Better Bankside | A Better Borough High Street: Façade Improvement and Design Guide. Landlords and businesses will have the opportunity to bid to a fund to improve their shop frontage. This would be match funding at a ratio of 3:1. | £12,000 | Bankside |
| 2. Camberwell Fair | A music and community festival celebrating the local on Camberwell Green, 22+23 July 2017. Using the profile of events to promote local businesses and create relationships between local businesses, organisations and individuals with lasting effect. | £15,000 | Camberwell |
| 3. Carnaval del Pueblo | To build on previous awards and draw together their impact by delivering a large scale Plaza Latina Festival uniting with East Street Market. | £10,300 | Elephant / Walworth |
| 4. Creation Trust | Training and equipping local residents to visit Southwark's 13 high streets and town centres and record VLOGs on key businesses and high street activity. | £8,000 | Whole borough |
| 5. Hotel Elephant | Hotel Elephant will drive footfall to the Elephant & Castle and North Walworth through the promotion of a new sector specific location (Spare Street) on the Low Line. | £10,000 | Elephant / Walworth |
| 6. Latin Elephant | Engagement activities to support migrant and ethnic businesses in Elephant and Castle. Delivery of specialist workshops, surgeries, creation of databases and internal training. At least 25 businesses to benefit from the support. | £15,000 | Elephant / Walworth |
| 7. London College of Communications | Shop Front will be a pop up design studio in the Elephant and Castle shopping centre, run by LCC, offering design advice and support to local traders, and providing on the spot design solutions to enhance their shop fronts and window displays and promote their businesses. | £14,650 | Elephant / Walworth |

| Organisation | Description | Value of the grant award rec'd | Area |
|--------------------------|---|---------------------------------------|--------------------------|
| 8. London Larder Markets | Extension to the successful Druid St market to Abbey Street. | £10,000 | London Bridge / Bankside |
| 9. Pansophia | Peckham Traders Network will deliver a business-led program of capacity building training and business reviews targeted at small retailers/ traders located in Peckham town centre. | £15,000 | Peckham |
| 10. Time and Talents | Create a thriving community hub in partnership with local businesses, in a large vacant retail unit located at the main entrance to Surrey Quays Shopping Centre, opposite Tesco. | £10,000 | Bermondsey |
| Total funding | | £119,950 | |