

Item No.	Classification: Open	Date: 9 December 2014	Meeting Name: Cabinet Member for Communities, Employment and Business
Report title:		The High Street Challenge Round Two Grant Awards	
Ward(s) or groups affected:		All	
From:		Director of Corporate Strategy	

RECOMMENDATION(S)

1. That the Cabinet Member for Communities, Employment and Business allocates £15,000 of grant funding from The High Street Challenge to SE5 Forum for a BID feasibility project and a business engagement event.
2. That the Cabinet Member for Communities, Employment and Business note the eight further applicants listed in Appendix 1 which the evaluation panel is recommending for officer support in order to develop their applications further. An additional report with regards to these projects will be presented once the development is complete. The total value of funds requested by projects in this group is £200,500.

BACKGROUND INFORMATION

3. 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 will be achieved through the funding of a series of innovative, spatially-based projects over a two year period. Applications will be invited for funds to deliver new approaches to improving town centres as well as embedding and reinforcing more established activities.
4. Lessons learnt from the Community Restoration Fund (CRF) programme which was established to support Southwark businesses and communities affected by the 2011 London disturbances has helped to inform the development of this programme.
5. The first call for proposals was launched in February 2014 and a total of 15 projects were awarded funding to the value of £212,750. This consisted of some projects that were immediately fundable and others that received support from council officers to develop the ideas. Round Two of the programme launched in September 2014 and closed on the 15th of October 2014 with 27 applications received. The next call is planned for early 2015.
6. The project being recommended for funding at this stage will conduct a feasibility study into the establishment of a Business Improvement District (BID) in Camberwell. The study will engage and mobilise local businesses and lay foundations for the coordination and investment required to unlock the potential

in Camberwell.

7. Officer support will be on offer for the applicants listed in Appendix 1 who have presented strong and innovative ideas in order to develop the practicality and management of those ideas before making recommendations for funding. These applicants will not be required to wait until the next round to resubmit their application unless the scope of the project changes. A separate IDM report will be submitted before the next round with funding recommendations for those who have been able to develop their ideas with officer support to the standard required for funding.

KEY ISSUES FOR CONSIDERATION

8. The 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.
9. 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.
10. The funding allocation process is planned to comprise of three rounds for proposals for the High Street Challenge, which may change subject to funding allocations and other circumstances.
11. The funding allocation process has been designed to enable the staged funding of creative and innovative proposals to support the development of new ideas to be tested so that they can then attract other sources of funding. Applicants that have been awarded funding in this round will have the opportunity to seek additional funding for their projects in subsequent rounds of the High Street Challenge.
12. 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

13. 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.
14. 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.
15. 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.
16. 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.
17. At the assessment stage, the evaluation panel also consulted with relevant colleagues such as those responsible for markets, events, and regeneration. Comments were taken into consideration in order to arrive at a final decision.

Policy implications

18. The Economic Wellbeing Strategy 2012-20 was adopted in November 2012 having secured Council-wide endorsements.

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

Ambition 2: Southwark – the place of choice to start and grow a business

Ambition 3: Thriving town centres and high streets

19. 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.

20. 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

21. 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).
22. Care has 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.

Resource implications

24. The full cost of the funding recommendation for SE5 Forum will be met by the Business Support Fund. All other costs will be met within existing resources.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Director of Legal Services

25. This report seeks approval of a grant award recommended as part of the second round of the High Street Challenge initiative. The decision to approve the Recommendation is one which is expressly reserved to the Cabinet Member under the council Constitution.
26. The proposed award of grant funding is consistent with corporate policy in this area and the report confirms the steps that have been taken to consult interested individuals and groups before launching the fund and inviting proposals. The report also describes that a planned and robust process has been carried out for the purpose of attracting proposals from interested groups and organisations and evaluating those proposals.
27. The intention of the High Street Challenge is to engage all individuals and groups within the local community by offering the opportunity to apply for funding and to benefit from the projects which arise from the funding allocations. This is consistent with the requirements of the council's statutory duty (the Public Sector Equality

Duty) as prescribed by the Equality Act 2010.

28. The director of legal services (corporate team) will advise and assist officers in connection with the drafting of appropriate legal terms and conditions for the purpose of regulating the proposed grant award.

Strategic Director of Finance and Corporate Services (CED/MD/14/42)

29. The resource implications in paragraph 24 above are noted. It is recognised that there is sufficient funding within the Business Support Fund to finance the feasibility study and that any further expenditure can be met from existing Corporate Strategy budgets.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Economic Wellbeing Strategy	Strategy and Partnerships, Local Economy Team, 160 Tooley Street	Ann-Marie Soyinka 020 7525 5531

APPENDICES

No.	Title
Appendix 1	High Street Challenge Round Two – Projects recommended for further development

AUDIT TRAIL

Lead Officer	Graeme Gordon, Director of Corporate Strategy	
Report Author	Ann-Marie Soyinka, Senior Strategy Officer	
Version	Final	
Dated	1st December 2014	
Key Decision?	Yes	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Director of Legal Services	Yes	Yes
Strategic Director of Finance and Corporate Services	Yes	Yes
Cabinet Member	Yes	Yes
Date final report sent to Constitutional /Community Council/Scrutiny Team	8 December 2014	