

CABINET

DATE OF MEETING: **1st JULY 2020**

TITLE OF REPORT: **WELCOME BACK FUND**

Report of: **Joint Chief Executive**

Cabinet Member: **Leader of the Council**

I PURPOSE OF REPORT

- 1.1 This report provides details of four applications for funding, which have been submitted to the Council in connection with the Government's Welcome Back Fund.

2 RECOMMENDATIONS

- 2.1 That Cabinet
- Decides which of the applications will progress to the next stage of the Welcome Back Fund process (For reference, the next stage is to submit a detailed Action Plan and Service Level Agreement for consideration by the Ministry of Housing, Community and Local Government (MHCLG). If the application is approved by MHCLG, then the proposed scheme(s) can then commence.)

3 BACKGROUND

- 3.1 The Government's Welcome Back Fund has provided councils across England a share of £56 million from the European Regional Development Fund (ERDF) to support the safe return to high streets and help build back better from the pandemic.
- 3.2 As businesses benefit from visitors so ensuring safe public spaces in general is beneficial for trade. The Welcome Back Fund will therefore help Councils boost tourism, improve green spaces and provide more outdoor seating areas, markets and food stall pop-ups – giving people safer options to reunite with friends and relatives.
- 3.3 The funding can be used by Councils to:
- Boost the look and feel of their high streets by investing in street planting, parks, green spaces and seating areas to make high streets as beautiful and welcoming as possible
 - Run publicity campaigns and prepare to hold events like street markets and festivals to support local businesses
 - Install signage and floor markings to encourage social distancing and safety

- Improve high streets and town centres by planting flowers or removing graffiti

3.4 The fund cannot be used to support:

- Activity that provides no additionality - This funding is intended to be additional funding on top of that existing activity; it should not be replacing the source for already committed expenditure.
- Capital expenditure –This is a revenue only funding project intended to help local authorities address the longer-term impact of Covid-19 on local economies. This can include activities that last as long as restrictive measures are in place as well as activities that help future proof high streets. Permanent changes are therefore not permitted. The cost of purchasing items should be reasonable and demonstrate value for money and not result in ‘assets’ or ‘major assets’.
- Grants to businesses – Funding cannot provide direct financial support to businesses to make adaptations to premises, purchase PPE, purchase goods or equipment or off set wages or other operating costs.

It should also be noted that support for privately owned spaces is not within scope of the Welcome Back Fund.

3.5 Hart District Council has been allocated £86,003 for the Welcome Back Fund.

3.6 Parish and Town Councils, Business Improvement District or other relevant stakeholders have been given the opportunity to identify projects, which would meet the Welcome Bank fund criteria listed above. Suggested projects should focus on the centres within the district with shops and a clear public realm, such as in Fleet, Hook, Hartley Wintney, Yateley, Blackwater and Odiham, however proposals from any parishes which meets the Governments requirements would be welcome.

4 APPLICATIONS TO THE WELCOME BACK FUND

4.1 To date, the Council has received four applications to the Welcome Back Fund:

	Applicant	Proposal	Cost
1	Fleet BID with the backing of Fleet Town Council	The temporary installation of up to three parklets on wider pavement sections of Fleet Road within the shopping area between the Oatsheaf roundabout and Church Road. Parklets are small areas that are converted into pleasant seating spaces with softening elements such as planting.	£15-16,000 each Total cost requested up to £48,000
2-3	Odiham Parish Council	Production of a two-sided leaflet with a map of the area and local attractions on one side and a list	£1,908

		of local shops, eating establishments and businesses on the other Creation of picnic areas - Hiring 10 picnic benches from June to September, the provision of bins, bin emptying and associated wayfinding signage and promotion	£3,898.80
4	Hart District Council	Creation of a district wide retail e-commerce platform, which will provide an online shopping facility for our retailers as well as raising the profile of the district, tourist designations and events.	£12-30,000
Combined Total Cost of the above applications			Between £65,806.80 to £83,806.80
Hart's Welcome Back Fund allocation			£86,003
Remaining Welcome Back Fund			Between £20,196.20 to £2,196.20

APPLICATION 1: PARKLETS ALONG FLEET ROAD

- 4.2 This application is submitted by Fleet BID, and following their Extraordinary Meeting on the 6th May 2021, Fleet Town Council have expressed their support in principle for this application. Please find Fleet BID's application attached at **Appendix 1**.
- 4.3 The application by the BID states that "*during the recent pedestrianisation, it was clear that a high percentage of the population welcomed the events organised by Fleet BID and a number of restaurants extended their offering by obtaining licences for tables and chairs on the highway. Although the pedestrianisation was temporary, it did show that there was a real need for more open space to be used by visitors to our town to meet friends, enjoy outdoor seating space and extend dwell time, whilst still allowing for the free access to traffic along the A road that runs through Fleet town centre.*"
- 4.4 The application therefore proposes the temporary installation of up to three parklets on wider pavement sections of Fleet Road within the shopping area between the Oatsheaf roundabout and Church Road. The suggested locations are:
- At the junction of Victoria Road and Fleet Road
 - At the junction of Branksomewood Road and Fleet Road
 - Outside the Sainsbury supermarket.
- 4.5 The application explains "*parklets are small areas that are converted into pleasant seating spaces with softening elements such as planting. They are*

often used in layby areas but there is also an increasing precedent for them to be used on urban pavements. They will help to meet the growing demand for more open space in our towns and provide much needed spaces for all age groups to stop and chat, meet friends or to simply rest during their visit.”

- 4.6 In accordance with the procurement rules, three quotes have been sort for the parklets. The quotes are between £15,000 - £16,000 for each parklet and the application applies for up to £48,000 of the Welcome Back Fund.
- 4.7 In terms of monitoring and evaluating the scheme, two surveys are proposed in the initial 6 months of the installation of the parklets. *“The surveys will ask both businesses and members of the public to comment on the advantages or disadvantages that they felt the parklets brought to the high street; how they fitted within the street scene; and whether they would wish to see them continue in place.”*

APPLICATIONS 2 AND 3: PROMOTIONAL LEAFLET AND PICNIC AREAS IN ODIHAM

- 4.8 Odiham Parish Council have submitted two applications to the Welcome Back Fund for the following:
 - Promotional leaflets
 - Picnic areas

Please find Odiham Parish Council's applications attached at **Appendix 2**.

Promotional leaflets

- 4.9 Following last year's local campaign *“Your Odiham – Eat Local, Shop Local, Support Local”* which supported Odiham's high street businesses, the application proposes to develop the brand to attract visitors and shoppers to Odiham and North Warnborough with the production of 3,000 leaflets. The leaflets will be distributed to information points in surrounding towns and villages to attract visitors from outside the area.
- 4.10 The application confirms that the leaflets would *“contain a map of the area and local attractions on one side and a list of local shops, eating establishments and businesses on the other. The map will also direct visitors to nearby green spaces and walking routes. This would be in the “Your Odiham” theme and replace a “Visit Odiham” leaflet produced several years ago which became out of date some time ago”*.
- 4.11 In accordance with the procurement rules, three quotes have been sort for the leaflets, which has been costed at £1,908.
- 4.12 In terms of monitoring and evaluating the scheme, high street businesses will be contacted regularly asking for feedback on the project.
Picnic Areas

- 4.13 The application states that the Odiham High Street area “*is a focal point for visitors providing access to local walks, heritage routes and access to green spaces such as the Deer Park and Basingstoke Canal*” but the area lacks seating provision particularly in the centre of the village. The application identifies of “*the 9 eating and drinking establishments on the High Street, only two have outside seating and one further business, the Fountains Coffee Shop, has just one communal bench*”. The Parish Council receives frequent requests for additional seating on the High Street.
- 4.14 In order to provide residents and visitors safer, outdoor meeting places during the COVID pandemic, the application proposes installing 10 temporary picnic areas with seating and bins across Odiham Parish Council’s greenspaces from June to September. The application also proposes signposting from the High Street businesses to the picnic areas.
- 4.15 In accordance with the procurement rules, three quotes have been sort for the picnic equipment. The picnic benches would be hired and additional wheelie bins purchases, in addition to signage, for £3,898.80.
- 4.16 In terms of monitoring and evaluating the scheme, the application proposes to monitor all sites at least once per week to record the number of people using the seating and bin usage. High Street businesses will also be surveyed at the end of each month asking for feedback on the project and whether and changes are necessary.

APPLICATION 4: CREATING A DISTRICT WIDE RETAIL E-COMMERCE PLATFORM

- 4.17 The Economic Recovery Team at the Council have also identified a potential scheme, which would met the criteria of the Welcome Back Scheme and potentially have benefits across the district. Please find the Economic Recovery Team’s application attached at **Appendix 3**.
- 4.18 The application proposes the creation of an e-commerce platform which would promote the district as a whole, showcasing the safe environment for local trade and tourism, as well as promoting safe events. An e-commerce platform is software that enables the commercial process of buying and selling over the internet. An e-commerce platform includes a search feature that lets customers find a specific product, a cart feature that lets them manage their order and a payment feature.
- 4.19 E-commerce platforms support businesses to go digital whilst capitalising on the increase in online retail sales and the renewed interest in buying local. Hart’s e-commerce platform could provide an online shopping facility for our retailers as well as raising the profile of the district, tourist designations and events.
- 4.20 Working with an existing e-commerce platform that currently offers this service to other town and cities, every participating business would be provided with its own branded virtual shop window, access to training and on-going support

to make the most of the platform. The Council will also provide support with marketing, by providing local information, contacts and use of the Council social media pages.

- 4.21 The platform offers the opportunity to blend online and offline sales, with retailers being able to update their offering to encourage physical visits for special promotions or being able to switch to a uniquely engaging online-only mode. It will also be beneficial to new/emerging businesses that are starting out without a digital presence. This could help offer low risk and no costs to businesses signing up for the first year.
- 4.22 In accordance with the procurement rules, three quotes have been sort for the e-commerce platform and these are listed below for consideration:

Click It local	Cost for 12 months	Uniqueness
<u>Click it local</u>	Standard Option - £2,500 +VAT per month (For 12 months, total £30,000.)	<ul style="list-style-type: none"> • Hire local people to be drivers • 7.5% store fee • Marketing and social support for stores and the launch • Started in March 2020 - have around 15 places signed up – supported over 300 businesses in 2020
<u>ShopAppy</u>	£12,000+VAT	<ul style="list-style-type: none"> • Live in over 100 places • Started in 2016 • Hosting of online events such as pop-up makers / artists and fairs • Home traders and local online businesses are able to join during this period at no extra cost.
<u>The Borough Basket</u>	£5,000 setup fee; £750 per month for support; (For 12 months, total £14,000)	<ul style="list-style-type: none"> • Stripe charges 1.4% commission + 20p p/t • Basingstoke worked with a local web designer to build this • Around 40 businesses have signed up this includes shops, classes and restaurants. • Can create own branding • More involvement within the Council to help manage the site

4.23 If the Cabinet were minded to approve this application, a preferred platform would need to be selected.

4.24 Neighbouring Authorities with an e-commerce product:

- Basingstoke – The Borough Basket
- Rushmoor – MyTown (Launching in July)
- Winchester
- Waverley
- Test Valley – InAndover (Run by the BID)

4.25 The Welcome Back Fund could cover the first 12-months of use. It would then be necessary to assess its success and benefits, prior to determining whether to continue funding the platform outwith of the Welcome Back Fund.

4.26 In terms of monitoring the platform, reports from the e-commerce platform provider will be provided on a monthly basis. The reports will assess how the site is performing with reference to the number of businesses signed up, orders and visitors to the site. This will help to analyse the success of the platform month on month. Also, the Council can engage with businesses through a survey asking questions on a quarterly basis to get regular feedback.

5 NEXT STEPS

5.1 Successful applicant(s) will work with the Council to submit a detailed Action Plan and Service Level Agreement for consideration by the Ministry of Housing, Community and Local Government (MHCLG). If the application(s) are approved by MHCLG, then the proposed scheme(s) can commence.

6 FINANCIAL AND RESOURCING IMPACT

6.1 Funding has been provided by National Government and we do not anticipate, at present, the need for an increased revenue budget.

6.2 Applicants will be supported by officers under the Council's Recovery programme.

7 LEGAL AND EQUALITIES IMPACT

7.1 Applicants will need to adhere to the rules of the Welcome Back Fund which are available on the Government's website:

<https://www.gov.uk/government/publications/welcome-back-fund>

7.2 Equalities impact assessments may need to be carried out for any successful scheme.

8 ACTION

- 8.1 Subject to the decision by Cabinet, Officers will administrate the fund on behalf of the applicants.

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APPENDICES

Appendix 1 - Fleet BID's application

Appendix 2 - Odiham Parish Council's applications

Appendix 3 - Economic Recovery Team's application

**Welcome Back Fund Application
Fleet Business Improvement District**

Introduction

Fleet Business Improvement District are grateful to Hart District Council for making us aware of the Government's Welcome Back Fund and the £86,003 which has been allocated to our District from these funds. We would like to put forward the following application for funding to be spent in Fleet Road (otherwise known as Fleet high street) and also inform you that, following their Extraordinary Meeting on the 6th May, 2021, Fleet Town Council expressed their support in principle for this application.

As we are all aware, Fleet high street is a long, linear road with little or no public open space along its length. Gurkha Square is the only sizeable open area currently available that is immediately adjacent to the shopping area. This is located at one end of the road and is currently used predominantly as an HDC car park, although there is a small Saturday Market held there each week. This area is also available for one-off events such as the Remembrance Service and the Fleet Christmas Festival.

During the recent pedestrianisation, it was clear that a high percentage of the population welcomed the events organised by Fleet BID and a number of restaurants extended their offering by obtaining licences for tables and chairs on the highway. Although the pedestrianisation was temporary, it did show that there was a real need for more open space to be used by visitors to our town to meet friends, enjoy outdoor seating space and extend dwell time, whilst still allowing for the free access to traffic along the A road that runs through Fleet town centre.

The Proposal

Although the town centre is blessed with areas of wide pavement, these spaces are not currently serving our residents and visitors in the most effective way and the recent pandemic has made this very obvious.



One of the things that has been noticed and remarked upon is the number of people who are walking up and down the high street, in groups, with take-away coffee cups but with nowhere to stop, sit and chat on warmer days.

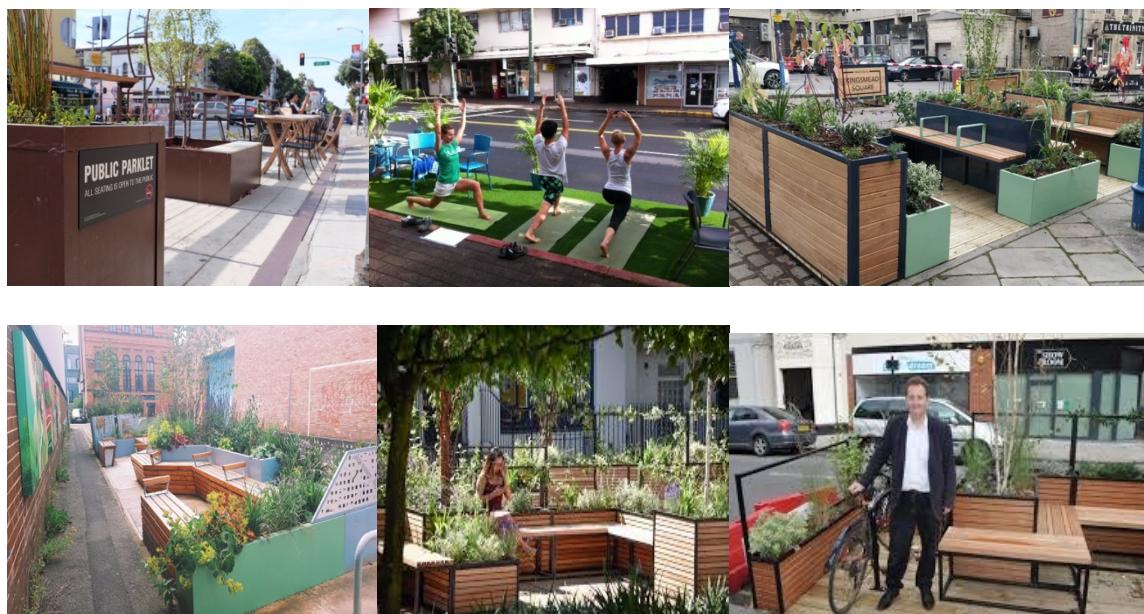
In meeting the requirements laid down by the Welcome Back Fund, we wish to put forward a proposal that will improve the look and feel of the high street by investing in the provision

Appendix 1

of more seating, open spaces and planting to make our high street attractive and welcoming.

Fleet BID wish to apply for funding to install up to three “parklets” on wider pavement sections of Fleet Road within the shopping area between the Oatsheaf roundabout and Church Road. Parklets are small areas that are converted into pleasant seating spaces with softening elements such as planting. They are often used in layby areas but there is also an increasing precedent for them to be used on urban pavements. They will help to meet the growing demand for more open space in our towns and provide much needed spaces for all age groups to stop and chat, meet friends or to simply rest during their visit.

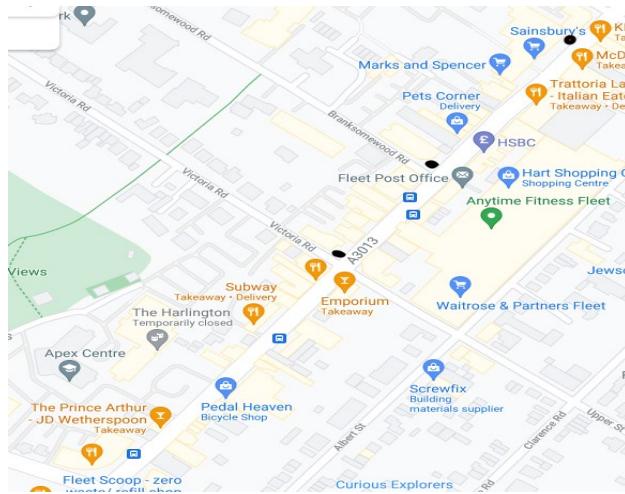
The COVID-19 pandemic has seen a widespread surge in parklets and far-ranging benefits are starting to emerge about how these small pockets of green space could play a pivotal role in Fleet town centre’s future by not only providing areas to socialise, but encouraging cycling and bringing nature into our town to reduce some of the effects of climate change. Some examples of parklets are shown below:



Fleet BID suggest that up to three parklets should be installed on the wider pavement areas in Fleet high street. The suggested locations are at the junctions of Victoria Road and Branksomewood Road, with a third outside the Sainsbury supermarket.

The proposed size of the parklets would be 4m x 4m and it is hoped that Fleet BID, Hart District Council and Hampshire Highways (the licensing authority for structures on the highways), can work together to agree the most appropriate design and siting to meet all legal requirements.

(The map below indicates with black dots the suggested sites for the three parklets)



It is important to note that the construction of the parklets is such that they can, if required, be moved to new locations at any time, either to different points in the high street or to other open spaces around Fleet town centre. This meets the criteria stipulated within the Welcome Back Fund.

This proposal will require several organisations to work together to achieve a successful implementation. Hampshire County Council as the Highways authority to provide the relevant licensing agreement for the installation, Hart District Council as the administrators of the funding and (in case any items of existing street furniture might need to be removed/relocated to accommodate the parklets in the optimum position) Fleet Town Council as the owner of the existing benches.

Fleet BID feels strongly that, in conjunction with the District Council's proposed plans to regenerate the Civic Quarter, the parklets will provide a real boost to the town as we recover from the pandemic. They meet all the criteria for the Welcome Back Fund and can be speedily installed (with suitable permissions and licensing agreement with Hampshire Highways).

In discussion with the suppliers listed below, the cost of the parklets is estimated to be between £15,000 - £16,000 each (installed and planted). Fleet BID would therefore wish to apply for up to £48,000 of the Welcome Back Fund.

Three Suppliers who have been approached for initial costings:

Meristem Design, [Meristem Design | Turning the Grey Green | Urban Greening | Living Walls | Parklets | Green Screens](#). Contact: Habib Khan, E: habib@meristemdesign.co.uk, T: 020 3137 6971 M: 07946 708445

Broxap [Parklets | Broxap Modular Parklet Solutions | Street Furniture | Broxap](#) Contact: Bill Mountford E: bill.mountford@broxap.com, DDI: 01782 571701, MOB: 07760 173695

Cyclehoop <https://www.cyclehoop.com/case-studies/2017-hammersmith/> T: +44 208 699 1338

Monitor and evaluate

Fleet BID will undertake two surveys in the initial 6 months of the installation of the parklets. The surveys will ask both businesses and members of the public to comment on the advantages or disadvantages that they felt the parklets brought to the high street; how they fitted within the street scene; and whether they would wish to see them continue in place.

Maintenance

Three suppliers were approached, as listed in the original submission. All were asked to provide details related to the maintenance of the parklets. Only one of the companies, Meristem Design, offered a maintenance contract as part of the procurement. The cost of this maintenance contract, to include planting and structure for the three parklets, would be £150 x 30 visits pa = £4,500 + VAT. Neither Broxap nor Cyclehoop offer a maintenance service, nor do they supply soil and plants as part of their installation cost. Broxap did stress that all their parts are protected by a 12 months' Warranty and are readily available as individual parts, should replacements ever be required. Cyclehoop also confirmed that they provided a call out service if any part of their parklet structures failed.

Who would take ownership

Initially, it is proposed that the BID would take ownership of the parklets. As the BID will be moving to a second Ballot in May 2022, it cannot be guaranteed that the ownership would remain within the BID's hands after that date. The BID will enter into discussions with Fleet Town Council which currently owns and maintains the benches in the high street. It would be hoped that this discussion could lead to the parklets being maintained long term within the terms of Fleet Town Council's Ground Maintenance Contract. In addition, the Town Council also organise an annual Action Day when volunteers clean and treat the wooden slates and paint the frames of the existing seating. As you will be aware, all Fleet Town Councillors will be up for election in May 2022 so it is not possible to commit a new Council to future action or expenditure but, current councillors are supportive and if the surveys are positive, some confidence could be given to the projects' continuation.

Application for the Welcome Back Fund from Odiham Parish Council (OPC), 01.06.21**Promotion and publicity**Overview of project

Late 2020, OPC worked with a local design consultancy to develop the “Your Odiham – Eat Local, Shop Local, Support Local” branding to support the High Street businesses when coming out of the second lockdown <https://odihamparishcouncil.gov.uk/visit-odiham/business-directory>. The branding was used to run a series of advertisements in the Herald newspaper in the run up to Christmas aimed at reminding people to support local as well as attracting visitors to the area. The publicity material was well received and strongly supported by local businesses.

Earlier this year, the branding was used on the “Visit Odiham” pages on OPC’s new website <https://odihamparishcouncil.gov.uk/visit-odiham> and also for the Odiham Book Exchange which is due to open soon <https://odihamparishcouncil.gov.uk/visit-odiham/library>.

We would like to develop the brand even further to attract visitors and shoppers to Odiham and North Warnborough but no budget provision is currently available. The local area has a lot to offer but its rural location means it is often overlooked by shoppers and tourists who chose to visit nearby towns.

What is funding requested for?

We would like to produce a two-sided leaflet with a map of the area and local attractions on one side and a list of local shops, eating establishments and businesses on the other. The map will also direct visitors to nearby green spaces and walking routes. This would be in the “Your Odiham” theme and replace a “Visit Odiham” leaflet produced several years ago which became out of date some time ago.

We plan to produce 3,000 leaflets which will be distributed to information points in surrounding towns and villages to attract visitors from outside the area. We will also put a quantity in local shops and businesses to encourage visitors to enjoy another local amenity they may not have planned to visit. The artwork will be replicated in a full page advertisement in the Herald, proposed June and July.

Who will benefit?

The primary aim of this project is to increase tourism and increase High Street footfall to support local retailers, businesses and local attractions. Separately we are developing a Village Centre Area Action Plan which has identified the importance of the High Street to local residents in a rural community. By promoting tourism and supporting small business sustainability, this projects is in line with local views.

Costs

Design costs	£775
Updating map https://odihamparishcouncil.gov.uk/visit-odiham/map	£200
Printing costs (£288 + £45 revision costs)	£333
Herald advertisement (£300 x 2)	£600
Total funding requested	£1,908

All prices are excluding VAT and funding is not required.

Timings

OPC staff are ready to start this work as soon as funding is secured.

Monitoring and Evaluation

Appendix 2

OPC is in regular contact with High Street businesses through a WhatsApp group and will use this to gain feedback from retailers.

The map and associated will be published on OPC's website and Facebook page which is set up to receive public comments and record the number of hits.

OPC will provide a grant monitoring report to Hart DC at the end of the project.

Application for the Welcome Back Fund from Odiham Parish Council (OPC), 01.06.21

Temporary Picnic Areas/Seating

Introduction

Odiham village centre focusses around Odiham High Street which runs from east to west through the parish and has direct links to surrounding green spaces. The High Street itself comprises of a mix of residential, retail, eating and drinking establishments and businesses, predominantly buildings of heritage importance.



The High Street attracts residents and visitors to its local shops, eating establishments and services and is an important meeting place for socialising and events, all of which were cancelled during 2020. The High Street area is a focal point for visitors providing access to local walks, heritage routes and access to green spaces such as the Deer Park and Basingstoke Canal. Businesses also benefit from passing traffic from M3 or Alton to Farnham.

From the 9 eating and drinking establishments on the High Street, only two have outside seating and one further business, the Fountains Coffee Shop, has just one communal bench.



Welcome back to Odiham.

Come and enjoy our wonderful independent shops and restaurants.




Eat local. Shop local. Support local.

Eating & Drinking <ul style="list-style-type: none"> Pickled Pepper Delicatessen 77 High Street Red Lion 102 High Street La Creperie 101 High Street El Castello 83 High Street Kings Chinese Restaurant 76 High Street Odiham Spice Restaurant 65 High Street Fountains Coffee Shop Fountains Mall Co-op Store 56 High Street Bell & Dragon 100 High Street 	Hair Salons <ul style="list-style-type: none"> A Touch of Beauty 103 High Street Odiham Dental Care 45 High Street Transformations Fountains Mall Let's Face It 66 High Street Charlie's Barbers 45 High Street Barbers 85 High Street Lloyds Pharmacy 138 High Street King Street Dental King Street 	McCarthy & Holden, Estate Agents <ul style="list-style-type: none"> Strutt & Parker, Estate Agents 82 High Street Homes and gifts <ul style="list-style-type: none"> The Frame Gallery Ltd 81 High Street Katharine Jane Fountains Mall All Sorts 75 High Street Odiham Hardware Fountains Mall Moutan Flower shop 99 High Street Cottage Hospital Shop 71 High Street Odiham Card Shop 115 High Street Clothes & Fashion <ul style="list-style-type: none"> Sophie Rose Bespoke Bridal Shop 63 High Street Libelula 74 High Street
https://odihamparishcouncil.gov.uk/visit-odiham/business-directory		

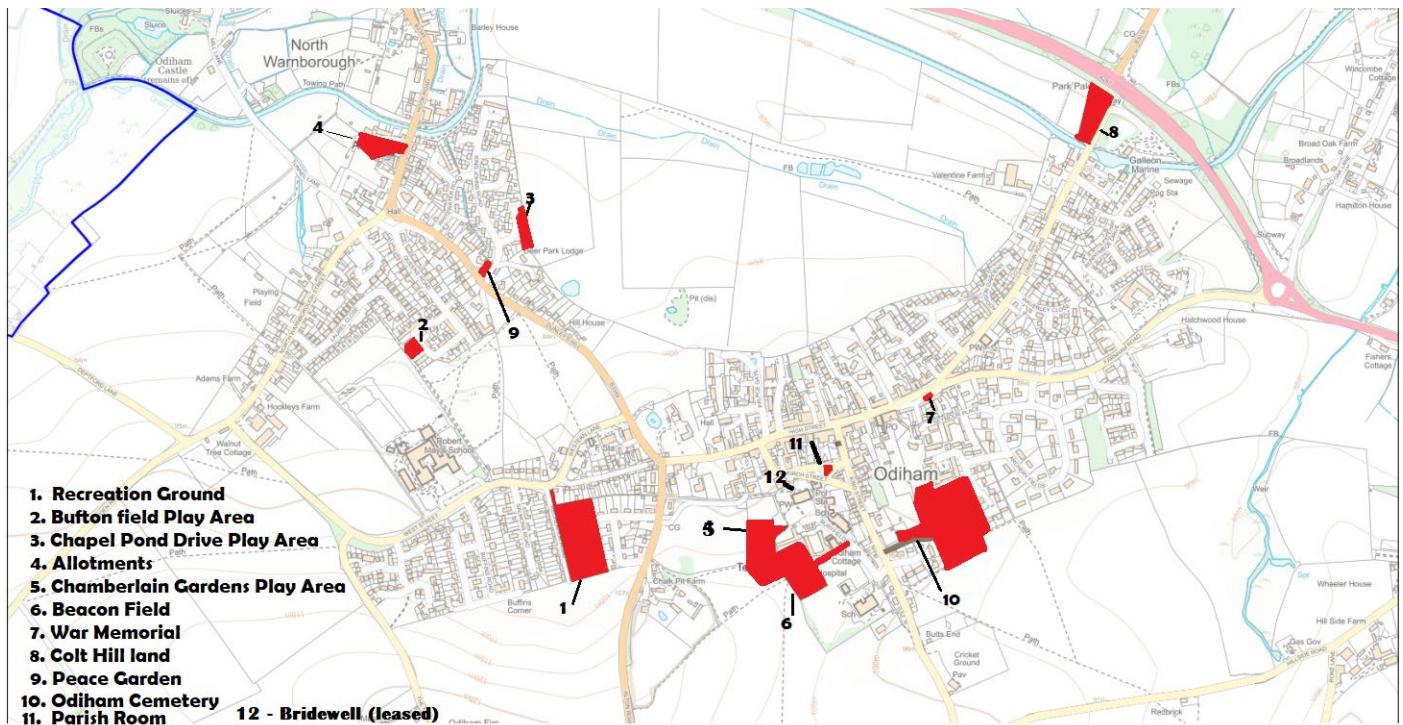
Appendix 2

The Council receives frequent requests for additional seating on the High Street. This is supported in the draft Odiham Village Centre Area Action Plan and further supported through the Council's networking with High Street businesses via a WhatsApp group.

Overview of project

We would like to encourage residents and visitors to make better use of OPC's greenspaces and provide safer, outdoor meeting places during Covid by installing temporary picnic areas with seating, bins and signposting from the High Street businesses.

OPC owns the sites shown in red and it is proposed sites 1, 3 and 5 are suitable for picnic sites.



Site 1 – Recreation Ground



Site 3 – Chapel Pond Drive Play Area



Site 5 – Chamberlain Gardens Play Area and Beacon Field

**What is funding requested for?**

Funding is requested for hiring 10 picnic benches* from June to September, the provision of bins, bin emptying and associated wayfinding signage and promotion which will be published online and supplied to the High Street businesses.

*We have considered the cost of purchasing picnic benches but ruled this out as permanent seating would need to be secured on to a concrete plinths which would restrict alternative use in the future. Also, OPC does not own and suitable storage or have a repairs and maintenance budget.

Costs

Hire of 10 x picnic benches for 15 weeks + delivery	£2,648.80 (quotation received)
Purchase of 5 x black 240L wheelie bins plus 5 x blue 240L recycling bins	£525.00 (known cost)
Weekly bin emptying through OPC's current contractor, 15 weeks	£525.00 (known cost)
Wayfinding signage and promotion to High St businesses	<u>£200.00</u>
Total funding requested	£3,898.80

All prices are excluding VAT and funding is not required.

Comparative Costs

Comparative costs have been researched for the picnic benches as follows:

[Wooden Picnic Bench - L1830 x W1460 | Event Hire UK](#) - £4,226

[www.beeventhire.co.uk](#) £3,192

Who will benefit?

All residents, families with young children who want to use the playparks, parents, people working in Odiham, visitors, walkers.

This project also aims to support the High Street businesses

This seating will also support a low key, Sunday afternoon music event which OPC is arranging separately due to the 2021 Armed Forces Day celebrations being cancelled.

Timings

Odiham Parish Council staff are ready to place the relevant orders, arrange wayfinding and promotion as soon as funding is secured.

Monitoring and Evaluation

OPC inspects all sites at least once per week. When on site, staff will record the number of people using the seating.

OPC will also estimate usage by monitoring bin usage and litter.

This project will be promoted on OPC's website and Facebook page, both of which are set up to receive public comments.

OPC will liaise with High Street businesses at the end of each month asking for feedback on the project and whether and changes are necessary.

OPC will provide a grant monitoring report to Hart DC at the end of the project.

Welcome Back Fund Application

Creating a district wide retail e-commerce platform

As part of the Hart's Economic Recovery and supporting businesses, we would like to put forward the following idea for funding to be spent on creating an e-commerce platform to enable high streets across the district to become digital.

Creating this e-commerce platform will be a promotion of the district as a whole, showcasing the safe environment for local trade and tourism, as well as promoting the safe events.

An **e-commerce platform** is software that enables the commercial process of buying and selling over the internet. An **e-commerce platform** includes a search feature that lets customers find a specific product, a cart feature that lets them manage their order, and a payment feature.

In summary, the purpose of the e-commerce platform is to support businesses to go digital whilst capitalising on the increase in online retail sales and the renewed interest in buying local.

Research on the Future of eCommerce reveals

- 40 percent of consumers are buying more online than they had previously done (*Forrester Consumer Technographics*)
- eCommerce growth outpaces overall retail growth at 14.1 percent versus 4 percent (*Adobe Digital Insights*)
- In the next 5 years, **marketplace platforms** could account for more than 30 percent of global corporate revenues (*McKinsey & Company*)
- 75% of consumers plan to **support local merchants** post COVID (*smallbiztrends.com*)

What is involved and how would it work?

We would like to create a Hart District focussed e-commerce platform providing an online shopping facility to independent retailers. This platform will aim to celebrate and raise the profile of the great things the district has to offer. To do this, we would need to partner up with an existing e-commerce platform that currently offers this service to other town and cities.

Every participating business will be provided with its own branded virtual shop window. By working with an existing e-commerce platform, this will give businesses access to training and on-going support to make the most of the platform. Furthermore, by working with an existing e-commerce platform, they will help drive traffic to the platform and support the wide-ranging marketing campaign. However, support from the Council staff will be required to help with the marketing, by providing local information, contacts and use of the Council social media pages.

The platform is the perfect way to blend online and offline sales, with retailers being able to update their offering to encourage physical visits for special promotions or being able to switch to a uniquely engaging online-only mode.

The overall aim of this initiative is to complement the other measures aimed at supporting town centre recovery through diversifying the way consumers can shop locally and enabling businesses to use digital tools to raise their profile, reach new customers and generate additional sales; as well as it being a more ethical, eco-friendly and convenient alternative to existing online market places such as Amazon. Furthermore, it will also be beneficial to new/emerging businesses that are starting out without a digital presence. This could help offer low risk and no costs to businesses signing up for the first year.

In addition, a placemaking website brings personality, culture and provides an offering to residents and visitors on what is happening in the district.

How to fund this project

An initial 12-month agreement to be funded through Welcome Back Fund. The e-commerce platform can set up the Hart District page in two weeks, after this it will then be getting the message out to businesses about be part of the website. After this time, a decision would need to be made regarding what happens with the cost of maintenance and how existing and new businesses would be charged.

Quotes gathered identified the lowest price as being £12,000 and the highest as £30,000, as expressed in the table below. The turnaround to get this set up can be done very quickly.

This is within scope strand 5 of the WBF. As this website will be able to provide information on promoting a safe environment for local trade and tourism and promoting safe events.

This is within scope strand 5 of the WBF. *The production of websites would need to be directly in line with scope of the WBF and focused on the provision of information relating to the creation and promotion of a safe environment for local trade and tourism. This includes, but is not limited to, Click and Collect /Virtual High Streets and websites promoting safe celebration events.*

The benefits of a one-stop e-commerce platform will offer businesses, residents and visitors:

- A space to promote and advertise the local offer.
- About the town (history, map/directions)
- Safety information/updates
- News/Blogs/articles (imagery, copy and links)
- Listings for local businesses/retailers
- Event listings (what's on)
- Things to do (local attractions/trails)
- Links out to an e-commerce platform
- Social media feed: Hooking up the local council social media

Matters to consider

- Working with an existing e-commerce platform provider will help to manage the content site. But it will require a level of engagement and commitment from the local businesses and retailers to provide relevant and engaging content and for this to be kept up to date. There will be the Economic Development Officer and Communications Team time to consider in helping support the marketing campaigns, provided key local information & contacts and use of the Council's social media pages.
- A risk could be there is little or no take up from businesses but we would have committed to 12 months
- There will be an ongoing cost associated for management and support of the site after the initial 12 months period.
- Having a digital presence could attract new visitors looking for days out and who have come across the platform online. It may not necessarily be the answer to actually getting people back to the town, but broadens the exposure of existing and new retailers to promote their goods and services.
- An initial 12-month agreement to be funded through WBF. After this time, a decision would need to be made regarding what happens with the cost of maintenance and how existing and new businesses would be charged.

Click It local	Cost for 12 months	Uniqueness
<u>Click it local</u>	Standard Option - £2,500 +VAT per month (For 12 months, total £30,000.)	<ul style="list-style-type: none"> • Hire local people to be drivers • 7.5% store fee • Marketing and social support for stores and the launch • Started in March 2020 - have around 15 places signed up – supported over 300 businesses in 2020
<u>ShopAppy</u>	£12,000+VAT	<ul style="list-style-type: none"> • Live in over 100 places • Started in 2016 • Hosting of online events such as pop-up makers / artists and fairs • Home traders and local online businesses are able to join during this period at no extra cost.
<u>The Borough Basket</u>	£5,000 setup fee; £750 per month for support; (For 12 months, total £14,000)	<ul style="list-style-type: none"> • Stripe charges 1.4% commission + 20p p/t • Basingstoke worked with a local web designer to build this • Around 40 businesses have signed up this includes shops, classes and restaurants. • Can create own branding • More involvement within the Council to help manage the site

HDC would therefore apply for the funding and commission the chosen supplier for the first 12-month period. It would then be necessary to assess its success and benefits, prior to determining how to continue.

Neighbouring Authorities with an eCommerce product:

- [Basingstoke – The Borough Basket](#)
- Rushmoor – MyTown (Launching in July)
- [Winchester](#)
- [Waverley](#)
- [Test Valley – InAndover](#) (Run by the BID)

Monitoring the platform

In terms of monitoring the platform, we will get reports from the e-commerce platform provider on a monthly basis, on how the site is performing in terms of the number of businesses signed up, orders, visitors to the site. This will help to analyse if the site is improving from month to month or declining. This will help to determine the success of the platform. Also, the Council can engage with businesses through a survey asking questions on a quarterly basis to get regular feedback.

Images of web pages from the different suppliers:

Screenshots of Click it Local

Appendix 3

The screenshot shows a mobile device displaying the Click it Local app. At the top, there's a banner with the text "Your local high street. Delivered." Overlaid on a photo of a colorful high street. Below this is a search bar with the placeholder "Enter your address to find local stores." and a location field showing "Heron Cl, Farnham GU9 8WF, UK". A "Search" button is to the right. The main content area has a heading "Why Click It Local?" followed by four circular icons: "Varied Choice" (people icon), "Convenient" (bag icon), "Fast Delivery" (bicycle icon), and "Switch Local" (location pin icon). Below each icon is a brief description: "Search 1000's of products from 100's of local shops.", "Buy from multiple shops with one payment and one delivery.", "Get same day zero emissions delivery from just £3.50.", and "Make the switch to start shopping local more regularly."

The screenshot shows a desktop browser displaying the Click it Local website. At the top, there's a banner with the text "Cranleigh • Farnham • Godalming • Haslemere" and "and all surrounding villages in Waverley Borough". Below this is a navigation bar with tabs for "Stores", "Products", "Groceries", "Treats", "Gifts", and "Deli". A search bar is at the top right. The main content area has a section titled "Featured stores." with four thumbnail images: "Secretts Farm Shop", "Marley Flowers Ltd.", "C. H. Wakeling Ltd", and "Elphicks Limited". Below this is a section titled "Recently added stores." which is currently empty.

The screenshot shows a desktop browser displaying a product page for "Aberdeen Angus Brasing Steak" from "C. H. Wakeling Ltd". The product image shows several pieces of raw meat. The price is £2.50. There are options to choose weight: 250g, 500g, 750g, 1000g, and a quantity selector with a minus sign, a plus sign, and a value of 1. Below this is an "Add" button. To the right of the main product image is a smaller image of "Chicken Fillet". At the bottom of the page, there are "Most popular" sections for "Smoked Steaky Bacon" and "Moulded Bacon", each with an "Add" button. At the very bottom, there's a "All products." section with a grid of small meat images and "Add" buttons.

The screenshot shows a desktop browser displaying a basket page. The basket contains four items: "Belvoir Blackberry & Rhubarb Tart Cordial / 50cl" (1 x 50cl), "Belvoir Elderflower Presse / Pk1" (1 x 250ml), "Hilton Gertie Sparkling (12 x 750ml) / 12x750ml" (1 x 12), and "Fermented Spicy Sour Shot / Fermented spicy sour shot" (1 x 200ml). The total subtotal is £21.98, with a discount of £1.00 applied, resulting in a total of £20.98. The page also features the Click it Local banner, featured stores section, and recently added stores section.

Screenshots of The Borough Basket

Welcome to our borough's online marketplace, your one-stop shop for supporting independent businesses in Basingstoke and the surrounding villages. Check back here regularly as we're adding more shops and services every day!

Shop safe, shop local

Browse Hair & Beauty Salons Food & Drink Fashion Eating Out Classes

Discover exciting and fresh products on your doorstep while helping to create jobs and strengthening your community during these challenging times – with every order you place a real person is doing a little dance.

Thank you for #supportinglocal

Basingstoke Wellness Bee Good Bee Muddy Mud Kitchens

Show me more Borough Basket stores →

A Community project powered by

Surya's International Fresh Store

Welcome to Surya's International

We are a local international food and convenience store selling a wide range of produce from all over the world and specialising in Hungarian produce.

What are you looking for?

Thank you for #supportinglocal

Basingstoke Basingstoke Hampshire School of Jewellery Basingstoke Herbs and Spice Cookery

Drama Tots
Drama and imaginative play classes for you and your preschooler. Through the use of music, movement and props we will take you on weekly adventures that work alongside the EYFS curriculum. Most

Hampshire School of Jewellery
Jewellery making workshops from one of introductory classes suitable for complete beginners to longer courses. Sessions include ring and bangle making and silver clay jewellery.

Herbs and Spice Cookery
Learn authentic Indian curries, snacks and desserts in the comfort of your home via Zoom.

Shop safe, shop local

Shops Pets Home & Garden Hair & Beauty Food & Drink Father's Day Gifts Fashion Eating Out Classes

Discover exciting and fresh products on your doorstep while helping to create jobs and strengthening your community during these challenging times – with every order you place a real person is doing a little dance.

Thank you for #supportinglocal

Basingstoke Basingstoke Basingstoke

Appendix 3

ShopAppy

WHERE WE ARE | WHAT IS SHOPAPPY? | HOW IT WORKS | OUR STORY | LOGIN / SIGN UP

supported by **VISA**



YOUR LOCAL COMMUNITY ONLINE.

Town or postcode

Use your location

Popular areas: BROXBOURNE • KIRKCALDY • KILMARNOCK • BARNESLEY • SWADLINCOTE • BOLSOVER • RUGBY • PENARTH • NORTHALLERTON • HOPE VALLEY • SALTAIRE

BE NICE BE KIND

ShopAppy

WHERE WE ARE | WHAT IS SHOPAPPY? | HOW IT WORKS | OUR STORY | LOGIN / SIGN UP

Change location **RUGBY**

SHOPS & MARKETS | PRODUCTS & SERVICES | WHAT'S ON | EATING OUT |

supported by **VISA**

WELCOME TO RUGBY

ShopAppy is now live in over 100 areas, bringing the shop local experience back to high streets and markets across the UK.

NOW OFFERING LOCAL DELIVERY



ShopAppy

WHERE WE ARE | WHAT IS SHOPAPPY? | HOW IT WORKS | OUR STORY | LOGIN / SIGN UP

Change location **RUGBY**

SHOPS & MARKETS | PRODUCTS & SERVICES | WHAT'S ON | EATING OUT |

Show me Sort by

Business Types Alphabetical A-Z

Rugby | Shops

supported by **VISA**

RUGBY SHOPS

Showing 1 - 9 of 35

BEAUTY SECRETS



Beauty Secrets is a lovely, friendly and relaxing beauty salon situated on Cymbeline Way, Bilton, on the south side of Rugby. Established in 2009 by highly qualified and experienced beauty...

[SHOP INFORMATION](#) | [SEE ALL PRODUCTS](#)

Fusion Cafe Ltd

supported by **VISA**



Monday 8am - 11am
 Tuesday 8am - 11am
 Wednesday 8am - 11am
 Thursday 8am - 11am
 Friday 8am - 11am
 Saturday 9am - 12pm
 Sunday Closed
 Bank Holidays Closed

FIND US

Brownsover Picnic Site, Boughton Road, Rugby CV21 1AP
 0723023954

