



THE
HIGH STREET

CHALLENGE

ROUND 8

- Getting started 3
- Objectives 4
- Who can apply? 5
- Location 5
- Your idea 6
- Outputs and outcomes 7
- How will my application be assessed? 8
- Post application clarifications 9
- How we will support your project 9
- How should I submit my application? 9
- Good luck 10

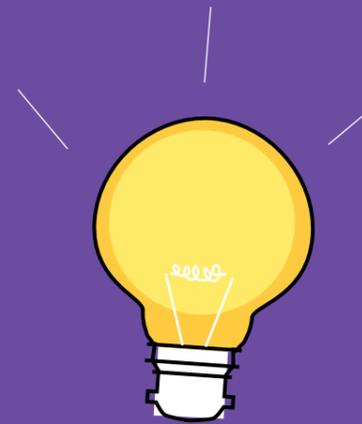
YOU ARE INVITED TO TAKE PART IN A CHALLENGE

to transform Southwark's high streets

WITH A SERIES OF **inspiring, innovative projects**

THAT WILL HELP OUR **high streets**

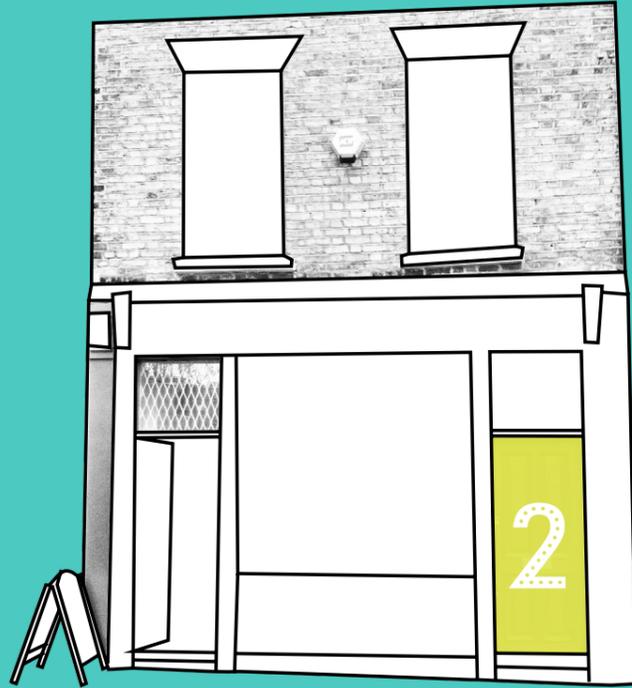
AND TOWN CENTRES TO **thrive**



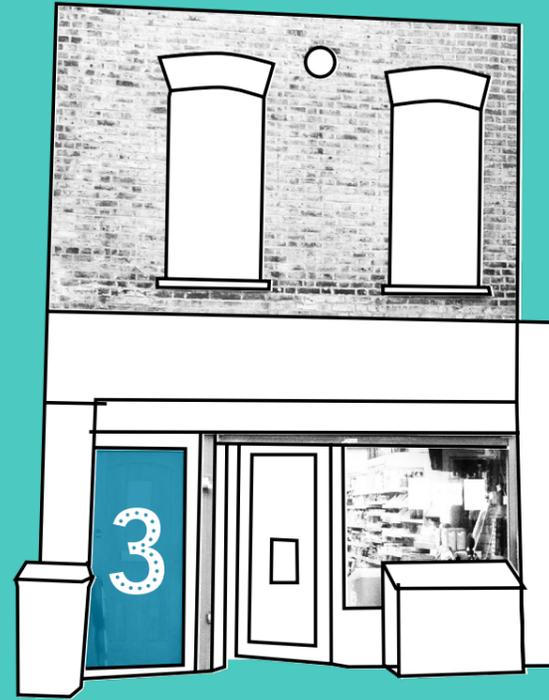
GETTING STARTED



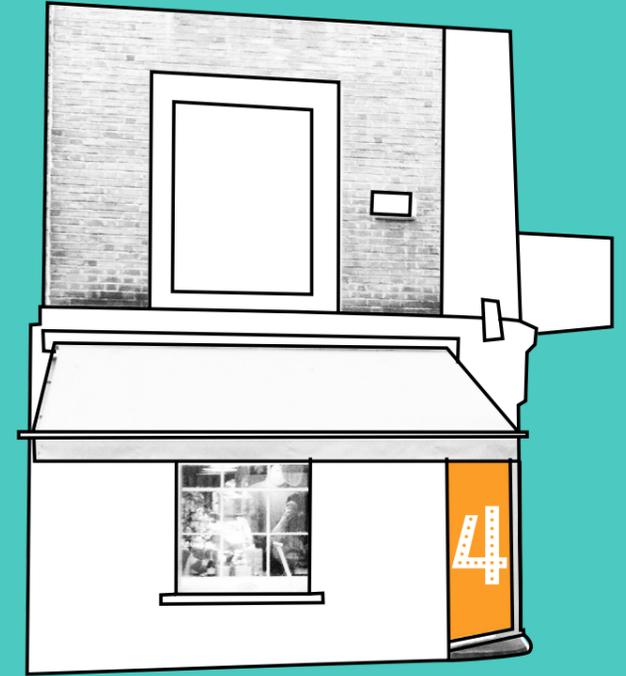
YOU COME TO US WITH A
great idea
TO REVITALISE OUR HIGH STREETS



WE SELECT THE
highest scoring
entries



WE HELP YOU TURN THE
WINNING IDEAS INTO REALITY:
a real time project,
anywhere IN ONE OF OUR TOWN CENTRES
OR HIGH STREETS



YOU HELP US TO
shape
things to come
ON SOUTHWARK'S HIGH STREETS

If you're interested, then
get started
with your proposal because
we want to make it happen.

The closing date for entries
is 14 February 2020.

The High Street Challenge is a fund to support pioneering projects in Southwark. We are now on the eighth of a series of rounds open to businesses and voluntary sector groups in the borough. You can apply for funding from **£1,000 up to £25,000.***

This prospectus provides guidance for round eight and we expect this round's winning projects to be rolled out from **March 2020**.

*Applications requiring more than £25,000 may be considered on a case by case basis.

We are inviting applications for funding under four themes. These are: **supporting diverse independent food businesses; healthy high streets; digital high streets; and cultural and community events.**

If you have a creative idea that fits one or more of these themes then we want to hear from you.

This prospectus tells you all you need to know about The High Street Challenge and how we wish to deliver real, tangible benefits for the borough's economic centres.

Please read the following pages thoroughly before you submit your idea so that you are fully aware of our vision and what is expected of you if you are selected. Application forms can be downloaded from

www.southwark.gov.uk/highstreetchallenge

OBJECTIVES

Southwark's high streets are the civic, social and economic heart of our communities. They are busy, diverse and exciting places where people come to meet, use shops and businesses, work and relax.

Long term regeneration plans are transforming some of our major town centres, including Peckham, Canada Water and Elephant and Castle. But we know that changes to retail habits and tough economic times mean small businesses may need support to adapt. And we know that local people and groups often have great ideas to help make our high streets successful places that are good for everyone. The High Street Challenge is about empowering those that have the skills and knowledge to come forward and make a positive difference to our high streets.

The **aim** of The High Street Challenge is to attract more people to Southwark's high streets and town centres, and to increase the amount that is spent in the area. All projects should make a positive contribution to helping local SMEs thrive and making our high streets more inclusive, particularly for low income and BAME communities.

Projects that fit with two or more themes are more likely to be successful:

SUPPORTING SOUTHWARK'S DIVERSE INDEPENDENT FOOD BUSINESSES

Activities that promote the great diversity of small, local food businesses that reflect our borough's population. Ideas could cover promotions and branding, markets, events, digital and business support. Think about possible links to food safety and healthy eating.

DIGITAL HIGH STREETS

Activities that help small businesses take advantage of the digital retail revolution and create smarter high streets. Ideas should be area-based and respond to local need. Think about links to existing national and local programmes.

HEALTHY HIGH STREETS

Activities that help make our high streets and town centres healthier places for all and promote wellbeing. Ideas might promote mobility, connectivity of high streets, social interaction and cohesion, healthier shopping and eating or crime reduction.

CULTURAL AND COMMUNITY EVENTS

Activities that attract people to town centres to increase footfall and spend in local businesses. Ideas might also build a positive local identity, improve the visitor experience, and support community cohesion and pride. Think about demonstrating how local businesses will benefit and making events inclusive.

The examples given are for illustration only — any proposal that falls within these four themes will be considered.



LOCATION

WHO CAN APPLY?

Partnerships that bring together diverse skills and expertise are especially welcome.

If you are a...

Business network

Group from the arts or creative sectors

Educational establishment such as a school, college or university

Voluntary sector, community or resident group

Individual business (if representative and supported by other local businesses)

...then we want to hear from you

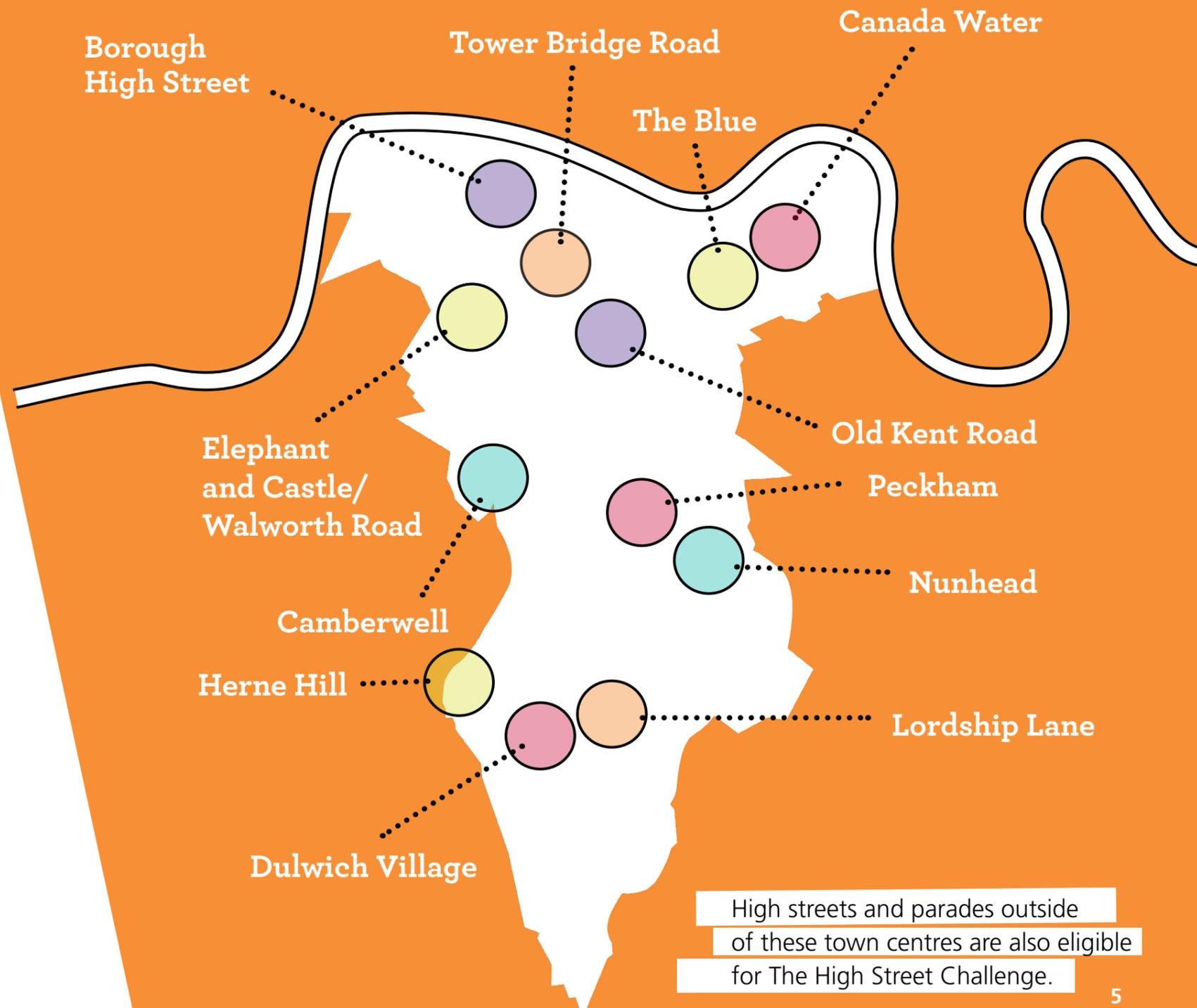
You must demonstrate that your approach is supported by local businesses in the town centre or high street that is expected to benefit from the activity.

We will not be able to fund proposals from individuals who do not have a business or constituted organisation that can act as an accountable body for the funding.

Organisations who have applied for High Street Challenge funding in previous rounds are welcome to re-apply. The application should be for a different idea, take on board previous feedback or build upon previous successful projects.

Your idea should be located in one of our town centres or high streets.

Southwark's town centres include...



High streets and parades outside of these town centres are also eligible for The High Street Challenge.



You can submit your ideas for The High Street Challenge by:

- 1 Downloading and completing an application form from www.southwark.gov.uk/highstreetchallenge and
- 2 Providing any supporting information such as visual material or a business plan

You should clearly portray what it is you intend to do, where in the borough you propose to do it, why it will deliver economic benefits to Southwark and, if relevant, details of land and/or building(s) that will be required for the duration of the project (and what will be required to secure these).

Your idea should support one or more of the themes of The High Street Challenge (supporting Southwark's diverse independent food businesses, healthy high streets, digital high streets, and cultural and community events) and aim to do the following:

- Produce sustainable benefits to the local economy beyond the funding period
- Introduce new or creative approaches to improving Southwark's high streets and town centres
- Add to and align with existing initiatives in the proposed area
- Build the capacity of local businesses or groups
- Make our high streets and town centres more inclusive, particularly for low income and BAME communities
- Benefit a significant number of local businesses and not disproportionately benefit a few
- Require no further funding or resources (e.g. staff time) from the council beyond the initial offer of grant funding
- Attract match funding from other organisations or crowd funding (which can include in kind contributions such as time, equipment or space provided free or at reduced cost)

Your financial breakdown for the funding requested must demonstrate that you fully understand the lifecycle costs of your proposal and that these can be met for the duration of the project. This is important because the project will not be provided with further and ongoing funding beyond the initial grant. If you are not sure of the full lifecycle costs because your idea needs testing we will consider proposals for small projects that aim to test out innovative ideas. If an idea can be successfully piloted we will welcome further applications to expand or roll out the activity in later rounds.

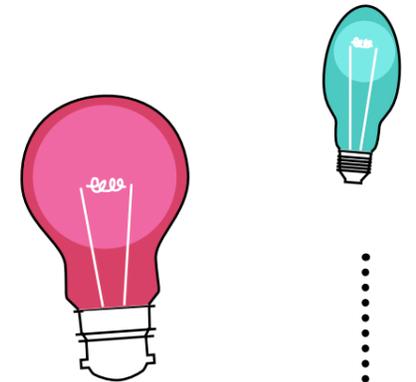
Your proposal will be assessed against the criteria set out in the **How will my application be assessed?** section on page eight of this prospectus. The application will also require you to select relevant **Outputs and outcomes** (see page seven) that can be used to determine what the impact of your project will be. These should be realistic as they will be used to monitor your project's performance.

Anything else you choose to submit in support of your application is up to you — it could be a document, video, design, business plan or model. The evaluation panel members need to understand it clearly — keeping it simple often works best.

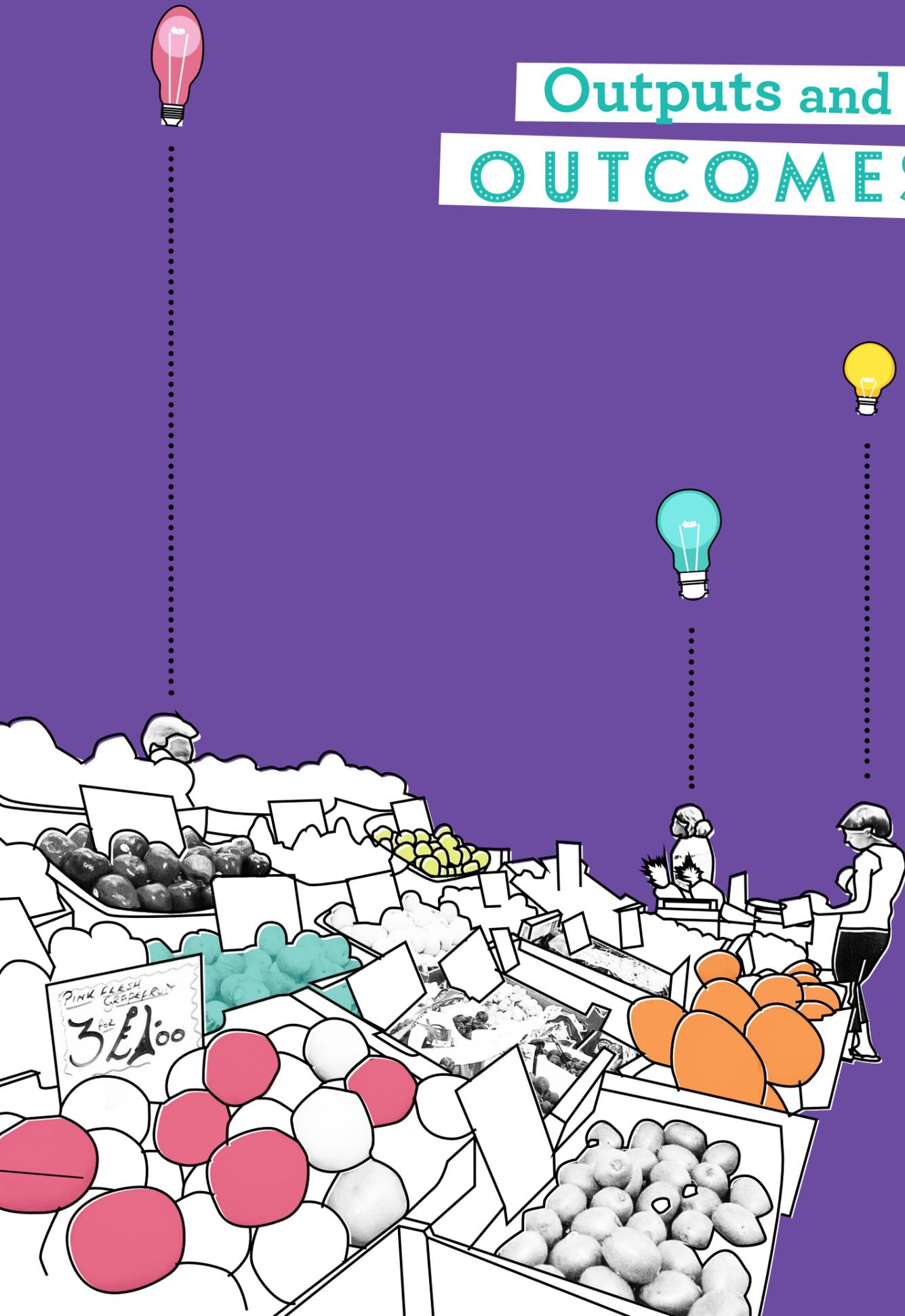
Supporting information may be submitted if it is:

- Relevant
- Linked to the application

Please do not submit excessive supporting information as it is unlikely to be considered by the panel.



Outputs and OUTCOMES



As part of the application process, you should choose appropriate outputs and outcomes from the list below and quantify the level of impact your project will have. Not all of these will be relevant to your idea but your project will probably deliver some of them. The outputs and outcomes you include in your application will be used to assess the expected impact of the project on your chosen high street or town centre. If your project will deliver additional outputs or outcomes to those listed, you should propose those that will best demonstrate the impact of your idea.

OUTPUTS

- Number of people attracted to events/markets
- Visitor spend at events/markets
- Number of people reached through campaigns
- Number of people participating in and/or benefiting from the project
- Number of businesses participating in and/or benefiting from the project
- Number of businesses receiving training or direct support
- Public spaces created or improved
- Under-used or empty space brought back into use
- New partnerships or networks created
- Survey/study/business cases produced
- Crowd funding / match funding secured (cash or in kind)

OUTCOMES

- Small businesses in high streets and town centres are more able to access support to become sustainable
- Residents and visitors across communities are more able and willing to use high streets and town centres
- Residents and organisations feel more able to use public spaces in high streets and town centres to support social action and health and wellbeing activities
- Residents and visitors across communities have access to a broad range of cultural activities in high streets and town centres

If you are successful, you will be required to carry out an evaluation of your project at the end of the activity, which assesses its impact under these measures and provides learning for future activity. You will receive further information and support for monitoring and evaluation as your project progresses.

HOW WILL MY APPLICATION BE ASSESSED?

An evaluation panel will assess your proposal for quality and value for money. The answers to the questions in the application form along with any supporting information provided will be scored and weighted as below.

Project description

What will the project do and how?

25%

Project viability

How can we be confident the project will be a success?

25%

Value for money

What will the impact be and why is it worth the funding?

25%

Demonstration of need/demand

Why is it needed?

15%

Diversity

How will you ensure your project is inclusive and welcoming to all?

10%

EACH QUESTION will be SCORED as follows:

Excellent

5

Outstanding response, exceeds expectations, adds value, full confidence

Good

4

Good response, which meets all requirements and gives some confidence

Acceptable

3

A satisfactory response, which meets the basic requirements

Poor

2

Only some of the requirements met

Very poor

1

Unacceptable, an unsatisfactory response

No submission

0

No information is provided

If you score 1 or 0 on any question, your application will not be considered for funding at this time.

The final score will be used by the panel to assist their decision on which projects are to be recommended for funding.

FURTHER development GROUP

If your application is not successful, but the evaluation panel is confident that it can meet the aims of the High Street Challenge and become a successful project with a little help, we will work with you to further develop it.

In these instances the evaluation panel will give you feedback and ask you to provide an updated application by **25 March 2020**. Your updated form will then be assessed. Being placed in the 'further development group' is no guarantee that the council will fund your project but this period will enable you to work with us to develop your idea.

POST APPLICATION clarifications

The assessment will be based on the information provided in your application form and supporting material, but the panel may choose to seek further clarification from you before making a decision.

HOW WE WILL support YOUR PROJECT

If you are successful, you will receive guidance from council staff throughout the project's delivery to help ensure its success. However it is important that your delivery model does not depend on any council resources, including staff time, being provided in addition to The High Street Challenge funding. We will also help you to identify other sources of funding that can be used to grow your idea.

HOW SHOULD I submit my application?

- 1 Download the application form at www.southwark.gov.uk/highstreetchallenge
- 2 Complete the application form and put together any supporting information (as a hard copy or email attachment)
- 3 Submit your application and supporting information to arrive no later than **5pm on 14 February 2020**

Applications and supporting information can be submitted by email to:
localeconomy@southwark.gov.uk

Applications sent by post should be addressed to:

Nazmin Yeahia
Strategy and Partnerships (Local Economy)
Southwark Council
PO Box 64529
London SE1P 5LX

Hand delivered or couriered applications should be addressed to:

Nazmin Yeahia
Strategy and Partnerships (Local Economy)
Southwark Council
160 Tooley Street
London SE1 2QH

Please note that all deliveries must be made via the council's side entry loading bay in Barnham Street, off Tooley Street, SE1 2QH. You must ensure that you obtain a valid receipt upon delivery of your application.

Late or incomplete applications may not be accepted.



Good LUCK

CLOSING DATE FOR APPLICATIONS IS
14 February 2020

We will aim to notify you about the outcome of your application by 23 March 2020.

NEED MORE INFORMATION?

If you require further information, clarification or have any queries, please contact us by emailing Nazmin Yeahia at nazmin.yeahia@southwark.gov.uk

Any additional information, changes or clarifications will be made available to all applicants via the council's website at www.southwark.gov.uk/highstreetchallenge

