



THE
HIGH STREET

RECOVERY

FUND

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YOU ARE INVITED TO TAKE PART IN A CHALLENGE

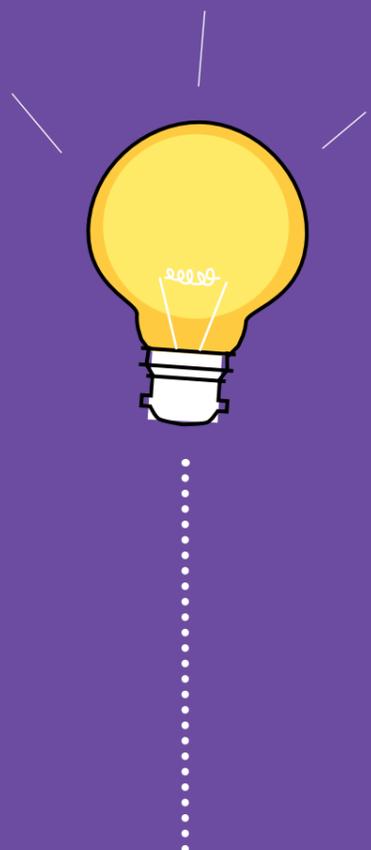
to transform

Southwark's high streets

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

THAT WILL HELP OUR **high streets**

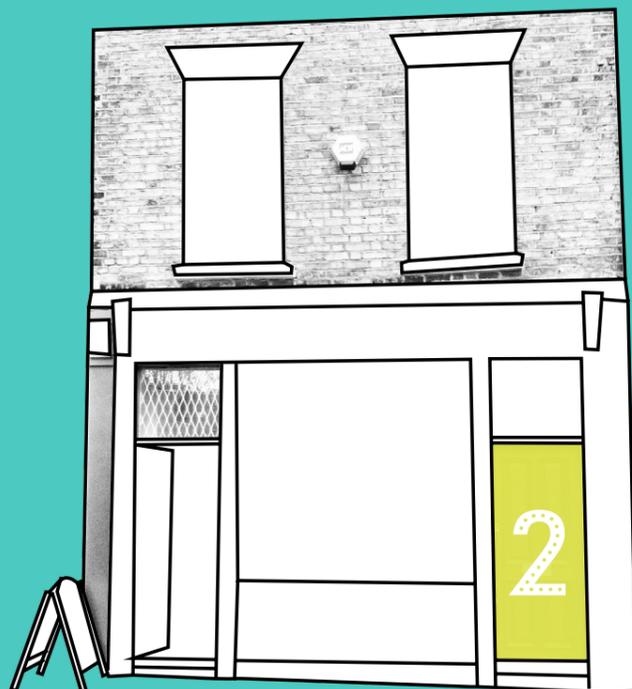
AND TOWN CENTRES TO **thrive**



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 27 July 2021.

The High Street Recovery Fund is a fund to support pioneering projects in Southwark. This fund has been designed to support high street renewal and recovery from the Covid-19 pandemic and follows the success of seven previous "High Street Challenge" rounds. The fund is open to businesses and voluntary sector groups in the borough. You can apply for funding from £1,000 up to £25,000.*

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

This prospectus provides guidance on the fund and how to apply. We expect successful projects to be rolled out from Summer 2021 onwards.

We are inviting applications for funding under six themes:

- 1. Healthy and safe high streets;** **2. Cultural and community events;** **3. Vibrant, resilient and connected high streets;** **4. An inclusive, greener local economy;** **5. Sustainable, accessible places;** **6. Southwark Stands Together.**

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 Recovery Fund 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:

OBJECTIVES

The Covid-19 crisis has had significant impact on our town centres and high streets, exacerbating pre-existing problems as well as creating new challenges. The council has therefore made their protection and development a priority. It is vital that we ensure our town centres and high streets remain vibrant, thriving, accessible spaces, safe for all, which contribute to the prosperity and cohesion of our local communities.

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 tough economic times, changes to retail habits and other impacts of the pandemic 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 Recovery Fund 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 Recovery Fund is to attract more people back 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 small and medium-sized enterprises thrive and making our high streets more inclusive, particularly for low income and Black, Asian and minority ethnic communities.

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

HEALTHY AND SAFE HIGH STREETS

Activities that support the safe reopening of high streets, and make them safe and welcoming places to visit. As well as interventions in mobility, connectivity of high streets, social interaction and cohesion, reduction of health inequalities and promotion of access to health-promoting goods and services.

CULTURAL / COMMUNITY EVENTS

Activities that will celebrate and acknowledge diversity and the unique identity and heritage of our town centres, help to foster a sense of social cohesion and promote town centres as the heart of our diverse communities.

VIBRANT, RESILIENT AND CONNECTED HIGH STREETS

Activities that will support the improvement of digital connectivity in our town centres, encouraging the development and delivery of connected services for people and businesses.

AN INCLUSIVE GREENER LOCAL ECONOMY

Activities that will support inclusive, greener economic growth in our Town Centres and High Streets, in particular within key local business sectors, including retail, hospitality, tech, biomedical, health, construction, green and creative industries, and projects that will enhance opportunities for carbon reduction.

SUSTAINABLE, ACCESSIBLE PLACES

This theme aligns to the council's vision for a 15-minute borough and welcomes projects that aim to make localities more accessible, better connected and sustainable, for instance promoting sustainable modes of transport, reducing pollution and carbon emissions.

SOUTHWARK STANDS TOGETHER

All applicants will be required to demonstrate how their project will incorporate the ambitions of Southwark Stands Together; increasing diversity, reducing inequalities and tackling racism.



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

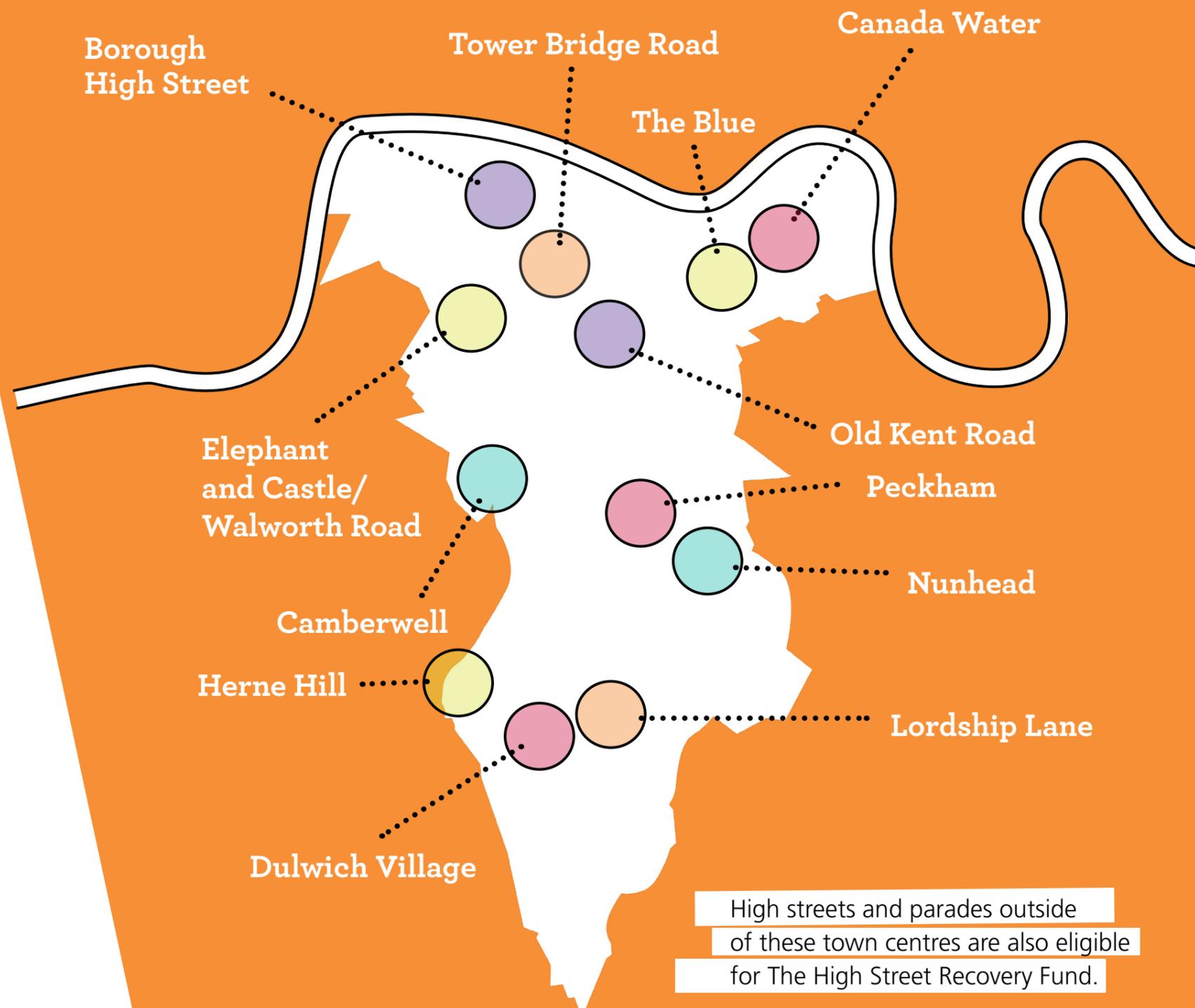
You must demonstrate that your approach is supported by local businesses in the town centre or high street that is expected to benefit from the activity.

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 our previous High Street Challenge funding are welcome to 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 Recovery Fund.



You can submit your ideas for The High Street Recovery Fund by:

- 1 Downloading and completing an application form from www.southwark.gov.uk/highstreetrecoveryfund 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 Recovery Fund 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 Black, Asian and minority ethnic 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)
- Support town centre recovery following the pandemic
- Have no negative impact on the environment

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.

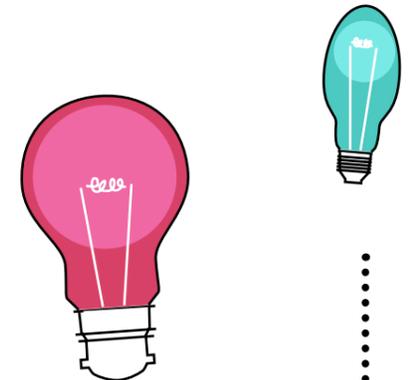
Your proposal will be assessed against the criteria set out in the **How will my application be assessed?** section on page eight of this prospectus. The application will also require you to select relevant **Outputs and outcomes** (see page seven) that can be used to determine what the impact of your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

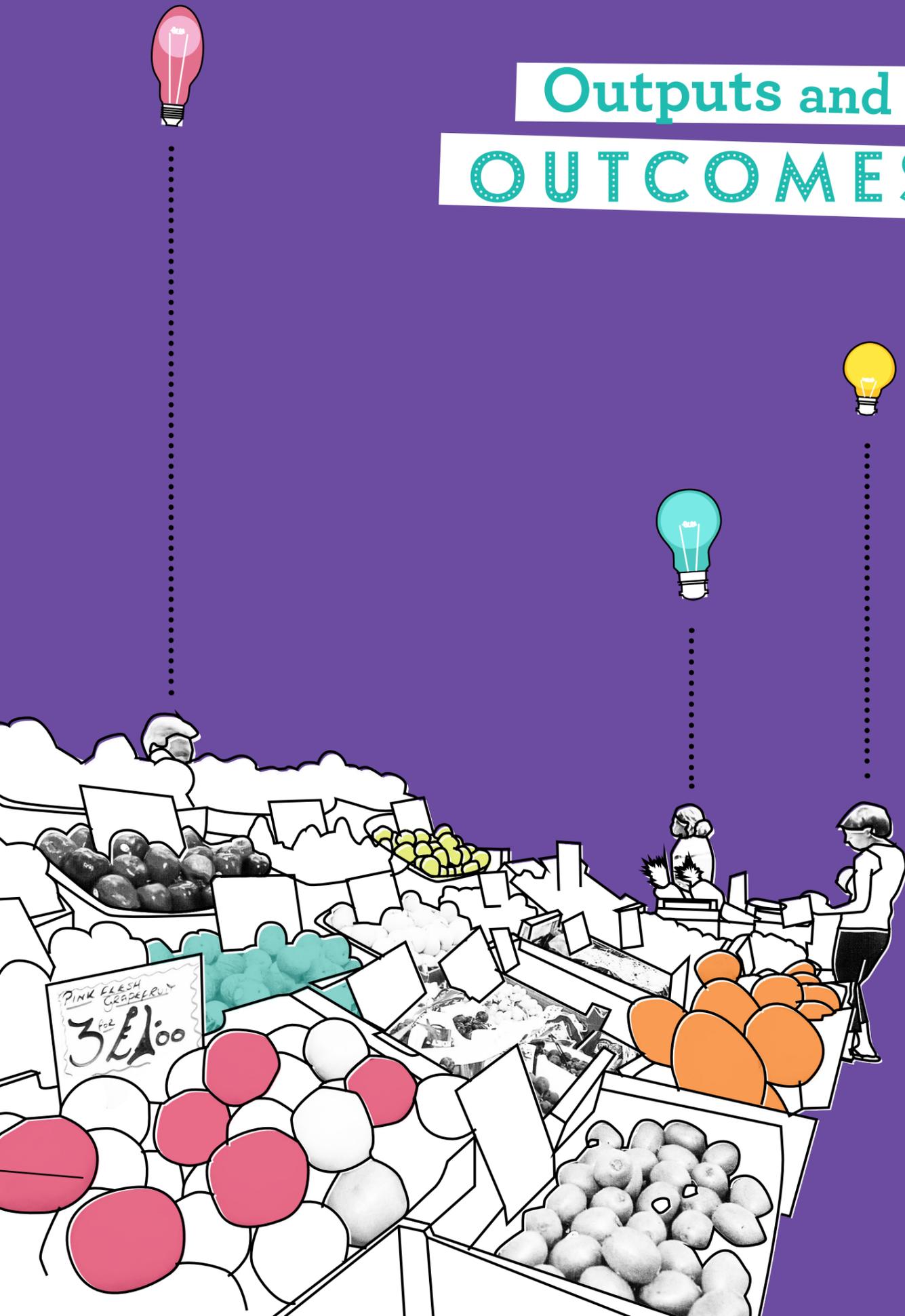
OUTPUTS

- 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 Recovery Fund 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 **30 September 2021**. 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 Recovery Fund 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/highstreetrecoveryfund
- 2 Complete the application form and put together any supporting information (email attachment only)
- 3 Submit your application and supporting information to arrive no later than **5pm on 27 July 2021**

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

Please contact us well in advance of the deadline to let us know if you are unable to submit documents by email.

Late or incomplete applications may not be accepted.



Good LUCK

CLOSING DATE FOR APPLICATIONS IS
27 July 2021

We will aim to notify you about the outcome of your application by 31 August 2021.

NEED MORE INFORMATION?

If you require further information, clarification or have any queries, please contact us by emailing Laura Ahern at laura.ahern@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/highstreetrecoveryfund



