

Welcome Back Fund: Breckland Proposals – Town Council Brief

Background:

- £125k allocated to Breckland building upon last year's RHSS allocation, to be used before 31st March 2022.
- Aims to support the return to high streets safely by investing in additional measures to create and promote a safe and welcoming environment for local trade and tourism
- Main area of scope includes:
 - Creating action plans for short/medium term recovery
 - Communications and campaigns to potential visitors and businesses
 - Temporary safety and beautification changes in public realm and high streets

Proposal:

Proposed activity to deliver:

Element	Proposal
Digital Sign Network	<ul style="list-style-type: none"> - Signs in each Town Centre - Local, District and regional content displayed - BDC led and procured with partner support on siting and operation
Shop Local & Spend Local Campaigns	<ul style="list-style-type: none"> - Summer / Autumn Campaign (Digital & Print) - Winter Campaign (Digital, Print) - Localised Banner Refresh (Jan 22) - Revised Digital Directory - BDC led and procured with partner support on siting and operation
Brighter, Greener, Cleaner Towns	<ul style="list-style-type: none"> - Toilet Reinstatement / Enhancement - Public seating additions / replacements - Enhanced Planting - Graffiti Removal - Either one central programme, locally defined, or defrayed locally to deliver through existing partners (speed and cost dependent)
Brighter, Greener, Cleaner Parks	<ul style="list-style-type: none"> - Painting - Graffiti removal - Public seating additions / replacements - Run as one central programme
Safer Events Programme	<ul style="list-style-type: none"> - Extending Market Days - Creating new activity (Post June) - Either one central programme, locally defined, or defrayed locally to deliver through existing partners (speed and cost dependent)

Anticipated Outcomes / Outputs

- Create a welcoming and covid safe environment in our market towns
- Improvements in communication and raised awareness of the Breckland tourism offer
- Growth in visitor numbers, both local and further afield, to our market towns

What data / feedback is telling us

Pre Covid (2019) destination Research

- Tourism worth c. £223m to Breckland economy (4,000 jobs), with 4.3m visits recorded per annum
- Vast majority of volume (95%) day visits, but c. 30% of value from overnight stays

Covid Response – business survey (circa 500 businesses) and data sources:

- Independent businesses within Breckland have identified an increase in customers buying local to support business survive.
- Local information is not easily obtainable.
- Digital use has increase across the world to 4.66billion in January from 316 million since the same time the previous year.
- The increase in staycations across the UK- holidaycottages.co.uk indicates that 4 in 5 brits (84%) are planning a staycation in 2021.
- In July 2020, the local data company reported that 29% of High Street Shops hadn't re-opened in the weeks after lockdown.

Likely Timescales

- Can make spend (at risk) from 16 April 2021
- 100% defrayment required by 31 March 2022
- Reasonably expect to have GFA in place (so no longer spending at risk) June/July 2021