

Date: 17 June 2020  
Direct phone: 01395 517509  
Direct email: [PlaceandProsperity@eastdevon.gov.uk](mailto:PlaceandProsperity@eastdevon.gov.uk)



## To all Town/ Parish Clerks

Dear Town/ Parish Clerk

### Coronavirus (COVID-19) Recovery

#### The Reopening High Streets Safely Fund

The Reopening High Streets Safely Fund is providing funding from the European Regional Development Fund (ERDF) to councils across England to support the safe reopening of high streets and neighbourhood shopping areas.

East Devon District Council is to receive an allocation of £130,992 (from the European Regional Development Fund) and from 1st June will be able to make claims for **eligible expenditure**. This is an opportunity to prepare for the next phase of recovery, so that our local economies are able to open safely and are welcoming. We are aware from a number of Town and Parish Councils that work is well underway, focusing on ensuring high streets and neighbourhood shopping areas are welcoming for the benefit of businesses, visitors and residents and ensuring long term viability. For the Council to consider how best to utilise this funding and where financial and more practical support is most needed, we'd ask that you review the attached document, complete and return to [PlaceandProsperity@eastdevon.gov.uk](mailto:PlaceandProsperity@eastdevon.gov.uk) by no later than **5pm, Friday 3<sup>rd</sup> July**.

By completing the attached, the Council will be better able to understand what measures are already in place or being arranged, can facilitate the sharing of best practice across the District **and can start to identify how and where the European Regional Development Fund allocation can best be used**, but also where other practical support from the District Council might be needed.

The funding provided to East Devon District Council is very small but it might be that where necessary it can help fund signage, communication support etc. The criteria for eligible activity is strict and many works may not be eligible. Activities that are potentially eligible include:

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Blackdown House, Border Road, Phone: 01395 516551  
Heathpark Industrial Estate, Email: [csc@eastdevon.gov.uk](mailto:csc@eastdevon.gov.uk)  
Honiton, EX14 1EJ [@eastdevon](http://eastdevon.gov.uk)  
DX 48808 Honiton

Download the free East Devon App  
to access council services at  
[eastdevon.gov.uk/app](http://eastdevon.gov.uk/app)

- Support to develop an action plan for how you can begin to safely reopen your local economy;
- A communication and public information campaign to ensure that the reopening of the local economy can be managed successfully and safely;
- Business-facing awareness raising activities to ensure that reopening of your local economy can be managed successfully and safely; and
- Practical temporary public realm changes to ensure that reopening of the local economy can be managed successfully and safely e.g. signage, temporary changes to public realm, street markings and temporary barriers. These measures are focused specifically at High Streets\* and Neighbourhood Shopping Areas\*\*

\*A High Street is defined as a cluster of 15 or more retail addresses within 150 metres.

\*\*A neighbourhood shopping area is defined as a cluster of 14 or less retail addresses within 150 metres. *(we are currently seeking further clarification on the minimum number of retail addresses in a cluster)*

Below are links to the guidance notes on the fund and answers to frequently asked questions together with links to the Covid -19- Recovery Framework, Government guidance for safer public places and the High Streets Task Force.

[Reopening High Streets Safely Fund guidance](#)

[Reopening High Streets Safely Fund - Frequently Asked Questions](#)

[Covid-19-Recovery Framework](#)

[Coronavirus \(COVID-19\): Safer Public Places – Urban Centres and Green Spaces](#)

[High Streets Task Force](#)

We look forward to receiving your completed questionnaire in due course.

Yours sincerely

**Cllr Paul Hayward**

Portfolio Holder Economy and Assets

**Tim Child**

Service Lead – Place, Assets &  
Commercialisation