

**Background**

The Reopening High Streets Safely Fund is providing £50 million from the European Regional Development Fund (ERDF) to councils across England to support the safe reopening of high streets and other commercial areas.

The funding is to be provided to Borough and District Councils. Waverley's allocation is £111,000.

The Economic Development Team at Waverley have used data collected as part of the Business Improvement District project to define individual allocations for each town (and villages) on a proportional basis as follows:

1. £20,000 – WBC (Economic development borough wide activities – including footfall counters)
2. £33,600 – Farnham
3. £24,000 – Godalming
4. £12,800 – Haslemere
5. £9,600 – Cranleigh
6. £11,000 – Other Villages

Activities that may be covered by the Fund are:

1. Support to develop an action plan for how the local authority may begin to safely reopen their local economies.
2. Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely
3. Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.
4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.

The funding is to be paid in arrears and WBC will be required to evidence the spend and claim this from Government.

Whilst the implementation of a footfall counter is not compulsory, in order to access the funds we would need to be able to demonstrate how / if the money received helped the town. The footfall counter is seen as an easy way to manage this. The installation and costs of running the footfall counter (£4200) would be paid for by Waverley out of the ERDF fund. The contract with the supplier is only for one year and there is no obligation to renew at the end of that year.

It uses sophisticated software to count the footfall from a camera installed in the town centre. No images are stored, all is fully compliant with GDPR. Management information is sent to us on a daily basis, we can also have an app to interrogate the information ourselves. We would also receive benchmarks against Regional and National statistics.

**RECOMMENDED:** That the Clerk is authorised to agree the installation of the footfall counter with Waverley Borough Council.