

RE-OPENING HIGH STREETS SAFELY & WELCOME BACK FUND

PROJECT SUMMARY & EVALUATION REPORT
MAY 2022





It has been my privilege to Chair the Re-opening High Streets Safely and Welcome Back Fund Strategic Group, and the RHSS Technical Group from inception in June 2020 to the end of the initiative in March 2022.

Over this period of time, the very talented and dedicated multi-agency group has successfully delivered a range of initiatives, set out in this report, in support of the Council's strategy to respond to COVID-19.

The use of the European Regional Development Fund resources, provided by the UK Government, has seen retail and coastal areas positively supported through several waves of COVID and enabled them to move to a position where they are now managing and living with COVID.

I want to thank all those who were involved in the delivery of this initiative for your professionalism, total commitment, and ability to be creative and deliver in ever changing circumstances. I will always remember and be grateful for your efforts.



David Ball.

Assistant Director, Special Projects,
Regeneration and Place Directorate,
Wirral Council



Neil & Maria Kershaw Newsagents in Egremont were just one of the many Wirral businesses who did incredible things in their community during the pandemic. It is important we support them, like they helped and supported their community.

EXECUTIVE SUMMARY

This document provides an outcome report for the Re-opening High Streets Safely / Welcome Back Fund initiative. This initiative operated under the emergency COVID arrangements that were put in place by the Council to respond to the pandemic, allowing decisive actions to be taken in a timely manner in ever changing circumstances.

Over £565,000 of the funding allocation was spent. This is a significant achievement given that the funding eligibility criteria came with several restrictions.

All the initiatives, set out in this report, were evidence led to ensure the most effective response to the various waves of COVID.

Working with the Outbreak Management Cell (a multi-agency group chaired by the Director of Public Health) ensured that the RHSS/WBF initiative aligned with other Council and agency responses to COVID-19, ensuring a fully integrated strategic approach to the pandemic.

The exceptional contribution and professionalism of all those involved in the delivery of these initiatives ensured that the RHSS/WBF achieved maximum impact in constantly changing waves of the pandemic.

Although this initiative has now ended, transition arrangements have been put in place as Wirral moves to managing COVID as “business as usual”. This will ensure that retail and coastal areas, along with businesses and communities will continue to be supported.

1. INTRODUCTION

The purpose of this report is to provide a summary outlining the range of activities and interventions that were undertaken using resources from former Ministry of Housing Communities & Local Government (MHCLG), now Department for Levelling Up Housing & Communities (DLUHC), through its Re-opening High Streets Safely Fund (RHSSF) and Welcome Back Fund (WBF).



Advertisement

10 simple ways we can help Wirral stay safe

Now we're getting back to the things we've missed, here are 10 simple things we can do to help reduce the chance of spreading COVID-19

1. MEET OUTSIDE: If you are meeting for a long, outdoor catch-up, you're less likely to spread the virus if you meet outside. Why not make the most of our glorious summer and go for a walk, or meet in a local garden?

2. FRESHEN UP: If you do meet inside, open windows and doors, the more fresh air, the quicker any virus particles will be removed.

3. GET VACCINATED: The best way to help yourself stay safe is to get vaccinated and encourage your mates to do so, too.

4. KEEP YOUR CIRCLE CLOSE: The more people you see, the more likely you are to pick up the virus. Limit the number of people you are in close contact with, and for how long.

5. CONSIDER THOSE MORE VULNERABLE: Remember that some people are more vulnerable to the virus than others, like older people or pregnant women. You might choose to delay close contact with an elderly relative or a mum-to-be at this point, particularly if one or both of you are not vaccinated.

6. GET TESTED: Get tested once a week, even if you don't have symptoms. You can order free home tests for you and your loved ones that give results in 30 minutes (see right for more info).

7. THINK HYGIENE: Keep washing your hands thoroughly and cleaning surfaces in your home regularly.

8. COVER UP: Wear a face covering, particularly when visiting shops or taking public transport.

9. AVOID THE CROWDS: If a place is busy, can you return later, or go somewhere else instead?

10. THINK OF OTHERS: Remember that everyone else is getting used to the 'new normal' too. Be polite, be kind, be safe.

FREE TEST KITS
DID YOU know that you can collect free COVID-19 test kits at more than 80 pharmacies in Wirral? The 'Pharmacy Collect' service provides an additional route to regular symptoms-free testing. Rachel, who works at Dudley's Pharmacy in Eastham, said: "Regular testing can identify infection quickly and help stop the spread of COVID-19. So let's get tested and keep each other safe." People over 18 without symptoms can visit a participating local pharmacy and collect a box of seven rapid tests to use twice a week at home. To find a pharmacy near you visit: maps.test-and-trace.nhs.uk

Together let's reopen our high streets safely.
Be patient. Be kind. Be safe.

Keep Wirral Well | NORTHERN POWERHOUSE | EUROPEAN UNION

**Get tested.
Get vaccinated.
Get back to the things you love.**

Be patient. Be kind. Be safe.

Keep Wirral Well | HM Government | EUROPEAN UNION

2. BACKGROUND & CONTEXT

In May 2020 government announced that Councils across England were to receive a share of £50m of additional funding to support the safe reopening of high streets and other commercial areas. This would allow local authorities in England to put in place additional measures during the COVID-19 pandemic, to establish a safe trading environment for businesses and customers, particularly in high streets, through measures that would extend to the end of June 2021.

The resources for Reopening High Street Safely Fund (RHSSF) were to be administered through European Regional Development Fund (ERDF) with Wirral's initial allocation being £286,292.

In April 2021, a further announcement was made that an additional share of £56m of ERDF funding would be made available to local authorities to support the return to high streets safely and help economies build back better from the pandemic.

This funding would be known as the Welcome Back Fund (WBF), incorporating the earlier Reopening High Street Safely Fund.

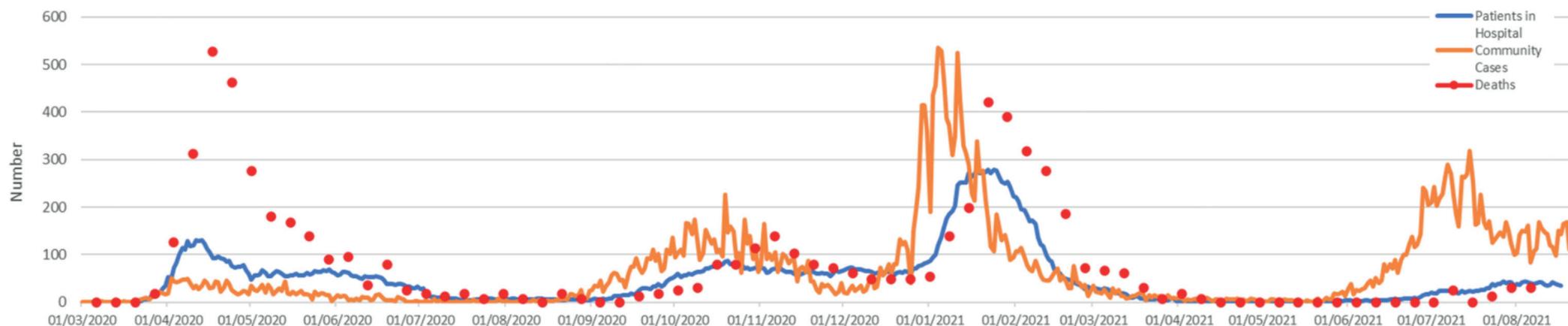
An additional £386,291 of ERDF resources were allocated to Wirral providing up to £672,583 of potential expenditure, to be spent by 31st March 2022. The full allocation was not claimed due to restricted eligibility funding criteria.

3. COVID-19 STRATEGIC CONTEXT

At the start of the pandemic local authorities were requested to produce their own COVID-19 Local Outbreak Management Plan (LOMP).

The Plan was based on three key principles to prevent, control and manage outbreaks of COVID-19 and would continue to develop, reflecting the changing nature of the virus, its progression and other local factors

A table illustrating the timeline of UK coronavirus lockdowns, March 2020 to August 2021 against Wirral COVID-19 cases, hospitalisations and deaths is set out below:



In developing spend proposals for the WBF, the Council has been guided by local intelligence throughout the various stages of the pandemic. By using the latest information from the Public Health team and the COVID Hub, this enabled the Council to focus on the most appropriate interventions and target its funding to those areas and cohort groups with the greatest needs.

Examples of this include targeted comms messages, through social media focussing on cohort groups residing in those areas with the highest infection rates, highest level of outbreaks and lowest levels of

vaccination take up. This has also included physical interventions such as enhanced cleaning measures, additional benches and planters for popular and high footfall areas such as our country parks and the coastal towns of West Kirby and New Brighton.

To illustrate the point, data from the table below was used to facilitate a successful Winter Vax Campaign. Targeting the 20-29 year old cohort, with low vaccine uptake and those geographical areas suffering the highest rates of infections, the campaign focussed on the provision and availability of vaccines within the community in the New Year.

Wirral COVID-19 Vaccine Rollout - 24 November 2021 (Wirral Intelligence Service - data source: CIPHA).

Ward Name	Population	Yet to Be Vaccinated	Yet to Be Vaccinated % (eligible)	At Least 1 Dose	At Least 1 Dose % (eligible)	Fully Vaccinated	Fully Vaccinated % (eligible)	Fully Vaccinated + Booster	Fully Vaccinated + Booster % (eligible)	IMD Rank Wards (2019)	BAME population (%)	7 day case rate (per 100k)	7 day testing rate (per 100k)
Birkenhead and Tranmere	14,658	4,476	30.5%	10,182	69.5%	9,055	61.8%	2,761	18.8%	1	10.60%	212.7	8,472.2
Seacombe	13,844	3,929	28.4%	9,915	71.6%	8,840	63.9%	3,361	24.3%	2	5.50%	659.9	9,962.2
Bidston and St James	14,537	4,244	29.2%	10,293	70.8%	9,304	64.0%	3,379	23.2%	3	5.30%	332.2	9,215.1
Rock Ferry	13,705	3,727	27.2%	9,978	72.8%	9,033	65.9%	3,168	23.1%	4	5.80%	277.9	10,853.5
Liscard	14,223	3,136	22.0%	11,087	78.0%	10,185	71.6%	4,287	30.1%	5	4.90%	354.3	10,170.3
Leasowe and Moreton East	13,780	2,874	20.9%	10,906	79.1%	9,976	72.4%	3,951	28.7%	6	4.40%	285.0	10,075.6
Upton	14,983	2,920	19.5%	12,063	80.5%	11,093	74.0%	4,877	32.6%	10	5.90%	384.1	10,907.6
Cloughton	13,908	2,575	18.5%	11,333	81.5%	10,421	74.9%	4,460	32.1%	9	4.40%	281.7	12,210.4
Bromborough	14,408	2,709	18.8%	11,699	81.2%	10,797	74.9%	3,968	27.5%	8	4.70%	468.7	12,674.3
Prenton	12,974	2,266	17.5%	10,708	82.5%	9,911	76.4%	4,119	31.7%	11	4.00%	412.6	10,293.5
New Brighton	13,592	2,409	17.7%	11,183	82.3%	10,463	77.0%	4,668	34.3%	7	6.20%	382.5	11,284.8
Oxton	12,514	1,863	14.9%	10,651	85.1%	9,956	79.6%	4,486	35.8%	13	5.90%	377.2	12,630.6
Eastham	12,713	1,762	13.9%	10,951	86.1%	10,142	79.8%	4,191	33.0%	15	3.00%	549.5	13,490.7
Moreton West and Saughall Massie	12,378	1,758	14.2%	10,620	85.8%	9,935	80.3%	4,386	35.4%	12	3.40%	358.2	12,236.7
Bebington	13,844	1,824	13.2%	12,020	86.8%	11,146	80.5%	4,920	35.5%	14	4.40%	510.6	13,963.9
Wallasey	13,626	1,876	13.8%	11,750	86.2%	11,044	81.1%	5,426	39.8%	16	3.90%	307.0	11,099.7
West Kirby and Thurstaston	11,755	1,395	11.9%	10,360	88.1%	9,628	81.9%	4,966	42.2%	19	6.00%	470.4	12,923.5
Hoylake and Meols	12,450	1,444	11.6%	11,006	88.4%	10,289	82.6%	4,984	40.0%	18	5.40%	267.6	15,292.5
Pensby and Thingwall	12,056	1,382	11.5%	10,674	88.5%	10,060	83.4%	5,381	44.6%	17	3.50%	337.8	13,106.6
Greasby, Frankby and Irby	12,881	1,277	9.9%	11,604	90.1%	10,920	84.8%	5,736	44.5%	21	3.00%	356.9	13,774.8
Clatterbridge	12,430	1,181	9.5%	11,249	90.5%	10,610	85.4%	5,143	41.4%	20	3.50%	421.9	14,157.0
Heswall	12,005	1,016	8.5%	10,989	91.5%	10,345	86.2%	5,974	49.8%	22	4.90%	396.2	14,353.2
TOTAL	293,264	52,043	17.7%	241,221	82.3%	223,153	76.1%	98,592	33.6%	-	-	388.8	11,984.2

In developing spend proposals for the Re-Opening High Streets Safely and Welcome Back Fund, the Council has been guided by local intelligence throughout the various stages of the pandemic



The Winter Vax campaign included Social media graphics targeting 20-29 year olds

ACTION PLAN

In order to be able to access the funding available from government, local authorities in England were required to develop a strategic Action Plan. The purpose of the Grant Action Plan being to capture a wide range of key information from local authorities including rationale, cost and compliance of the activities.

This would enable the RHSS/WBF to be able to review and evaluate proposed delivery and facilitate the drawing up of a Grant Funding Agreement and for monitoring the actual delivery of projects.

In developing its Action Plan Wirral Council were mindful of the need to ensure it aligned with RHSS/WBF programme guidance and wider European Regional Development Fund (ERDF) eligibility criteria. In particular, ensuring compliance and adherence to the Fund's requirements in relation to branding and publicity and approach to procurement.

SCOPE OF THE FUNDING

Launched in May 2020, the initial RHSSF had been focussed solely on supporting the re-opening of the borough's high streets, limiting opportunities somewhat for meaningful interventions. The introduction of WBF in April 2021 which coincided with the easing of COVID restrictions, however, broadened the scope of the fund to include support for coastal resorts across England, to enable support to be given to those areas, as they prepared to safely welcome holiday makers and visitors over the summer.

The WBF built on the existing RHSSF scope (strands 1-4), with the addition of two new strands that further broadened the scope of the fund, supporting a more diverse and wide range of intervention measures.

These strands can be summarised as follows:

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.
5. Support to promote a safe public environment for a local area's visitor economy.
6. Support local authorities to develop plans for responding to the medium- term impact of COVID-19 including trialling new ideas particularly where these relate to the High Street.



Top: 'Say hello' campaign encouraged people to support their local businesses.
Bottom: Daycation on your Doorstep

DELIVERY: SUMMARY OF ACTIVITIES UNDERTAKEN BY THEME

Strand 1 – Support to Develop an Action Plan

Prior to the announcement of the RHSSF award in May 2020, the Council had already embarked upon developing its own Action Plan for addressing the impact of COVID-19 on the borough's high streets. This set out short, medium and long-term support to local economies and retail centres affected by COVID-19.

As this piece of work was at a relatively advanced stage and had been satisfactorily managed “in house” from existing resources, it was deemed at the time that it wasn't appropriate, and not the most economical use of the award, to buy in additional support and expertise.

Strand 2 – Public Communications Activity

For the entirety of the Programme, the primary purpose has been focused exclusively on the delivery of a series of public information and media campaigns, to promote the safe re-opening of businesses and the safe return of shoppers to our town centres in the borough. These campaigns being tailored to the relevant lockdown measures and tiered restrictions in place at the time and consistent with messages from Public Health England (PHE).

The campaigns and comms activity were delivered through a wide variety of different means including:

- Bespoke banners/signage and posters
- Bus stop adverts/exterior bus wraps
- Radio advertising

- Digital advertising
- Advertorials in local/regional media publications
- Advertorials in various local lifestyle magazines
- Social media/website coverage

A number of successful and well received campaigns were delivered during the project period, including:

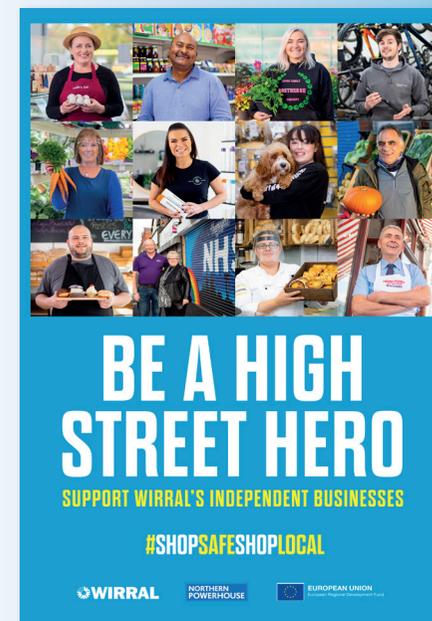
- Keep Wirral Well
- High Street Heroes
- Be Patient. Be Kind. Be Safe
- Get back to the things you love
- Respect, Protect, Enjoy
- Get Vaxxed (20-29) campaign
- Say Hello

The High Streets Heroes campaign in particular was well received in that it attracted regional TV coverage, having been featured on ITV's Granada Reports in the run up to Xmas 2020:

[Granada Reports Advent Heroes: The people helping your community through 2020 - Day 1 | ITV News Granada](#)

Furthermore, a number of campaigns were undertaken with Birkenhead Market to promote its safe re-opening as lockdown restrictions eased.

At the peak of the pandemic, significant activity was focussed on supporting Public Health interventions to stem the progression of the virus, through the provision of “pop up” testing and vaccination sites. WBF was used to provide essential public information and to promote the availability of booster jabs and LFT testing equipment. This was delivered



Top: The public voted for their 'High Street Heroes', who became the face of a 'Shop Local' campaign.
Bottom: Pop-up test centre in Liscard.

through targeted paid for social media, aimed at specific age groups and locations, along with the provision of shop front vinyls and posters in these venues.

Such was the success of some of these campaigns, that in November 2021, Wirral Council received national recognition, picking up a silver in the Public Service Communications Excellence Awards. The award was in recognition for the Get Vaxxed campaign during the summer, that demonstrated increases in vaccine uptake and testing, particularly amongst young people and its subsequent impact on helping reduce overall COVID case numbers across the borough.

Towards the end of the programme an 'Active Wirral' campaign was undertaken by Leisure. Focussing on the benefits of an active life (healthier, happier and stronger), its purpose being to stimulate increased participation in exercise and to tie in with the 'Get back to the things you love' campaign. This included the production of a 20 in 20 booklet, to highlight 20 free and affordable active and COVID related activities to do, within a twenty-minute radius across the borough. In addition, the campaign included the promotion of a new event; "Active Wirral Weekender".

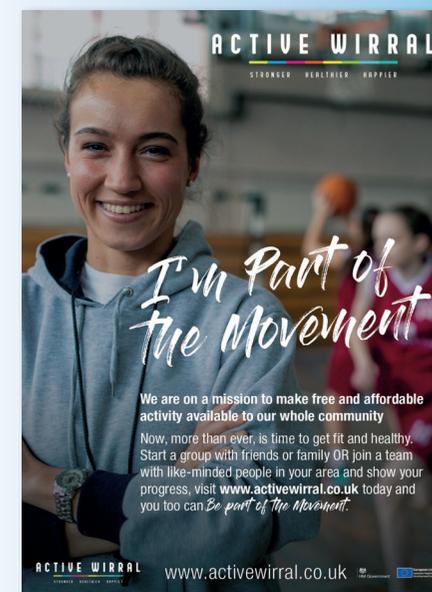
Strand 3 – Business Facing Awareness Activity

At the start of the pandemic and before the announcement of RHSSF grant, the Council worked closely with its key strategic partners to establish a number of key support mechanisms for local businesses. This included assisting Wirral Chamber

of Commerce to establish a dedicated helpline for businesses and producing a toolkit, advising business owners on how to manage the safety of staff and customers during the pandemic. This document having been reviewed and re-issued regularly to reflect changes in the COVID-19 road map.

Building on this support to businesses, to facilitate temporary adjustments to premises and to promote good practice for social distancing, the Council chose instead to focus activity in this area on delivering a number of successful business facing awareness campaigns. These included:

- **'Is your business COVID-19 secure' campaign?**
An online resource this provided information on latest government guidance, including social media graphics, profile overlays and printable posters for businesses to display in their windows to demonstrate to customers that COVID-19 secure arrangements were in place. Businesses were also encouraged to complete online certification, whereupon the Council forwarded stickers and posters for display on business premises.
- **Corporate style videos**
Four corporate style videos were produced to engage with a wide variety of businesses and customers reflecting key Public Health messages at the time and the phased sector re-openings to the economy. The idea being to create a series of informative videos with talking heads, highlighting the best practice for businesses and the public in relation to COVID safety.



Top: Active Wirral campaign
Bottom: COVID-secure campaign aimed at businesses

These were filmed on business premises to demonstrate what a good working space looks like for a variety of settings from pubs and cafés to offices and also highlight the importance of working from home, along with some quick tips on how to do this effectively. We wanted to hear from these businesses specifically about how they have implemented COVID safety, the challenges and hurdles to overcome. By working with members of the community, we were able to make the messages more personal and local and encourage residents to see that their actions can help their favourite businesses to function safely.

The videos can be viewed via the links below:

- [Be Patient, Be Kind, Be Safe](#)
- [Business support](#)
- [Community Champions](#)
- [Covid-safety](#)

- 5 steps to make your business ready for winter**
 In winter 2021 the primary focus was the roll out of ‘5 Steps to make your business ready for winter’ packs which were sent to 6,663 businesses within the borough towards the end of November. The packs contained information on the latest COVID guidance, as well as posters businesses could display. This also included a suite of complementary digital resources that businesses could use and download from the Council’s website, which in turn could be displayed on their respective social media channels.

Strand 4 – Temporary Public Realm Changes

Most of the activities undertaken involved the beautification of public realm, to encourage the use of outdoor spaces in our high streets and across our coastal and countryside areas. This has included the provision of additional bench seating and colourful planters and barrier baskets. Similarly additional benches and tables were introduced to the public realm area around Birkenhead Market and at the Floral Pavilion Theatre in New Brighton to provide a welcoming and safe environment for patrons returning to these venues.

Not only did these initiatives help improve the environmental appearance of these areas, but they also played a significant role in developing resilient communities, encouraging volunteers within community neighbourhoods to work together for the ‘greater good’ of the area. At the same time, it had a positive effect on increasing social interaction amongst residents and businesses, providing considerable mental health benefits for many, following lengthy periods of social isolation brought on in lockdown.

With the easing of COVID restrictions early in 2022 and to encourage a return to ‘business as usual’, activity focussed on the safe re-opening of the economy and specifically welcoming the public back to some of the Council’s own facilities.

5 steps to make your business ready for winter

As the days get shorter, the weather turns colder and more people socialise indoors, now is a good time to check that your business is prepared to deal with the challenges of keeping your staff and customers safe from COVID-19 and other winter illnesses like flu and norovirus:

- 1 Encourage your staff to **get their jobs and get tested** twice a week. Details of where to get free rapid lateral flow testing kits are available at: wirral.gov.uk/test
- 2 Ensure your staff are **not in work if they are feeling unwell** and are aware of the latest testing and isolation guidance. We have included posters in this pack with the latest information.
- 3 Review your **risk assessment** to make sure you are prepared for the challenges that winter will bring (see details provided in this pack).
- 4 Sign up for free to become a Business Champion and receive COVID advice and guidance direct to your inbox: wirral.gov.uk/communitychampions
- 5 Download digital resources which you can use on your social media accounts at wirral.gov.uk/readyforwinter



Top: All Wirral businesses were sent details about how to make their business ready for winter
 Bottom: Floral Pavilion received funding to improve outdoor seating

This included:

- A comprehensive deep “spring” clean of the public realm across 18 of the borough’s retail centres (i.e. pressure washing and removal of gum, graffiti, weeds and bird faeces)
- Enhanced cleaning of public toilets within Council’s libraries alongside the purchase of specialist medical grade computer equipment (keyboards and mice)
- Additional cleaning of public conveniences at Wirral’s golf courses, cemeteries and at its country parks

In addition, a “Beat the Streets Safely” trail was undertaken, providing young children with Radio Frequency ID (RFID) tags which are then tapped against readers positioned on street furniture across the borough. The purpose of the game being to encourage people to walk and cycle more within their respective communities.

Strand 5 – Activity to Support the Visitor Economy

In November and December 2021, a dedicated Birkenhead Market Christmas campaign took place. Aligned to the “shop safe, shop local” messages, the campaign included the following activities:

- radio adverts on Capital Wirral
- bus-side/bus-rear adverts
- advertising within Wirral Globe
- installation of promotional lamp-post banners across Birkenhead town centre

In addition, the Council featured an article 10

reasons to visit Birkenhead Market this Christmas in its online newspaper, Wirral View and on social media. Furthermore, in the run up to Christmas, a number of festive beautification activities were implemented at the market, to provide a more welcoming and enhanced customer experience. This included a 15ft tree, string lights and festive decorations. The impact of these campaigns helped contribute towards footfall at the market returning to pre-pandemic levels.

Strand 6 – Future-proofing Plans and Activities

As the WBF programme was drawing to a conclusion, two specific pieces of work were commissioned early in 2022.

The first was to commission a resident/business survey, to better understand people’s perceptions of our RHSSF/WBF campaigns and if it helped change their behaviour as a result i.e. did the public feel reassured, positive or more likely to shop local and support local businesses as a result? This involved focus groups and telephone canvassing activity.

The second project involves a piece of research, to inform the Council’s Covid Hub’s approach to supporting the business community, to enable their adjustment to the ‘Living with COVID-19’ direction of travel.



Top: ‘Spring clean’ on a Wirral high street
Bottom: Birkenhead Market’s Christmas campaign

CONCLUSIONS

With the resources being ERDF, the funding came with a number of stringent conditions placed on its intended use. For instance, no direct existing staff costs could be claimed as part of the award, which meant that it was not possible for the costs for staff directly involved in the delivery of the various interventions to be supported by the grant. Consequently, the majority of activities were outsourced, resulting in a slightly longer lead in time for delivery.

ERDF procurement thresholds differed to the Councils own procurement requirements, resulting in unnecessary delays in getting contracts agreed and activities delivered. This was particularly apparent when project interventions were required as a matter of urgency. As a result, in such circumstances, it was often easier to use other Council or domestic COVID-19 resources, where there was greater flexibility in terms of use, enabling activities to be mobilised quickly.

The WBF resources provided much needed support to promote the local economy and help mitigate the impact of COVID-19 on local town centres and coastal areas, at critical stages of the pandemic. Enhanced cleaning regimes enabled public toilets and other facilities to re-open to the public far quicker than what they would normally have been expected to.

In delivering its interventions, the Council had to strike the right balance between public health requirements and assisting businesses to be able to trade and welcome back customers and visitors. This was achieved through the effective collaboration between

partners, Council teams/officers and working with specialist multi-disciplinary cells such as the COVID-19 Outbreak Control Cell, COVID-19 Recovery Cell, RHSS/WBF Steering Group, Business COVID-19 Task and Finish Group and RHSS Technical Group.

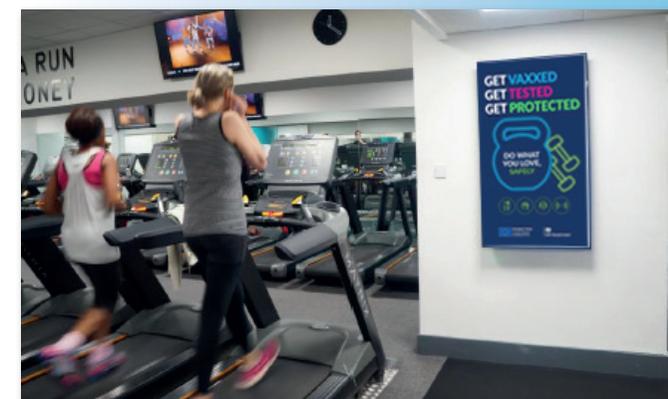
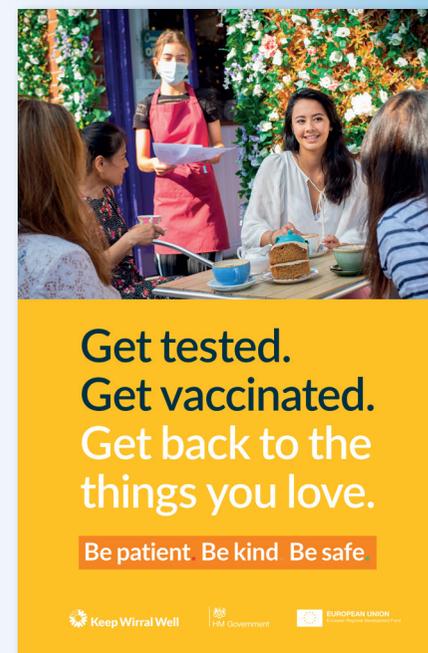
LESSONS LEARNED

Activity worth £565,163 was successfully delivered during the period of the Programme, representing 84% of Wirral's overall award, a considerable achievement.

Key to this was the early identification of eligible project activity and the appointment of dedicated project leads to ensure delivery in a timely manner.

Given the volatility of the pandemic, it was very difficult to second guess the impact of COVID-19 and its variants and the subsequent control measures implemented by government. Changes in the routemap resulted in some interventions having to be aborted, such as the deployment of Covid Marshals, resulting in the Council having to review and reallocate the previously committed funding to alternative proposals.

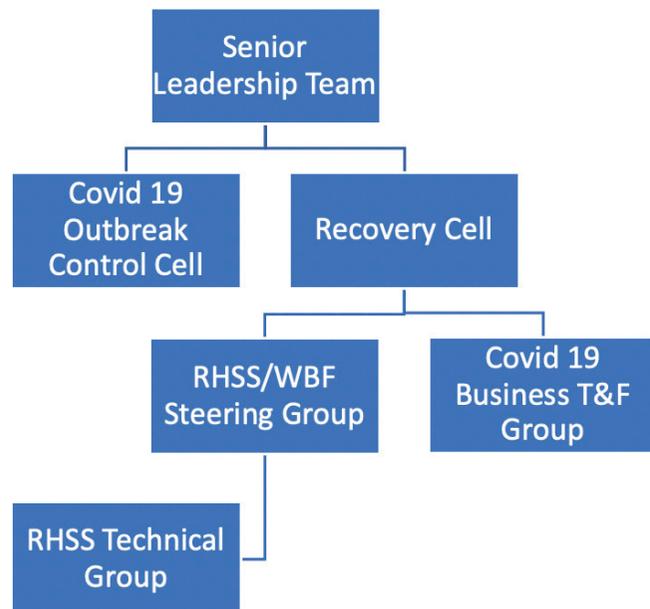
By far the most critical aspect of delivering timely interventions was the use of robust data, intel and evidence, provided by Public Health colleagues. This analytical approach to COVID led intelligence ensured that interventions were not only appropriate and timely, but adaptable enough to address some of the borough's significant health inequality issues at the same time.



Top: Bus-stop poster encouraging residents to get vaccinated and tested
Bottom: The same message delivered to 20-29 year olds at PureGym

ADDITIONAL INFORMATION

Decision making process for RHSS / WBF operating under the COVID-19 Arrangements from June 2020 - March 2022



RHSS/WBF Steering Group Membership

Under the stewardship of Special Project's Team, membership of the group was drawn from a multi-disciplinary team of internal and external stakeholders as follows:

- Merseyside Police
- Wirral Chamber of Commerce

Wirral Council Teams:

- Special Projects
- Economic Development
- Development Management
- Communications & Marketing
- Destination Marketing
- Finance & Resources
- Licencing
- Environmental Health
- Trading Standards
- Legal Services
- Network Management
- Highways
- Strategic Transport
- Neighbourhoods
- Public Health

Useful Links

Further information about Reopening High Streets Safely and Welcome Back Fund, European Regional Development Funding and the Branding and Publicity requirements for the programme, can be accessed via the links below:

<https://www.gov.uk/government/publications/welcome-back-fund>

<https://www.gov.uk/government/publications/european-regional-development-fund-programme-guidance>

<https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>

