

REPORT TO: Employment Learning and Skills and
Community Policy and Performance Board

DATE: 31st January 2022

REPORTING OFFICER: Strategic Director –
Enterprise, Community and Resources

PORTFOLIO: Employment Learning and Skills and
Community

SUBJECT: Presentation Halton's Welcome Back
Programme

WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To receive a presentation on the Welcome Back Programme and how it has been delivered in Halton.

2.0 RECOMMENDATION: That the Board notes the presentation and action points.

3.0 SUPPORTING INFORMATION

3.1 Members will receive an update on the borough's Welcome Back Programme. This is funding that Council's received to build on the Reopening High Streets Safely Fund in 2020.

3.2 The presentation will outline how, in line with the grant criteria, the funding has been used in Halton to meet the following activity strands:

1. Support to develop an action plan for the safe reopening of local economies
2. Communications and public information
3. Business-facing awareness raising activities
4. 4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely
5. Support and promote a safe public environment for local area's visitor economy
6. Allow local areas to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.

4.0 **POLICY IMPLICATIONS**

4.1 There are no further policy implications.

5.0 **FINANCIAL IMPLICATIONS**

5.1 There are no financial implications.

6.0 **IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

6.1 The fund has enabled the Council to put in place additional measures to create and promote a safe environment for local businesses and trade, particularly in our high streets, and, therefore, the programme supports the Council's Employment, Learning and Skills, Safer Halton and Environment and Urban renewal priorities.

7.0 **RISK ANALYSIS**

7.1 There are no risks identified

8.0 **EQUALITY AND DIVERSITY ISSUES**

8.1 There are no equality and diversity issues directly related to the presentation.

9.0 **LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

9.1 There are no background information in respect of the Act.