

Ser No	Headline Item	Sub heading	Comment	Business Survival	Linked Trips	Increase Spending	Rise in Footfall	Positive Feedback	Public Ack	Comment on impact	Estimated value £	Actual cost £
1	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime	ü	ü	ü	ü	ü		Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	1000.00	1533.64
2	Economic First Aid	High St Market	Officers attending site in initial phase (August / September) - Marshalling costs for road closure and encouraging social distancing on Saturday market. Informing market traders of proposals							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	1000.00	1194.52
3	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime September 2020							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	650.00	457.50
3	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime October 2020							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	650.00	216.08
4	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime November 2020							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	600.00	32.53

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5a	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime April 2021							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	800.00	-
5b	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime May 2021							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	1000.00	-
5c	Economic First Aid	High St Market	Marshalling costs for road closure and encouraging social distancing on Saturday market. Staff overtime June 2021							Without some road management modifications much of the High Street market would not be able operate in a Covid-19 compliant manner. Visitor attraction that is likely to lead to some linked visits	600.00	-

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6	Economic First Aid	Theatre On the Steps	Contribution to promotional Video and App - Ghost Walks							Theatres are still not open as at 12th October 2020 and not likely to be for sometime. The videos will enable an annual event to be recreated digitally and allow visitors to 'take part' in their own time. A number of the ghost walks are in and around the High Street. Furthermore, the theatre will be able to keep its name in the public eye despite its venue currently being closed which is likely to help when they do re-open and sale of the video will produce income that was previously reliant on face to face contact.	1000.00	1000.00
7	Public Information and Street Scene	Come 2 Low Town	Contribution towards signage, seating, Covid compliant set-up and systems and advertising							The businesses located in Low Town have had a very difficult year. They were hit by flooding in the early part of the year and had to close. They suffered a significant loss of income due to this even before the lock down for Covid-19.	2000.00	
8	Public Information and Street Scene	High St/ High Town	Contribution towards signage, seating, Covid compliant set-up and systems and advertising							Updating and repairing to a high standard the vista e.g. street furniture and clearing of gutters etc will demonstrate continued investment in the High Street, pride in the town and reinforce Bridgnorth as a destination of choice	2800.00	150.00

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8a			Let's Get Local This Christmas	ü	ü	ü	ü	ü		Let's Get Local This Christmas Campaign to encourage shopping locally in Christmas run up. 4 x banners, 50 A4 flyers and 5 x Facebook adverts creating 7488 results.	1200.00	790.95
8a(1)			Let's Get Local This Christmas							Good 2 Great Project Management, Social Media Advertising and Banner Artwork Design	279.00	124.00
8b	Economic First Aid	HighSt	Pumpkin Trail - Advertising and Competition Pirzes	ü	ü	ü	ü	ü		Pumpkin Trail - Circa 25 retailers + are doing a pumpkin trail to bring a bit of footfall - particularly over half term week - pumpkin in shop window plus a letter - kids go round collect letters which spell a word. Once they get the word or solve the puzzle they can go and collect their trick or treats bag from sweetie shop on castle terrace. Such trails are a way to get communities talking and doing something together without the need for and gathering of people, so keeping folk safe.	207.60	271.40
8d	Economic First Aid	HighSt	Pumpkin displays for participating shopkeepers							Kev's Fruit and Veg asked to supply real pumpkins to identify participating shops		26.00
8e	Public Information and Street Scene	All areas	Purchase of paint for street furniture							To improve the appearance of the town		254.00

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9	Public Information	High St and Low town retail areas	Promotional material including; flyers, posters, advertsing (social media/video). Liaison with Chamber of Commerce and other retail groups ongoing to confirm requirement								3488.00	
10	Public Information	Retailer awareness	Facilitate improved understanding of changes to restrictions and strategies for Business owners						ü		1000.00	
11	Public Information	Public and Retailer Education	Fri 2nd Oct - HighStreet marquee to raise wareness to public and as a base to visit businesses regarding national guidance e.g. track and trace; masks etc	ü				ü	ü		75.00	75.00
12	Public Information	High Street and Visitor Economy	Bridgnorth Safe to Shop video - Great British High Street initiative. Part Contribution required -							This will provide a visual demonstration of how shop keepers and tourist venues in Bridgnorth have taken seriously and are complying with government guidance. The film can be re-run as we approach Easter 2021 to again encourage footfall	1600.00	500.00
13	Public Information	High Street and Visitor Economy	Welcome back posters for shopkeepers to display in their windows							One standard poster for all shops is looking to create a 'soft' brand, a consitent message and a sense of belonging.	50.00	60.00
										Totals	19999.60	6,685.62