



Thriving  
**HIGH  
STREETS  
FUND**



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You are invited to support Southwark's High Streets through a series of inspiring, innovative projects that will help our high streets and town centres to thrive.

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# Getting started

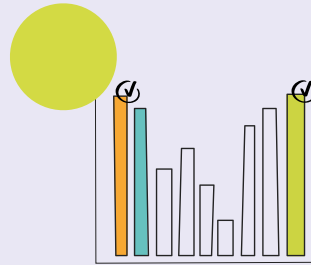
Closing date for Expressions of Interest 3 March 2024



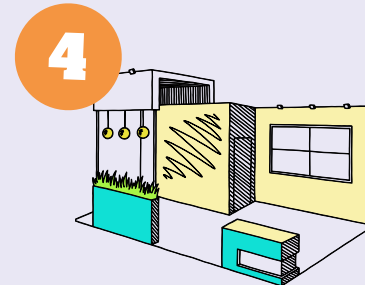
**You come to us with a great idea to revitalise our high streets**



**We invite the best ideas to complete a full application form**



**We select the highest scoring entries**



**We help you turn your winning ideas into reality: a real time project, anywhere in one of our town centres or high streets**



**You help us to shape things to come on Southwark's high streets**

**If you are interested, get started with your proposal because we want to make this happen.**

**The Thriving High Street Fund** is a fund to support pioneering projects in Southwark. This fund has been designed to help our high streets to thrive despite the ongoing economic challenges they face, such as the aftermath of the COVID-19 pandemic, impacts of Brexit and the cost of living crisis. The Fund follows the success of the 'Thriving High Streets Fund' round one, seven rounds of the 'High Street Challenge as well as the 'High Street Recovery Fund' in 2021. The fund is open to business networks, community groups and voluntary sector groups in the borough. You can apply for funding from £1,000 up to £25,000.\* (Applications requiring more than £25,000 may be considered on a case by case basis).

This prospectus provides guidance on the fund and how to apply. We expect successful projects to be rolled out from spring 2024.

We are inviting applications for funding under four themes:

1. Healthy and safe high streets
2. A greener Southwark
3. Cost of living crisis
4. Cultural / Community Events
5. Southwark Stands Together.

**If you have a creative idea that fits two or more of these themes then we want to hear from you.**

This prospectus tells you all you need to know about The Thriving High Streets Fund and how we wish to deliver real, tangible benefits for the borough's economic centres.

Please read the following pages thoroughly before you submit your idea so that you are fully aware of our vision and what is expected of you if you are selected.

**[Complete the online Expression of Interest here.](#)**

# Objectives

The COVID-19 crisis exacerbated pre-existing problems in our town centres and high streets, while the cost of living crisis now brings additional challenges for residents and local enterprises. The council is working hard to protect and invest in our town centres and high streets to ensure they remain vibrant, thriving, accessible spaces, which are safe for all and contribute to the prosperity and cohesion of our local communities.

Southwark's high streets are the civic, social and economic heart of our communities. They are busy, diverse and exciting places where people come to meet, use shops and businesses, work and relax.

Long term regeneration plans are transforming some of our major town centres, including Peckham, Canada Water and Elephant and Castle.

But we know that tough economic times and changes to retail habits mean small businesses may need support to adapt. And we know that local people and groups often have great ideas to help make our high streets successful places that are good for everyone. The Thriving High Streets Fund is about empowering those that have the skills and knowledge to come forward and make a positive difference to our high streets.

The aims of Thriving High Streets Fund are to: help reduce health inequalities and promote our high streets as healthier, safer spaces; to support our drive towards a cleaner, greener Southwark; to help local small and medium-sized enterprises to thrive while navigating their way through the cost of living crisis; and to make our high streets more diverse, reducing inequalities and tackling racism.



**Projects must address two of themes below, including Southwark Stands Together, to be successful:**

## Healthy and safe high streets

Activities that target health inequalities such as increasing the availability of healthy food, increasing access to health-promoting services, creating green recreational spaces, or supporting safety measures combatting violence against women and girls (VAWG).

## A greener Southwark

Activities that target the climate crisis, such as by reducing emissions, improve green spaces in the borough, or contribute towards Southwark's ability to achieve net zero by 2030.

## Cost of living crisis

Activities that reduce the impact of the cost of living crisis on businesses and residents, for example assisting businesses in lowering energy costs, sourcing local supplies or supporting alternative community uses of existing spaces on our high streets.

## Cultural / Community Events

Activities that celebrate and acknowledge the diversity and heritage of our town centres and help to foster a sense of social cohesion.

## Southwark Stands Together

All applicants will be required to demonstrate how their project will incorporate the ambitions of Southwark Stands Together; our work to increase diversity, reduce inequalities and tackle racism.

# Who can apply?

Partnerships that bring together diverse skills and expertise are especially welcome.

## If you are a...

Business network

Group from the arts or creative sectors

Educational establishment such as a school, college or university

Voluntary sector, community or resident group

Individual business (if representative and supported by other local businesses)

## ...then we want to hear from you.

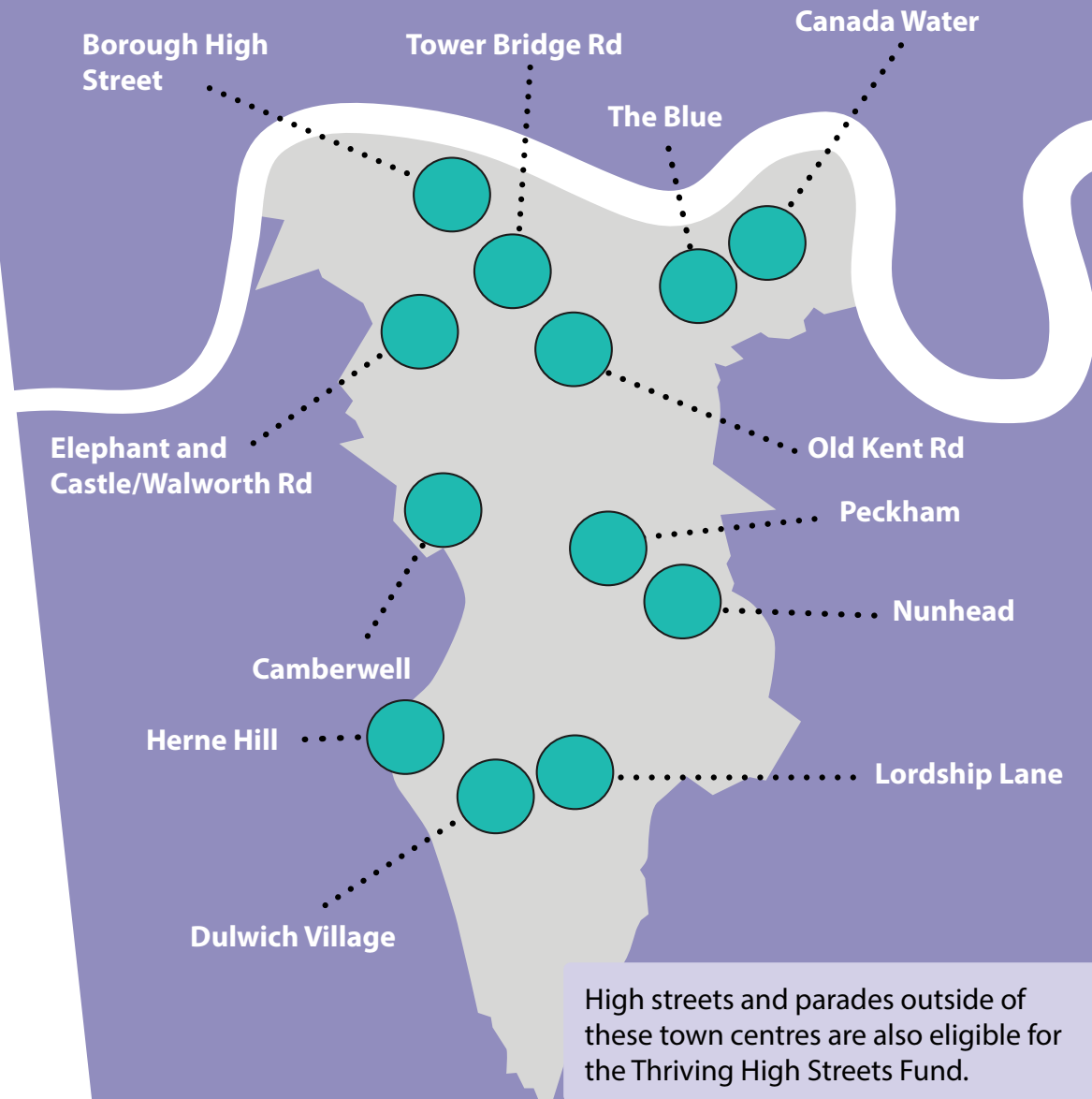
You must demonstrate that your approach is supported by local businesses in the town centre or high street that is expected to benefit from the activity.

We will not be able to fund proposals from individuals who do not have a business or constituted organisation that can act as an accountable body for the funding.

Organisations who have applied for our previous round of Thriving High Streets Fund, High Street Challenge or High Street Recovery Fund funding are welcome to apply. The application should be for a different idea, take on board previous feedback or build upon previous successful projects.

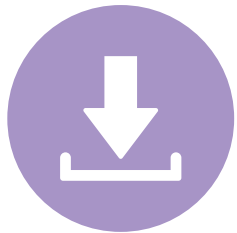
# Location

Your idea should be located in one of our town centres or high streets. Southwark's town centres include...



# Your idea

## Submit your ideas for The Thriving High Streets Fund:



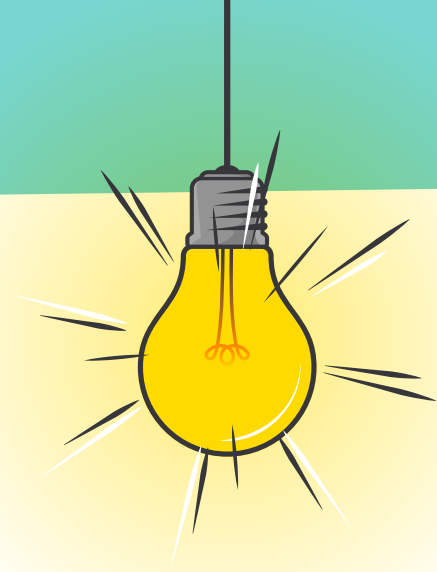
[Complete the online Expression of Interest form here](#)

The first stage of the application will be to submit an online Expression of Interest form, briefly outlining your project idea in no more than 500 words.

You should clearly portray what it is you intend to do, where in the borough you propose to do it, why it will deliver economic benefits to Southwark and, if relevant, details of land and/or building(s) that will be required for the duration of the project (and what will be required to secure these).

### Your idea should support one or more of the themes of The Thriving High Streets Fund and aim to do the following:

- Produce sustainable benefits to the local economy beyond the funding period
- Add to and align with existing initiatives in the proposed area
- Build the capacity of local businesses or groups
- Make our high streets and town centres more inclusive, particularly for low income and Black, Asian and minority ethnic communities
- Benefit a significant number of local businesses and not disproportionately benefit a few
- Require no further funding or resources (e.g. staff time) from the council beyond the initial offer of grant funding

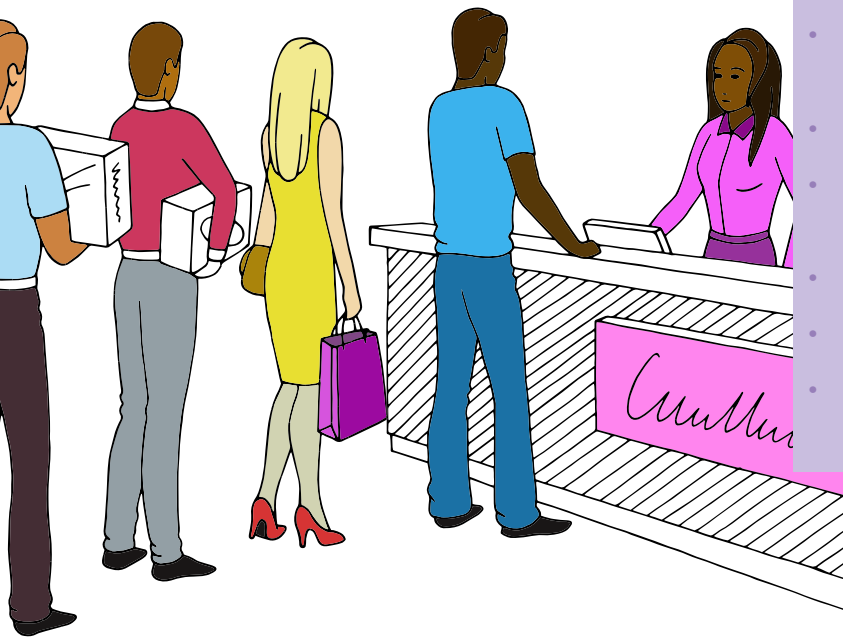


- Attract match funding from other organisations or crowdfunding (which can include in kind contributions such as time, equipment or space provided free or at reduced cost)
- Support town centre recovery following the COVID-19 pandemic
- Have no negative impact on the environment

After submitting the online expression of interest form, a panel will assess your project idea and your eligibility, and invite viable project ideas to submit full applications. **The following pages set up the process for the full application form which will need to be followed if you are successful.** You should therefore read this before submitting the full prospectus to understand what will be expected from you if you are invited to submit a full application form.

# Outputs and outcomes

If you are invited to complete the full application form, you should choose appropriate outputs and outcomes from the list opposite and quantify the level of impact your project will have. Not all of these will be relevant to your idea but your project will probably deliver some of them. The outputs and outcomes you include in your application will be used to assess the expected impact of the project on your chosen high street or town centre. If your project will deliver additional outputs or outcomes to those listed, you should propose those that will best demonstrate the impact of your idea.



## Outputs

- Number of people attracted to events/markets
- Visitor spend at events/markets
- Number of people reached through campaigns
- Number of people participating/volunteering in and/or benefiting from the project
- Number of businesses participating in and/or benefiting from the project
- Number of businesses receiving training or direct support
- Public spaces created or improved
- Under-used or empty space brought back into use
- New partnerships or networks created
- Survey/study/business cases produced
- Crowdfunding/match funding secured (cash or in kind)

## Outcomes

- Small businesses in high streets and town centres are more able to access support to become sustainable
- Residents and visitors across communities are more able and willing to use high streets and town centres
- Residents and organisations feel more able to use public spaces in high streets and town centres to support social action and health and wellbeing activities
- Residents and visitors across communities have access to a broad range of cultural activities in high streets and town centres
- High streets and town centres attract a higher number of visitors with small businesses seeing increased footfall
- Businesses more able to access support options to provide healthy food options

If you are successful, you will need to carry out an evaluation of your project at the end of the activity, which assesses its impact under these measures and provides learning for future activity. You will receive further information and support for monitoring and evaluation as your project progresses.

# How will the full application form be assessed?

If you are invited to complete a full application form we will notify you by 15 March 2024. An evaluation panel will assess your proposal for quality and value for money. The answers to the questions in the application form, along with any supporting information provided, will be scored and weighted as below.

## Project description

What will the project do and how?

25%

## Project viability

How can we be confident the project will be a success?

25%

## Value for money

What will the impact be and why is it worth the funding?

25%

## Demonstration of need/demand

Why is it needed?

15%

## Diversity

How will you ensure your project is inclusive and welcoming to all?

10%

### Each question will be scored as follows:

<b>Excellent</b>	<b>5</b>
Outstanding response, exceeds expectations, adds value, full confidence	
<b>Good</b>	<b>4</b>
Good response, which meets all requirements and gives some confidence	
<b>Acceptable</b>	<b>3</b>
A satisfactory response, which meets the basic requirements	
<b>Poor</b>	<b>2</b>
Only some of the requirements met	
<b>Very poor</b>	<b>1</b>
Unacceptable, an unsatisfactory response	
<b>No submission</b>	<b>0</b>
No information is provided	

If you score 1 or 0 on any question, your application will not be considered for funding at this time.

The final score will be used by the panel to assist their decision on which projects are to be recommended for funding.

### Further development group

If your application is not successful, but the evaluation panel is confident that it can meet the aims of Thriving High Streets Fund and become a successful project with a little help, we will work with you to further develop it.

In these instances the evaluation panel will notify you by 19 April 2024, give you feedback and invite you to submit an updated application form. Your updated form will then be assessed. Being placed in the 'further development group' is no guarantee that the council will fund your project but this period will enable you to work with us to develop your idea.





# Next steps

**Closing date for entries: 3 March 2024**

## Post-application clarifications

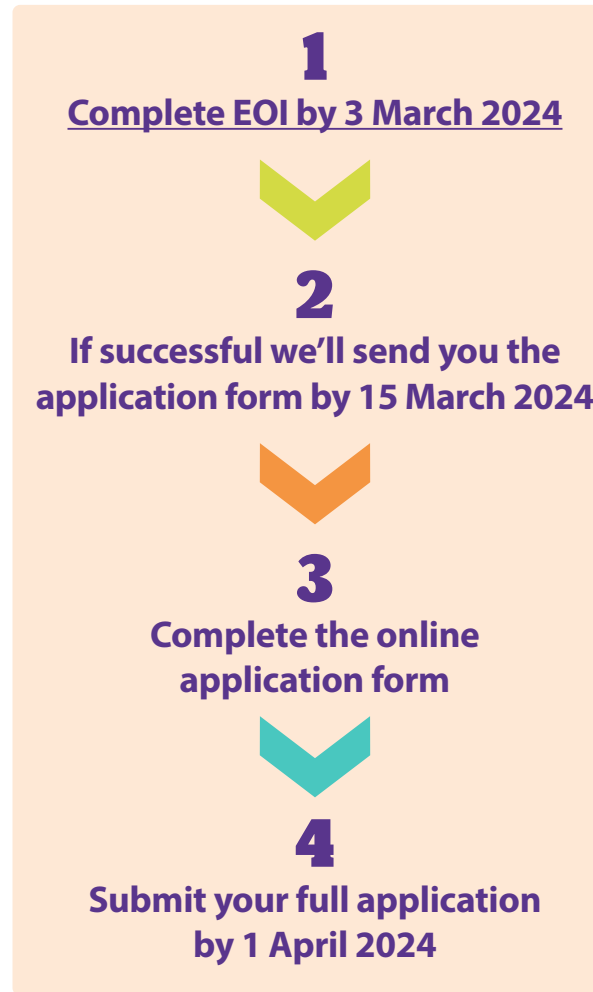
The assessment will be based on the information provided in your application form and supporting material, but the panel may choose to seek further clarification from you before making a decision.

## How we will support your project

If you are successful, you will receive guidance from council staff throughout the project's delivery to help ensure its success. However it is important that your delivery model does not depend on any council resources, including staff time, being provided in addition to Thriving High Streets funding.



## How should I submit my application?



Please contact us well in advance to let us know if you have any issues with the online form.

Late or incomplete applications may not be accepted.

We will aim to notify you about the outcome of your application by 19 April 2024.

### Need more information?

If you have any further queries about the Southwark Thriving High Streets Fund email [SouthwarkBusinessDesk@southwark.gov.uk](mailto:SouthwarkBusinessDesk@southwark.gov.uk)

Check back on the [Thriving High Streets Fund pages](#) for the latest information.





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