

## Question 2

### ***How much of the Council's allocation of the Reopening High Streets Safely Fund and Welcome Back Fund did it spend and how was it used?***

The Council was allocated £230,270 by the Government within its Reopening the High Street fund and Welcome Back Fund. As the table below details, a total of £168,795.93 was claimed.

	<b>Supplier</b>	<b>Description of goods / works</b>	<b>Amount claimed from WBF / RHSS</b>
1	10 Yetis	Commissioning of a <b>press and PR campaign</b> over the summer of 2021 to encourage visitors to return to the city centre	£5,000.00
2	26 Marketing	<b>Winter COVID safe campaign</b> Run between 3 December 2020 and 26 January 2021 to encourage safe visiting of Gloucester city centre. The campaign included advertising on various media, drawing on images of local, Gloucester people who worked in the city. Adverts were placed on Stagecoach buses in and around Gloucester and on Clear Channel Adshel bus stops in the city. The latter included digital adverts on 8 screens (166,666 plays) averaging 6.2 hours per site per day.	£6,594.00
3	Barney Witt	<b>People of Gloucester film project</b> – commissioning of a film intended to capture notable local working people, describing why they live and work in Gloucester and how they coped during the pandemic.	£3,350.00
4	3D Joe & Max	<b>Interactive Archaeology</b> - September 2020 - first payment to artist. Public outdoor event over 3 days intended to attract visitors to the city centre using commissioned 3D pavement art to illustrate the city's rich heritage. Gloucester has a huge wealth of heritage and history, much of it long since buried beneath newer development or removed and replaced. The Interactive Archaeology event in September 2020 was intended to recreate some of that history and inform the public of Gloucester's great history. 9 individual pieces of artwork were commissioned from a national artist, each showing on a large canvas a 3d image of an aspect of Gloucester's history. The canvasses were laid out on the street and members of the public were invited to see and discuss the history with local experts, and to have their photograph taken within the 3d image.	£4,500.00

5	26 Marketing	<p><b>Winter COVID safe campaign</b> Run between 3 December 2020 and 26 January 2021 to encourage safe visiting of Gloucester city centre. The campaign included advertising on various media, drawing on images of local, Gloucester people who worked in the city. Adverts were placed on Stagecoach buses in and around Gloucester and on Clear Channel Adshel bus stops in the city. The latter included digital adverts on 8 screens (166,666 plays) averaging 6.2 hours per site per day.</p>	£395.00
6	Mikal Ludlow	<p><b>Commissioning of photography</b> to promote city centre businesses to visitors</p>	£600.00
7	City Safe	<p><b>ID scanners.</b> Support for the City Safe partnership in the city centre through the purchase of additional monthly Licences and Maintenance Fees for ID Scanners. The scanners were provided to relevant businesses to enable their door staff to protect the health and safety of staff and visitors.</p>	£2,500.00
8	26 Marketing	<p><b>Promotion</b> of the city centre in nearby town and city centres to encourage visits to Gloucester city centre</p>	£2,400.00
9	26 Marketing	<p><b>Winter COVID safe campaign</b> Run between 3 December 2020 and 26 January 2021 to encourage safe visiting of Gloucester city centre. The campaign included advertising on various media, drawing on images of local, Gloucester people who worked in the city. Adverts were placed on Stagecoach buses in and around Gloucester and on Clear Channel Adshel bus stops in the city. The latter included digital adverts on 8 screens (166,666 plays) averaging 6.2 hours per site per day.</p>	£16,850.00
10	The Way	<p><b>Provision of artwork for Welcome Back campaign in 2021.</b> Welcome back media campaign using a number of different creative concepts which were issued through digital channels, social media and google. The campaign targeted national magazines and publications featuring Gloucester attractions and activities as well as focussed promotion in nearby cities and towns to encourage visitors to Gloucester.</p>	£3,000.00
11	Russell Haines	<p>The <b>Gate Street Gallery</b> art trail comprised 12 portraits of local heroes, all painted by a local artist, that were displayed over the period July to October 2021. The large portraits were printed on vinyl and displayed in vacant shop units throughout the city centre, alongside measures to tidy and smarten up the unit. The outdoor exhibition was intended to gain media profile for the city centre as well as encourage the public and prospective business owners to consider renting each of the vacant units. The transaction relates to the commissioning of the artwork, the printing of the vinyls, and the installation of the artwork in the shop units.</p>	£5,000.00

12	The Way	Purchase of Artwork for <b>Welcome Back</b> campaign 1. Welcome back media campaign using a number of different creative concepts which were issued through digital channels, social media and google. The campaign targeted national magazines and publications featuring Gloucester attractions and activities as well as focussed promotion in nearby cities and towns to encourage visitors to Gloucester.	£372.00
13	The Way	Artwork for <b>Welcome Back</b> Roll Out	£624.00
14	Place Informatics	Purchase of <b>Visitation Data Software</b> to enable effective monitoring of visitor numbers, visitor origin and visitor movement within the City centre	£8,000.00
15	3D Joe & Max	<b>Interactive Archaeology</b> - September 2020 - second payment to artist. Public outdoor event over 3 days intended to attract visitors to the city centre using commissioned 3D pavement art to illustrate the city's rich heritage. Gloucester has a huge wealth of heritage and history, much of it long since buried beneath newer development or removed and replaced. The Interactive Archaeology event in September 2020 was intended to recreate some of that history and inform the public of Gloucester's great history. 9 individual pieces of artwork were commissioned from a national artist, each showing on a large canvas a 3d image of an aspect of Gloucester's history. The canvasses were laid out on the street and members of the public were invited to see and discuss the history with local experts, and to have their photograph taken within the 3d image. This transaction is the second payment to 3D Joe& Max for the production of the artwork	£4,500.00
16	3D Joe & Max	<b>History Beneath Your Feet event</b> - July-August 2021 - commissioning of additional artwork from 3D Joe & Max (see lines 4 and 23 above) for a second public outdoor event over 3 days intended to attract visitors to the city centre using commissioned 3D pavement art to illustrate the city's rich heritage. Gloucester has a huge wealth of heritage and history, much of it long since buried beneath newer development or removed and replaced. The Interactive Archaeology event in September 2020 was intended to recreate some of that history and inform the public of Gloucester's great history. 9 individual pieces of artwork were commissioned from a national artist, each showing on a large canvas a 3d image of an aspect of Gloucester's history. The canvasses were laid out on the street and members of the public were invited to see and discuss the history with local experts, and to have their photograph taken within the 3d image. This transaction is for purchase of additional items of artwork.	£15,000.00

17	City Dressing	<b>Purchase of Artwork to dress the City Centre streets.</b> In August 2021 we commissioned some City Dressing on two of the gate streets in the City. Westgate Street was decorated in celebration of the Cathedral Quarter, with colourful silhouettes of some of the city's historic buildings hanging on the catenary wires, whilst on Eastgate Streets multicoloured ladybirds were hung, to promote the Ladybird Exhibition at the Museum of Gloucester. Brightening up the City, these encourage visitors to look up from their phones, and admire the beauty of the City.	£6,370.00
18	Thinking Place Ltd	Roll out of <b>new branding for the city</b> to market Gloucester to visitors Commissioning of consultant to carry out research into perceptions of Gloucester amongst residents and visitors. Culminated in a branding and marketing strategy to inform the promotion and marketing of the city during and post Covid	£13,950.00
19	Gloucester BID	<b>Urban Art Trail</b> to deliver artwork by local residents on public utility infrastructure and street furniture within city centre streets. The project was coordinated by Gloucester Business Improvement District and delivered prior to Christmas 2021 with the aim of brightening the streets. The concept, sponsored by Gloucester Business Improvement District (BID) and the City Council via the Welcome Back fund, is to enhance the street scene by converting often unkempt and distressed street furniture into bright points of interest. City Centre visitors can walk around the Gate Streets and immediate adjoining lanes and spot the artwork.	£2,000.00
20	The Way	Campaign Artwork for <b>Welcome back</b> campaign	£3,760.00
21	Nick Weaver	<b>Installation of Sculptures</b> on catenary wires in Gate streets in the city centre	£1,900.00
22	Iron Crafts	<b>Design of iron gates</b> for Eastgate Street for pedestrian safety and to remove vehicles from the busy retail centre. The gates were designed by and commissioned from a local manufacturer	£1,000.00
23	Glide Media	<b>Poster Displays.</b> Creation of new poster inserts and COVID relevant information for public information display panels in the city centre. Included reference to What's on in Gloucester, Picture of the month (see example below) and What's on your Ticklist this month design creation	£1,488.00
24	The Way	<b>Totem Designs.</b> Creation of COVID relevant information within the public information totems within the city centre. Included reference to What's on in Gloucester, Picture of the month (see example below) and What's on your Ticklist this month design creation as well as reinforcing safety messaging.	£3,760.00
25	City Dressing	<b>Commissioning of Sculptures</b> for dressing the city centre, to be installed on catenary wires above the Gate Streets.	£7,260.00
26	Solar Vision	<b>Solar lighting</b> - Financial contribution towards the installation of Solar powered street lighting at the Skate Park in Park End Road to improve safety for users of the facility.	£5,000.00

27	Brickbox	Creation of <b>Lego models</b> for use in public heritage event. The Council commissioned the production of models of important historic buildings in Westgate Street in the city centre. The 10 models are scaled and realistic reproductions of buildings, some of which have been lost over past centuries. The models will be the basis of a public engagement event to be held in July 2022, intended to encourage visitors to the city and to give the local public a better understanding of the heritage of their city.	£3,742.00
28	Brickbox	Deposit for creation of <b>Lego models</b>	£1,498.00
29	BeeNoticed Ltd	Purchase of <b>event equipment</b> for city centre - 2 Small + 2 Large event marquees. The Council delivers cultural events and activities in the city centre through the Guildhall Theatre events team. Lines 40 to 47 were for the purchase of events equipment in March 2022, which has been used, and will continue to be used, for many years on events intended to attract visitors into the city.	£5,275.00
30	Leap Audio	Purchase of <b>event equipment</b> for city centre - portable battery powered PA + mics.	£469.99
31	Leap Audio	Purchase of <b>event equipment</b> for city centre - Light staging units for Kings Square.	£2,518.00
32	Radiotronics	Purchase of <b>event equipment</b> for city centre -Radios See line 40 for explanation	£5,833.33
33	Leap Audio	Purchase of <b>event equipment</b> for city centre -Festoon Lighting	£592.04
34	Heat Outdoors	Purchase of <b>event equipment</b> for city centre -Outdoor heaters	£2,046.80
35	GFH events	Purchase of <b>event equipment</b> for city centre -White low level picket fencing	£720.00
36	Archant Life	<b>Gloucester Good To Go</b> Half Page Adverts in Sep & Oct 2020 Cotswold Life issues Gloucester Good to Go was a regional and local visitor marketing campaign carried out between 31 July and 10 November 2020, intended to instil consumer confidence in Gloucester's visitor economy as the COVID-19 restrictions were being lifted, and to promote the city as a safe, clean and healthy visitor destination, including its cultural offer. The campaign was delivered to support cultural events that took place during that period, including Gloucester's Winter Festival. The campaign created new visitor content and was built around VisitEngland's national standard for reopening safely following the lockdown, called 'We're Good To Go'.	£500.00
37	Archant Life	<b>Gloucester Good To Go</b> Responsive Billboard in Sep 2020 Cotswold Life Newsletter	£100.00
38	Archant Life	<b>Gloucester Good To Go</b> Half Page Adverts in Sep & Oct 2020 Cotswold Life issues	£500.00
39	Archant Life	<b>Gloucester Good To Go</b> Responsive Billboard in Sep 2020 Cotswold Life Newsletter	£100.00
40	Soglos	<b>Gloucester Good To GO</b> Advertising Campaign and video	£9,265.00

41	Smart City Media	The purchase of equipment intended to protect the hygiene and safety of visitors to the city centre, including graphics to reinforce safety messaging, sanitising gel, tape and signs. <b>200 pavement stickers size 300 x 300mm</b>	£650.00
42	Signs Express	Supply only <b>floor vinyl</b> 's X100 diameter Non slip printable floor vinyl	£273.00
43	Simple Hygiene Solutions	6 x <b>hand sanitiser dispensers</b>	£330.00
44	Safpro Industrial Supply	<b>Purchase of Hazard and Barrier Tape</b>	£57.74
45	Smart City Media	Purchase of <b>Pavement safety graphics</b>	£385.00
46	Sanitiser Stand Co Ltd	Purchase of <b>Black Stand + Touch Free Sanitiser Dispenser X 2</b>	£299.98
47	Smart City Media	Purchase of additional <b>300 Pavement graphics</b> (stickers)	£1,080.00
48	Severn Signs Ltd	Purchase of 25 x A3 and 25 x A4 6mm <b>fluted correx</b> sheets supplied with full colour gloss laminated prints fitted to 1 side only Covid signage artwork as agreed	£300.75
49	Signs Express	Purchase of LV2204/1 <b>Floor vinyl</b> 's X100 200mm diameter Non slip printable floor vinyl (no laminate required). Floor vinyl's X20 printable floor vinyl (	£498.60
50	Monster Hero Safari CIC	Purchase of posters and artwork to promote safety at City Centre Family Event, called Monster Hero Safari - Posters & Artwork	£150.00
51	Simple Hygiene Solutions	Purchase of <b>hand sanitiser gel</b> for dispensers in Eastgate Indoor Market 5 x 5 litre ASH 70	£160.00
52	Smart City Media	Purchase of <b>Pavement Graphics</b> , design as earlier order `Please maintain necessary social distance` 150 x R9 and 50 x R12	£815.00
53	County Council Print (Cannon)	Purchase of 180 x <b>Covid Compliance Lamp Post Signs</b>	£955.00
54	County Council Print (Cannon)	Purchase of <b>Covid Compliance signs</b> for use in events	£145.00
55	Peppy Group UK	Purchase of <b>Alcohol Gel</b> 480ml bottles x 660 = half pallet	£930.60
56	2020 Signs	Purchase of 5 x <b>Water filled A-board</b> with laminated vinyl graphics applied to both sides to promote safe distancing and other COVID messaging. Display area 320mm wide by 560mm high	£398.75
57	Smart City Media	Purchase of 300 x <b>Roundels (Pavement Stickers)</b> as agreed design to promote safe distancing	£1,132.50
58	2020 Signs	Purchase of 25x <b>Bollard Covers</b> and 25x <b>Correx Signs</b> / 100 indoor posters to direct pedestrian flows and encourage social distancing	£760.00

59	2020 Signs	Design and purchase of 3 x <b>Banners</b> 1 each of 3 Welcome to Gloucester City Centre signs on Correx A1 25 x A4 Indoor Posters (of Cathedral `Welcome to Gloucester City Centre` sign) 50 x A4 Indoor Posters (repeat order) 50 x A5 Face Mask Window Stickers (repeat order)	£410.85
60	Smart City Media	Purchase of <b>Pavement Graphic</b> (stickers) installed outside licensed premises to encourage appropriate queueing and social distancing. `Enjoy Leisure time Safely`	£730.00
			<b>£168,795.93</b>