

## Appendix 1 – Project Outlines

THEME		
Public information & communications	Lamp Post Banners – welcoming messages*	35,800
	Public Facing Campaign encourage visitors/local trade to cultural/creative venues/events/businesses, creating new short-form video content	23,000
	£71,800	Welcome Back Information Officer/ Co-Ordinator all the WBF activity*
Local tourism initiatives and environmental improvements	Library of welcome back video assets to promote the Brighton & Hove offer to leisure and business visitors via VisitBrighton digital channels and citywide businesses	23,000
	To amplify the #nevernormalbrighton tourism recovery campaign with activity from Sept – Nov 21, driving awareness outside the main tourism season	22,000
	Provide temporary enhancements to the Royal Pavilion estate over Winter 2022 as a connector to encourage visitors to move around the city safely	23,000
	Curated Promenading Trails will encourage residents/visitors to discover the city centre anew, linking performance venues, galleries/museums, with food outlets, retail, and open spaces – celebrating the unique B&H mix	23,000
	A series of Alternative Tours will reach out to diverse communities across Greater Brighton to help ensure that the Welcome Back is fully inclusive	23,000
	Video projections/digital installations that use the City itself as the canvas. A nightly presentation, to help retain people in the area as it gets dark + two larger events in Nov/Mar – to generate a sense of excitement/occasion	23,000
	Encourage people back to local high streets and build confidence in the local economy, through staging Covid-safe cultural events, pop-up events & temporary beautification to improve look and feel of high footfall areas	100,000
£252,000	Beautification of West Street Underpass	15,000
Events and support for culture recovery in the city	Programme of training/support enabling Creative Pop-Ups in empty shops	15,000
	Improving communication with/for creative industries, for safe reopening	8,000
	Ensuring the cultural provision on our High Streets for visitors/local trade is welcoming, supporting those in leadership and at the helm of venues, outdoor events and cultural activity, through an online 'igniter' event series	15,000
	Specialist and inclusive creative entrepreneurship business coaching and exec leadership package for leaders in the City focusing on ensuring a warm welcome back, with ideas that contribute to the long-term strategic success of Brighton's economic growth	22,000
	Enable community-led activity that will animate local town centres, high streets and open spaces through providing event infrastructure, training and skills development	15,000
£75,000		
Temporary Public Realm Changes	Temporary public W.C.s*	71,000
	Temporary face mask recycling/hand sanitizer stations x 12*	3,400
	To install temporary exhibition stands on seafront in order to introduce activity to less visited areas, improve appearance of undeveloped spaces, drive footfall outside of the main tourism season	20,000
£94,400		
Administration for reclaims & project delivery/management	Engaging a freelance specialist to rapidly take forward the action plan into operational projects*	16,000
	Welcome Back Fund Officer – providing technical support, financial reclaims and ensuring compliance*	23,000
£39,000		

\*Activity in progress / funds allocated and committed

