



Ministry of Housing,  
Communities &  
Local Government

**Rt Hon Robert Jenrick MP**

**Secretary of State for Housing,  
Communities and Local Government**

***Ministry of Housing, Communities &  
Local Government***

Fry Building  
2 Marsham Street  
London  
SW1P 4DF

[www.gov.uk/mhclg](http://www.gov.uk/mhclg)

To: National Association of Local Councils

23 March 2021

Dear Sue

### **WELCOME BACK FUND**

I would like to draw your attention to a new “Welcome Back Fund” which I announced at the weekend, and the allocations for which have been published today; they can be found [here](#).

This new £56 million Fund will help councils boost tourism, improve green spaces and provide more outdoor seating areas, markets and food stall pop-ups – giving people more, safer options to reunite with friends and relatives.

Part of this funding will also support coastal areas in the same way as they prepare for a great summer, with funding going to all coastal resorts across England to safely welcome holiday makers in the coming months and have a successful summer. The funding can also be used by councils to:

- Boost the look and feel of their high streets by investing in street planting, parks, green spaces and seating areas to make high streets as beautiful and welcoming as possible.
- Run publicity campaigns and prepare to hold events like street markets and festivals to support local businesses.
- Install signage and floor markings to encourage social distancing and safety.
- Improve high streets and town centres by planting flowers or removing graffiti.

I would strongly encourage your members to engage with the local authority to which the allocation has been made as they develop their spending plans for their allocations. I have written to all leaders and Chief Executives in England today, strongly encouraging them to work with parish and town councils and to pass this funding on wherever possible, given the important role parish and town councils will need to play in delivering initiatives in the community and on our high streets

This funding was part of several announcements I made on 20 March. These also included expert support for 70 local authorities from the High Streets Task Force, and the Government’s response to the consultation on the private parking Code Enforcement Framework which was held in the Autumn of 2020.

Together, these measures will support a safe and successful reopening of our treasured high streets and seaside resorts, giving people the reassurance that they can shop and socialise in a COVID-secure way.

They also build on the Government's comprehensive package of support of £200 billion, to help businesses that have been affected by COVID-19. This package includes the small business grants, the coronavirus loan schemes, the Coronavirus Job Retention Scheme, as well as deferral of income tax payments.

A handwritten signature in black ink that reads "Robert Jenrick." The signature is written in a cursive style. Below the signature is a single horizontal line.

**RT HON ROBERT JENRICK MP**