

# North West Leicestershire Economic Recovery Plan - 2020

**Introduction:**

This document sets out North West Leicestershire District Council's immediate plan of action for economic recovery in response to the Coronavirus outbreak.

According to research from the Centre for Progressive Policy (CPP) published in April 2020 - "Which Local Authorities face the biggest immediate economic hit?", the analysis found that the economic impact of coronavirus will vary significantly across the country. The study identified that North West Leicestershire is expected to be the 18<sup>th</sup> highest hit local authority in the UK terms of decline in Gross Value Added.

We know that since the outbreak of the pandemic, NWL Universal Credit claimant count has increased by 168% since the outbreak in March 2020. It is also estimated that, as of June 2020, 16,000 North West Leicestershire employees had been furloughed – this equated to 355 people per 1,000 employed – the highest rate in the East Midlands. Whilst it is not known what the impact of the furlough scheme ending in October will be, it is anticipated that many further redundancies will arise when the scheme ends.

Against the backdrop of job losses, one of the District's key sectors, logistics, has seen a surge in activity which has resulted in many new job opportunities being created during the Pandemic as online shopping increases. The district has also seen continued new investment and growth within the sector.

This plan provides a programme of actions for the Council to respond to the crisis and help build our economy back strongly and more resilient. It aligns activities to mitigate against the impacts on hardest hit places, communities and businesses and continues to enable emerging new opportunities by supporting town centres, businesses, those at risk of redundancy whilst maintaining support for new investment and growth.

The Government will initiate a national economic recovery plan and the Leicester and Leicestershire Enterprise Partnership will initiate a Leicestershire-wide economic recovery plan. However, there is also a parallel requirement to produce a local economic recovery plan for North West Leicestershire which meets the specific needs of our businesses and communities. We will ensure that local impacts of Covid-19 on local businesses, residents and town centres are fed into the Leicestershire-wide economic recovery plan.

The plan will outline the immediate and short-term actions of the North West Leicestershire District Council. However, it is important that the plan remains fluid to respond to the changing needs of our communities in response to the changing environment resulting from Covid 19 and to adapt to new national and regional programmes of support as they are released.

This first iteration of the NWL Economic Recovery Plan sets out activities that will support the wider economic recovery of the district through business support, business growth, business start-up activity, access to advice and finance, access to employment, reskilling and training, supporting towns and local centres, collecting and sharing intelligence and shaping emerging strategies, policies and programmes for the benefit of NWL.

This plan will need to be reviewed and refreshed in early 2021 to reflect on the emerging national and regional recovery strategies currently being developed.

The UK Government are preparing a strategy for recovery. A draft of the strategy is expected to be published in January 2021. The UK Strategy for recovery will be built upon five roundtables: 1) Green Recovery, 2) Increasing Recovery, 3) Backing new businesses, 4) Future of Industry and 5) UK open for business.

The Leicester and Leicestershire Enterprise Partnership, together with the Leicestershire Economic Recovery Cell, are jointly preparing a Leicestershire-wide recovery plan which will influence the emerging UK Strategy for recovery.

In September 2020, the LLEP published a first working draft Covid-19 Economic Recovery Action Plan for Leicester and Leicestershire. The LLEP's working draft plan is structured around the five LIS Foundations, 1) People, Employment and Skills 2) Business Environment and Business Support 3) Ideas, Innovation and Entrepreneurship 4) Place and 5) Infrastructure. This NWL Economic Recovery Plan has since been amended to mirror the structure of the LLEP plan.

A final draft of the LLEP recovery plan will be consulted on in December 2020 with a final draft to be produced in February 2021.

This NWL Economic Recovery Plan sets out actions that deliver against a key recovery outcome and is also cross referenced to indicate where it contributes to the delivery of the emerging Leicester and Leicestershire recovery plan.

The NWL Economic Recovery Cell are a consultee for the Leicestershire Economic Recovery Cell and will assume responsibility to review the preparation and adoption process of both the regional and national recovery strategies. The Cell will then coordinate any necessary refresh of our local recovery strategy and, if required, will re-engage with the councils Extended Leadership Team should the regional and national strategies impact on their service areas.

**NWL Economic Recovery Plan Outcomes:**

- 1) Support individuals during hardship
- 2) Administration of government grants to businesses and individuals
- 3) Provide a link between representatives of local businesses and agencies that support economic development
- 4) Deliver local programmes of support to new and start-up businesses to stimulate economic recovery
- 5) Collate and monitor trends and data to understand and respond to changes in the economic climate
- 6) Identify the impact on tourism and the tourism sector
- 7) Supporting retail recovery and the reopening of the high streets post Covid 19
- 8) Work with education providers to identify opportunities for upskilling and training of individuals
- 9) Support measures that respond to infrastructure challenges

**Reporting and delivery:**

This recovery plan has been drafted in consultation with team managers, heads of service and input from the Recovery Members Advisory Group to ensure that the plan reflects the recovery response being undertaken across all council service areas. This approach will help ensure consistency in the delivery and reporting of the Recovery Plan through team plans and the Council Delivery Plan.

The Council Delivery Plan contains details of the key actions and priorities of services areas where the council can have the most influence in supporting our communities and customers, whilst enabling economic recovery and continuing to support growth. The Delivery Plan states what the Council will do to achieve these things in the coming year and beyond. Despite the economic uncertainty brought about by the coronavirus pandemic, our plans and priorities are underpinned by a balanced budget, a constant focus on value for money, local income generation and a prudent approach to future challenges to our funding and expenditure.

Where possible, the delivery of the NWL Economic Recovery Plan will be delivered through existing service capacity and reported through the relevant team service plans and against the Council Delivery Plan. Delivery will be overseen by the NWL Economic Recovery Cell and updates provided to the NWL Recovery Coordination Group and the Portfolio Holder for Business.

It may be necessary to temporarily redeploy staff to different service areas to respond to the changing economic environment and the needs of our businesses, residents and communities. In such circumstances, the chair of the NWL Economic Recovery Cell will coordinate any redeployment with Human Resources and the line manager of any staff subject to temporary redeployment.

The delivery of the Economic Recovery Plan will also require an ongoing commitment from our partner organisations. However, the uncertainty that the coronavirus brings may also impact on our partners ability to continue to work with the Council in the way they have previously.

**Performance Metrics:**

Detailed performance metrics will be dependent upon the specific interventions made through the work plan and are dependent on the data collection of partner organisations and different timescales for reporting metrics.

Working alongside the newly created Multi Agency Information Cell (MAIC), the NWL Economic Recovery Cell will look to capture key metrics that are important in monitoring through the immediate crisis, including:

Business support metrics – Source: Business Focus and the Leicestershire Growth Hub

Businesses supported through redundancy triage service – Source: DWP and the MAIC

Job losses by district and sector – Source: DWP and the MAIC

Known new investment and new jobs created – Source: Business Focus

Universal Credit claimants count – Source: Nomis and the DWP

Number of job vacancies – Source: LLEP

People not in employment, education or training (NEET) - Source: Leicestershire County Council

Apprentices furloughed or made redundant – Source: LLEP

Town and local centre retail occupancy – Source: Business Focus and Planning Policy

Throughout the pandemic, it is likely that new metrics and economic data will become available at national, regional and local levels. Experian have already been commissioned by the MAIC to collect and interpret economic data to better stand the impact of the Coronavirus on the Leicestershire economy.

The NWL Economic Recovery Cell, working alongside the MAIC, will monitor the available and emerging data as an indicator of future trends and adapt work plan to respond to opportunity and needs.

**Possible resource and capacity requests:**

- Additional staff capacity needed

1 FTE for an initial 6-month period To provide town centre management capacity to deliver a shop local campaign and deliver digital training for businesses in Coalville, to support businesses and retailers serving NWL local centres and to promote and support retailers and local businesses providing essential services to local communities during the Coronavirus pandemic.

- Additional budget needed

Subject to delivering a town centre support programme, a £40,000 budget would be required to provide operational funding to assist retail businesses in Coalville town centre, in NWL local centres and local village shops and also to deliver digital grants and digital training programme for retail businesses across NWL.

## Activity by NWL Economic Recovery Cell:

| Ref | Outcome                             | LLEP recovery work theme                 | Key Actions / milestones   | Progress Made   | Next Steps  | Status  |
|-----|-------------------------------------|--|--|---|---|---|
| 1.1 | Support individuals during hardship | Chapter 1: People, Employment and Skills | <p>Ensuring sufficient redundancy support for residents and businesses resulting from Covid 19.</p> <p>Establish monthly meetings with Derbyshire and Leicestershire Department for Work and Pensions to monitor redundancies and redundancy response.</p> <p>Agree informal information sharing arrangements with local DWP offices regarding confidential information.</p> <p>Provide local intelligence on live or imminent redundancies into the Leicestershire Recovery Cell.</p> <p>Actively promote live local job opportunities and support for larger scale redundancies impacting on NWL residents.</p> <p><b>Lead Officer: Heather Bell</b></p> | <p>Inception meeting held with regional DWP's and agreed information sharing protocols of live information and fortnightly updates.</p> <p>Agreed informal information sharing arrangements with local DWP offices to seek client consent to share sensitive information with the NWL Economic Recovery Cell.</p> <p>Sharing best practices from Derbyshire on redundancy and recruitment service and supporting the establishment and launch of the Leicester &amp; Leicestershire Covid-19 Redundancy &amp; Recruitment Service. This service will support employers and individuals facing redundancy and assists claimants to access job opportunities.</p> <p>Meeting held on 25.08.20 with Futures Business Manager, who provide the National Careers Service Information, Advice &amp; Guidance to establish the level</p> | <p>Hosting monthly virtually catch ups with Derbyshire and Leicestershire DWP's.</p> <p>Leicester &amp; Leicestershire Covid-19 Redundancy &amp; Recruitment Service will provide monthly updates and report details of large-scale redundancies to the NWL Economic Recovery Cell.</p> <p>Share details of redundancies with other impacted Council services and external partners such as Customer Services, Housing, DWP and the CAB.</p> <p>Signpost business and residents impacted by redundancies to the Leicester &amp; Leicestershire Covid-19 Redundancy &amp; Recruitment Service.</p> | <p><b>Priority: High</b></p> <p>Complete with ongoing commitments</p> |

| Ref | Outcome                             | LLEP recovery work theme                 | Key Actions / milestones   | Progress Made  | Next Steps   | Status  |
|-----|-------------------------------------|--|--|--|--|---|
|     |                                     |  |  | <p>of resource for local residents who have been made redundant.</p> <p>National Careers Service has been given more resource for careers advisors and will become a full partner in the Leicester Employment Hub from October.</p> <p>Protocols have been agreed to share redundancy intelligence information with BEIS, LLEP, RCG and NWL Members.</p> | <p>NWLDC will promote the National Careers Service provision on website and on social media.</p> <p>Establish metrics for recording the number of business accessing the redundancy triage and for the number of claimants in North West Leicestershire.</p>   |   |
| 1.2 | Support individuals during hardship | Chapter 1: People, Employment and Skills | <p>Ensure that residents and job seekers are aware of current and emerging job opportunities.</p> <p>Establish referral model for residents and job seekers to access local and regional virtual Job Fairs hosted by DWP and other partners.</p> <p>Consider options for a revised NWL jobs fair to support the seasonal recruitment need for local employers.</p> | <p>Established a referral mechanism using social media to signpost job seekers to live job vacancies and training opportunities.</p> <p>Actively promote virtual jobs fairs through the council website and social media.</p> <p>Supporting local employers to access and promote vacancies through local and regional jobs fairs.</p>                   | <p>Continue to work in partnership with DWP and other relevant agencies to ensure full support for both employers and employees.</p> <p>Continue to work with NWLDC Communications to promote job and career opportunities as they arise.</p> <p>Continue to consider the need for a virtual NWL jobs fair to support the seasonal recruitment</p> | <p><b>Priority: High</b></p> <p>Complete with ongoing commitments</p> |

| Ref | Outcome                             | LLEP recovery work theme                 | Key Actions / milestones   | Progress Made   | Next Steps  | Status   |
|-----|-------------------------------------|--|--|---|---|--|
|     |                                     |  | <p>Promote job and training opportunities for residents through the council's website and social media.</p> <p><b>Lead Officer: Heather Bell</b></p>   |   | need for local employers.   |  |
| 1.3 | Support individuals during hardship | Chapter 1: People, Employment and Skills | <p>Explore options for coordinating finance and debt advice and financial planning in consultation with key providers such as Citizens Advice.</p> <p>Identify resource and capacity to map and deliver debt recovery services in the District.</p> <p><b>Lead Officer: Katherine Bate</b></p> | <p>The council don't have an in-house money advice service, but residents and job seekers are referred to other sources of help from organisations such as the <a href="#">Money Advice Service</a>, <a href="#">Step Change</a>, <a href="#">Citizens Advice</a> and the <a href="#">National Debt Line</a>.</p> <p>Detail have been published on the council website.</p> | Continue to refer and job seekers in need of financial advice to the support services available.  | <p><b>Priority: Medium</b></p> <p>Complete - with ongoing commitment</p> |
| 1.4 | Support individuals during hardship | Chapter 1: People, Employment and Skills | <p>Continue to support and promote local training opportunities delivered by partner organisations such as Stephenson College and the Princes Trust.</p> <p>Refer businesses and residents into training opportunities provided by local employers such as the</p>                             | <p>Promote the availability of virtual training and advice support programmes being delivered through partner projects such as 'Work. Live. Leicestershire (WiLL)', Princes Trust – 'Get Into' programmes, Leicestershire Adult Learning, DWP Sector Based Work Academies and other partners.</p>   | <p>Continue to refer employers and job seekers into locally available training support and advice.</p> <p>Maintain regular communication to monitor changes in the Airport Academy training following the</p> | <p><b>Priority: Medium</b></p> <p>Complete - with ongoing commitment</p> |

| Ref | Outcome                             | LLEP recovery work theme                 | Key Actions / milestones  | Progress Made  | Next Steps   | Status                                     |
|-----|-------------------------------------|--|---|--|--|--|
|     |                                     |  | <p>East Midlands Airport Academy and the emerging opportunities at the Mercia Park development.</p> <p><b>Lead Officer: Heather Bell / Communications</b></p>   |  | <p>furlough of the academy staff.</p> <p>Continue to work alongside IM Properties to make training and work experience opportunities from the Mercia Park development available to job seekers.</p> <p>Identify additional capacity to monitor changes in training opportunities and update our communications to residents and businesses via our website and social media.</p> |  |
| 1.5 | Support individuals during hardship | Chapter 1: People, Employment and Skills | <p>Continue to promote Disability Confident and Open Recruitment practices with local employers to ensure that those residents furthest from the labour market can still access employment and training opportunities.</p> <p><b>Lead Officer: Heather Bell</b></p> | <p>Encourage new and existing companies to adapt recruitment policies and change hours of work and shift patterns to create a more flexible working practice.</p> <p>Support the Department for Work and Pensions (DWP) in recruiting additional businesses to become Disability Confident employers and to provide mentoring for individuals furthest from the labour market.</p> | <p>Work with companies such as XPO at SEGRO who are actively looking to recruit new staff with a variety of disabilities and are adapting their work environment to accommodate the special needs of future staff.</p> <p>Use successful case studies to encourage</p>   | <p><b>Priority: Low</b></p> <p>Ongoing</p> |

| Ref | Outcome                             | LLEP recovery work theme                 | Key Actions / milestones   | Progress Made  | Next Steps  | Status  |
|-----|-------------------------------------|--|--|--|---|---|
|     |                                     |  |  | Assist the DWP by marketing virtual open recruitment events.   | other local companies to recruit staff with additional needs.<br><br>To monitor open recruitment activity and where possible report good practice and outcomes.   |   |
| 1.6 | Support individuals during hardship | Chapter 1: People, Employment and Skills | Review options for localised delivery of the governments Kickstart Scheme.<br><br><b>Lead Officer: Barrie Walford</b>  | The Council have agreed to work with the East Midlands Chamber of Commerce to collaborate on a joint KickStart webinar for local businesses. The webinar will help promote the scheme to local businesses and is designed to help prevent young people from becoming NEET and facing long term unemployment. | To continue to promote the governments Kickstart scheme to businesses and eligible job seekers and signpost to local intermediaries such as the Chamber of Commerce and the Federation of Small Business. | <b>Priority: Medium</b><br><br><b>Ongoing</b> |
| 1.7 | Support individuals during hardship | Chapter 1: People, Employment and Skills | Continue to provide essential financial support and advice on benefits to the eligible businesses and residents in need<br><br><b>Lead Officer: Sally O'Hanlon</b> | The Leicestershire Revenues and Benefits Partnership have maintained frontline services ensuring that our customers are able to access the essential financial support and advice during the coronavirus pandemic.   | Maintain the prompt administration and payment support, benefits and grants to eligible businesses, residents and tenants.  | <b>Priority: High</b><br><br>Ongoing          |
| 1.8 | Support individuals during hardship | Chapter 1: People, Employment and Skills | Support tenants to work from their homes where possible.<br><br><b>Lead Officer: Amanda Harper</b>   | None to date   | Explore options to collaborate with EMHomes to help support tenants to adapt to work from their homes where possible.   | <b>Priority: High</b><br><br>Pending          |

| Ref  | Outcome                                | LLEP recovery work theme                 | Key Actions / milestones  | Progress Made   | Next Steps  | Status   |
|------|--|--|---|---|---|--|
|      |  |  |   |   |   |  |
| 1.9  | Support individuals during hardship    | Chapter 1: People, Employment and Skills | <p>Ensure that council tenants have access to employment, self-employment and work ready training by promoting support packages through tenancy associations.</p> <p><b>Lead Officer: Amanda Harper</b></p> | None to date  | Highlight opportunities for our tenants to engage with job fairs, work readiness training and other locally delivered programmes such as Women into Self Employment.                          | <p><b>Priority: High</b></p> <p>Pending</p>                          |
| 1.10 | Support individuals during hardship    | Chapter 1: People, Employment and Skills | <p>Ensure that new support, advice and government guidance is communicated in an effective and timely matter to our businesses and residents.</p> <p><b>Lead Officer: Rob Helliwell</b></p>                 | The council will continue to use a number of communication tools to help keep residents and businesses aware of updates in legislation, details of support, updates on council projects and council services.   | The economic recovery plan will inform communication plans going forward, allowing for more targeted messaging while maintaining regular communication with all our residents and businesses. | <p><b>Priority: High</b></p> <p>Ongoing</p>                          |
| 1.11 | Supporting individuals during hardship | Chapter 1: People, Employment and Skills | <p>Through the Community Hub, ensure that those residents in need are supported and are able to access essential services.</p> <p><b>Lead Officer: Multi-team approach</b></p>                              | <p>The council has been working with community response units and many other groups of people to help ensure the vulnerable and isolated residents in the district are supported through the coronavirus pandemic.</p> <p>Businesses in North West Leicestershire were coordinated to donate food and essentials to</p> | Ongoing commitment to provide outreach to support our communities throughout the pandemic.  | <p><b>Priority: High</b></p> <p>Complete with ongoing commitment</p> |

| Ref  | Outcome   | LLEP recovery work theme                            | Key Actions / milestones   | Progress Made  | Next Steps   | Status  |
|------|---|---|--|--|--|---|
|      |   |   |  | create care packages for the vulnerable residents.   |  |   |
| 1.12 | Support individuals during hardship                             | Chapter 1: People, Employment and Skills            | <p>Ensure that residents and businesses can still access essential council services during the pandemic through the Councils front line customer services team.</p> <p><b>Lead Officer: Kerry Wright</b></p> | <p>The Council remain committed to support our residents, communities, businesses and tenants through the coronavirus pandemic. Our Customer Services team have remained operational to ensure that customers were supported and provided with relevant information and keeping them up to date on how council services are operating.</p>                 | <p>Maintain an open for business service to ensure that customers contacting the council are provided with the most up to date and relevant information and referred to the appropriate support.</p> | <p><b>Priority: High</b></p> <p>Ongoing</p>   |
| 2.1  | Administration of government grants to business and individuals | Chapter 2 Business Environment and Business Support | <p>Administer the Small Business and the Retail, Hospitality and Leisure Grant schemes</p> <p>Administer the Discretionary Grant Relief scheme</p> <p><b>Lead Officer: Matthew D'Oyly-Watkins</b></p>        | <p>1,642 businesses paid out of an estimated 1,693. £19.15 million paid out to 97.0% of NWL eligible businesses.</p> <p>Engaged with Leicestershire Councils on design to promote consistency where possible. NWLDC discretionary scheme launched on June 1<sup>st</sup>.</p> <p>258 discretionary applications – 202 paid out to the sum of £984,023.</p> | <p>The Small Business Grants and Retail, Hospitality and Leisure Grants and Discretionary Grants programmes closed on 28 August 2020.</p>  | <p><b>Priority: High</b></p> <p>Completed</p> |
| 2.2  | Administration of government grants to business and individuals | Chapter 2 Business                                  | <p>Business Focus officers to engage and support businesses who enquired</p>   | <p>All unsuccessful applicants were engaged and where appropriate, were signposted to alternative</p>  | <p>All unsuccessful applicants engaged and signposted.</p>   | <p><b>Priority: High</b></p> <p>Completed</p> |

| Ref | Outcome   | LLEP recovery work theme                                  | Key Actions / milestones   | Progress Made   | Next Steps   | Status                                      |
|-----|---|---|--|---|--|---|
|     |   | Environment and Business Support                          | about government grant funding but were not eligible for any of the government Covid response grants.<br><br><b>Lead Officer: Ray Hurst</b>  | funding programmes such as Government's Coronavirus business loan schemes, job retention schemes and self-employment grant support.   |  |   |
| 2.3 | Administration of government grants to business and individuals | Chapter 2<br>Business<br>Environment and Business Support | Promote the take up of other funding programmes to support local businesses in response to Covid such as the Leicestershire Business Recovery Fund, the extended Self Employment Income Support Scheme and the emerging Leicester and Leicestershire business growth grants.<br><br><b>Lead Officer: Ray Hurst</b> | Business Focus Officers have actively promoted the availability of external grants through email, phone calls and 1:2:1 meetings with local businesses. Business support services offered by the Council are being promoted on the Council's Covid-19 web pages in order to help clients self-serve.<br><br>Officers are continuing to support Leicestershire County Council in providing due diligence on NWL applications to the Leicestershire Business Recovery Fund. | Continue to promote the availability of new and live grant programmes and support local businesses to apply for grants.<br><br>Monitor referrals and track successful applicants and outcomes. | <b>Priority: High</b><br><br>Ongoing        |
| 2.4 | Administration of government grants to business and individuals | Chapter 2<br>Business<br>Environment and Business Support | Administer the Local Restrictions Support Grant to support businesses that are required to close during localised restrictions.  | Officers have outlined a policy for the delivery of a local restrictions support grant programme.   | Ensure robust systems are in place to administer the Local Restrictions Support Grant should the scheme be triggered.  | <b>Priority: High</b><br><br><b>Pending</b> |

| Ref | Outcome   | LLEP recovery work theme                               | Key Actions / milestones   | Progress Made  | Next Steps  | Status                               |
|-----|---|--|--|--|---|--------------------------------------|
|     |   |  | <b>Lead Officer: Matthew D'Oyly-Watkins</b>  |  |   |                                      |
| 2.5 | Administration of government grants to business and individuals   | Chapter 2<br>Business Environment and Business Support | <p>Introduce measure to ensure that suppliers to the council are paid promptly to help maintain suppliers cash flows, protect jobs and the supply chain.</p> <p><b>Lead Officer: Multi-team approach</b><br/>(Procurement and Exchequer)</p> | <p>The government published Procurement Policy Note 02 20 which was adopted by the council and steps were put in place to ensure that payments to suppliers were not adversely affected. Invoices submitted by suppliers are paid on receipt, instead of normal 30-day terms.</p> <p>87% invoices were paid in 10 days or less / 94% in 20 or less / 96% in 30 days or less</p>  | Continue to ensure that suppliers to the council are paid promptly.   | <b>Priority: High</b><br><br>Ongoing |
| 3.1 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business Environment and Business Support | <p>To continue to support the growth of local businesses and carriers in readiness for the UK's exit from the European Union.</p> <p><b>Lead Officer: Karl Bassett</b></p>   | <p>EU Exit readiness webinars delivered by the East Midlands Chamber of Commerce, BEIS &amp; DEFRA webinars have been promoted to local businesses and the Business Champions network.</p> <p>A business survey is being drafted to gauge the readiness of NWL businesses for transition and identify where businesses need further support. has been</p> <p>Meetings are already underway and will continue with East</p> | To continue to monitor and share intelligence on changing legislation resulting from Brexit that impacts local businesses in particular those importers and exporters using EMA as their hub. | <b>Priority: High</b><br><br>Ongoing |

| Ref | Outcome   | LLEP recovery work theme                                     | Key Actions / milestones  | Progress Made   | Next Steps  | Status  |
|-----|---|--|---|---|---|---|
|     |   |  |   | Midlands Airport and the key carriers in readiness for transition.  |   |   |
| 3.2 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business<br>Environment and<br>Business Support | To continue to support the growth of foreign owned businesses based in North West Leicestershire and to safeguard local jobs that may be at risk of reshoring.<br><br><b>Lead Officer: Karl Bassett</b> | None to date  | To meet with the Department of International Trade Sector Investment Managers who represent North West Leicestershire businesses and agree a forward plan of engagement of key local foreign owned businesses.<br><br>To record metrics from business support activity and monitor potential outcomes such as: businesses supported, jobs safeguarded, jobs created, or investment secured. | <b>Priority: Medium</b><br><br>Pending                          |
| 3.3 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business<br>Environment and<br>Business Support | Set up an online referral mechanism to direct businesses to the relevant support agencies such as the Chamber of Commerce, Federation of Small Business and the Leicestershire Growth Hub.              | Maintain up to date information on <a href="http://www.nwleics.gov.uk">www.nwleics.gov.uk</a> and to signpost local businesses to a wide range of partner support.<br><br>Ensure that new businesses initiatives are known of and promoted locally. | Establish recurring update meetings with partners.<br><br>Ensure that information published on our website is relevant and up to date.  | <b>Priority: High</b><br><br>Complete - with ongoing commitment |

| Ref | Outcome   | LLEP recovery work theme                                     | Key Actions / milestones  | Progress Made  | Next Steps  | Status                               |
|-----|---|--|---|--|---|--------------------------------------|
|     |   |  | <b>Lead Officer: Ray Hurst</b>  |  |   |                                      |
| 3.4 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business<br>Environment and<br>Business Support | Develop an option for a Members ambassadorial role so that NWLDC Members are engaged and actively involved in supporting local businesses<br><br><b>Lead Officer: Barrie Walford</b>          | None to date   | Prepare an overview of the concept of elected Members taking an ambassadorial role in engaging and supporting local businesses.<br><br>Overview to be presented to Scrutiny and Cabinet for consideration.<br><br>If approved, details published in the weekly members briefings. | <b>Priority: Low</b><br><br>Pending  |
| 3.5 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business<br>Environment and<br>Business Support | Deliver environmental protection services to support businesses and developers to operate in compliance of legislation and government guidelines.<br><br><b>Lead Officer: Clare Proudfoot</b> | Maintained essential services to ensure compliance and safe trading and have informed businesses of changing legislation to enable them to continue to operate safely during the pandemic. | Maintain the delivery of environmental protection services to support businesses to continue to operate safely and in accordance with the latest legislations.  | <b>Priority: High</b><br><br>Ongoing |
| 3.6 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business<br>Environment and<br>Business Support | Support hospitality and high street businesses to maximise compliance with COVID-19 requirements and minimise the spread of the virus.  | A council wide taskforce has been established to maintain the monitoring and enforcement of 'hot spots', 'problem' areas of non-compliance and to ensure businesses are enabled to trade   | Continue to monitor compliance and ensure there is follow up contact and support for non-compliant businesses, to instil consumer confidence.   | <b>Priority: High</b><br><br>Ongoing |

| Ref | Outcome   | LLEP recovery work theme                                     | Key Actions / milestones  | Progress Made  | Next Steps   | Status                               |
|-----|---|--|---|--|--|--------------------------------------|
|     |   |  | <b>Lead Officer: Multi-team approach</b><br>(Environmental Health, Licensing, Environmental Protection, Community Safety and Leicestershire Police)   | whilst meeting the latest legal requirements.  |  |                                      |
| 3.7 | Provide a link between representatives of local businesses and agencies that support economic development | Chapter 2<br>Business<br>Environment and<br>Business Support | Provide support to businesses to help minimise the likelihood of transmission within workplace and complex settings.<br><br><b>Lead Officer: Lee Mansfield</b>  | A programme of proactive workplace engagement has been set up, working with HSE, to make businesses COVID-secure.  | HSE will be carrying out telephone advice and desktop assessment of risk assessments at 150 of our businesses (food manufacturers, pubs, the beauty sector and taxi operators).  | <b>Priority: High</b><br><br>Ongoing |
| 4.1 | Deliver local programmes of support to new and start-up businesses to stimulate economic recovery.        | Chapter 2<br>Business<br>Environment and<br>Business Support | Provide first point of contact and 1:2:1 support for local businesses in North West Leicestershire experiencing hardship as a result of the Coronavirus pandemic.<br><br><b>Lead Officer: Ray Hurst</b> | Business Focus have maintained a frontline point of contact for business support throughout the pandemic.<br><br>Business request for support have come both directly from businesses and received referrals from other front-line council services such as Customer Services and NNDR.<br><br>As of July 31st, Business Focus Officers have provided 1:2:1 support to over 700 businesses since the outbreak of the Coronavirus in March. | Continue to provide first point of contact for business support in NWL and continue to make referrals to external support agencies where required.<br><br>Continue to record metrics for the number of business support enquiries and where possible report on outcomes. | <b>Priority: High</b><br><br>Ongoing |
| 4.2 | Deliver local programmes of support to new and start-up   | Chapter 2<br>Business  | Provide first point of contact and 1:2:1 support for start-ups and existing local business  | Business Focus have maintained a frontline point of contact for  | Continue to provide first point of contact for business support in NWL   | <b>Priority: Medium</b>              |

| Ref | Outcome  | LLEP recovery work theme                            | Key Actions / milestones   | Progress Made   | Next Steps  | Status   |
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|     | businesses to stimulate economic recovery.   | Environment and Business Support                    | looking to grow within North West Leicestershire.<br><br><b>Lead Officer: Ray Hurst</b>  | business support throughout the pandemic.<br><br>As of July 31st, Business Focus have provided 1:2:1 support to 48 new start-up businesses and growing businesses since the outbreak of the Coronavirus in March.   | and make referrals to external support agencies where required.<br><br>Continue to record metrics for the number of business support enquiries and where possible report on outcomes.   | Ongoing  |
| 4.3 | Deliver local programmes of support to new and start-up businesses to stimulate economic recovery. | Chapter 2 Business Environment and Business Support | Provide support to women in North West Leicestershire to access employment, to return to the workplace after absence, to develop self-confidence and start up in business.<br><br><b>Lead Officer: Ray Hurst</b> | Working with 'Building Business', a programme called 'Women into Self Employment (WISE) has been launched providing virtual 1:2:1 sessions for women based in NWL to meet with experienced business coaches to develop skills, to establish their own business and access a £250 business start-up grant. | Continue to work alongside Building Business to deliver the WISE programme and, where appropriate make referral into other support agencies.<br><br>To promote the Programme on the NWLDC website.<br><br>Record metrics for the number of enquiries for the programme; number of people accessing support, number of new businesses established, and the number of grants awarded. | <b>Priority: Low</b><br><br>Complete – with ongoing commitment |

| Ref | Outcome  | LLEP recovery work theme                               | Key Actions / milestones   | Progress Made  | Next Steps  | Status                               |
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| 4.4 | Deliver local programmes of support to new and start-up businesses to stimulate economic recovery. | Chapter 2<br>Business Environment and Business Support | Provide business start-up advice to encourage entrepreneurial activity and stimulate economic recovery.<br><br><b>Lead Officer: Ray Hurst</b>  | Working with NBV and the DWP, Business Focus have designed a programme to deliver virtual group sessions for young entrepreneurs and Universal Credit claimants to learn about starting a new business.<br><br>In Q2 9 claimants participated in a virtual session         | Agree a timescale with NBV for the continued delivery of virtual group sessions and maintain an ongoing referral mechanism from work coaches at the job centre for claimants looking to go into self-employment.<br><br>To publicise the programme on NWLDC website.<br><br>Continue to record metrics for the number of residents participating in start-up workshops and where possible report on outcomes. | <b>Priority: Low</b><br><br>Ongoing  |
| 4.5 | Deliver local programmes of support to new and start-up businesses to stimulate economic recovery. | Chapter 2<br>Business Environment and Business Support | Maintain single point of contact for employer relationship with existing strategic employers based in North West Leicestershire and for new investors. For example: Mercia Park, SEGRO, and EMEG.<br><br><b>Lead Officer: Heather Bell</b> | Working with partners and companies based in the EMEG area, on Segro Logistics Park and at Mercia Park to ensure that employers can access assistance with recruitment and training, to maximise local opportunities, especially to those furthest from the labour market. | To monitor and report outcomes and outputs, such as new investment and jobs created resulting from ongoing employer engagement.<br><br>We will continue to work with Development Control, developers and companies on the   | <b>Priority: High</b><br><br>Ongoing |

| Ref | Outcome | LLEP recovery work theme | Key Actions / milestones | Progress Made   | Next Steps  | Status |
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|     |         |                          |                          | <p><b>Mercia Park developer   M</b><br/>Properties in association with NWLDC hosted a Webinar w/c 20 July to introduce the site to other Local Authorities, training providers and the DWP in terms of the Construction phase of the project and to start conversations regarding how partners can be engaged.</p> <p><b>SEGRO Employment Group</b><br/>NWLDC officers continue to chair the employment group on behalf of SEGRO. The group consists of companies based on the site and employment partners such as DWP and the LLEP who work together to assist in the recruitment of staff.</p> <p>The group last met on 06.08.20<br/>It was reported that companies on the site are performing well in light of Covid-19.</p> <p><b>EMEG Skills and Access Partnership</b> meetings were held in July 2020, with local</p> | <p>production of local employment strategies.</p> <p><b>Mercia Park developer   M</b> Properties to visit Stephenson College on 25.08.20 to look at setting up local linkages on the Mercia Park development. Business Focus to operate as a single point of contact for Mercia Park across the local impact area partners.</p> <p><b>SEGRO Employment Group</b> Quarterly meetings in place and Business Focus are the single point of contact.</p> <p><b>EMEG Skills and Access Partnership</b></p> |        |

| Ref | Outcome   | LLEP recovery work theme  | Key Actions / milestones  | Progress Made  | Next Steps  | Status  |
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|     |   |   |   | <p>companies and partners attending to ensure that employment opportunities are available, and that transport is in place.</p>   | <p>Maintain quarterly partnership meetings and provide ongoing support.</p> <p>Access Partnership to prepare a strategy of activity to direct the work of the partnership through Covid 19 and beyond to support the access to the EMEG.</p>  |   |
| 4.6 | <p>Deliver local programmes of support to new and start-up businesses to stimulate economic recovery.</p> | <p><b>Chapter 2<br/>Business<br/>Environment and<br/>Business Support</b></p> | <p>Provide client management and 'soft landing' support to potential inward investment into North West Leicestershire.</p> <p>Soft landing support includes advice on funding, commercial property, labour, economic data, local intelligence and planning advice.</p> <p><b>Lead Officer: Karl Bassett</b></p> | <p>Despite Covid 19, it is imperative that NWL remains open for business and that potential investors are encouraged and supported to locate into the District.</p> <p>Business Focus have been working with Oakland International who are making a multimillion-pound investment on Bardon Industrial Estate. Oakland will be operational by Q3 and aim to employ up to 180 staff by the end of 2020.</p> <p>Oakland have said the support they have received from the Council was 'pivotal in their decision to locate at Bardon'.</p> | <p>Business Focus officers to continue to prioritise client management support for potential strategic investors.</p> <p>Business Focus maintain open line communication with the Invest Leicester team and the Department of International Trade to respond to investor enquiries.</p> <p>To monitor and report outcomes and outputs, such as new investment and jobs created resulting from inward investment activity.</p> | <p><b>Priority:<br/>Medium</b></p> <p>Ongoing</p> |

| Ref | Outcome  | LLEP recovery work theme                          | Key Actions / milestones   | Progress Made   | Next Steps  | Status   |
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| 5.1 | Collate and monitor trends and data to understand and respond to changes in economic climate | N/A or Chapter 3 Ideas, Innovation and Enterprise | <p>Providing local intelligence and data to government, local partners and agencies to coordinator responses to the Coronavirus.</p> <p><b>Lead Officer: Heather Bell</b></p>                  | <p>Provide regular (at least monthly) feedback to regional groups such as the EGOG, LEDON, BEIS, the Work and Skills Forum and the Leicestershire Economic Recovery Group as a way of sharing local intelligence.</p> <p>Proactively monitor local news and Covid related impacts on local businesses and share with front line partner organisations such as the DWP and the LLEP.</p> | <p>Continue to capture and analyse local intelligence and data to share with external partner organisations.</p> <p>Briefings will continue to be produced and circulated regularly</p> | <p><b>Priority: High</b></p> <p>Complete - with ongoing commitment</p> |
| 5.2 | Collate and monitor trends and data to understand and respond to changes in economic climate | Chapter 3 Ideas, Innovation and Enterprise        | <p>Provide NWLDC Members and senior staff with regular economic intelligence at a local, regional and national level to assist in decision making.</p> <p><b>Lead Officer Heather Bell</b></p> | <p>Provide regular briefing papers together with specific economic news on local businesses.</p> <p>Proactively monitor news on the impact of Covid-19 on local business performance.</p> <p>Provide economic statistical information to Finance and other teams as required.</p>   | <p>Continue to produce the regular economic briefings.</p> <p>Provide a high level of economic intelligence to the Members and staff as required.</p>                                   | <p><b>Priority: High</b></p> <p>Complete - with ongoing commitment</p> |
| 5.3 | Collate and monitor trends and data to understand and respond to changes in economic climate | Chapter 3 Ideas, Innovation and Enterprise        | <p>Host virtual business breakfast events to engage with local businesses to ascertain effect of Covid-19 on local business and signpost to available funding and support.</p>                 | <p>Officers have scheduled plans to deliver virtual business breakfast meetings for Q4.</p>   | <p>Prepare and deliver virtual business breakfast meetings for Q4.</p> <p>Capture intelligence of local Covid 19 impact on</p>  | <p><b>Priority: Low</b></p> <p>Ongoing</p>                             |

| Ref | Outcome  | LLEP recovery work theme                   | Key Actions / milestones   | Progress Made  | Next Steps  | Status   |
|-----|--|--|--|--|---|--|
|     |  |  | <b>Lead Officer: Karl Bassett</b>  |  | <p>business community and share with relevant agencies.</p> <p>Follow up any specific business support needs identified.</p> <p>Establish metrics to record the number of businesses engaged and follow up enquiries.</p> |  |
| 5.4 | Collate and monitor trends and data to understand and respond to changes in economic climate | Chapter 3 Ideas, Innovation and Enterprise | <p>Map the commercial occupancy of towns and local centres across the NWL to monitor the changes on our high streets due to the impact of Covid 19 on local businesses.</p> <p><b>Lead Officer: Katherine Bate</b></p> | <p>Mapping of towns and local centres was completed in July 2020:</p> <p><b>Coalville</b> - 27 Voids (13.3%), a decrease of 7 unoccupied retail units since Jan 2020.</p> <p><b>Ashby</b> - 13 Voids (6.4%), an increase of 7 unoccupied retail units since Jan 2020.</p> <p><b>Measham</b> - Zero Voids.</p> <p><b>Ibstock</b> - 4 Voids (10.5%), a decrease of 1 unoccupied retail unit since Jan 2020.</p> <p><b>Castle Donington</b> - 3 Voids (5.4%), a decrease of unoccupied units by 4 since Jan 2020.</p> <p><b>Kegworth</b> - 3 Voids (9%), an increase of 1 unoccupied unit since Jan 2020.</p> | Monitoring of towns and local centres to be retaken in Q3.  | <p><b>Priority: Medium</b></p> <p>Complete with ongoing commitment</p> |
| 5.5 | Collate and monitor trends and data to understand and  | Chapter 3 Ideas, Innovation and Enterprise | Map the commercial occupancy of business parks and industrial estates across   | None to date   | Schedule monitoring of business parks and industrial estates in Q3  | <p><b>Priority: Low</b></p> <p>Pending</p>                             |

| Ref | Outcome  | LLEP recovery work theme                   | Key Actions / milestones  | Progress Made  | Next Steps   | Status  |
|-----|--|--|---|--|--|---|
|     | respond to changes in economic climate   |  | NWL to monitor the changes off our businesses parks to understand the impact of Covid 19 on local businesses.<br><br><b>Lead Officer: Barrie Walford</b>  |  | and contact all new occupiers as an introduction to the business support services available from the council.  |   |
| 5.6 | Collate and monitor trends and data to understand and respond to changes in economic climate | Chapter 3 Ideas, Innovation and Enterprise | Business Focus to collaborate with the Leicestershire County Council Research & Intelligence Team and the Multi Agency Information Cell (MAIC)<br><br>Business Focus to provide the single point of contact with the MAIC<br><br>Access statistical information to build a better understanding of the effect of Covid-19 on local businesses and staff, and to feed in local knowledge to the MAIC.<br><br><b>Lead Officer: Heather Bell</b> | Inception meeting with the MAIC has been held to ascertain what research is to be commissioned and how the NWL Economic Recovery Cell can contribute<br><br>The NWL Economic Recovery Cell have agreed to input local intelligence to the MAIC work programme and have requested that the MAIC provide detailed NWL economic forecast and trend data once available. | MAIC to continue to advise on data available and frequency of reporting.<br><br>NWL ERC to continue to provide local intelligence to MAIC.<br><br>Regular information sharing between the MAIC and Business Focus as required. | <b>Priority: High</b><br><br>Ongoing commitment |
| 5.7 | Collate and monitor trends and data to understand and respond to changes in economic climate | Chapter 3 Ideas, Innovation and Enterprise | Contribute to the development of Leicester and Leicestershire Economic Recovery Strategy<br><br><b>Lead Officer: Heather Bell</b>   | Provided comments and local insight into the draft consultation for the interim economic impact assessment for 'People' chapter as part of the   | Continue to work alongside the Head of Economic Strategy at the LLEP to support the development of the Leicester and   | <b>Priority: Medium</b><br><br>Ongoing          |

| Ref | Outcome  | LLEP recovery work theme | Key Actions / milestones   | Progress Made  | Next Steps  | Status                                      |
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|     |  |                          |  | <p>Leicester and Leicestershire Economic Recovery Strategy.</p> <p>Monitor the progress and development of the Governments UK Covid Recovery Plan due for publication in January 2021.</p>   | <p>Leicestershire Economic Recovery Strategy.</p> <p>Awaiting further details on the 'Business' and 'Place' economic impact assessments together with the final People economic impact assessment, which will feed into the Draft Leicester &amp; Leicestershire Recovery Plan (Timescales to be confirmed).</p>  |   |
| 6.1 | Identify the impact on tourism and the tourism sector. | Chapter 4 Place          | <p>Provide support for the tourism and hospitality sector in North West Leicestershire</p> <p><b>Lead Officer: Wendy May</b></p> | <p>Leicestershire Promotions Limited (LPL), on behalf of NWLDC is working with partners to support tourism and hospitality businesses across the destination. This includes providing guidance on grants, funding, resilience funding and the emerging government guidelines. This information along with additional industry insights has been disseminated to the industry through a regular series of electronic digests.</p> <p>1-2-1 support and advice to tourism businesses and virtual coffee &amp; catch up sessions with tourism</p> | <p>The next stage of recovery activity will be supporting the industry to implement government guidelines to safely reopen through the Visit England 'We're good to go' campaign.</p> <p>Support will include webinars and 1-2-1 advice plus workshops on how to use the campaign to promote individual businesses to consumers.</p> <p>Quarterly performance reporting from LPL to</p> | <p><b>Priority: High</b></p> <p>Ongoing</p> |

| Ref | Outcome  | LLEP recovery work theme | Key Actions / milestones   | Progress Made   | Next Steps  | Status  |
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|     |  |                          |  | <p>businesses. - Further sessions are planned throughout Q3.</p> <p>A weekly e-newsletter has been circulated to local contacts which has featured re-openings and changes to service for local tourism and food and drink businesses.</p>  | <p>inform service delivery and intelligence shared with the LLEP and the MAIC.</p>  |   |
| 6.2 | Identify the impact on tourism and the tourism sector. | Chapter 4 Place          | <p>Creating and communicating more reasons to visit North West Leicestershire.</p> <p><b>Lead Officer: Wendy May</b></p> | <p>Through LPL, NWLDC are working with partners to develop opportunities to grow the National Forest as a tourism destination and to establish Ashby de la Zouch as a Forest Town destination whilst visiting the National Forest.</p> <p>In addition, NWLDC are continuing to work with partners to deliver tourism sector regeneration projects such as: Snibston Park, Moira Furnace and the Heart of the Forest masterplan.</p> | <p>Maintain and update a dedicated tourism website.</p> <p>Develop a revised three-year strategy to promote the Ashby offer and work with partners on the co-ordination and deliver.</p> <p>Update and report on the work with partners to update and refresh the Industrial Heritage offer and explore opportunities for new promotions.</p> | <p><b>Priority: Medium</b></p> <p>Ongoing</p> |
| 6.3 | Identify the impact on tourism and the tourism sector. | Chapter 4 Place          | <p>Develop the Forest Experiences offer.</p> <p><b>Lead Officer: Wendy May</b></p>                                       | <p>Through LPL, work is underway on the development of the Forest Experience project which has included a research session with experience partners from across the National Forest, six of</p>   | <p>LPL will work with partners to research, develop, co-ordinate, test and deliver the new Forest Experiences strategy (including</p>   | <p><b>Priority: Medium</b></p> <p>Ongoing</p> |

| Ref | Outcome  | LLEP recovery work theme | Key Actions / milestones  | Progress Made   | Next Steps   | Status                                 |
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|     |  |                          |   | whom were local businesses. Extensive development work has taken place prior to the submission to the National Forest Company for a small grant fund to support activity. This grant has now been approved and is in development. | exploring opportunities for additional funding).<br><br>LPL will also project manage and co-ordinate the delivery of tourism blueprint activity through the North West Leicestershire Tourism Partnership. |  |
| 6.4 | Identify the impact on tourism and the tourism sector.                         | Chapter 4 Place          | Ensure that compliant events delivered in the district can go ahead safely.<br><br><b>Lead Officer: Lee Mansfield</b>   | The environmental health team deliver a support programme to work with event organisers to ensure that their events are safe and compliant with government legislation.   | Provide ongoing advice to organisers of planned and future events to ensure they can operate safely and within the latest government guidelines.   | <b>Priority: High</b><br><br>Ongoing   |
| 6.5 | Identify the impact on tourism and the tourism sector.                         | Chapter 4 Place          | Collate and analyse any available data sources to monitor the economic impact of the pandemic on the tourism sector.<br><br><b>Lead Officer: Heather Bell</b> | Contacted the LLEP and the MAIC to ascertain what data sources are currently available.   | Continue to liaise with partners to monitor the availability of data and intelligence to help shape policies and programmes to support the tourism sector.   | <b>Priority: Medium</b><br><br>Ongoing |
| 7.1 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | Develop plan for reopening of town centres that enables social distancing.<br><br><b>Lead Officer: Wendy May / Clare Proudfoot</b>                            | Plan in place (May 2020) and used in the safe re-opening of our town and local centres.<br><br>Work was completed to create safe and welcoming shopping areas in towns and high streets across the district.                      | Implementation of the plan through the Economic Recovery Cell task and finish group.<br><br>Should further local or national lockdowns be implemented the  | <b>Priority: High</b><br><br>Complete  |

| Ref | Outcome  | LLEP recovery work theme | Key Actions / milestones   | Progress Made   | Next Steps  | Status                                |
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|     |  |                          |  | Floor markings, signage and barriers were introduced in Coalville and Ashby town centres to help shoppers and businesses adhere to social distancing guidance. Businesses on our high streets across the district were also delivered a guide to help them adapt their business and manage customers in a safe environment. | reopening plan will be reviewed and replacement measures introduced as necessary.   |                                       |
| 7.2 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | Development of a town centre night-time economy plan for reopening of hospitality businesses.<br><br><b>Lead Officer: Wendy May / Clare Proudfoot</b>      | A re-opening of the night-time Economy plan has been prepared and implemented (July 2020).  | Implementation of the plan through the Economic Recovery Cell task and finish group.<br><br>Should further local or national lockdowns be implemented the reopening plan will be reviewed and replacement measures introduced as necessary. | <b>Priority: High</b><br><br>Complete |
| 7.3 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | Develop a shop local campaign to encourage residents back into our town centres and to support local businesses.<br><br><b>Lead Officer: Paul Wheatley</b> | Applied to the Government's Reopening High Streets Safely Fund (RHSS) for grant funding to develop initiatives that include:<br><br>A) materials needed to enable high streets to reopen e.g. street signage and barriers   | Continue to develop a detailed programme of Shop Safe, Shop Local interventions. Ideas include:<br>•Developing town brands<br>•Radio adverts  | <b>Priority: High</b><br><br>Ongoing  |

| Ref | Outcome  | LLEP recovery work theme | Key Actions / milestones  | Progress Made  | Next Steps   | Status  |
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|     |  |                          | <b>(Additional Capacity Required - 1FTE *)</b>  | <p>B) the erection of signage on approaches to towns to promote Shop Safe and Shop Local.</p> <p>C) Undertake radio, digital and a social media campaign to promote Shop Safe, Shop Local.</p> | <ul style="list-style-type: none"> <li>•Digital interactive shopping map with latest opening hours</li> <li>•Coalville and Ashby shoppers Apps</li> <li>•Coalville and Ashby ambassadors</li> </ul> <p>Aim to deliver initiatives in Q3 on the lead up to a very important Christmas for businesses.</p> |   |
| 7.4 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | <p>Establish a Coalville town centre management function and create a retailer/business forum. (Similar to the support role provided by the Ashby Town Centre Manager through (Ashby Town Council)</p> <p><b>Lead Officer: Capacity Required - 1FTE (*as above)</b></p> | None to date   | TBC  | <p><b>Priority: Medium</b></p> <p>Pending</p> |
| 7.5 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | <p>Establish a local centre (Castle Donington, Ibstock, Kegworth, Measham) management function to engage and support local high street business.</p>  | None to date   | TBC  | <p><b>Priority: Medium</b></p> <p>Pending</p> |

| Ref | Outcome  | LLEP recovery work theme | Key Actions / milestones  | Progress Made  | Next Steps   | Status                                 |
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|     |  |                          | <b>Lead Officer: Capacity Required - 1 FTE (*as above)</b>  |  |  |  |
| 7.6 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | To promote and support retailers, farm shops, corner shops, local networks and businesses providing essential services to local communities during the Coronavirus pandemic.<br><br><b>Lead Officer: Capacity Required - 1FTE (*as above)</b>               | None to date   | TBC  | <b>Priority: Medium</b><br><br>Pending |
| 7.7 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | Support the continued digitalisation of our towns and local centres through a post Covid digital retail support programme and small digital grants (up to £500).<br><br><b>Lead Officer: Capacity Required - 1FTE (*as above) (£40,000 Budget required)</b> | None to date   | TBC  | <b>Priority: Low</b><br><br>Pending    |
| 7.8 | Supporting retail recovery and the reopening of the high streets post Covid 19 | Chapter 4 Place          | Promote retail business start-up and Young Enterprise opportunities through low risk entry to trading at Coalville Market.  | Coalville Indoor Market re-opened for trade in June 2020 and new traders and entrepreneurs are being invited to take up a stall in the market as a low risk entry point to starting up a new business. | Coalville market traders will continue to be supported at the market hall with new traders being encouraged to set up. | <b>Priority: High</b><br><br>Ongoing   |

| Ref  | Outcome   | LLEP recovery work theme                 | Key Actions / milestones   | Progress Made  | Next Steps  | Status                                 |
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|      |   |  | <b>Lead Officer: Nick Cotter / Claire Lambert</b>  |  | Work to build a new indoor market for Coalville on Marlborough Square is expected to be completed in early 2021.  |  |
| 7.9  | Supporting retail recovery and the reopening of the high streets post Covid 19                      | Chapter 4 Place                          | Support the revitalisation of our towns and local centres through the development and delivery of physical regeneration projects.<br><br><b>Lead Officer: James Arnold</b> | In June the council submitted a full business case to the Government's Future High Streets Fund. If successful, Coalville could receive up to £16 million to support major regeneration projects in the town centre.<br><br>Works are underway to continue the development of the public realm projects in Kegworth and Coalville. | Continue to provide information to the government in support of the Coalville Future High Street Fund submission.<br><br>Continue works to deliver the planned public realm improvements to Kegworth Market Place and Marlborough Square. | <b>Priority: High</b><br><br>Ongoing   |
| 7.10 | Supporting retail recovery and the reopening of the high streets post Covid 19                      | Chapter 4 Place                          | Create awareness of pay by phone and contactless payment methods for visitors to pay for car parking.<br><br><b>Lead Officer: Nick Cotter</b>                              | Pay by phone was implemented in July 2020 as another means of payment following the removal of cash payment at pay machines.   | Launch a campaign to push a greater use of the pay by phone option as a way to drive down credit card contactless transactions  | <b>Priority: High</b><br><br>Ongoing   |
| 8.1  | Work with education providers to identify opportunities for upskilling and training of individuals. | Chapter 1: People, Employment and Skills | Ensure that partners provide support to North West Leicestershire school aged leaving pupils through careers   | Met with LLEP Careers Hub Manager and the LLEP Skills Team, along with, other partners   | Liaise with the Leicester Employment Hub and Stephenson College to map live apprenticeships   | <b>Priority: Medium</b><br><br>Ongoing |

| Ref | Outcome   | LLEP recovery work theme                 | Key Actions / milestones  | Progress Made  | Next Steps  | Status                              |
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|     |   |  | <p>advice, apprenticeships and training.</p> <p><b>Lead Officer: External<br/>NWL Coordinating Officer:<br/>Heather Bell</b></p>  | <p>to understand service delivery during Covid 19.</p> <p>The Leicester Employment Hub now advertise vacancies online and are proactively encouraging growing businesses to take on apprentices.</p> <p>The Government's 'Plan for Jobs' highlights the need for more resource for young people to assist them into training and employment.</p> <p>Partners are awaiting more details on the Government's 'Plan for Jobs' which will shape service delivery for school aged leaving pupils and NEET prevention.</p> | <p>and understand how Covid may have impacted on apprenticeship delivery in NWL.</p> <p>Publicise the LLEP's "Building the Workforce of the Future" guide virtually through business engagement activities and the website to encourage employers to work with local FE, HE providers to offer work experience to young people.</p> <p>Work with the LLEP to set up a web-based portal for job seekers and school leavers to access information on careers advice and training.</p> |                                     |
| 8.2 | Work with education providers to identify opportunities for upskilling and training of individuals. | Chapter 1: People, Employment and Skills | With partners, encourage larger local businesses to work with local schools to provide career advice and guidance on employment opportunities in key growth sectors such as logistics, healthcare and the | Working through the Leicestershire Work and Skills Forum, council officers are forming partnerships with local businesses to promote key sectors for future employment. For example, Marks & Spencer are assisting on the promotion of the Logistics sector to schools.  | Continue to work alongside the LLEP to update labour market information and develop career lesson plans of key sectors for schools.   | <b>Priority: Low</b><br><br>Ongoing |

| Ref | Outcome   | LLEP recovery work theme                 | Key Actions / milestones   | Progress Made   | Next Steps  | Status  |
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|     |   |  | <p>development of artificial intelligence.</p> <p><b>Lead Officer: External<br/>NWL Coordinating Officer:<br/>Heather Bell</b></p>   | <p>A series of webinars are being produced to showcase our local growth sectors to teachers, parents, career advisors and students.</p> <p>The Work and Skills Forum continues to meet and share intelligence on the impact on placements during Covid 19.</p>  |   |   |
| 8.3 | Work with education providers to identify opportunities for upskilling and training of individuals. | Chapter 1: People, Employment and Skills | <p>Working with the HS2 Skills Partnership to ensure that local schools have access to careers information associated with large infrastructure projects such as HS2.</p> <p><b>Lead Officer: Heather Bell</b></p> | <p>NWLDC, as a member of the HS2 Supporting People Theme Group have committed a small financial contribution of £2,000 for financial year 21/22 towards a dedicated schools careers advisor to promote working on major infrastructural projects such as HS2 and energy projects for schools most affected by the planned HS2 construction.</p> | <p>To attend quarterly HS2 Supporting People Theme Group meetings and ensure that NWLDC schools are covered in any associated interaction by HS2 and large infrastructure projects.</p> <p>To plan for virtual sessions for HS2 to work with local schools.</p> | <p><b>Priority: Low</b></p> <p>Ongoing</p>    |
| 8.4 | Work with education providers to identify opportunities for upskilling and training of individuals. | Chapter 1: People, Employment and Skills | <p>Supporting the work of Stephenson College to promote apprenticeship opportunities, distance learning courses and upskilling support available to local residents and businesses.</p>                            | <p>Quarterly update meetings with the College underway.</p> <p>Agreements in place to deliver an upskilling/work ready webinar as part of a Q3 virtual jobs fair.</p>   | <p>Quarterly update meetings to continue.</p> <p>Use 1:2:1 meetings with businesses to talk about recruitment and training needs and signpost to the college where practical.</p>   | <p><b>Priority: Medium</b></p> <p>Ongoing</p> |

| Ref | Outcome  | LLEP recovery work theme  | Key Actions / milestones  | Progress Made  | Next Steps   | Status                                 |
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|     |  |                           | <b>Lead Officer: Heather Bell</b>   |  | Consider the role of the college in support any future large-scale local redundancies  |  |
| 9.1 | Support measures that respond to infrastructure challenges identified prior to the onset of Covid-19 | Chapter 5: Infrastructure | Design, commission, procure and facilitate the delivery of sustainable public transport connections that connect the unserved settlements to the west of the EMEG area to the employment growth at the airport and the SEGRO Strategic Rail Freight Interchange at Kegworth.<br><br><b>Lead Officer: Barrie Walford</b> | Building on the work to extend the Skylink bus service to Coalville and the service enhancements to Nottingham, Derby and Leicester, the EMEG Access to Work Partnership tendered options for the delivery of a new service route (Airway 9) that connects Burton, Swadlincote and Ashby to the EMEG area.<br><br>The pilot was commissioned and rolled out in November 2019. Due to the impact of Covid and the need to connect to job growth at the EMEG area, the service has been enhanced to extend to also serve the job growth at SEGRO SRFI.<br><br>Additional public and private sector funding contributions have been secured to help sustain the service through the pandemic. | Prepare a paper for Cabinet to request that the NWLDC contributions for the piloted Airway 9 service are protected and ensure that the new service is sustained.<br><br>Prepare and consult on a new sustainable transport strategy for the EMEG area. | <b>Priority: Medium</b><br><br>Ongoing |
| 9.2 | Support measures that respond to infrastructure challenges identified prior to                       | Chapter 5: Infrastructure | Rollout a Wheels to Work scheme across Districts to assist with access to   | None to date   | To facilitate a conversation between authority partners to   | <b>Priority: Medium</b>                |

| Ref | Outcome  | LLEP recovery work theme  | Key Actions / milestones  | Progress Made   | Next Steps  | Status                               |
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|     | the onset of Covid-19 such as transport and digital connectivity                                     |                           | employment and training for apprentices, jobseekers and NEET's.<br><br><b>Lead Officer: Barrie Walford</b>  |   | agree how this scheme will operate, be administered and rolled out across the City and County.<br><br>Support a joint funding request to deliver a refreshed Wheels to Work Programme serving the District. | Pending                              |
| 9.3 | Support measures that respond to infrastructure challenges identified prior to the onset of Covid-19 | Chapter 5: Infrastructure | Support the continued roll out of Superfast Leicestershire to ensure that homes and business across the District can access superfast fibre connections.<br><br><b>Lead Officer: Barrie Walford</b> | The Leicestershire County Council led Superfast Leicestershire programme has been working hard to upgrade as many properties in the county and the city as possible to faster and more reliable fibre broadband.<br><br>96% of the county is now connected to fibre broadband the councils will continue to promote the take up of superfast speeds and look to deliver solutions for the final 4%. | The phase 4 contract notice was issued in April 2020 it is anticipated that the contract award should be completed by November 2020   | <b>Priority: High</b><br><br>Ongoing |
| 9.4 | Support measures that respond to infrastructure challenges identified prior to the onset of Covid-19 | Chapter 5: Infrastructure | Continue to provide positive and proactive planning advice and support to new and existing businesses that will enable business growth and compliance.<br><br><b>Lead Officer: James Mattley</b>    | The council have recently re-introduced their free pre-application advice service for non-major pre-application advice requests after being temporarily suspended during the peak of the pandemic.  | Maintain responsive planning services.  | <b>Priority: High</b><br><br>Ongoing |

| Ref | Outcome  | LLEP recovery work theme  | Key Actions / milestones   | Progress Made   | Next Steps  | Status                                      |
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| 9.5 | Support measures that respond to infrastructure challenges identified prior to the onset of Covid-19 | Chapter 5: Infrastructure | <p>Support developers and investors to facilitate economic growth through the determination of major applications.</p> <p><b>Lead Officer: James Mattley</b></p>   | <p>The council have continued to progress with planning applications throughout the pandemic and are progressing major applications such as the developments at Junction 1 of the A50 in Castle Donington, Land at Netherfields Lane in Sawley and the former Lounge Disposal Point near Coleorton.</p>   | <p>Maintain responsive planning services.</p>   | <p><b>Priority: High</b></p> <p>Ongoing</p> |
| 9.6 | Deliver local programmes of support to new and start-up businesses to stimulate economic recovery.   | Chapter 5: Infrastructure | <p>Generate community value, job opportunities and maximise localised supply chain opportunities through the council led development of the new leisure centre on the A511.</p> <p><b>Lead Officer: Paul Sanders</b></p> | <p>Contracts have been agreed to ensure that the new leisure centre development will have a positive social value impact with associated key targets set out to help the local economy. These include engaging 40 local companies with the project and ensuring that more than 60 per cent of the build material is sourced from inside the district. Through engagement with local schools and colleges, several work experience opportunities will be created, and more than 200 schoolchildren will be invited to visit the site during the build.</p> | <p>Ensure that opportunities to generate community value are harnessed through the development of the new leisure centre.</p> | <p><b>Priority: High</b></p> <p>Ongoing</p> |

| Ref | Outcome  | LLEP recovery work theme     | Key Actions / milestones  | Progress Made   | Next Steps  | Status                               |
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| 9.7 | Deliver local programmes of support to new and start-up businesses to stimulate economic recovery. | Chapter 5:<br>Infrastructure | Generate community value, job opportunities and maximise localised supply chain opportunities through the development of new council homes.<br><br><b>Lead Officer: Chris Lambert</b> | Using contractors from within the East Midlands and supporting local suppliers, the council completed works to build eight new council homes in June. | Ensure that opportunities to generate community value are harnessed through the development of the new homes. | <b>Priority: High</b><br><br>Ongoing |