

Economic Re-opening, Recovery and Renewal Framework

Lancaster City Council

September 2021

LANCASTER
CITY COUNCIL
Promoting City, Coast & Countryside





COVID Impacts on the district

Comparison from 2019 to 2020

- Out of Work benefit claims rose by 66.4% (1,820 more people)
- Universal Credit claims by people in work rose by 80.5%
- Footfall in Lancaster City Centre fell by 73%
- 40 Professional Scientific and Technical businesses were lost, alongside 10 in Recreation Arts & Entertainment and 30 in Retail and Wholesale trades
- 20 Businesses employing 20-49 people were lost.


Ongoing issues

- Business losses
- Remaining impacts in key sectors and supply chains
- Labour and skills shortages
- Job losses and unemployment
- Erratic footfall
- Customer hesitancy
- Maintaining COVID safety

What has happened so far.....

- £65m+ business grants disbursed
- Over 25,000 business enquiries and regular business briefings
- Business support pathway – bespoke business support helping businesses through the crisis
- Accounting for businesses
- Women entrepreneurs and mentoring
- International trade
- Digital High Street
- Events safety support
- Re-opening the High Street and Welcome Back
- COVID safety (Public Protection Team) – advice and information, 3k site visits. More than 40 businesses signed up to workplace testing.
- Communications – Up to date COVID information keeping businesses and communities informed – 5.8m website views; 11% increase. Social media engagement up 74% over same period.





The Reopening, Recovery and Renewal Framework

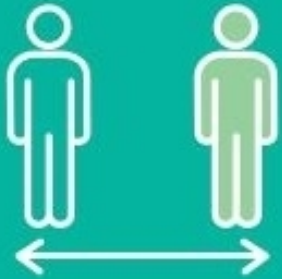
Introduction

- The Framework is a starting point to provide a focus on Recovery and bring together our overall approach
- We will take an informed approach, listening to partners, business and communities, monitoring what is happening in our district
- This will help the Council prioritise plans and actions based on what we hear from others, what matters most and what makes the most difference
- Our Framework will be supported by Delivery Plans across key areas of activity
- We will work closely with our local and sub-regional partners to bring together the knowledge , expertise, skills and resources we have to deliver shared priorities

WE ARE

SHOP LOCAL, SHOP SAFE

Follow these 6 simple rules



Give everyone
SPACE



**WASH YOUR
HANDS**



Wear
MASK



Planning for a confident Recovery

Proposed principles

- An informed approach
- Pragmatic
- Creative, agile and adaptable
- Deliverable
- Responding to needs
- Developing opportunities
- Working in partnership
- Commissioning to achieve Value for Money
- Short, medium and long term
- Confident and positive



Principles, Ambitions and Outcomes

Council Principles:

- ✓ Climate Action
- ✓ Community Wealth Building
- ✓ Community Engagement

Council Ambitions and Outcomes:

- ✓ **A sustainable district** - Net zero carbon - Zero residual waste - Sustainable energy production - Low carbon active transport - Flood resilience and biodiversity - An inclusive and prosperous economy
- ✓ **Inclusive and prosperous economy** - New skills and prospects - Fair employment - Just labour markets - Income equality - Support for new and existing enterprises - Sustainable innovation - Local supply networks - Use of land and property - Securing investment
- ✓ **Healthy and happy communities** - Supporting well being - Connected communities - Warm, comfortable housing for all - Support for and access to arts and culture - Clean, safe places
- ✓ **A co-operative, kind and responsible council** - Listening to our communities - Working in partnership - Innovative ways of working - Value for money



Reopening, Recovery and Renewal Outcomes

- Sustainable economic recovery and renewal, building on increasing resilience, strengths and opportunities
- Restored local confidence in the district as a place of prospects and opportunity, where quality of life, health and well being matter
- Stronger partnerships as a result of joint working and success in tackling shared challenges
- A safe, healthy economy with a shared responsibility for living and working safely



Using £'s and resources smartly

- Government funds including revenue grants, capital funding
- Council's recovery fund, established in 2020
- Delivering value from the Council's existing revenue budgets
- Council land, buildings and public spaces
- External funding
- Local and subregional expertise
- Council and partner delivery capacity

LANCASTER DISTRICT - ECONOMIC REOPENING, RECOVERY AND RENEWAL FRAMEWORK

2021

2031

Reopening – to early 2022

Recovery – 2021 - 2024

Renewal – 2021 - 2031

Reopening

Businesses, people, places and spaces

Recovery

Businesses, jobs and wealth
Employment skills and opportunities
Performing places

Renewal

Building a big, green and sustainable future

LANCASTER DISTRICT - ECONOMIC REOPENING, RECOVERY AND RENEWAL FRAMEWORK

2021 Reopening – to early 2022

2031

Priorities

Themes

Measures

Reopening – to early 2022

Businesses, people, places and spaces

- Government funded business grants
- Support for most affected sectors and their supply chains – tourism, hospitality, accommodation, retail, leisure, culture
- Support for businesses closing due to outbreaks
- Welcome Back programme
- Revitalising places and spaces
- Safe festivals and local events support
- Museums, Parks, Platform and other cultural and tourism facilities
- Visitor information and tourism business support services
- COVID safe businesses and spaces
- Working with partners to support local priorities

- Businesses supported to re-open
- Businesses trading safely
- Local events supported
- Local events managed safely
- Public health protected
- Visitor/occupancy levels up
- Footfall increased

2021 Reopening – to early 2022

Recovery – 2021 - 2024

2031

Priorities

Themes

Measures

Recovery 2021 - 2024

Boosting businesses, jobs and wealth

- Supporting the most affected sectors – culture, tourism, accommodation, hospitality, retail and their supply chains
- Developing sectors and new clusters – maritime, tech, digital, new energy, health, low carbon industries
- Responsive and enabling planning and regulatory services, working well to support businesses
- Access to business space, markets, pop up shops
- Local supply chain developments
- Supporting community wealthbuilding initiatives
- Business development and resilience investments
- Building business confidence – events, networks, awards and celebrating success
- Supporting start ups
- Supporting equal access to opportunities
- International trade support
- Digital business developments
- Green business developments
- Keeping businesses engaged, informed and involved
- Safe and healthy businesses

- Local jobs created
- Local jobs safeguarded
- Businesses and jobs supported as a result of new developments in the district
- Local business survival rates
- Local business resilience measures
- Level of business confidence
- New local business/ community enterprise/ social enterprise start ups
- Increased spend in the local area
- No of businesses supporting local supply chains
- Increased local and international trade opportunities
- Businesses implementing digital improvements
- Businesses reducing carbon emissions
- Businesses meeting quality health and safety standards

Priorities	Themes	Measures
<p><i>Recovery 2021 - 2024</i></p> <p>Employment, skills and opportunities</p>	<ul style="list-style-type: none"> • Key sector skills • Tech and innovation skills • Green skills including construction • Digital skills • Workplace skills • Fair access to training and education • Enterprise and entrepreneurialism • Fair access to fair employment • Employment for All initiatives 	<ul style="list-style-type: none"> • Nos returning to work • Nos accessing learning, training and education • Nos/ from excluded groups/ women/ young people accessing employment • Nos/ from excluded groups/ women/ young people training • Increased skills – green, digital, workplace, leadership and management • Average pay/ earnings • Business start ups
<p><i>Recovery 2021 - 2024</i></p> <p>Performing Places</p>	<ul style="list-style-type: none"> • Festivals and local events • District wide arts and culture programme • Visitor Information Centres • Tourism and cultural attractions and facilities • Promoting places, attractions and events • Town/ city centre management • Business space, markets and pop up businesses • Attractiveness of key centres and destinations • Major festivals • Smart city developments • Safe and healthy places 	<ul style="list-style-type: none"> • Increased footfall • Increased visitor numbers • Increased visitor spend • Nos attending locally run events • Nos attending locally run major festivals, cultural events and exhibitions • Positive perceptions of the district • Increased dwell times • Reduced emissions and air pollution • Businesses/ facilities operating to good practice health and safety standards

Reopening – to early 2022

Recovery – 2021 - 2024

Renewal – 2021 - 2031

Priorities

Themes

Measures

Renewal 2021 – 2031

Building a big, green and sustainable future

- Supporting the Eden Project as a "first in the NW" tourism development
 - Re-imagining and regenerating Morecambe Town centre and the West End
 - Creating a Vision for Lancaster City
 - Regenerating the Canal Quarter in Lancaster to create housing, business space and an arts village
 - Opening up Heysham Gateway for business and to support green and clean industries
 - Establishing Bailrigg Garden Village
 - Driving our economy by developing our land, property and cultural assets to help create quality of life, jobs and local wealth
 - Developing opportunity sites in key locations to create local wealth, prosperity and jobs
 - Creating and improving public realm and open spaces to create better places for people and businesses
 - District wide fast fibre infrastructure for future world connectivity
 - Maximising value potential of ports, docks and waterways
 - Green transport improvements to create green, healthy and accessible places
 - Investing in our Heritage, including the Lancaster Heritage Action Zone, important archaeological sites and our heritage buildings
 - Care, protection and management of our outstanding natural environments, habitats and landscapes
- Hectares improved
 - Serviced land created
 - Business space provided
 - Quality, green homes developed
 - Cultural spaces created
 - Green spaces created
 - Environmental improvements
 - Reduced emissions
 - Reduced air pollution
 - Jobs created
 - Visitor numbers and spend
 - Stronger local supply chains
 - Health and wellbeing
 - Local quality of life satisfaction
 - Safe and healthy businesses and places
 - Increased connectivity across the district



How will we deliver?

Understanding

- An informed approach using data and insights to understand our district, monitoring and evaluating the impact of what we do

Communicating and engaging

- Providing good information that is easy to access, engaging with and listening to partners, businesses and communities, promoting the right things in the right way at the right time

Creating and adapting

- Encouraging creativity and innovation to develop an adaptable resilient economy

Supporting a safe and healthy district

- Maintaining a safe and healthy economy through all our services, the spaces and places we manage and the way we support businesses and communities

Using resources wisely and delivering value

- Government funds, existing council budgets, partner match funding/resources, external funding – capital and revenue, council assets, land and property

Business Recovery and Resilience Pathway 2021 - 2024

BUSINESS ENGAGEMENT, COMMUNICATIONS & INFORMATION

- Available to all businesses
- Direct enquiries and referrals – business information and bulletins
- Ongoing engagement across sectors and business groups – networks, events and celebrating success -
- Signposting to business information, diagnostics, advice and support - funding

BUSINESS ADVICE & SUPPORT

- Available to all businesses, particularly small, local, social economy, worker owned businesses, start ups and key sector businesses
- Business diagnostics, business development - Start up support - Funding - Coaching and mentoring - Digital - Financial planning and investment - Imports and exports - New markets - New products and services - Marketing - Productivity - Management and leadership - Environmental assessments and green business delivery plans - Other

EMPLOYMENT, SKILLS & OPPORTUNITIES

- Sector and workplace skills - tech and innovation skills - green skills - enterprise and entrepreneurialism - fair work - and fair access to employment and opportunities

DRIVING THE ECONOMY

- Performing places – local assets, attractions and events - business and trading spaces - smart places and connectivity - promoting the right things in the right way

WORKING IN PARTNERSHIP

- Working across the across the economy with our business support partners

PLANS, ACTIONS, PLEDGES

- Business Recovery and Resilience Plans, Green Action Plans, CWB and Social Value Pledges

INVESTMENT in BUSINESS RESILIENCE AND CLEAN, GREEN BUSINESS DEVELOPMENTS

For small, local businesses able to improve resilience and create new, clean business developments, local jobs and wealth. Emphasis on CWB, Climate Change Action and Social Value.

- Small grants to contribute to:
 - Delivery of Recovery and Resilience Plans and Green Action Plans
 - Development grants for new start ups, products and services
 - Funds to support projects benefitting groups of CWB businesses

SUPPORT PROCESS

PLANNING

FUNDING

BUSINESS ENGAGEMENT

BUSINESS SUPPORT and SKILLS & OPPORTUNITIES

PLANS, ACTIONS, PLEDGES

BUSINESS RESILIENCE INVESTMENTS

DRIVING THE ECONOMY

WORKING WITH BUSINESS SUPPORT PARTNERS

Chamber, BID's, Higher and Further Education, Growth Lancashire, LEP, County Council, FSB, ESTA, business and social enterprise groups and sector clusters, parish and town councils, local business support providers