

COVID 19 Resilience, Recovery and Renewal Committee

Monday, 14 December 2020 at 10:30

Virtual meeting, <https://www.youtube.com/user/nottsc>

AGENDA

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|---|--|---------|
| 1 | Minutes of the last meeting held on 3 November 2020 | 1 - 4 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | COVID-19: Situational Update | 5 - 10 |
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| 6 | Role of the Local Resilience Forum in Response to COVID-19 | 25 - 32 |
| 7 | Food and Drink Sector Business Support Toolkit | 33 - 74 |
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Notes

- (1) Councillors are advised to contact their Research Officer for details of any Group Meetings which are planned for this meeting.
- (2) Members of the public wishing to inspect "Background Papers" referred to in the reports on the agenda or Schedule 12A of the Local Government Act should contact:-

Customer Services Centre 0300 500 80 80

- (3) Persons making a declaration of interest should have regard to the Code of Conduct and the Council's Procedure Rules. Those declaring must indicate the nature of their interest and the reasons for the declaration.

Councillors or Officers requiring clarification on whether to make a declaration of interest are invited to contact Jo Toomey (Tel. 0115 977 4506) or a colleague in Democratic Services prior to the meeting.

- (4) Councillors are reminded that Committee and Sub-Committee papers, with the exception of those which contain Exempt or Confidential Information, may be recycled.
- (5) This agenda and its associated reports are available to view online via an online calendar - <http://www.nottinghamshire.gov.uk/dms/Meetings.aspx>

Meeting	COVID 19 RESILIENCE, RECOVERY AND RENEWAL COMMITTEE
Date	3 November 2020 (commencing at 10.30 am)

Membership

Persons absent are marked with an 'A'

COUNCILLORS

John Knight (Chairman)
Reg Adair (Vice-Chairman) A

Joyce Bosnjak
Ben Bradley
Mrs Kay Cutts MBE
Stephen Garner

Michael Payne
Alan Rhodes
Jason Zadrozny

SUBSTITUTE MEMBERS

Richard Butler for Reg Adair

OFFICERS IN ATTENDANCE

Anthony May, Chief Executive
Sara Allmond, Democratic Services
Marion Clay, Service Director, Children and Families
Jonathan Gribbin, Director of Public Health
Nicola McCoy-Brown, Group Manager, Place
Matthew Neal, Service Director, Place
Adrian Smith, Corporate Director, Place
Mark Walker, Group Manager, Place

1. MINUTES OF THE LAST MEETING HELD ON 15 SEPTEMBER 2020

The Minutes of the last meeting held on 15 September 2020, having been previously circulated, were confirmed and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

An apology was received from Councillor Reg Adair (medical/illness).

3. DECLARATIONS OF INTEREST BY MEMBERS AND OFFICERS

None

4. COVID-19 SITUATIONAL UPDATE

Jonathan Gribbin introduced the report and gave a presentation, which provided Members with further updated contextual information in relation to the Council's recovery, renewal and resilience, in response to the pandemic.

RESOLVED 2020/011

That, following consideration of the committee report and presentation, there were no further possible measures to be recommended to the Nottinghamshire County COVID-19 Engagement Board.

5. COVID-19: UPDATE REPORT

Adrian Smith introduced the report, which updated Members on the impact of the pandemic on the work of the Council.

RESOLVED 2020/012

- 1) That there were no actions arising from the report and presentation
- 2) That further update reports be submitted to future meetings of the Committee.

6. FOOD AND BASIC SUPPORT DURING THE COVID-19 PANDEMIC

Mark Walker introduced the report which provided information to Committee about initiatives to support Nottinghamshire residents to access food, essential supplies and wider support during the COVID-19 pandemic.

RESOLVED 2020/013

That no further actions were required in relation to the issues contained within the report.

7. UPDATE ON THE ECONOMY AND PROGRESS WITH THE ECONOMIC RECOVERY ACTION PLAN 2020-2022

Matthew Neal introduced the report which provided an update on progress in relation to the Economic Recovery Action Plan and sought approval to continue development of a healthy work bid of £643,601 from the European Social Fund.

RESOLVED 2020/014

That the continued development of the health work bid for £643,601 be approved.

8. WORK PROGRAMME

RESOLVED 2020/015

That the work programme be agreed.

The meeting closed at 11.33 am.

CHAIRMAN

14 December 2020

Agenda Item: 4

REPORT OF THE DIRECTOR OF PUBLIC HEALTH

COVID-19 SITUATIONAL UPDATE

Purpose of the Report

1. To provide a situational update on COVID-19 cases in Nottinghamshire

Information

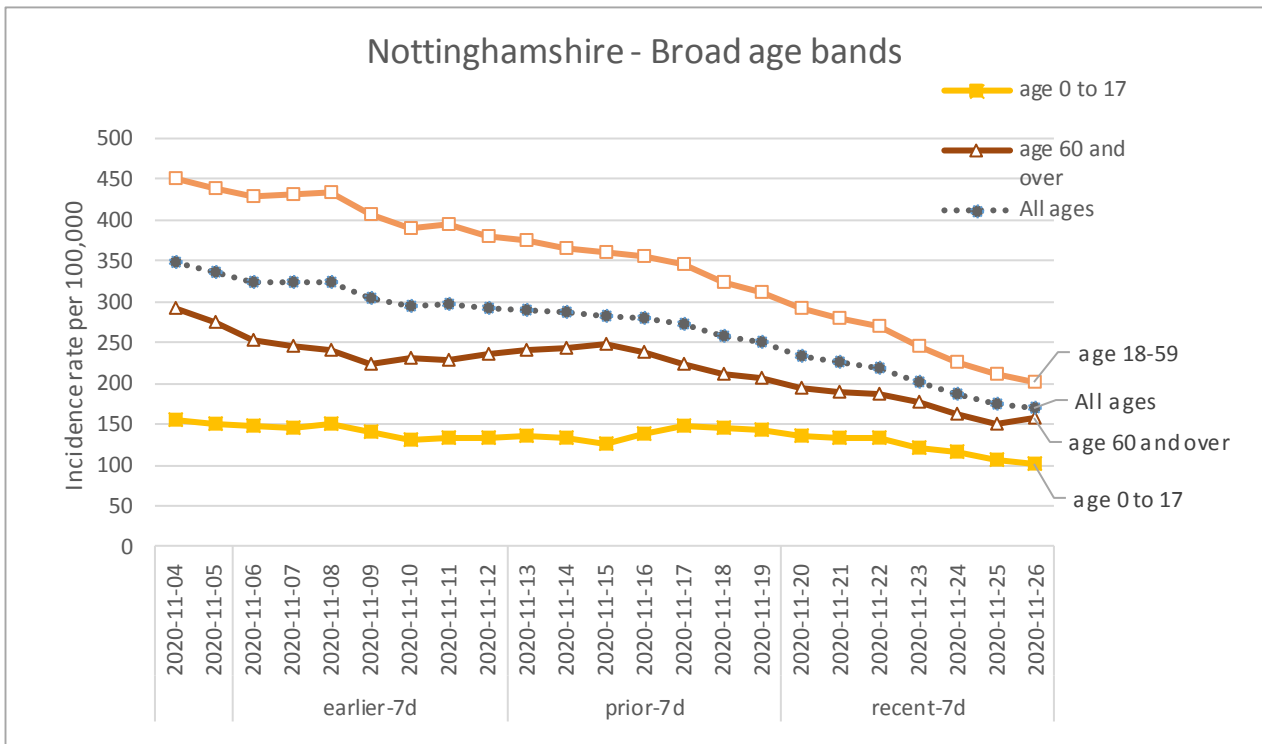
Situation update

2. The data below is correct as of 1 December and describes a situation which continues to be dynamic. Therefore at the Committee meeting, members will be offered a presentation containing tables updated with the very latest information.
3. The national COVID-19 alert is currently set at Level 4 which means that transmission of COVID-19 is high or rising exponentially. The situation in Nottinghamshire reflects this national context.
4. Nottinghamshire County saw increasing incidence of COVID-19 from the second half of September and through much of October. This resulted in increasingly severe pressures in our local health and care system. To avert a more serious crisis in the local health and care system, the authority recommended the introduction of stricter outbreak control measures across Nottinghamshire.
5. During November the rate of cases for people of any age and people aged over 60 reduced. Table 1 sets out the rates as they stand at 26th November 2020.

Table 1. Weekly rate of confirmed COVID-19 cases across Nottinghamshire, by district, as at 26th November 2020.

Upper Tier Local Authority	Lower Tier Local Authority	Percentage individuals test positive (weekly)		Case rate per 100,000 population (weekly)		Confirmed cases (highest recent 7 days)
Nottinghamshire	Nottingham	7.5	decrease	169.4	Lower	564
	Ashfield	5.9	decrease	198.6	Lower	254
	Bassetlaw	7.5	decrease	210.3	Lower	247
	Broxtowe	5.8	decrease	149.1	Lower	170
	Gedling	7.1	decrease	161.2	Lower	190
	Mansfield	5.0	decrease	161.9	Lower	177
	Newark and Sherwood	8.1	decrease	196.0	Lower	240
	Rushcliffe	5.4	decrease	106.6	Lower	127

Figure 1: Rolling 7 day incidence across Nottinghamshire by age group. Each point represents the total number of cases over a 7 day window for a particular age group per 100,000 population



6. The local health and care system has remained under severe pressure during November.

Other Options Considered

7. None.

Reason for Recommendation

8. The Nottinghamshire County COVID-19 Outbreak Control Engagement Board provides oversight of local outbreak control arrangements. Statutory and Policy Implications

Statutory and Policy Implications

9. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

10. There are no financial implications contained within this report.

RECOMMENDATION

- 1) That the Committee considers the contents of this report and the presentation delivered at the meeting and identifies any possible measures to recommend to the Nottinghamshire County COVID-19 Engagement Board.

Jonathan Gribbin
Director of Public Health
Nottinghamshire County Council

For any enquiries about this report please contact:
Jonathan Gribbin
Director of Public Health
Nottinghamshire County Council
Email: jonathan.gribbin@nottsc.gov.uk

Constitutional Comments (AK 01/12/2020)

11. The report falls within the remit of COVID-19 Resilience, Recovery and Renewal Committee by virtue of its terms of reference.

Financial Comments (DG 16/11/20)

12. There are no direct financial implications arising from this report

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

[Local Authority Test & Trace Grant Resource Plan](#)

Adult Social Care & Public Health Committee (14 September 2020)

[Implementation of the Health Protection \(Coronavirus Restrictions \(England\) \(No 3\) Regulations 2020](#)

Adult Social Care & Public Health Committee (14 September 2020)

[COVID-19 local outbreak control: learning and next steps](#)

Health & Wellbeing Board (2 September 2020)

[COVID-19 contain framework: a guide for local decision-makers](#)

Department of Health & Social Care (28 August 2020)

[COVID-19 local outbreak control plan](#)

Health & Wellbeing Board (24 July 2020)

[Nottinghamshire County COVID-19 Weekly Surveillance Reports](#)

Nottinghamshire County Council (July – October 2020)

[Nottinghamshire County Local Outbreak Control Plan](#)

Nottinghamshire County Council (June 2020)

Press releases:

- [Nottinghamshire Councils urge people to follow stricter guidelines on COVID-19](#) (7 October 2020)
- [Protect yourself, your community and the NHS by getting the flu vaccine](#) (30 September 2020)
- [Closure notice issued to Pub in Kimberley, Nottinghamshire](#) (25 September 2020)
- [Notts residents urged to download NHS Covid-19 app from Thursday](#) (22 September 2020)
- [County Council funding praised for helping Notts communities through COVID-19](#) (21 September 2020)
- [Businesses and venues urged to create QR posters for 'Test and Trace'](#) (18 September 2020)
- [Workplace testing deployed at Summit Park construction site](#) (8 September 2020)
- [Helping Nottinghamshire get back to school and back on the move](#) (7 September 2020)
- [Lowest COVID-19 rate in Newark and Sherwood for over a month](#) (2 September 2020)
- [Newark and Sherwood to remain on government watchlist](#) (28 August 2020)
- [Nottinghamshire aims for children to go back to school with confidence](#) (24 August 2020)
- [Director of Public Health issues reminder that everyone has part to play in stopping the spread of Coronavirus](#) (20 August 2020)
- [Bakkavor employees undergo COVID-19 testing](#) (17 August 2020)
- [People urged not to visit care homes in Newark](#) (14 August 2020)
- [Newark Residents Urged to Follow Strict COVID Advice Following Government](#)

- [Announcement](#) (13 August 2020)
- [Events cancelled at Newark Showground](#) (12 August 2020)
- [Statement from the Director of Public Health for Nottinghamshire regarding the current COVID-19 outbreak in Newark](#) (12 August 2020)
- [Routine mobile COVID-19 testing in Retford](#) (11 August 2020)

Electoral Division(s) and Member(s) Affected

- All

14 December 2020

Agenda Item: 5

REPORT OF THE SERVICE DIRECTOR, PLACE AND COMMUNITIES

COVID-19: UPDATE REPORT

Purpose of the Report

1. To update Members on the impact of the Coronavirus crisis on the work of Nottinghamshire County Council, and the Council's response and recovery planning.

Information

2. This report is an update on Nottinghamshire County Council's (NCC) response to the coronavirus emergency. Five programmes of work are managing the response to the emergency both corporately and with partners county-wide. These are: -
 - Support for Vulnerable Adults
 - Support for Vulnerable Children and Families including Schools
 - Community Support and Resilience
 - Support for Business and the Local Economy
 - Corporate Resilience

This report provides an update on activity within these programmes, excluding 'Support for Business and the Local Economy' which is covered under separate items on this agenda.

Support for Vulnerable Adults

Response to second wave

3. The Adult Social Care and Health department has stepped back up its emergency response to deal with the second wave of COVID-19 and the significant number of local outbreaks, many of which have been in care home settings. In early November a quarter of the care homes in Nottinghamshire were dealing with an outbreak. Wherever an outbreak has been identified an Incident Management Team is set up to help control and reduce the impact. This has a significant impact on the capacity of the workforce across the department and other partner organisations as officers are designated to work within these teams.
4. The increasing transmission rates of COVID-19 has had an impact on the capacity of the workforce across the care sector as a whole, which has been reduced to 70-80% capacity over recent weeks. In turn this has affected the ability of the care system to support hospitals in terms of avoiding admissions and making appropriate discharge arrangements. This has been identified as a key risk area within the department and work has been taking place to redeploy officers into critical service areas, such as the Short-Term Assessment and Reablement Teams and the Quality and Market Management Team, which provides essential support to the independent social care market.

Care Home Guidance

5. On 5th November 2020 the Government published [updated guidance](#) on care home visiting. The department has built on this to develop local guidance for care home providers to support safe visiting and to provide advice as to how COVID secure visiting can be developed using the Infection Control Grant. It states care home providers, families and professionals should work together to find the right balance between the benefits of visiting on wellbeing and quality of life and the risk of transmission of COVID-19.

Adult Social Care Winter Plan

6. The Government requires the local authority to produce an Adult Social Care Winter Plan. The document puts into practice the recommendations of the [Social Care Sector COVID-19 Support Taskforce](#) with requirements for the Council to deliver alongside our social care providers and partner organisations. This has now been published on the [Council website](#) and will be reviewed at the Adult Social Care and Public Health Committee in December. The national plan identified over 70 requirements for the Council and health and care providers, most of which are already being met or there are plans in place to do so. In 11 areas where further work is required, plans are in place to bring the Council up to the required standard. The departmental plan is set out under 4 key themes:
 1. Preventing and controlling the spread of infection in care settings - led by the Director of Public Health
 2. Collaboration across health and care services – led by the Service Director for Ageing Well Services
 3. Supporting people who receive social care, the workforce and carers – led by the Service Director for Living Well Services
 4. Supporting the system – led by the Corporate Director, Adult Social Care and Health.
7. The Adult Social Care and Public Health Committee has also considered reports on areas of service that require review and re-shaping in response to ongoing restrictions as a result of COVID-19. These include day opportunities, short breaks and respite care, and wider support to carers. Longer term plans to develop these areas of service will continue, but immediate interim models to ensure that people and their carers receive the support they need, within current restrictions, have been prioritised.

Support for Vulnerable Children and Families including Schools

Early Years, School and College Settings

8. Publicly funded schools in Nottinghamshire have remained open to children and young people since the start of the Autumn term. Throughout the first half term, headteachers managed an increasing number of children and adults who were required to self-isolate as a result of a relatively small number of positive COVID-19 cases. However, despite the challenges faced by headteachers at this time, attendance at school remains broadly in line or better than national attendance data as produced by the Department for Education. As of 26th November 2020, 84.8% of children on the roll in the county were attending school compared with a national average of 83.4%.
9. The management of bubbles and the need for self-isolation has been the most significant challenge for headteachers. Headteachers and school-based staff have invested significantly in preserving the fidelity of bubbles and limiting the number of adults who work across bubbles.

Since the last report, headteachers have reported fewer issues securing tests locally although the delay in receiving the result continues to be a concern. As the move to wider testing of the Nottinghamshire community is planned and includes those who are asymptomatic, it is likely that the numbers of adults and children requiring to self-isolate will increase.

10. Schools continued to manage the demands placed on them by the second national lockdown. School based risk assessments have been regularly updated in the light of national and local advice and guidance. In recognition of the requirement of all secondary aged children to wear masks in public areas of the school, NCC has provided single use face masks for secondary schools as a contingency measure with NCC also funding reusable face coverings for NCC catering and cleaning staff. The cost of personal protective equipment (PPE) continues to be an issue for schools.
11. Adults who were deemed 'clinically extremely vulnerable' (CEV) during the first lockdown, were required to once again shield and wherever possible to work from home, during the second national lockdown. This is likely to result in increased costs to school budgets. National advice was that most CEV children were able to attend school during the second national lockdown, with no immediate requirement to shield. A small number of CEV children, however, were advised to shield by their clinicians and schools provided resources to support their learning at home.
12. The Health and Safety Executive (HSE) has also been making physical visits to publicly funded schools in Nottinghamshire. NCC's Health and Safety team has been able to secure general feedback from the HSE which has suggested that the risk assessment process in the schools was found to be "excellent and exemplary", in particular their knowledge of the guidance and implementation of controls, and the role of support pathways from the County Council in controlling the risks and infection barriers.
13. On 10 November Ofsted published its second report based on the impact of COVID-19 across schools and early years settings. The report outlined concerns that those hardest hit by the school closures had regressed in basic skills and learning. Some children had lost stamina for learning and fitness levels and there was also concern around the regression of some young children who had been potty trained and had returned to settings in nappies. A particular concern to Ofsted was vulnerable children being out of sight of schools with falling referrals to social care, raising fears that domestic violence, neglect, exploitation or abuse has been undetected. This report can be accessed at <https://www.gov.uk/government/collections/ofsted-covid-19-series>.
14. Alongside the universal Catch-up Premium for all pupils, the government has also funded a National Tutoring Programme (NTP) which can provide additional targeted support for disadvantaged children and young people who have been disproportionately affected by the pandemic. 75% of the cost of the tutors is being met by government, with schools paying the remaining 25%. Schools can use their Catch-up funding to do this.
15. Schools in the most disadvantaged areas will also have access to academic mentors. These are trained graduates who can provide intensive catch-up support to pupils. The salaries of the mentors will be funded by the government. More information can be accessed at <https://www.gov.uk/guidance/coronavirus-covid-19-catch-up-premium>. Further guidance about Catch up was published on 12 November to advise that schools which access coronavirus (COVID-19) catch-up premium grant in academic year 2020 to 2021, should publish details of how it is intended that the grant will be spent and how the effect of this expenditure on the educational attainment of those pupils at the school will be assessed.

16. Education, Learning and Skills is leading and coordinating the 'Wellbeing for Education Return' initiative. The webinars, run over 7 sessions at district level, involved colleagues from Mental Health Support Teams, Child and Adolescent Mental Health Service (CAMHS) and the Family Service, with representation from Parent and Carer Forum. The October webinars focussed on the topic 'Resilience & Recovery – Whole School Approaches & Resources', the November webinars on 'Supporting Anxiety & Low Mood' and an additional session was tailored towards colleagues working in a secondary or further education setting. Over 200 people participated in the October sessions, with representation from 155 Nottinghamshire schools (approximately 50% of all schools in the county) and 10 alternative provision settings, with many welcoming the opportunity to share learning and best practice in a supportive environment. These sessions are followed up with access to resources held on the Wellbeing for Education Return website
17. Communications to parents and carers about children returning to school continues. On 5 November, open letters from the Corporate Director of Children and Families and the Director of Public Health were sent to all parents and carers to reiterate public health advice and guidance around 'hands, face, space' and the vital importance of social distancing in the playground and around school gates when taking and collecting children from school. A separate letter was sent to the parents and carers of children attending special schools along with a further letter of thanks sent to all school-based staff and chairs of Governing Bodies.
18. During the half term break, NCC confirmed the retrospective funding of food vouchers for families eligible for Free School Meals. A Report was taken to the Chief Executive by the Service Director for Education, Learning and Skills requesting use of emergency decision-making powers to agree the use of NCC funding to pay retrospectively for food vouchers for eligible families. 22,315 eligible pupils were identified and £669,450 allocated to meet the costs. Headteachers have been key to the distribution of these vouchers with NCC allocating funding to schools to allow headteachers to purchase and distribute supermarket vouchers to eligible families.
19. Despite all Early Years settings remaining open in Nottinghamshire, take up of childcare provision remains low in some localities, particularly for 2-year olds from low income households, as some parents are anxious about a risk of infection for their child. A local campaign continues to help reassure parents and carers.
20. Early Childhood Services continue to monitor the attendance of the most vulnerable children in Early Years provision. Working closely with Early Years providers and partner agencies such as Children's Social Care and the Schools and Families Specialist Service, the service is able to identify where vulnerable children have not returned to their usual early years provider and support a risk assessment to inform the best course of action for the child and family.
21. The 2020 Childcare Sufficiency Assessment has been completed and this year has focused on the impact of COVID-19 on take up rates and sufficiency of places. The assessment confirms that despite national coverage of closures, very few early years providers have shut and currently Nottinghamshire has sufficient childcare places for eligible children.

Vulnerable Children, Young People and Families

22. Following an initial spike in enquiries to the Multi-Agency Safeguarding Hub (MASH) as previously reported, enquiries are currently broadly comparable with the enquiry rate at the same time last year. The service continues to operate an "urgents only by phone" service, due

to a need to ensure there is sufficient staffing capacity to manage the numbers of enquiries received. All non-urgent safeguarding concerns can continue to be referred to the MASH via the online referral form or through email. The Early Help Unit is receiving significantly higher referrals than would typically be anticipated, up 67% during September and October when compared to previous years. A review is to be completed in the coming weeks to explore the nature of enquiries being made, to ensure that families are accessing timely support from the most appropriate service.

23. All families receiving early help or social work support continue to be risk-assessed to determine the level of support required. In line with government guidance, all families open to children's social care are now receiving some level of face to face contact with appropriate social distancing measures in place and PPE if deemed necessary through risk assessment. Given the current national lockdown, an additional fortnightly wellbeing contact has now been introduced for all families receiving support from early help or social care. This will involve families receiving a "check in" on their wellbeing, recognising that for some families, opportunities to receive support from professionals and their extended family and friends will sometimes be limited.
24. The number of requests for Education Health and Care Plans (EHCP), requests for elective home education, exclusions, and contacts from schools regarding placements at risk, has remained higher than usual, suggesting that there continue to be concerns on the part of young people and families and educational settings about the ability of educational settings to meet need.
25. In light of the recent national lockdown, the County Council has again offered families who are unable to utilise their Short Break allocation a further opportunity to purchase equipment in lieu of the allocated hours. Depending upon the original allocation of Short Breaks these grants will vary from £54 to £450 and can be used to purchase toys and equipment such as online sensory support, outdoor play equipment, books, arts and craft materials, etc. so that they are able to continue supporting the development and stimulation of their children or young people through play and creativity. All purchases will need to be completed by 31 January 2021.
26. Teams continue to innovate and adapt working practices to meet local and national restrictions, to ensure that vulnerable children and families are supported. Twice weekly service coordination meetings have continued to take place with colleagues from other children's services and educational settings. These meetings provide an opportunity to discuss those children young people and families most at risk and establish a coordinated response.
27. The need for staff to self-isolate when contacted by track and trace has resulted in temporary challenges with staffing levels in residential children's homes. Staffing levels are likely to remain challenging throughout the winter months and this is being monitored on a daily basis with contingency measures being enacted as necessary.
28. On 8th November 2020, the government announced a package of extra targeted financial support for those in need over the winter period. Later that month the Children and Young People's Committee agreed plans for the £2.3m allocation for Nottinghamshire which includes provision of food across the Christmas and February half-term breaks, to those families where children are in receipt of free school meals or free meals in Further Education settings due to

low household income. Planning is also underway for the implementation of the expansion of the “Holiday Activities and Food” programme for eligible children from Easter 2021.

Community Support and Resilience

Community Support Hub

29. As reported to Policy Committee on 13 May 2020, the Nottinghamshire Coronavirus Community Support Hub went live on 23 March and is accessible over the phone, via the Council website or the My Notts app. The Hub provides a real-time online database, accessible to all partners, which enables residents in need of support to input their postcode and requirements and be ‘served up’ with a list of local groups and organisations able to meet those needs.
30. The number of hits to the Hub website reduced gradually over the summer from a peak of around 1,000 a day down to as low as about 40 a day by mid-September. However, by week commencing 19 October this had increased to over 160 a day and as of w/c 9 November this had risen to 300 a day but has since reduced through November to under 100 a day.
31. As at 1 December 2020, 1,340 requests for support had been received since launching the second phase of the Hub, with the numbers of requests having reduced significantly over the summer and starting to increase again from early November. There are currently 284 voluntary groups, 120 individual volunteers, 87 charity organisations, 20 online community groups and 241 businesses offering support which represents a reduction in previous numbers mainly driven by a reduction in the number of individuals.
32. The Customer Services Centre have been a key component of the Local Resilience Forum (LRF) response, and had significant volumes of activity between April and October:
- Handled 23,219 incoming call relating to COVID-19, 6,663 of these relating directly to the Community Hub
 - Made 26,975 outgoing calls relating to emergency food support from which 2,131 support needs were identified and resolved

Second wave of Infection

33. During the second national lockdown, responsibility for meeting the food and basic support needs of clinically extremely vulnerable (CEV) people, who are unable to meet their own need fully transferred to upper-tier local authorities.
34. The approach that Central Government advised was ensuring that a dependency is avoided by supporting people to support themselves. This principle was incorporated into design of the systems put in place by the Local Resilience Forum (LRF) partnership. However, measures were also put in place to ensure that, where required, interim support could be provided whilst people made their own arrangements. This arrangement came to an end with the ending of national restrictions on 2 December but could be re-instated if required.
35. A stock of frozen meals has been built up at County Enterprise Foods and arrangements were put in place for an external supplier of food parcels as a contingency at zero cost to Nottinghamshire County Council until activated. This was to be used to provide interim support while people were supported to make their own arrangements and may also be used as part of our response to flooding and/or bad winter weather over the coming months.

36. During the second national lockdown, the County Council received data on those people who had been defined CEV and matched this against records from the first wave to understand how support for those most in need could be prioritised. Central Government wrote to CEVs to confirm their CEV status and to provide details of how they could register to obtain help to put support in place.
37. Approximately 37,000 CEVs were identified within Nottinghamshire. Of these, efforts were focused on those who were previously in receipt of Government food parcels and those that were newly defined as a CEV. Starting on 9 November the County Council sent text messages to nearly 4000 people and wrote to over 8000 people to offer help with putting support arrangements in place. By the end of the second national lockdown, over 200 people had registered to seek assistance and around 100 of those required support to access food or other services.
38. The Community Hub will continue to monitor the situation and work with LRF partner organisations to plan to meet the support needs of people in their communities.

Winter Planning

39. The focus of planning has now shifted to the various scenarios that may be faced over the coming months.
40. The County Council is liaising with County Enterprise Foods, supermarkets and other organisations who deliver food across Nottinghamshire to understand the potential impact of snow or periods of extreme cold through the winter months based on their collective experience. The County Council is looking to work with LRF partners and other existing organisations to put plans in place to ensure people are still able to access food and urgent supplies. Information about vulnerable people across Nottinghamshire, stored within the Community Hub, will be used to understand the potential scale of the impact based on the parts of the County affected.
41. A similar exercise is being undertaken for the risk of flooding. Although the impact of this is expected to be more localised it could have a longer-term impact on those affected.

Nottinghamshire Community Fund

42. Nottinghamshire Community Fund was launched on 31 March 2020. The fund, managed by the Council's Communities Team, is available to local charities and community organisations that are delivering essential services to vulnerable residents impacted by COVID-19, including access to food, medicines and support with well-being. By 22 October 2020, 260 awards had been made with a total value of £695,201.
43. The fund has now been re-opened with an opening balance of £305,000 and will be open for applications through to 1 January 2021.

Local Authority Emergency Assistance Grant for Food and Essential Supplies

44. On 10 July the County Council was allocated £858,285 by the Government, in order to support people struggling to afford food and other essentials due to COVID-19. As at 16 November, 36 awards to voluntary/community organisations and district/borough council partners have

been made, with a value of £420,000. Further work to assess funding applications and distribute funding continues.

Corporate Resilience

Workforce

45. The action plan developed by the Workforce Resilience and Recovery Group continues to identify specific actions required through a number of departmentally led work streams, to ensure the Council continues to respond to the second wave of the emergency and is well placed for a continued effective response to the COVID-19 situation. The group which is chaired by the Service Director Customers, Governance and Employees, draws its membership from across the Council, and has developed the new Workforce Recovery and Resilience Strategy to replace the People Strategy. This strategy with the associated Action Plan was approved at Personnel Committee on 18th November 2020.
46. The group is looking at a range of activities including the development of a more defined package of support for home working, reward and recognition, a review of the current package of support for employee health and well-being and any additional measures to assist managers and employees continue to deliver critical services to the most vulnerable residents of Nottinghamshire.
47. The emergency deployment process has been relaunched with employees in non-critical frontline services being asked to complete a revised skills profile form which will facilitate the moving of resources into those services which require additional capacity to respond to the pandemic. Our current learning and development offer is being reviewed to meet any immediate needs of those who may be deployed to different services.
48. Information is being collected on 'clinically extremely vulnerable' members of staff to enable them to be properly protected and, if they are unable to undertake their substantive roles, to see if there are alternative duties they can complete whilst shielding.
49. Weekly meetings are again being held to facilitate regular dialogue with the recognised trade unions and have ongoing dialogue with the self- managed employee support groups to address specific workforce issues arising from the pandemic.
50. Personnel Committee approved further work on exploring the positive impact of flexible working on workforce availability. Committee agreed a revised, refreshed Employee Health and Well Being Action Plan which highlights the range of support available for employees to access including counselling, financial advice and a range of additional measures to assist people maintain their resilience whilst at work.
51. Since 2 November workforce availability is again being reported daily rather than weekly to ensure the Corporate Leadership Team have regular sight of the levels of absence across the council attributed to either sickness with COVID-related symptoms or from shielding and self-isolating, with a view to deploying resources as required to maintain essential services.
52. There are additional concerns around the impact of the winter flu season at the same time as increased COVID-19 cases. The ongoing Public Health campaign to encourage employees to get vaccinated is supported by the recognised trade unions and further publicity to encourage people to access a flu injection will be published. The various departmental and corporate

Risk Safety Emergency Management Groups and Board continue to meet to ensure the Council is well prepared for whatever the next phase of the COVID-19 outbreak brings.

- 53. A range of measures to engage with employees is being planned to include Q&A sessions with the Corporate Leadership team and further cultural enquiry research will be undertaken to better understand what people value from the current situation and what they do not like and would want to change. This will continue to shape the Workforce Resilience and Recovery Action Plan and Strategy and prepare the Council's workforce for the future of work which has fundamentally changed over the course of the pandemic.
- 54. The advice and information published on the Council's intranet is continually reviewed and updated to ensure employees and their managers are fully aware of the current restrictions and how these may impact on our working lives. The suite of Frequently Asked Questions has been reviewed and updated to maintain their currency and relevance. Employees and their managers can email any additional questions they may have to a dedicated email account and these continue to be answered and where they have a wider application, added to the existing list.
- 55. A letter sent by the Corporate Director, Adult Social Care and Health, as the Council's senior lead officer as part of the Integrated Care System, has been published on the Council's intranet, seeking volunteers to be involved in the vaccination programme when a suitable vaccine is ready to be rolled out. County Council volunteers will be there to support frontline NHS colleagues to ensure the smooth and effective rollout of the vaccination programme across Nottinghamshire.

Council Premises

- 56. The Property and Premises Recovery Group continues to meet weekly. The group includes officers from across the Council looking to guide and support the reoccupation of Council properties and their continued safe use during restrictions, both the central office estate and the operational portfolio. The group ensure that buildings are safe to use and compliant with Government guidelines with adaptations, social distancing measures and hygiene policies and regimes in place, and that a corporate approach is taken to ensure consistency. This group has overseen the response to the change to Tier Three restrictions and the second national lockdown to ensure buildings are operating in line with restrictions or close where necessary.
- 57. Council offices have remained open for staff who cannot work from home during the move to Tier Three restrictions and the second national lockdown. Managers have reviewed working arrangements with staff to ensure that wherever possible those that can work from home do so.

Disruption to Services

- 58. In order to adhere to government guidance on social distancing and release Council resources to support COVID-19 priorities, many public-facing service areas have faced disruption or closure. The current status of these services, together with the impact of the second national lockdown, is outlined in the table below.

Service	Status
Youth Services	Open access Youth Work provision ceased to operate during the second national lockdown. As our Youth Work offer is regulated, and classed as an essential service to support young people and to provide a safety net for

	<p>those most in need, the service continued to deliver youth work to young people most in need through:</p> <ul style="list-style-type: none"> • Online Youth Work and virtual 4uth offer • Outreach and Youth Work Intervention within local communities • 1:1 youth work intervention • Youth work from our Young People’s Centres to support groups of young people, in one bubble of up to 15. <p>The Youth Service delivers a Term Time Only operating pattern and will be on its fixed closure from 20th December 2020 and will return on 11th January 2021, where we will continue with this operating model for at least the first week of return.</p> <p>As a result of restrictions, the Youth Service engaged 2133 individual children and young people in positive activities from April to September 2020 compared to 8880 children and young people in the same period in 2019.</p>
Library Services	<p>All libraries opened from 2nd December providing browsing, borrowing, information and ICT services. Click and collect and home delivery services are also available. Mobile libraries are operating a pre order service on normal routes. Reduced opening hours are in place. Book loans are operating at around 65% of normal levels (above national average) and physical visits at 20% (at national average).</p> <p>During the second national lockdown, all libraries closed to the public, however the click and collect service remained available. ICT services were available in 9 sites via appointment for essential use – e.g. benefit claims / job applications as allowed in legislation. Mobile library services continued to provide request and delivery via the normal timetable.</p>
Outdoor Education Services	<p>Outdoor education residential centres are currently closed for overnight stays for schools. The DfE will be reviewing this guidance for residential provision at the end of February 2021 for an anticipated Easter opening. Hagg Farm Centre was open to single family groups over the October half term for Adventure Days.</p> <p>Since September our centres have been providing day visits to Nottinghamshire schools. Day visits continued during the second national lockdown and will do into the new tier system.</p> <p>Shadow – an annual event usually based at Sherwood Forest every October was replaced this year with Shadow Lite. Shadow Lite was based remotely at the Youth Service’s Young People’s Centres across the county, with 35 Youth Service teams and a total of 210 young people completing activities this year.</p> <p>Alongside visits to the centres SOLA Days (Schools Outdoor Learning Adventures) are being offered as an alternative outdoor learning journey based in a school grounds. Virtual School Adventures are being offered to schools. These contain short videos - featuring the team- of Robin Hood, Viking and WWII Themed days which are shared with a school, then followed up with live question and answer sessions with the school pupils via Microsoft Teams.</p>

	Due to the restrictions 2374 children and young people accessed activities through the Outdoor Education service between April and September 2020 compared to 17,235 children and young people in the same period in 2019.																				
School Swimming	All pools reopened on 2 December. The recommencement of bridging clubs and babies sessions will be reviewed in the new year. During the second national lock down, 8 pools remained open, with 60 schools out of 83 schools wishing to continue.																				
Day Services	Day Services did not close during the second national lockdown and continue to offer a transitional service which is a blend of building based services, outreach services and virtual support. This service is providing vital respite for carers and opportunities for adults to engage in activity outside the home.																				
Country Parks and green spaces	Country Parks, including Rufford Abbey and Holme Pierrepont Country Park for the National Water Sports Centre all remain open. This includes car parks, play areas (numbers are restricted), limited take-out refreshments and toilet facilities. In line with national Tier Three restrictions indoor venues at County Parks are closed, with the exception of Holme Pierrepont's Fitness Gym. Estimated visitor numbers at Country Parks have been considerably higher during the period August to November 2020 compared with the same period in 2019, as shown by the estimated percentage change in the table below: <table border="1"> <thead> <tr> <th></th> <th>August</th> <th>September</th> <th>October</th> <th>November</th> </tr> </thead> <tbody> <tr> <td>Bestwood</td> <td>+22%</td> <td>+13%</td> <td>+13%</td> <td>+43%</td> </tr> <tr> <td>Rufford</td> <td>+24%</td> <td>+63%</td> <td>+53%</td> <td>+134%</td> </tr> <tr> <td>Sherwood</td> <td>-48%*</td> <td>+33%</td> <td>+37%</td> <td>+54%</td> </tr> </tbody> </table> *The Robin Hood Festival would ordinarily draw approximately 40,000 visitors; this year it was cancelled due to COVID-19. Visits to the green spaces at Holmepierre Pont Country Park are also estimated to have more than doubled during this period since 2019. While these increases have helped income generation somewhat due to increased car parking revenue, it should be noted that income from events, organised activities, catering and retail has been reduced to marginal levels.		August	September	October	November	Bestwood	+22%	+13%	+13%	+43%	Rufford	+24%	+63%	+53%	+134%	Sherwood	-48%*	+33%	+37%	+54%
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Children's Centres	All 17 main Children's Centre sites remained open during lock down with additional satellite buildings reopening following building adaptations and infection control measures being implemented. The centres provide family support on site and continue to host midwifery clinics. Face to face group sessions are currently on hold except for work with very small groups of parents and non-mobile babies. This includes a suspension of volunteer led stay and play sessions which parents are requesting. Other targeted Children's Centre services continue to be provided on the phone, virtually, in family homes or outdoors.																				
Recycling Centres	All 12 recycling centres in the county have reopened and remained open during the second national lockdown, with social distancing measures in place. A booking system continues to operate at West Bridgford Recycling Centre.																				

Registration Services	<p>Under the revised Tier Three restrictions, registrations of still births and deaths continue by telephone only, marriage and civil partnership ceremonies are permitted with a limited number of participants, and in-person registration of births continue by appointment only under COVID-safe conditions.</p> <p>During the second national lockdown, registrations of still births and deaths were able to continue by telephone only. Marriage and civil partnerships (other than those involving terminal illness) were not permitted. The government did allow in-person registration of births by appointment under COVID-safe conditions.</p>
Music Teaching	Physical services have been resumed in line with government guidance to schools and in liaison with individual schools. A virtual offer is still available. 65% of schools are taking the service.
Inspire learning study programmes	Young people continue to be supported to complete vocational courses on site and remotely.
Inspire learning adult education programme	<p>A range of online programmes are currently being provided. Some limited face to face teaching resumed in September following government guidance.</p> <p>Face to face teaching was suspended during the second lock down.</p>
Archives	Since 2 December appointment for physical visits and expanded online services are available. There have been increased levels of online enquires and orders, but a low number of physical visits. Appointments for physical visits were suspended during second lockdown but online enquiry, research and reprographic services remained available.

Other Options Considered

59. The nature of the Coronavirus emergency is such that the Council has reviewed its priorities and use of resources to address the most critical needs of Nottinghamshire's residents. The Council must also comply with relevant Government guidance and meet its statutory duties as required during the emergency.

Reason for Recommendations

60. To update members on the Council's ongoing response to the Coronavirus emergency.

Statutory and Policy Implications

61. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

62. All Local Authorities are required by the Ministry for Housing, Communities and Local Government to report their forecast financial impact of the COVID-19 emergency on a monthly basis. The most recent DELTA 7 submission from Nottinghamshire County Council identified

a total forecast financial impact of £72m (gross of additional specific grants set out below) in the current financial year.

63. The additional pressures on the 2020/21 budget are offset by the main £42.1m COVID-19 grant allocation received from Central Government, however it should be noted that there is likely to be ongoing pressure on NCC budgets as a result of COVID-19, including anticipated reductions in Council Tax and Business Rate income in future years. As such any COVID-19 funding not required in 2020/21 will be used to set up a provision for future year costs / lost income directly attributable to the pandemic.

64. In addition to the main COVID-19 grant, the Authority has also been allocated the following COVID-19 related grant funding from Central Government:

- £3.8m Test and Trace Service Support Grant. This grant provides support to Local Authorities in England towards mitigation and management costs against local outbreaks of COVID-19.
- £11.5m Adult Social Care Infection Control Grant. 75% of this grant provides support to adult social care providers to help reduce the rate of COVID-19 transmission in and between care homes and was given directly to care homes. The remaining 25% of grant is being used to support wider workforce resilience to deliver infection control. The grant must be used to cover eligible expenditure incurred between 13 May 2020 and 23 September 2020.
- £9.6m Adult Social Care Infection Control Grant Round 2. 80% of this grant must be passed to care homes within the local authority's geographical area on a 'per beds' basis and CQC-regulated community care providers (domiciliary care, extra care and supported living) within the local authority's geographical area on a 'per user' basis. The other 20% of the funding must be used to support care providers to take additional steps to tackle the risk of COVID-19 infections but can be allocated at the local authority's discretion.
- £0.6m Additional Dedicated Home to School Transport Grant. This grant has been made available to ensure that there is sufficient transport capacity so that children can get to school safely and on time.
- £0.9m Emergency Assistance Grant. This discretionary grant is provided to be used from July onwards to meet immediate need and help those who are struggling to afford food and essentials due to COVID-19.
- £6.6m Contract Tracing & Enforcement. Support for proactive containment and intervention measures.
- £2.3m COVID Winter Grant Scheme. Ring fenced funding to help vulnerable families and individuals.

All of the above are reflected in the forecast financial position reported to Finance and Major Contracts Management Committee on a monthly basis.

65. The Government have also announced a scheme that will help those Local Authorities that have lost income during the pandemic. The first claim has been completed and NCC has identified circa £1.2m which has been confirmed by Government that it is eligible for reimbursement. A further claim will be submitted in January 2021.

66. As noted above, the pro-forma submitted to the Government does not include other potentially significant future costs including falls in collection rates for Council Tax and Business Rates (£10m) as well as impacts upon the realisation of capital receipts (£4m).

67. All of the above additional costs, lost income and grant funding, together with ongoing pressures and savings options, have been incorporated into an updated Medium-Term

Financial Strategy (MTFS) which was presented to Finance & Major Contracts Management Committee on 30 November 2020 as part of a Budget Update Report.

Safeguarding of Children and Adults at Risk Implications

68. The safeguarding of vulnerable children and adults is at the centre of decision making around operating models and reopening of services in Children's and Adults services and services continue to operate with the same standards of care.

Implications for Service Users

69. While there continue to be some disruptions to services through the Council's response to COVID-19, the aim has been to maintain the welfare and safety of all services users at all times.

RECOMMENDATIONS

- 1) That Members approve and endorse the continuing efforts of services to ensure effective service provision during the ongoing COVID-19 pandemic.
- 2) That Members consider whether they require any further actions in relation to the issues contained within the report.
- 3) That Members agree to receive further updates at subsequent meetings.

Derek Higton
Service Director, Place and Communities

For any enquiries about this report please contact: Derek Higton, Service Director, Place and Communities, T: 0115 9773498

Constitutional Comments (AK 30/11/2020)

70. This report falls within the remit of Resilience, Recovery and Renewal Committee by virtue of its terms of reference.

Financial Comments (KRP 2/12/2020)

71. The financial implications are as set out in the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- None

Electoral Division(s) and Member(s) Affected

- All

14 December 2020

Agenda Item: 6

REPORT OF THE SERVICE DIRECTOR, PLACE & COMMUNITIES

ROLE OF THE LOCAL RESILIENCE FORUM IN RESPONSE TO COVID-19

Purpose of the Report

1. To provide background information about the Nottingham and Nottinghamshire Local Resilience Forum and its role in the local response to the COVID-19 pandemic.

Information

2. This report adds to information provided to the 15 September meeting of the Committee in the 'Update on COVID-19 Recovery and Resilience' report.

The Nottingham and Nottinghamshire Local Resilience Forum

3. The Civil Contingencies Act, 2004, and accompanying regulations and non-legislative measures, provide a framework for civil protection in the United Kingdom including general arrangements for Local Resilience Forums.
4. The Local Resilience Forum (LRF) is a partnership of all local agencies that have a part to play in planning for and responding to local major emergencies. Partners include 'blue-light' emergency services, local authorities, health services and others. The purpose of the LRF is to ensure effective multi-agency collaboration in the delivery of duties under the Civil Contingencies Act. Aligned to this, the aim of the LRF is to establish and maintain effective arrangements to to minimise the impact of incidents on the public, property and environment of Nottingham and Nottinghamshire. A list of LRF partners is provided at Appendix A to this report.
5. The LRF is not a legal entity and does not have the powers to direct its members. Membership is open to all organisations that have a role in responding to emergencies within the Nottinghamshire Police force area. LRF meetings are led by the Chief Constable and are attended by the chief executives/chief officers (or their deputies) of principal emergency planning and response organisations. The members of the LRF also form the basis of the Strategic Co-ordinating Group that leads the response to any major emergency.
6. An LRF secretariat function is provided by Nottinghamshire County Council and Nottingham City Council alternating on a biennial basis, with the next change-over (from County to City on this occasion) due at the end of March 2021. The secretariat function ensures that the LRF performs effectively, however the role does not include incident

response, recovery processes, or the planning of exercises, as these functions are carried out by different lead partners depending on the nature of the activity.

LRF COVID-19 Response

7. The multi-agency LRF response to any emergency is led by a Strategic Co-ordinating Group (SCG) which has been meeting since 13 February 2020. The aim of the the COVID-19 SCG is to establish and maintain effective multi-agency arrangements to respond to the pandemic. The agreed principles of the SCG are:
 1. Saving and protecting human life.
 2. Containing the emergency, limiting its escalation or spread and mitigating its impacts.
 3. Providing the public with proportionate advice and information, in line with national advice and guidance.
 4. Restoring life to a new normality, for as many people as possible, as fast and as fairly as possible.
 5. Ensuring plans are in place to maintain normal services at an appropriate level should the situation escalate.
 6. Reducing harm.
 7. Protecting the health and safety of all staff.
8. Planning is informed by the government's 'Reasonable Worst Case Scenario' (RWCS) Planning Assumptions. These are not a prediction of what will happen but a scenario to use as a basis for planning. Specific details from the RWCS have been made available to those individuals who lead local planning work for response and recovery. The overall picture from the worst case scenario is of a rising number of infections and deaths culminating in a second peak in early 2021. This represents a a challenging winter during which local and national interventions will continue to be required to limit the impact on the NHS and on local authorities. The management structure for the LRF COVID-19 response is shown at Appendix B to this report.
9. The County Council has maintained a prominent role in the LRF COVID-19 response throughout the pandemic. Managers have contributed to the work of all groups and cells whose activities have involved County Council services, and the County Council has provided leadership and facilitation for key functions, including:
 - Tactical Coordination Group (Chaired by the Director of Public Health)
 - Recovery Coordinating Group (Co-chaired by the Corporate Director, Children, Young People and Schools).
 - Humanitarian Assistance Group (Chaired by Corporate Direction, Place)
 - Finance Cell (Chaired by Service Director Finance, Infrastructure & Improvement)
 - Logistics Cell (Chaired by Group Manager, Procurement)

Recovery

10. An LRF Recovery Co-ordinating Group (RCG) has been established with the strategic aim to support Nottinghamshire communities, businesses and public services, to recover from the impacts of COVID-19. The group is also aiming to advance long term opportunities for better physical and mental health, tackling climate change, better health outcomes and founding a sustainable fast-growing local economy. A partnership approach has been developed to promote cross-organisation and cross-border working to support communities to recover from Coronavirus.

11. The recovery strategy is based on key themes of:

- health and care;
- humanitarian and community;
- business and economy;
- transport and infrastructure.

12. The initial focus of the strategy is on immediate recovery with a view to longer term renewal across the City and the County. This is accompanied by an Action Plan for delivery by partners working together through various recovery cells. The LRF management structure for COVID-19 recovery is shown at Appendix C to this report.

Learning from the LRF response

13. All partners engaged in the LRF COVID-19 response have had the opportunity to contribute to a police-led initial debriefing process. This is consistent with normal practice for the LRF to conduct a post incident debrief whenever an incident results in a multi-agency response.

14. A debriefing survey was sent to approximately 800 individuals affiliated to the LRF. Most respondents indicated a view that the LRF response was effective or very effective. Approximately a third of responders qualified their replies, indicating improvements such as by reducing duplication or repetitiveness. A report detailing the full outcomes of the survey was presented to the 13 November meeting of the LRF.

Other Options Considered

15. This report provides background information about the LRF and a summary of its role in the local multi-agency response to COVID-19. Consequently, no other options are considered by the report.

Reason/s for Recommendation/s

16. To provide Committee with the opportunity to engage with, and influence, the manner in which the Council should continue to work with LRF partners to respond to the pandemic and learn lessons from this.

Statutory and Policy Implications

17. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

18. The emergency response by the Council, both as an organisation in its own right and through its partnership working under the LRF, has impacts and implications in most, if not all, of these respects. The nature of these impacts are too many and varied to be detailed here, but all should be specified through the more detailed reports the Committee receives.

RECOMMENDATIONS

- 1) That Members consider whether they require any further actions in relation to the issues contained within the report.
- 2) That Members agree to receive further updates at subsequent meetings.

Derek Higton
Service Director, Place & Communities

For any enquiries about this report please contact: Rob Fisher, Group Manager
Emergency Planning Management and Registration

Constitutional Comments (KK 18/11/2020)

19. The proposals in this report are within the remit of the Covid-19 Resilience, Recovery and Renewal Committee.

Financial Comments (SES 17/11/2020)

20. There are no specific financial implications arising directly from this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- None

Electoral Division(s) and Member(s) Affected

- All

LRF Partners

Civil Contingencies Act Category 1 responders (sharing the full set of statutory duties):

- Ashfield District Council
- Bassetlaw District Council
- British Transport Police
- Broxtowe Borough Council
- Doncaster & Bassetlaw Hospitals NHS Foundation Trust
- East Midlands Ambulance Service
- Environment Agency
- Gedling Borough Council
- Mansfield District Council
- Newark & Sherwood District Council
- NHS England and NHS Improvement Midlands
- NHS England and NHS Improvement North East & Yorkshire
- Nottingham City Council
- Nottinghamshire County Council
- Nottinghamshire Fire & Rescue Service
- Nottinghamshire Healthcare NHS Foundation Trust
- Nottinghamshire Police
- Nottingham University Hospitals NHS Trust
- Public Health England
- Rushcliffe Borough Council
- Sherwood Forest Hospitals NHS Foundation Trust.

Civil Contingencies Act Category 2 emergency responders:

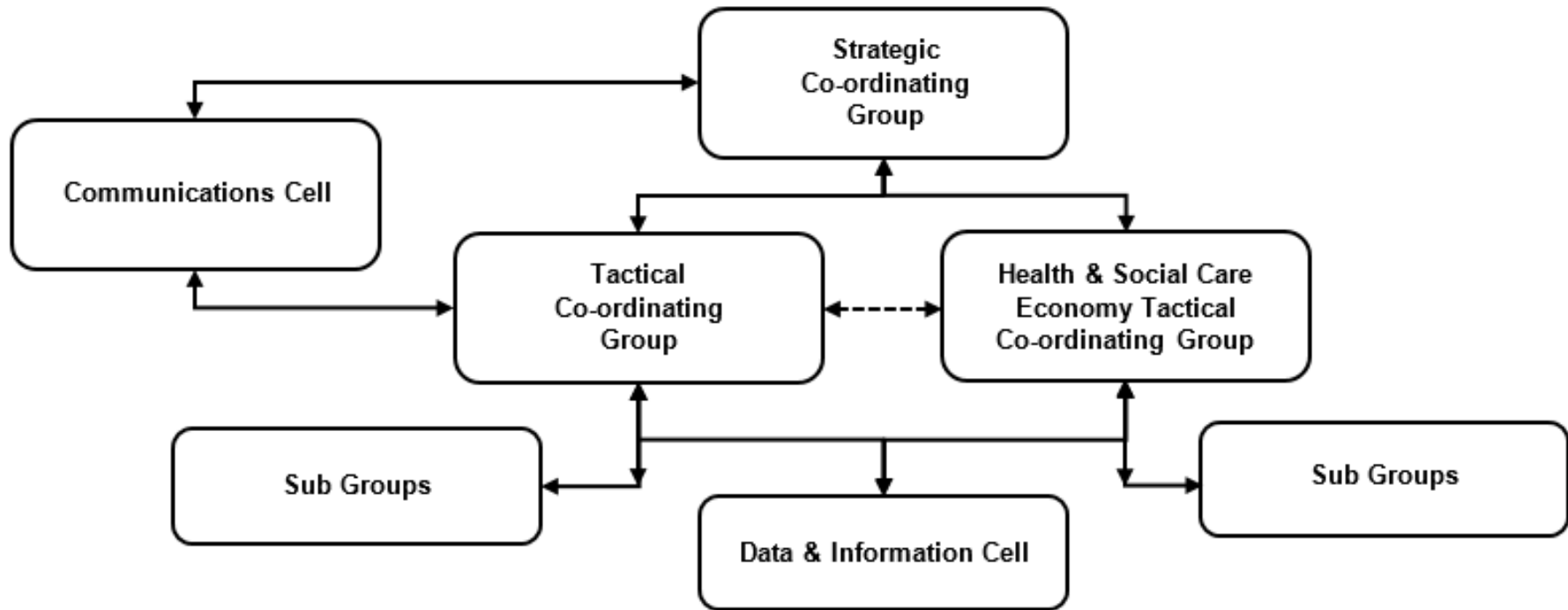
- Anglian Water Services
- BT
- Canal & River Trust
- CrossCountry Trains
- East Midlands Railway
- Grand Central
- Health & Safety Executive
- Highways England
- Hull Trains
- London North Eastern Railway
- National Grid
- Cadent Gas Distribution
- Network Rail
- NHS Bassetlaw Clinical Commissioning Group
- Nottingham and Nottinghamshire Clinical Commissioning Group
- Northern Powergrid
- Severn Trent Water
- Western Power Distribution.

Various other organisations have been involved to varying degrees during the evolution of LRF emergency response arrangements. These include:

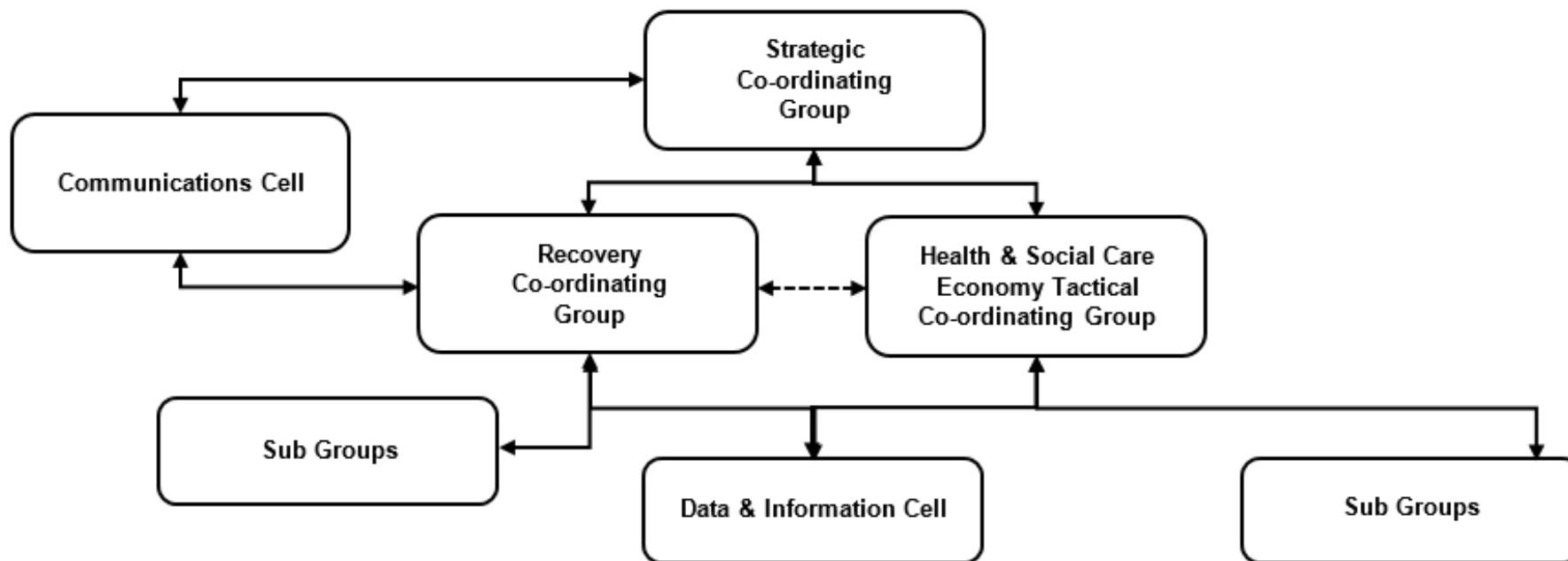
- Age UK
- Animal & Plant Health Agency
- British Red Cross
- CLH Pipeline Systems
- Costain
- Cruse Bereavement Care
- DHL Supply Chain
- Diocese of Southwell & Nottingham
- E.ON
- HM Coroner's Service
- HQ 7th Infantry Brigade & HQ East
- IGas Energy
- intu Broadmarsh
- intu Victoria Centre
- JobCentre Plus
- Mainline Pipelines
- Met Office
- Ministry of Housing, Communities & Local Government
- National Association of Citizens Advice Bureaux
- National Farmers Union
- National Ice Centre
- NESST
- Nottingham Business Improvement District
- Nottingham CityCare Partnership
- Nottingham City Homes
- Nottingham City Transport
- Nottingham Emergency Medical Services
- Nottingham Express Transit
- Nottinghamshire Search & Rescue
- Nottinghamshire 4x4 Response
- Nottingham Trent University
- Nottingham University
- Rapid Response Team
- RAYNET
- Royal Air Force
- Royal Life Saving Society
- Royal Voluntary Service
- RSPCA
- St John Ambulance
- Samaritans Purse
- The Guide Association
- The Salvation Army
- The Samaritans
- The Scout Association
- Total
- Trent Valley Internal Drainage Board
- Victim Support
- Virgin Media.

This list is not exhaustive. The chair and secretariat of the LRF will consider membership annually and ensure that appropriate organisations are represented. Membership may change as work evolves and other organisations may be requested to advise or assist as necessary.

LRF COVID-19 RESPONSE Structure



LRF COVID-19 RECOVERY Structure



14 December 2020**Agenda Item: 7**

REPORT OF THE CORPORATE DIRECTOR, PLACE

FOOD AND DRINK SECTOR BUSINESS SUPPORT TOOLKIT

Purpose of the Report

1. To update Members on Government help for small and medium sized businesses (SMEs) in the food and drink industry.
2. To inform Members of the Business Toolkit created to support Nottinghamshire's food and drink sector and seek approval for its launch.

Information

3. As recognised in the Council Plan 'Your Nottinghamshire, Your Future' (2017-2020) under the commitment to making Nottinghamshire stand out as a great place to live, work, visit and relax, this Council wants to share everything Nottinghamshire has to offer with as many people as possible. Local heritage is a tremendous asset which has not always been championed sufficiently and it is for this reason that work began in 2019 with the publication of the Council's first ten-year visitor economy strategy to maximise tourism's contribution to the economy, employment and quality of life in Nottinghamshire.
4. One area of focus within the Strategy was making more of local food and drink, through collaboration with food businesses and showcasing local food and drink experiences. Food and drink is very important to Nottinghamshire, and to the Council. Brooke Farm in Linby produces fruit and vegetables, eggs and bedding plants, selling them through its onsite farm shop and local garden centres to contribute to its running costs. The Farm, along with a smaller site at Balderton, where the focus is on Horticulture, provides employment and training for people with learning disabilities.
5. To support older residents, the Meals at Home Service supplies fresh and nutritious ready-made meals direct to homes to support independent living. This service includes the offer of Home from Hospital food packs. For the County's school age children, the School Catering Service provides popular and healthy meals, made from quality products. The number of school meals served daily by the Service across the majority of Nottinghamshire's schools averages approximately 49,000. In keeping with the approach of the Meals at Home Service, local sourcing is at the heart of the school catering offer. This Service makes the most of seasonable local produce from local suppliers to create meals when ingredients are at their best, as illustrated overleaf:



Meat from Mike Maloney's in Tuxford, where their produce comes from animals that are born and reared outdoors such as beef from Holme Farm in Rampton and pork from East Drayton and Hockerwood Farm in Upton



Venison from Sherwood Forest



Organic milk and yoghurts from Acorn Dairy



Seasonal vegetables distributed by our supplier and grown locally where possible such as carrots from Bilsthorpe and onions from Retford

6. The school meals prove to be extremely popular among pupils of all ages, with over 70% recently saying they were either satisfied or very satisfied with the value for money, taste, quality and the variety of food on the menus. The Council also offers support and advice on promoting school meals through printed marketing materials, taster sessions, theme day ideas, recipe testing events and support for parents' evenings.
7. Furthermore, Nottinghamshire is a fantastic county full of great local organisations with unique and special food and drink products on offer - companies range from global players to artisan producers.
 - From British carrots, leeks and parsnips which complement potatoes, sugar beet, vining peas and various cereals, to seasonal fruit and salad. Including the Bramley Apple which was first grown in Southwell and the brand new 'Pilgrim' apple variety to commemorate the 400th anniversary of when Nottinghamshire helped form a nation. Many of the most influential pilgrims who sailed to America on the Mayflower were from Scrooby in North Nottinghamshire and the surrounding area.
 - From hand-tended vines to grow grapes for English Sparkling Wine, to local micro-breweries.
8. The Council wants to support these companies and shine a light on the talented producers (many of which supply national supermarkets) to help promote their produce to those inside and outside of Nottinghamshire.
9. The food and drink industry is a major contributor to the United Kingdom's (UK) economy. On 22 June 2020, new strategic interventions were jointly announced by the Department for International Trade (DIT) and Department for Environment, Food and Rural Affairs (Defra) to offer immediate support to help the agriculture and food and drink industry grow their trade activity overseas. The plan included a package of eight measures, providing help for SMEs, allowing them to capitalise on trade agreements being negotiated by the DIT with Japan, United States, Australia and New Zealand. The full range of measures announced can be found at **Appendix A**.
10. To give people across the UK certainty over the winter, over recent weeks the Chancellor of the Exchequer announced further financial support for businesses and employees through the extension of the existing furlough and self-employed schemes and expanding business grants to support firms. To date, food service businesses and food and drink manufacturing businesses have accounted for 10% of all furloughed jobs in Nottinghamshire.

11. There is no denying the COVID-19 pandemic has resulted in tough times for the circa 3,115 Nottinghamshire food and drinks businesses and it seems there are hard times to come. At the time of writing this report, Nottinghamshire is under the strengthened local restriction Tier 3, which sees hospitality venues forced to remain closed and only allowed to offer takeaways. Whilst there are already government grants of £2,000 to £3,000 for businesses in Tiers 2 and 3, the Council recognises that there is more to be done.
12. In keeping with the rest of the nation, Nottinghamshire's lifestyle and finances clearly revealed abrupt changes to consumers' food and drink purchasing behaviour. Kickstarted by the stockpiling rush as consumers prepared for the first period of self-isolation and seeing an unprecedented surge in online shopping, consumers have now embarked on new habits aligning with stay-at-home lifestyles and reassessed some of their priorities. This is the much-needed catalyst for huge opportunities. Many businesses are thriving from flexibly adapting to new consumer needs and in the long-term the crisis is expected to leave several lasting legacies. Since the pandemic, 48% of UK consumers are now willing to pay more for local foods and those brands that emphasise local brands and supply chains.
13. Categories which have emerged as key winners in the short-term are those tapping into the explosion in home cooking and baking. Meanwhile, the post-COVID scene is set to offer a myriad of opportunities to harness consumers' heightened interest in physical health, emotional wellbeing, local businesses, the environment and value for money.
14. Food and drink manufacturing is a priority sector for the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2 LEP). Two recently approved projects are worthy of noting. Namely, free scientific support to help food and drink manufacturers and support to get unemployed people into food and drink sector jobs.
15. The Coronavirus pandemic has brought about some big changes in how the food and drink sector operates, both from the consumer and producer perspectives. In October 2020, the D2N2 LEP approved the Driving Research and Innovation project – a three-year project that runs until the end of December 2022. Part-funded by the European Regional Development Fund (ERDF) and run by the Food Innovation Centres at the University of Nottinghamshire School of Biosciences and their collaborators. Available to food and drink manufacturing SME's in Nottinghamshire, the support can take many different forms from help with product development and packaging, measures to adopt a more sustainable approach to production, ways to switch to online sales or making the most of a new consumer trend, such as nutritious food. For more information about the Food Innovation Centre visit:
<https://www.nottingham.ac.uk/biosciences/facilities/food-innovation-centre.aspx>
16. In November, DBC Training were allocated £2m of European funding to deliver the 'Taste Local' programme. DBC Training, founded in 2000, is a leading provider of training and employment, providing high-quality employer solutions with the aim to improve productivity and learner focused solutions to support individuals to be the very best they can be.
17. The funding is being invested in skills to help support unemployed people into food and drink sector jobs across Derbyshire and Nottinghamshire. DBC Training is working with Orbital Recruitment and the Food & Drink Forum with aid from European Social Investment Funding (ESIF) to boost employment in this sector - supporting over 1,500 local people into new jobs. Taste Local will fund training for residents to help improve their employability and support business recovery through a tailored offer and free of charge recruitment solutions. Courses include (but are not limited to):

- Basic Food Hygiene
- Food Safety
- Standards & Certification
- Health & Safety in the workplace
- Bespoke modules such as Butchery / Bakery
- Access to additional funding such as Kickstarter & Apprentice incentives

18. More information on Taste Local is available online by visiting: <https://www.dbc-training.co.uk/copy-of-business-administration-1>

The Nottinghamshire Business Toolkit: Supporting Local Food and Drink

19. At this Committee's September 2020 meeting, members approved the COVID-19 crisis Economic Recovery Action Plan. An ambitious economic recovery action plan which sets out how the Council and the County can recover from the COVID-19 pandemic by rebuilding Nottinghamshire's economy together to emerge as a county moving forward. The Action Plan provided further impetus to helping Nottinghamshire food and drinks businesses to recover.
20. In response, a Graduate Trainee from the council's internal Graduate Development Programme was commissioned to develop an initiative to provide support to Nottinghamshire's food and drink sector. Research and data analysis was conducted, alongside working with internal and external partners, industry experts and local businesses to identify support opportunities. This work culminated in the creation of the Business Toolkit: Supporting Local Food and Drink.
21. The Business Support Toolkit has been produced in alignment and in response to the Council's recent 'COVID-19 Visitor Economy Recovery Planning Business Survey'. The results of which demonstrated a need and desire for business support from local respondent businesses:
- a) 46% of businesses stated a positive public relations/marketing toolkit for businesses to use would help them
 - b) Businesses stated a regional push to demonstrate what is best about the area would help their business
 - c) An overwhelming amount of suggestions for a focus on encouraging day visitors and even local Nottinghamshire residents to visit local businesses
22. In the research stages of developing the Business Support Toolkit, the views of industry experts local to Nottinghamshire were sought, specifically from the Food and Drink Forum (https://www.foodanddrinkforum.co.uk/public/?page_id=85). The result of these discussions was that many businesses in the sector were looking for business support and many businesses would be in favour of using a Toolkit.
23. The Business Support Toolkit is therefore intended as resource to be used by food and drink firms across Nottinghamshire. It has been designed to help local businesses capitalise on the most recent consumer trends, particularly locally produced food and drink, whilst simultaneously supporting the food and drink sector to meet increasing retail consumer demands expected to be triggered by the second national lockdown.
24. The Business Support Toolkit covers the following eight key areas, a copy of which can be found at **Appendix B**:

- Better leverage of Nottinghamshire's assets
 - Support and practical guidance on sourcing food and drink locally
 - Emphasising local provenance, including making links to local history and heritage
 - Tips and guidance for using 'in season' produce
 - Tips and guidance on increasing collaboration with the wider local business communities
 - Using social media to champion local Food and Drink and devise a COVID-19 appropriate marketing strategy
 - Using local Food and Drink to combat and mitigate some COVID-19 effects
 - General COVID-19 support and resources for Food and Drink businesses
25. Subject to member approval to launch the Business Support Toolkit, to raise awareness of its existence, consent is also being sought to implement an extensive public relations campaign to ensure it reaches as large an audience as possible.

Other Options Considered

26. The recent Government announcements highlight both the difficulties and importance of the sector and declare the intent to create an environment for as many hospitality businesses to remain trading where it is possible. It is in alignment with national strategies to offer the Toolkit to support the sector and businesses locally in Nottinghamshire and the 'do nothing' option was therefore discounted.
27. Many food and drink businesses have been impacted by the restrictions of the past few months, and anything that supports the recovery and encourages residents to enjoy and experiment with local produce is sure to have a positive impact on the whole community well beyond lockdown.
28. The Business Support Toolkit enables support to be given to the food and drink sector in a flexible and adaptable manner. It utilises opportunities to capitalise on consumer trends, which also support the local Nottinghamshire economy. Additionally, the Toolkit offers support and guidance and covers the entire supply chain; farmers, producers, manufacturers, suppliers, retailers, hospitality and food service businesses. Subject to member approval, the intention will be to get some of our prominent local growers and processors to promote it.

Reason for Recommendations

29. The Business Support Toolkit aligns with both the COVID-19 Crisis Economic Recovery Action Plan 2020 to 2022 and the Visitor Economy Strategy 2019 to 2020 objectives, whilst supporting a sector which has been hit the hardest by the COVID-19 pandemic. Accordingly, the Business Support Toolkit has considered the effects of COVID-19. The business support and practical guidance contained within the document is applicable to food and drink businesses, irrespective of the local COVID-19 situation. It is intended for individual businesses to identify and apply parts of the toolkit which are relevant to their circumstances at a given time.

Statutory and Policy Implications

30. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and

the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

31. To date, the costs of the Business Support Toolkit have been covered by the 2019-2020 Growth and Economic Development initiatives budget, including the printing of 1,000 physical copies.
32. Subject to approval, if the Business Support Toolkit were to be launched, the only additional costs incurred would be minimal Graphics Design costs to cover any final amendments made prior to the final launch and printing. These costs would be met from the 2020/2021 Growth and Economic Development initiatives budget.

Implications for Sustainability and the Environment

33. Pledging to use only local produce can help support the environment, local businesses and our health. Fundamentally, by buying produce from nearby, directly supports small businesses and in turn their families and the community.

RECOMMENDATIONS

- 1) To approve the launch of the Business Support Toolkit to enable commencement of support to Nottinghamshire's food and drinks sector at the earliest opportunity.
- 2) Subject to approval, it is recommended that an extensive public relations campaign is mobilised to launch the Business Support Toolkit, involving some of Nottinghamshire's prominent growers and producers to help with the promotion.

Adrian Smith
Corporate Director Place

For any enquiries about this report please contact: Nicola M^cCoy-Brown, Growth and Economic Development ext. 72580

Constitutional Comments (KK 16/11/2020)

34. The proposals in this report are within the remit of the COVID-19 Resilience, Recovery and Renewal Committee.

Financial Comments (RWK 16/11/2020)

35. The report proposes the launch of a Business Support Toolkit for Nottinghamshire's food and drinks sector. Any costs incurred will be funded from the Growth and Economic Development Initiatives budget, for which an allocation of £515,036 is included in the 2020/21 revenue budget.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- Coronavirus (COVID-19) business support, pages updated on the Government website. Available online via:
<https://www.gov.uk/coronavirus/business-support>
- *'Bounce back' plan for agriculture, food and drink industry*, Department for International Trade press release, published 22 June 2020. Available online via:
<https://www.gov.uk/government/news/bounce-back-plan-for-agriculture-food-and-drink-industry-launched>
- *COVID-19 Crisis Economic Recovery Action Plan 2020 to 2022*, accessible online via:
<https://www.nottinghamshire.gov.uk/policy-library/78888/covid-19-crisis-economic-recovery-action-plan-2020-to-2022>
- *Visitor Economy Strategy 2019 to 2020*, accessible online via:
<https://www.nottinghamshire.gov.uk/policy-library/57133/visitor-economy-strategy-2018-2029>

Electoral Division(s) and Member(s) Affected

- All

Appendix A: The full range of trade measures for the agriculture, food and drink industry

1. Launch of a GREAT DIT Food & Drink Exporting Masterclass, an extensive and bespoke programme of webinars to be produced in conjunction with trade associations, UK regions, including Devolved Administrations, and DIT's international network, all supported by DIT's Export Specialists.
2. Launch of Food & Drink SME E-commerce Accelerator Pilot to leverage DIT's E-exporting Programme to increase the level of international e-commerce support for food and drink SMEs, including agri-tech. This will include the offer of one-to-one e-commerce export clinics with the programme's e-commerce specialists and regional advisers, a new series of industry webinars and podcasts focused on highlighting the opportunities available to export through e-marketplaces internationally, as well as virtual workshops on internationalising their websites for those companies selling direct to consumers in various markets around the world.
3. Promote 50 Food and Drink Export Champions to stimulate aspiring exporters, while utilising International Trade Advisor specialist networks focused on agri-food.
4. Announce the first Defra Agri-food Counsellor serving the UAE and wider Gulf Region, with the role focusing on supporting our food and drink sector and representing the interests of UK businesses already exporting to the area, as well as those looking to export for the first time. The new Defra-funded Regional Agri-Food Counsellor will be based in Dubai and will work alongside DIT's existing sector leads in the UAE, providing specialist knowledge and engagement in Government to Government discussions on behalf of UK interests and sectors. She will also support food and drink promotion activity at the UK pavilion at World Expo in 2021, identifying opportunities for new markets and further developing existing export relationships.
5. Launch of a programme of physical and virtual events, using innovative, interactive software to connect buyers, promote the UK and reach international markets. This will include: an overseas virtual buyer trial working directly with chosen US buyers through a virtual delivery programme; and developing a UK 'Smart Distance Selling Process', which includes the dispatch of food and drink samples to buyers.
6. Leveraging Defra's Food is GREAT campaign, which will extend into the UAE and the EU later this year, to provide impactful and targeted activity in priority export markets, such as USA, China and Japan. This also will be complemented by new agri-food creative imagery within DIT's GREAT Ready to Trade campaign when this resumes in the summer, under the Food is GREAT and Invest in GREAT pillars.
7. Two Virtual Investor Roundtables chaired by Lord Grimstone, Minister for Investment, with agri-food and drink, and agri-tech companies to inform the development of the UK's investment strategy, the UK Agri-Tech International Strategy and the launch of Phase 2 of the High Potential Opportunity Programme.
8. Uplift of UK Export Finance's (UKEF) "Exporters' Edge" campaign to further outreach and engagement to identify and respond to the needs of the industry and raise awareness of how UKEF and Trade Finance can help the businesses win and fulfil export contracts. UKEF is also accelerating the development of its products to allow a wider range of UK exporters to access its support. Its enhanced offer will provide easier access to working capital for UK exporters by offering financing that is not tied to specific export contracts but instead supports general business activities.

BUSINESS TOOLKIT

SUPPORTING LOCAL FOOD & DRINK



People are now much more interested in where their food and drink has come from and want to know more about the businesses and stories behind them.

Food and drink plays a huge part in determining visitor perceptions of a destination.





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Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Why have we produced this toolkit?

The world has been hit by the COVID-19 pandemic and Nottinghamshire is facing one of its most difficult periods and economic challenges ever. Whilst we recognise the enormity of the obstacles that lie ahead, we are determined to do all we can to create the right conditions to support the recovery of our businesses and local economy. We have devised an Economic Recovery Action Plan to help our economy withstand and recover from COVID-19.

This Toolkit has been produced as a deliverable of the Recovery Action Plan, to support the Food and Drink sector, in line with feedback we received when we recently conducted our 'COVID-19 Visitor Economy Recover Planning' business survey.

69% 

of businesses stated a major short term and longer-term challenge as "consumer confidence after all measures have been put in place".

A business said, 'a regional marketing push to illustrate what's best about the area' would help their business.

46% 

of businesses stated a 'positive PR/marketing toolkit for businesses to use' would help them.

Another stated 'availability of ingredients for our distinctive menu' as being a challenge.

51% 

stated social media activity to drive traffic would be helpful.

A respondent said 'local businesses buying local produce' has had a positive impact.

We recognise that food and drink has been one of the hardest hit industries in our county and understand the fundamental role it plays to Nottinghamshire as a destination and the local economy. This Toolkit has been designed to offer tips and guidance to support businesses to be more 'locally focussed' and leverage the assets we have in Nottinghamshire. This capitalises on changes and accelerations in consumer trends, towards being more 'locally conscious'. The toolkit also includes some COVID-19 specific resources and tips. Businesses can implement these to try to tackle the challenges and mitigate some of the negative impacts of the pandemic.

In the appendix you will find a self-assessment tool, use this before commencing the toolkit to assess how 'local' your business currently is. Then use the toolkit to find ways to become an even better ambassador for Nottinghamshire food and drink, while combatting the effects of COVID-19, on the path to yours and Nottinghamshire's recovery.

● Introduction



The Dapper Spaniel

Why being more local is so important to both YOUR business and NOTTINGHAMSHIRE

Now more than ever, sourcing locally is vital to Nottinghamshire, our businesses and our residents. COVID-19 has impacted all aspects of our lives, and the food and drink industry has experienced some of the most upheaval. Under the intense pressure of the pandemic, vulnerabilities within our food supply chains have been exposed. Fundamentally, relying so heavily on imports and exports, has meant our supply chains have weakened under the sudden changes and strain of the pandemic. Buying and selling local produce will help to address this industry-wide issue, as well as bringing a whole host of other benefits to Nottinghamshire.

Locally sourced food and drink play a key part in developing a unique sense of place for Nottinghamshire and can help attract visitors.

Offering an authentic, local experience that encapsulates all things Nottinghamshire could help your business to stand out from competitors and attract new and returning customers.

Both buying and selling local food and drink keeps money invested in the local economy, helping to realise true growth in the county.

Offering local produce also helps to provide the people of Nottinghamshire, fresher, tastier and healthier food when it reaches their plate.

DID YOU KNOW?

Just eating locally sourced alone, can reduce an individual's carbon footprint by up to...

6%



Pastability



Perkins Bar & Bistro



Pastability



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Let's go local



5 key reasons why 'Notts Nosh' is best:



Sourcing locally is a great selling point

Locally sourced food will attract many more customers. Local food and drink has been a longstanding trend which has been gaining traction in recent years. COVID-19 has accelerated this trend, and now, 48% of UK consumers are ready to pay more for local foods and those brands that emphasise provenance and local supply chains.



Supports the local economy

COVID-19 has triggered a global economic crisis. By buying and selling local food and drink you will be keeping money circulating within the local economy. This is critical to Nottinghamshire's economic recovery and will play a vital role in job retention.



Create an experience

COVID-19 has impacted the tourism industry, resulting in a rise in domestic tourism and 'staycations'. It is more important than ever, for Nottinghamshire to be a standout destination. Leveraging local provenance with food and drink helps to do this by creating authenticity and a more valuable experience for visitors.



Food nostalgia and local comforts

For many, especially the older generations, buying locally transports them back to happy times in their lives. These are often childhood memories, where for many, local Food and Drink was the norm and usually the only option. This food nostalgia acts as somewhat of a safety blanket, triggering fond memories. In times of uncertainty, people revert to what they know and can control; since the onset of COVID-19, 37% of UK consumers are revisiting dishes from their childhood, in search of comfort and familiarity. It is also proven that for a large proportion of people, local produce provides a perception of increased health benefits and buyer confidence.



Reduce carbon footprint

Sourcing locally means products travel much less, reducing emissions and improving environmental sustainability. The importance of this is ever increasing, COVID-19 has brought environmental issues into sharp focus; sometimes we don't understand the magnitude of something until we see its consequences. This has meant a record high of 50% of UK consumers are now looking to consume more responsibly in terms of food and drink.



Newfield Dairy Ice Cream Parlour & Café



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● Top Tips 'How to be more local' for:



Retailers and restaurants



Tell the 'Provenance Story'

Go further than just claiming your food and drink is locally sourced, today's more 'conscious consumer' want to know more than that. Tell the story and journey of the people behind the business, this brings the products to life for the customer, enabling them to become emotionally invested in the your 'business story and brand'. For example, a short caption about the producers of your meat at a local, family run farm, will go a long way with your customers.



Tell everyone!

If you offer local food and drink, use every opportunity available to shout about it. We know that the 'locally conscious' consumer trend has taken off in the wake of the pandemic, but remember, if you don't tell people your food is local then they won't know. Provide a list of suppliers on your website, social media (see social media tips page for more information), and menus. Use visuals, maps of food miles travelled, pointing out where the food came from and how it got to their plate, showing them a story they can follow and relate to. On advertisements, avoid using the words local or locally sourced in isolation, use specific supplier names and geographical locations too.



Knowledge

Ensure every employee knows the provenance of all products and information about the suppliers. Make sure they confidently communicate this to customers.



Use Nottinghamshire's Assets

Local food and drink doesn't have to just mean products that have originated or been produced in Nottinghamshire. It can be a cooking technique, a recipe, or even, simply championing the county's history and heritage. For instance, naming a dish after a famous person or landmark, e.g. 'Robin Hood's Rocky Road'.





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● Top Tips 'How to be more local' for:



Manufacturers and producers



Promote 'local'

Show customers and suppliers you have a local product, a simple strapline (e.g. Made locally in Nottinghamshire) on product labels and all marketing materials is an easy and effective way to do this. Since COVID-19, consumers have become more concerned about the provenance of their food and drink; suppliers and retailers are very aware of this growing trend. So, it is imperative you have a way to signify and emphasise that your product is local. Use social media to promote and highlight local links between your business/products and Nottinghamshire (see social media tips for more information).



Tell your story

Bring your product to life by telling customers about you, the people behind your product(s) and the journey of how the business came to be. Focus the message on this personal aspect of the business and how the product is local to Nottinghamshire. Reiterate this story and message consistently across all marketing activities and channels.



Meet local suppliers

Be approachable and make the effort to 'meet', communicate and build a rapport with potential customers. Given the restrictions imposed by the pandemic, face-to-face meetings are likely off the cards, despite this, it is vital to still make the effort to create and build these relationships. There are alternative ways to do this, see our 'finding new customers' section for more information. If you make yourself known as an approachable and reliable local producer or manufacturer, you will start to build a reputation. You will then become recognisable to other local businesses which means more people are likely to do business with you.



Enter local food & drink awards

We know that due to COVID-19 many of these awards events have had to be cancelled. However, keep yourself up to date about what is happening in your area, there are more virtual food and drinks events popping up, as we all adapt to the 'new normal'. This can help build awareness of your products and your reputation. It is a great way to widen your network, meeting potential suppliers and other customers. If you win awards, these can be used very effectively as a promotional tool.



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● Work together Nottinghamshire



Collaboration is key to our recovery and future growth. COVID-19 has shown us all just what and how much more can be achieved when we work together.

Local food and drink industry and economy experts are clear that collaboration is vital to our continued recovery. Food service and hospitality businesses need to buy more from local suppliers, suppliers need to work with local farmers and so on. This will support the economy, building a locally, more circular and resilient food system.

TOP TIPS FOR JOINT OFFERS

REMEMBER YOU CAN WORK WITH ALL TYPES OF BUSINESS

Food and drink businesses in Nottinghamshire can benefit from working not only with others in the same industry, but also with organisations from other sectors that provide complimentary products or services. For example, providing a discounted meal for customers staying at a local accommodation provider, in exchange for the provider advertising your business.

MAKE SURE THE PARTNERSHIP ADDS VALUE

Use the following checklist to initially assess whether a joint opportunity has the potential to add value to your business.

- Can the opportunity help the business reach a new market?
- Does the joint offer provide higher value than the sum of the individual parts? (if not, the partnership does not add value for your business)
- Make sure there is a 'measurement' tool in place to be able to monitor and assess direct impact and results
- Make sure you are getting your fair share of the marketing/added value in the joint offer

METHODS OF PROVIDING A JOINT OFFER

(Please note this list is not exhaustive)

- Develop a loyalty scheme or joint voucher that can be used at all businesses involved in the joint offer
- Promote/market the other business(es) in your own organisation; e.g. at the point of sale, online on your website/social media channels
- Develop joint itineraries that include a visit to all businesses in the offer, use [Page 50 of 84](#) or other incentives to complete the full itinerary

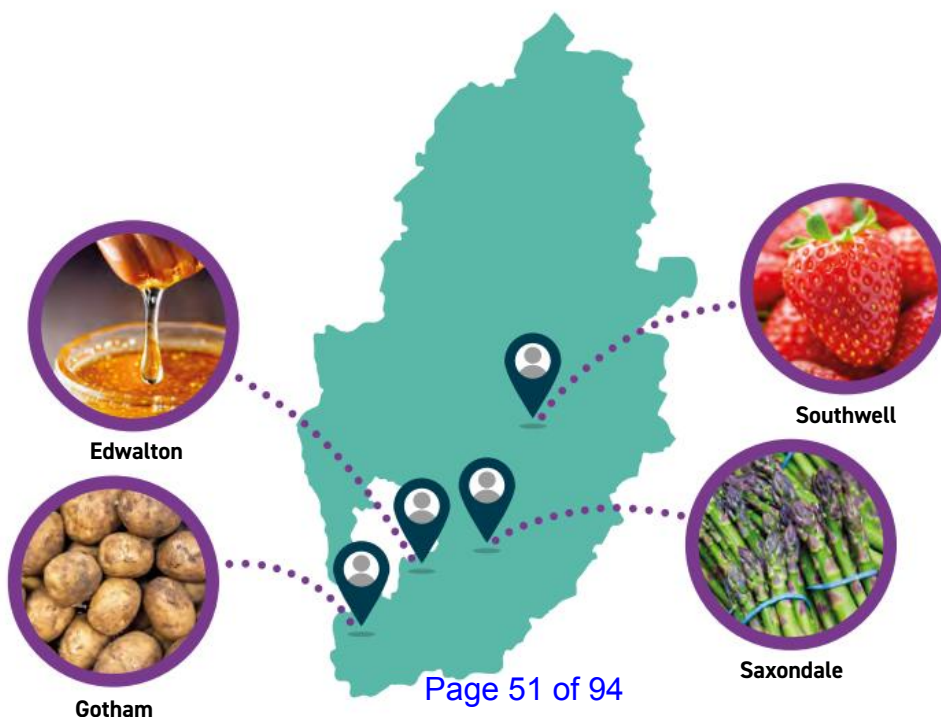


● The Fruit Basket

The Fruit Basket is a long-established, independent greengrocer in West Bridgford that supplies fresh, local produce at fantastic prices. The ethos of The Fruit Basket is to source the highest quality, local produce for their customers, whilst actively supporting environmental sustainability. In order to achieve their vision, they have successfully collaborated with many local businesses.

The Fruit Basket work with numerous local farmers and producers to source their produce. So, whether it is fresh bread baked by local bakeries, asparagus from Saxondale, potatoes from Gotham, honey from Edwalton or strawberries from Southwell, this business truly have made their success through local partnerships. They extend their local collaboration even further, networking directly with local restaurants and other establishments to supply them with their fresh produce in bulk. Again, supporting the local economy as well as enabling more local businesses access and use local produce.

This level of collaboration has meant they have shared their success with other businesses across the county, contributing to a more resilient and sustainable local supply chain. They have managed to do all of this whilst maintaining great prices and value for their customers, who are equally as delighted to be championing local produce and the environment.





Newfield Dairy Ice Cream Parlour & Café



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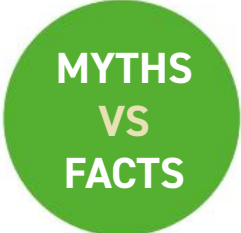


Perkins Bar & Bistro



The Martin's Arms

● Mythbuster



There are some common misconceptions regarding whether sourcing food and drink locally is a feasible option and whether or not it actually adds real value.



It is too expensive, retail prices are forced to increase due to more expensive ingredients and customers are put off by these higher prices.

Sourcing locally can be more expensive, however, this is not always the case, some local foods can even be cheaper. Importantly, the benefits usually offset any additional costs; fresher produce, higher quality, environmental benefits due to less 'food miles' and a more authentic offer for customers. Critically, since the COVID-19 pandemic, consumers are much more conscious about the benefits of local sourcing, and now, '48% of UK consumers are ready to pay more for local foods and brands'.



It is too difficult to source locally all year round due to seasonally sensitive produce needing to be imported at certain points throughout the year.

Use seasonal menus and recipes, designing dishes based on what is available locally at different times throughout the year. This mitigates the issue of not being able to source certain ingredients locally at certain times. Additionally, using seasonal menus can be significantly cheaper. Using produce only when it is in 'season', means prices are not inflated. See our 'season your menu' section for more information.



The availability of local products is too limited.

Government statistics show that the UK supplied 53% of all food consumed in the UK in 2018. Although, as COVID-19 has highlighted, this importation figure is still too high, there are, in fact, many more things produced here in the UK than many people think. Also, don't forget, as local sourcing and selling increases, so does local production and availability of local produce, investing locally means reaping the benefits locally too. That being said, there is already a huge variety of food and drink being produced in Nottinghamshire. There are producers and manufacturers ranging from farmers, dairies, creameries to breweries, butchers, bakers and more. See our supplier page for a list of some key suppliers across the county.



Sourcing locally doesn't make any difference to the quality of the food.

Sourcing locally means the food and drink has travelled a much shorter distance, equating to a reduced carbon footprint. As a result, products are arriving fresher and are not subject to chemical preservatives that food travelling further distances require for longevity.



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The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Finding local trade customers:

Tips for producers/manufacturers

COVID-19 has made finding and meeting new trade customers to sell products to, such as suppliers and wholesalers, more difficult due to social restrictions. There is good news though, it is still possible, use these tips to navigate your way through some of the 'new' ways in which to meet local buyers.



Register your products with online directories

There are many online directories that you can sign up to and have your business and products listed. The idea is to connect local producers with local customers. Once registered, your business and products will be promoted to buyers looking to source local food and drink in your area. In the absence of many face-to-face events like Trade Shows due to COVID-19, these websites are a great, cost effective alternative. Do your research and make sure you sign up to the one that is 'right for you'.

A great directory you could use (but not the only one) is the **'The Big Barn UK'**. The Big Barn passionately support local businesses selling seasonal and local produce. They have expanded successfully and built a great reputation, with their efforts commended by Gordon Ramsay. You can visit and join The Big Barn UK here: <https://www.bigbarn.co.uk/supplier/>



Be creative, think outside the box

Whilst you may not be able to seal the deal on new contracts by taking prospective buyers to lunch or showing them around your facilities, you can still engage and 'wow' them in other ways. When you have made contact with a potential new buyer, why not arrange to offer a delivery of product samples? You can create hampers, exhibiting a range of your products and have them delivered safely, in accordance with guidelines. You can then present your business pitch to the prospective buyer virtually once they have received the products.



Network online

COVID-19 may have scuppered physical food trade shows and markets for now, but you can still connect with trade customers online. There are even dedicated groups you can join as a producer looking to sell your products. Simply search on social media platforms for relevant groups in your area. (See our digital/social media sections for more digital information).

Please see our supplier list for details of some of the key local food and drink suppliers across Nottinghamshire.



Newfield Dairy Ice Cream Parlour & Café



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The Martin's Arms

● Transform your menu

You'd be surprised how big an impact small changes can have. Changing the descriptions of existing dishes on your menu, is a simple, yet effective way of clearly communicating local links and the journey of the food and drink.

The examples below are just for illustration, use products from your local suppliers wherever you can, including local butchers, farms, greengrocers, bakeries and breweries just to name a few. Remember to always tell your customers exactly where their food has come from.

	BEFORE	AFTER
STARTER	<p>Ham and cheese pinwheels</p> 	<p>Exclusive home cured ham from the award-winning Maloneys butchers, with world-renowned Blue Stilton cheese from the county's own famous Colston Bassett dairy. Served encased in a golden, puff pastry shell.</p>
MAIN	<p>Steak and chips</p> 	<p>Dry-aged 12oz Rump Steak</p> <p>Organic grass-fed beef, reared in a local Newark pasture, served with triple-cooked chips made from Nottinghamshire grown Romano potatoes.</p>
DESSERT	<p>Raspberry and blueberry jam sponge pudding</p> 	<p>A wonderfully nostalgic dessert. A light fluffy sponge, oozing with fresh cream made using milk from the Real Milk Company's Holbeck Farm. A light fluffy sponge oozing with homemade jam made from succulent berries, hand-picked in the local Kirklington countryside. Served with fresh cream made using organic milk from the Real Milk Company's Holbeck Farm.</p>



Kerry's Fresh



The Dapper Spaniel



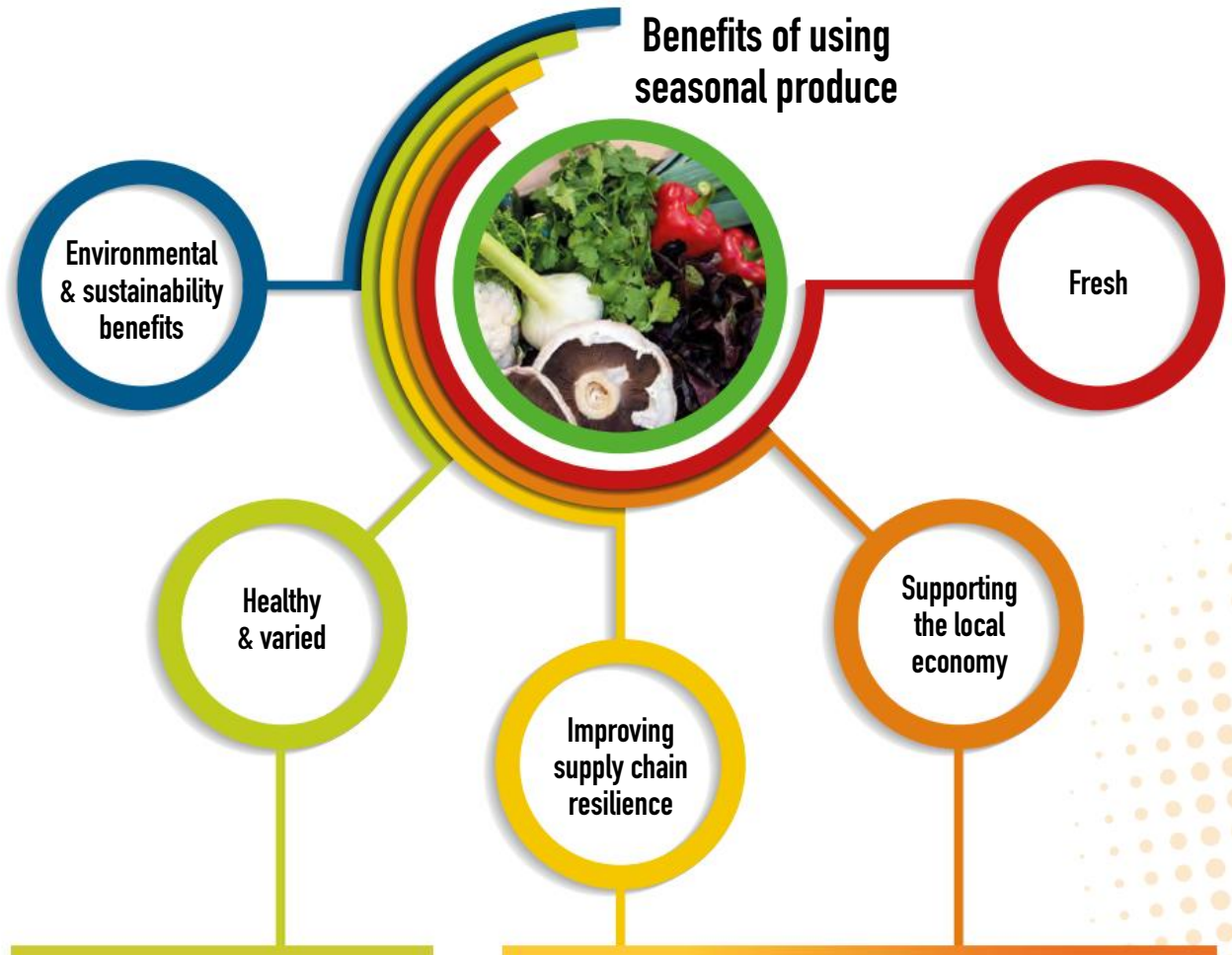
The Dapper Spaniel



The Martin's Arms

Season your menu

Menus that utilise seasonal produce have many benefits for both you as a business and your consumers.



Designing dishes based on seasonal availability, forces a variety of dishes to be used, which include an expansive range of ingredients. Varied ingredients mean varied nutrients, critical to our health. Since COVID-19, our health has been the centre of attention, as a result, consumers are much more health conscious.

Having seasonally adapted menus enables local sourcing, only using what is available locally eliminates the need for importing. This results in spending being kept in the county and supporting other businesses. This increasingly 'circular' economy is critical to Nottinghamshire's economic recovery from COVID-19.

COVID-19 has revealed that our food supply chains have some vulnerabilities in the event of unexpected crises. Using seasonal, local foods more often will result in increased local production. In turn, this will reduce our reliance on imports and exports, making our supply chains more local and therefore, more robust and resilient.

Since COVID-19, changing your menus and adapting dishes according to 'seasonal' availability has the potential to be even more beneficial and combat some of the challenges imposed by the pandemic.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● The 'Eat Seasonably' campaign



The 'Eat Seasonably' award-winning campaign is the UK's leading authority on seasonal fruit and vegetables. Seed-funded by DEFRA and launched by co-ordinated involvement of thousands of SME's, over 40 business giants and famous faces, including Gregg Wallace, Eat Seasonably is designed to support businesses and the public to sell and consume, respectively, more seasonal products.

The campaign is focussed online and can be found here:
<http://eatseasonably.co.uk/>



Any businesses who offer seasonal produce can use the 'Become a Partner' facility and have their business promoted on their 'Eat Seasonably' Map. This is an effective way of promoting to your customers and potential future customers that your business offers seasonal produce.

You can become a partner by registering online here:
<http://eatseasonably.co.uk/what-to-eat-now/partner-map/>



Once you have registered to become a partner, customers can use the 'where to eat seasonably' locally facility. They can select whether they are looking for a restaurant/pub, a catering company or retailer/greengrocer and enter their location, all registered and relevant businesses in the area will then appear in the search results.



The Eat Seasonably website contains a wealth of other useful information, including tips on how you, as a business, can encourage your customers to buy and eat more seasonal produce.

Seasonal Food Calendar

To help you make your offer more seasonal we have put together a 'mini seasonal food calendar'. This is a quick and easy to follow guide to inform you of some of the key ingredients that can be sourced locally at different times throughout the year. Once you've made your seasonal choices, ensure you source as many of the ingredients as you can locally. As you are using produce that is 'in season' in the UK, it is much more likely that you will be able to find all of these products locally, here in Nottinghamshire. Please note, this is a mini guide for ideas and as such these lists are not exhaustive.





Kerry's Fresh







The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

SPRING	Vegetables	Fruits	Proteins (meats/fish)
<p>March - May</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all spring months.</p>	<p>Peppers</p> <p>Spinach</p> <p>Spring onions</p> <p>Asparagus Apr, May</p> <p>Cauliflower Mar, Apr</p> <p>Purple sprouting broccoli Mar, Apr</p> <p>Aubergines May</p> <p>Carrots May</p> <p>Leeks Mar</p>	<p>Rhubarb</p> <p>Pomegranate Mar</p> <p>Raspberries May</p> <p>Strawberries May</p> <p>Redcurrants May</p> 	<p>Duck Dec, Jan</p> <p>Goose Dec, Jan</p> <p>Turkey</p> <p>Rabbit Dec</p> <p>Venison</p> <p>Mussels</p> <p>Dover Sole Feb</p> <p>Haddock</p> <p>Salmon Jan, Feb</p>
SUMMER	Vegetables	Fruits	Proteins (meats/fish)
<p>June - August</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all summer months.</p>	<p>Asparagus Jun, Jul</p> <p>Courgettes</p> <p>Carrots</p> <p>Runner beans Jun</p> <p>Spinach Jun</p> <p>Fennel</p> <p>Broccoli</p>	<p>Blackcurrants Jun, Jul</p> <p>Blackberries Jul, Aug</p> <p>Blueberries</p> <p>Strawberries</p> <p>Raspberries</p> <p>Cherries</p> <p>Pumpkin Aug</p> <p>Tomatoes</p>	<p>Lamb</p> <p>Ham Jul, Aug</p> <p>Beef Aug</p> <p>Pork spare ribs</p> <p>Crab</p> <p>Haddock</p> <p>Mackerel</p> 
AUTUMN	Vegetables	Fruits	Proteins (meats/fish)
<p>September - November</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all autumn months.</p>	<p>Beetroot</p> <p>Broccoli Sept, Oct</p> <p>Leeks</p> <p>Mushroom Oct, Nov</p> <p>Parsnips Oct, Nov</p> <p>Peppers Sept, Oct</p> <p>Potatoes</p> <p>Pumpkin</p> <p>Rocket Sept, Oct</p> <p>Sweetcorn Sept</p> <p>Swedes</p> <p>Turnips Oct, Nov</p>	<p>Apples</p> <p>Blackberries Sept, Oct</p> <p>Clementines Nov</p> <p>Cranberries Oct, Nov</p> <p>Grapes Sept, Oct</p> <p>Figs</p> <p>Pears</p> <p>Plums Sept, Oct</p> <p>Tomatoes Sept, Oct</p> 	<p>Duck</p> <p>Goose</p> <p>Lamb Sept, Oct</p> <p>Rabbit</p> <p>Turkey Oct, Nov</p> <p>Venison</p> <p>Crab</p> <p>Haddock</p> <p>Mackerel Sept, Oct</p> <p>Mussels</p> <p>Salmon Sept, Oct</p>
WINTER	Vegetables	Fruits	Proteins (meats/fish)
<p>December - February</p> <p>Specific months in which items are available is specified. If no month is specified, then the item is available in all winter months.</p>	<p>Beetroot Dec, Jan</p> <p>Brussel Sprouts</p> <p>Parsnips</p> <p>Swede</p> <p>Turnips</p> <p>Cabbage</p> <p>Cauliflower</p> <p>Kale</p> <p>Leeks</p> <p>Rhubarb</p> 	<p>Apples (Bramley)</p> <p>Pears</p> <p>Pomegranate</p> <p>Cranberries Dec</p> <p>Pumpkin Dec</p>	<p>Duck Dec, Jan</p> <p>Goose Dec, Jan</p> <p>Turkey</p> <p>Rabbit Dec</p> <p>Venison</p> <p>Mussels</p> <p>Dover Sole Feb</p> <p>Haddock</p> <p>Salmon Jan, Feb</p>



DID YOU KNOW?

The first Bramley apple grew from pips planted in 1809 by Mary Ann Brailsford.



£50m

sold each year in the UK

Local food ideas

Food item	How is it local to Nottinghamshire?
Bramley Apple	Mary Anne Brailsford planted a pip in the garden of her cottage in Southwell and Bramley Apples were born.
The Pilgrim 400 Apple	John Stirland, a horticulturist and his friend cultivated an entirely new apple tree in Nottinghamshire, to mark the 400th anniversary of the Mayflower's voyage. It is a culinary apple, with a sweet taste that mellows perfectly over time.
Batter puddings	Nottinghamshire is traditionally known for excellent Batter puddings.
Colston Bassett Stilton	This cheese is produced at a unique dairy in Colston Bassett. Using milk from local farms and traditional techniques only, makes this Stilton entirely exclusive to Nottinghamshire.
Game: including but not limited to: <ul style="list-style-type: none"> • Venison • Rabbit 	Harker's farm are a licensed game dealer who provide fully traceable meat caught on Nottinghamshire's Vale of Belvoir. Local family run Maloney's butchers also provide a range of game and other meats. Rabbit and other wild game can be linked to Nottinghamshire's history, key to the diet of local legend Robin Hood and his Merry Men.
Bread loaf (made with Tuxford Windmill's very own stoneground flour)	Bread was a known staple of those who lived in or near Sherwood Forest in Medieval England, including Robin Hood himself. Nottinghamshire is home to its own commercial flour mill, producing high quality stoneground flour, from locally grown and organic grain.
Chantenay Carrots	The return of the Chantenay carrot was pioneered by growers based in Nottinghamshire, who are now the world's leading supplier.

Example menu: dishes that promote provenance and champion locally sourced food and drink.



Menu sample ideas

STARTERS

Rabbit & pork terrine with peppercorns

Locally sourced Rabbit meat and sumptuous oak smoked belly pork from **Maloneys butchers** packed into a divine terrine with green peppercorns to add a hint of spice and extra flavour.

Robin Hood's artisan bread with olive oil & balsamic vinegar

A selection of traditional breads will give you a flavour of one of local legend Robin Hood's favourites. Served with a peppery blend of olive oil produced from **Nottinghamshire crops** and an intensely flavourful balsamic vinegar for dipping.

MAINS

Friar Tuck roast duck with sage and onion stuffing, baked apples & roast potatoes

Maloney's Butchers roast duck with beautifully baked **Bramley apples** and fluffy roasties made from locally grown potatoes.

Pork & Venison sausage with creamy mash and winter vegetables

Lean, fresh pork & venison meat sourced locally from Maloney's Butchers, with creamy buttery mash served with a melody of fresh vegetables including Nottinghamshire's own **Chantenay carrots**.

DESSERTS

Bramley Apples stuffed with caramel cheesecake filling

Southwell's very own Bramley apple, oozing with a sticky, salted caramel cheesecake filling made from the local and distinctive **Colwick cheese**.

Spiced Sherwood Forest fruit bake

All locally **sourced fruit from Kerry's Fresh** including apples, strawberries and blackberries beautifully baked and bursting with flavour from cinnamon and nutmeg spices sourced from Nottinghamshire's own spice specialists - **freshly spiced**.

Award-winning Nottinghamshire butchers, established in 1979. It remains a family run business situated in the rural area of Tuxford Nottinghamshire, with 2 shops in Blidworth and Warsop.

Creating a link between the dish and Nottinghamshire's history and heritage.

Sourced from traditional local butchers. Venison is famously attributed to the diet of legend Robin Hood.

A fresh cheese invented in the 17th Century in Colwick, Nottinghamshire. This unique cottage cheese has made a recent revival.

Here a link has been created between the dish and Nottinghamshire - using local heritage and history.

Emphasising locally grown produce.

Bramley apple famously founded in Southwell, Nottinghamshire.

The return of the Chantenay carrot pioneered in Nottinghamshire, which is still the world's leading supplier today.

Kerry's Fresh - sourcing local Nottinghamshire fruit since 1885.

Nottinghamshire based family company, selling fresh individual spices.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Inside bites



Some of Nottinghamshire's very own business owners, entrepreneurs and chefs have shared their top tips on how to be better at being local.



Top Tip:

Buying from even just one local business has a big impact and shouting about it encourages others to use local businesses/suppliers too.

"Local businesses are the social fabric of a community, helping bring people together, it's so important to support them and encourage others to do so too. If you buy through 1 local business you could be supporting many others, shout about it so others have the courage to use them too."

Dawn Wilson, founder and owner of The Cake Story - Newark, Nottinghamshire



Top Tip:

Use the high-street and independent shops in your area to ensure the produce you are purchasing is truly local.

"The best way to ensure you're using local produce is to start with your local high street, use the village greengrocer, butcher or find the nearest farmers market/farm shop."

Alain Launay, proprietor and head chef at Launay's Restaurant & Bar - Edwinstowe, Nottinghamshire



Top Tip:

Talk to other local businesses to find out more about what local food and drink is available, there is more available locally than you may think.

"If you want locally sourced products, a simple tip is to talk to your local butcher - he's usually the one in the know and often, they'll be selling locally made products such as jams, chutneys and produce from the allotments. They're more likely than not to be supporting local producers as they themselves will be championing their own local produce."

Alain Launay, proprietor and head chef at Launay's Restaurant & Bar - Edwinstowe, Nottinghamshire



Tuxford Windmill



Kerry's Fresh



Maloneys





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Social media top tips



Use #hashtags and consistent brand messaging

Use hashtags/slogans with every post that clearly communicate your offer of locally sourced produce. Include relevant buzzwords, this will ensure your pages appear in searches related to local food and drink. Using the same hashtags consistently across all platforms makes your posts more recognisable, memorable and builds brand association through reinforcement.



Follow other local food and drink organisations

Following other key players in the sector enables a greater reach and visibility for yourself. Interacting with well known, reputable organisations can help build your own reputation through association. Making yourself known to other local businesses also puts you in better stead for future collaborations and partnerships.



Use it as a source of instant feedback

If used effectively and dealt with correctly, customer feedback and reviews can be critical to success. In the food and drink industry, this feedback can help inform a variety of decisions. For example, whether to launch a new dish or change an existing one. It also means negative feedback can be responded to quickly, to minimise detrimental impact.



Use it to start a campaign or competition

Competitions and campaigns can be a strong driver of user engagement. These can extend your reach, increase awareness and build your brand. For new businesses and/or the launch of new products, this is an effective way of generating initial interest and establishing yourself in the market.



Always use an image or a video

Using images and/or videos with every social media post is essential and increases engagement significantly. It helps posts stand out amongst the competition and makes them more memorable in the minds of your followers.



Tuxford Windmill



Perkins Bar & Bistro



Newfield Dairy Ice Cream Parlour & Café



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● COVID-19: Social media tips



While we have given you social media tips on how to convey 'local provenance', we also wanted to provide you with some specific COVID-19 social media tips. COVID-19 has meant we have had to adapt in many ways and the way businesses use social media is no exception, strategies need to be adapted to make them more appropriate.



Tell your COVID-19 story

Everyone and every business have their own COVID-19 story to share, tell your customers how you and your business has been affected. If you have adapted your business to stay afloat and continue trading, explain how you've diversified, the challenges you faced and what you are offering now. This will appeal to the 'human' side of your customers, it is an opportunity to tell them how important their support is to you and all local businesses.



Communicate more frequently and deeply

With time spent on social media at a record high, this is the perfect opportunity for you to connect more with customers, so, naturally, you need to post more. If you're going through a period like a lockdown, where you are unable to sell your products, remember your customers are still there so you still need to engage. You can still market your business, explain your situation, create 'behind the scenes' content, share what you/your staff are doing instead of working and be honest. You could also post about the 'future', like business ambitions for when the pandemic allows, 'dream' about better times with your customers.



Adapt your posts

'Read the room', although this is an opportunity to post more and communicate more with customers, you must get the tone right. Acknowledge the pandemic in some way, don't just carry on posting as normal without any recognition. If you do, you run a high risk of being perceived as ignorant or insensitive. Don't just go for the 'hard-sell' only posting about your products, focus more on the customer and their needs. Try to provide a mixed range of posts alongside minimal direct selling content. For example:

- Share inspiring or supportive messages
- Share nostalgic content (relate this to your business/products if possible)
- Promote other local businesses you know or work with to show solidarity and support





Kerry's Fresh



The Dapper Spaniel



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Empathise

To an extent, marketing always relies on empathy, however, in the current climate, empathy has become arguably the most important ingredient for a successful social media strategy. An overwhelming majority of consumers are seeking 'reassurance' from businesses and brands they trust, you can offer this through compassionate and positive messaging. With every post, you must remember everyone has been impacted differently by the pandemic; some have lost loved ones, some have lost their jobs, some may be struggling with illnesses themselves and so on. It is therefore vital that you consider this when devising your posts, making sure you do not inadvertently post content that could be misinterpreted as being insensitive. Make sure you do not inadvertently post content that could be misconstrued as insensitive. While this is an opportunity to build deeper relationships with customers, it is also a vulnerable time that could be detrimental for businesses who get the 'messaging' or 'tone' wrong.



Create user-generated content

User engagement is key to helping you connect with your customers and making your business more memorable and prominent in their minds. A great way to get customers interacting with you is simply by asking them to. Set up a thread where you ask customers to share posts of something specific. For example, if you are still selling products at the time, you could ask followers to post pictures or videos of them using your products to cook at home. If your business is temporarily closed, you could ask them to post pictures/videos of themselves cooking their favourite dish, or even call for humorous food and drink related images. Consumers enjoy this type of 'call for engagement' and these campaigns are proven to increase interactions between businesses and customers.



Tom Cable: Mayflower Scholar 2020 (as Robin Hood)



Newfield Dairy Ice Cream Parlour & Café



The Dapper Spaniel



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Adapting: Home delivery of essential food and drink



COVID-19 has meant we have all had to adapt in one way or another. Throughout the pandemic the food and drink industry has seen; customer bases disappear overnight, such as hospitality and school catering, disruption to supply chains and the changing needs of customers. The sector has done a remarkable job of diversifying and adapting where possible, to keep the county fed and to try to keep their businesses afloat. As a result, there has been a marked increase in businesses offering home deliveries, from establishments who have overhauled to provide a service they never have previously, to places expanding their existing delivery services.

Here is a snapshot of some of the businesses currently providing deliveries of essential grocery items and fresh produce; fruit, veg, salad, meats etc. This is just a small selection of businesses we found to be delivering as the result of an online search, there are many more businesses who are delivering essential food and drink and continue to support the county through this difficult time.

Anthony's Fruit & Vegetable boxes

www.anthonysfruitandvegboxes.co.uk
Fresh, locally produced fruit & veg from local farms.

Craig Dawson Quality Family Butchers

www.facebook.com/craigdawsonbutchers
High quality meat hamper deliveries.

Fred Hallam Ltd

<https://fredhallam.shop>
delivers to NG9 postcodes only
Fresh local produce; fruit, veg, dairy & locally made Starkeys fresh fruit juices.

Kerry's Fresh

www.kerrysfresh.co.uk/delivery
Fresh, seasonal, locally sourced fruit, veg, salad, herbs & spices, deliveries'.

Parsnips and Pears

www.parsnipsandpears.co.uk/pages/postcodes
Fresh, seasonal veg box deliveries.

The Fruit Basket

www.thefruitbasketdirect.uk
Fruit, veg, dairy, bread & bakery, tinned items, flour, fruit juice & more.

Trinity Farm - home grown deliveries

www.trinityfarmshop.co.uk/contact-us-2-w.asp
All locally grown, organic salad, fruit & veg boxes.

Troops Fruit & Veg

www.troopsfruitandveg.co.uk
Locally sourced, farm fresh produce delivered to your door.



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● 'We're good to go' industry standard

Our 'COVID-19 Visitor Economy Recovery Planning' business survey told us that our hospitality businesses saw consumer confidence as a major challenge to recovery: **70% of business respondents stated 'consumer confidence' as a major challenge to their business, even after all required measures have been put in place.**

In response, we would like to make you aware of the 'We're Good To Go' industry standard. We encourage you to apply for this certification, a free of charge, UK wide, consumer mark available for all hospitality businesses. This will help you instil consumer confidence, signifying that you've adhered to the COVID-19 safety requirements detailed by the Government and Public Health.

How to get 'We're Good To Go' certification: Step by step guidance



- 1 Read the relevant **Government guidelines** for your business, which can be found here: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>
If you are a **restaurant, pub, bar or café** business, please also read the following: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/restaurants-offering-takeaway-or-delivery>
Read the **Public Health guidance**, which can be found here: <https://www.gov.uk/coronavirus>
- 2 Implement all of the required steps as detailed in the Government and Public Health guidance. Then complete a COVID-19 Risk Assessment, found here: <https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm>
- 3 Once you have implemented the necessary requirements and completed a risk assessment, you can apply online for the 'We're Good To Go' certification, here: <https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm>
- 4 Upon successful completion, you will receive a secure link containing your certificate, consumer mark and a toolkit. The toolkit contains information on how to get the most out of your certification, including practical ways to let customers know you are 'good to go'.



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● Local producers, suppliers and manufacturers

Blue Monkey Brewery

Brewery, more than 12 different types of beer including; Pale Ales, Stouts, Dark Ruby Ales and Black IPAs. A range of fruit gins and chocolate and amaretto liqueur available too.

T: 0115 938 5899

E: laura@bluemonkeybrewery.com

W: www.bluemonkeybrewery.com

F: www.facebook.com/bluemonkeybrewery

Freshly Spiced

Producer and speciality retailer of vibrant spices and spice blends; creating unique recipes to accompany the various spices and blends.

T: 07468 269109

E: info@freshlyspiced.co.uk

F: www.facebook.com/freshlyspiced

Hanwell Wine

Vineyard, traditional champagne-variety vines are hand-tended to grow grapes for creating handcrafted, English sparkling wine.

T: 01949 81393

E: info@hanwellwine.co.uk

F: www.facebook.com/HanwellWine

Kerry's Fresh

Retailer, online farm shop (market place), selling produce sourced from Nottinghamshire's best, most celebrated local suppliers (home and office box deliveries).

T: 0115 986 0929

E: enquiries@kerrysfresh.co.uk

F: www.facebook.com/kerrysfresh

Maloneys

Family run butchers, catering butcher, manufacturer of handmade meat products, wholesale and supply store at Tuxford and 2 retail butchers' shops (Warsop and Blidworth).

T: 01777 870270

E: enquiries@maloneys.net

W: www.maloneys.net

F: www.facebook.com/maloneys.net

Spring Lane Farm Shop

Traditional family run farm shop, producer and manufacturer; fresh bread (baked on-site daily), butchery house (using own locally reared meat), home-cured cooked meats, locally sourced cheeses including Nottinghamshire and Leicestershire's 3 famous Stilton's.

T: 0115 926 7624

E: enquiries@springlanefarmshop.co.uk

W: www.springlanefarmshop.co.uk

F: www.facebook.com/springlanefarmshop





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

The Cake Story

Specialist wedding cake designer, offering a fully bespoke service.

T: 01636 636021

E: dawn@thecakestory.co.uk

W: www.thecakestory.co.uk

F: www.facebook.com/yourcakestory

The Fruit Basket

Independent Greengrocer, retailer, supplier of fresh fruit, vegetables and other produce; including a range of vegan, vegetarian, gluten and dairy free products. All products are sourced from local farmers and producers. Available as fresh produce supplier for chefs and restaurants.

T: 0115 981 7014

E: sales@thefruitbasketdirect.uk

W: www.thefruitbasketdirect.uk

F: www.facebook.com/FruitBasketDirect

The Real Milk Company

Organic Dairy Farm and producer, providing free range; fresh milk, eggs and 'real' ice cream (using their own fresh milk). Also, a retailer of some fresh bakery products from the local Hambleton bakery.

T: 07920 831398

E: tom@therealmilkcompany.com

W: www.therealmilkcompany.com

F: www.facebook.com/realmilkcompany

Tuxford Windmill

Commercial flour mill, milling British grown grain, sold onsite and in other local outlets. Tearoom onsite, selling; cakes, teacakes, scones, quiches and more, using Tuxford's own flour.

T: 01777 871202

E: info@tuxford-windmill.co.uk

W: www.tuxford-windmill.co.uk

F: www.facebook.com/Tuxford-Windmill-Tearoom-157365301123002/



Maloneys



Tuxford Windmill



Kerry's Fresh



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

● COVID-19 support resources



Guidance for Food Businesses (Gov UK)

<https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

Supply Chain Information (Gov UK)

<https://www.gov.uk/government/publications/gca-position-statement-on-current-supply-arrangements>

Financial Support for Businesses (Gov UK)

<https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses>

Federation of Small Businesses COVID-19 Advice Hub (FSB)

<https://www.fsb.org.uk/campaign/covid19.html>

Food Standards Agency (FSA) COVID-19 Guidance for Food Businesses

<https://www.food.gov.uk/business-guidance/reopening-and-adapting-your-food-business-during-covid-19>

British Chambers of Commerce (BCC) Coronavirus Support

<https://www.britishchambers.org.uk/page/coronavirus?k=30cdfbcf8e205792be8adadf43630166035c27d5>

Food & Drink Forum COVID-19 Support Resources

https://www.foodanddrinkforum.co.uk/public/?page_id=1450

UK Hospitality: Coronavirus Information Updates for Hospitality Businesses

<https://www.ukhospitality.org.uk/page/coronavirus>



Perkins Bar & Bistro



The Martins Arms



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

● Useful resources

D2N2 Growth Hub

T: 0333 006 9178

E: info@d2n2growthhub.co.uk

W: www.d2n2growthhub.co.uk

East Midlands Chamber

T: 0330 053 8639 (Free Business Advice)
0115 957 8757 (Nottingham office)

E: info@emc-dnl.co.uk

W: www.emc-dnl.co.uk

Food and Drink Forum

T: 0115 975 8810

E: enquiries@foodanddrinkforum.co.uk

W: www.foodanddrinkforum.co.uk

NFU - National Farmers' Union

T: 024 7685 8500 (General Enquiries)
07887 416613 (Andy Guy,
Nottinghamshire County Adviser)

E: east.midlands@nfu.org.uk
(contact for East Midlands region)

W: www.nfuonline.com

Visit England

There are various different points and persons of contact dependent on the reason, use the following contact finder to find specific contact details relevant to your needs:

W: <https://www.visitbritain.org/contact-finder>

E: content@visitengland.org
(requests for your website link to appear on Visit England) For other enquiries find relevant details on the 'contact us' web page (above)

W: www.visitengland.com



The Dapper Spaniel



The Martin's Arms



Newfield Dairy Ice Cream Parlour & Café



Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

Appendix: A Self-assessment



The self-assessment tool: for hospitality and retail businesses

Use this simple tool to assess how well your business champions locality and all things Nottinghamshire.

Use the following scale to rate yourself:

Strongly Agree = 4 Agree= 3 Neither Agree nor Disagree= 2 Disagree = 1 Strongly Disagree= 0

I have good awareness of who the local suppliers are in Nottinghamshire and what they offer.	
We use locally sourced products where possible.	
We have a good relationship with our local suppliers.	
We know the stories of the local suppliers/producers we use.	
We try to promote the local suppliers/producers we use via our marketing activities/materials (e.g. menus, leaflets, advertising boards, online).	
The descriptions of dishes on our menus clearly express and reflects use of locally sourced ingredients.	
The descriptions of dishes on our menus incorporate links to and reflect Nottinghamshire's history and/or heritage.	
Our front of house staff have good knowledge of the local suppliers we use (including knowing where specific ingredients in dishes have come from).	
Our front of house staff communicate and convey information about provenance and the supplier story to customers.	
Overall, our food/drink offer provides customers with a distinctive and unique Nottinghamshire experience.	
Once you have your total, identify which box (below) it corresponds to and this will guide you through the toolkit.	TOTAL

0-15

Currently your business reflects and encapsulates little of Nottinghamshire and the local food and drink message: Use this toolkit to discover ways to help you promote locally sourced produce and the story of Nottinghamshire.

16-29

Currently your business reflects limited aspects of Nottinghamshire and the local food and drink message: There is much more you can do to improve how well you promote local provenance and Nottinghamshire's story, use this toolkit to find out how.

30-40

Congratulations! Your business reflects Nottinghamshire and the local food and drink message brilliantly. Use this toolkit to identify any additional methods you can use, to help you continue to be a great ambassador for Nottinghamshire food and drink.



Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

Appendix: B Self-assessment



The self-assessment tool: for Manufacturers, producers & growers

Use this simple tool to assess how well your business champions locally sourced produce and all things Nottinghamshire.

Use the following scale to rate yourself:

Strongly Agree = 4 Agree= 3 Neither Agree nor Disagree= 2 Disagree = 1 Strongly Disagree= 0

We have good awareness of the local food and drink organisations in Nottinghamshire.	
We use our locality and association with Nottinghamshire in our marketing activities as much as we can.	
We have a good relationship with our customers and know most of them personally.	
We share our story with customers.	
We invite both existing and potential customers to our premises to really emphasise the importance of relationships with local businesses as well as a chance to exhibit local facilities.	
The descriptions on our products clearly state that it is made/produced in Nottinghamshire.	
In marketing efforts, we try to link our product/s to Nottinghamshire's heritage and history.	
All our staff know 'our story' and can communicate this eloquently to existing and new potential customers.	
We work with other local businesses as much as we can to promote each other and/or offer a joint itinerary.	
Overall, our business and products encapsulate and clearly convey the local provenance and 'Nottinghamshire experience'.	
Once you have your total, identify which box (below) it corresponds to and this will guide you through the toolkit.	TOTAL

0-15

Currently your business reflects and encapsulates little of Nottinghamshire and the local food and drink message: Use this toolkit to discover ways to help you promote locally sourced produce and the story of Nottinghamshire.

16-29

Currently your business reflects limited aspects of Nottinghamshire and the local food and drink message: There is much more you can do to improve how well you promote local provenance and Nottinghamshire's story, use this toolkit to find out how.

30-40

Congratulations! Your business reflects Nottinghamshire and the local food and drink message brilliantly. Use this toolkit to identify any additional methods you can use, to help you continue to be a great ambassador for Nottinghamshire food and drink.

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Newfield Dairy Ice Cream Parlour & Café



Kerry's Fresh



Perkins Bar & Bistro



The Martin's Arms

Appendix: C

The Full Story:

The Fruit Basket



The family-owned business 'The Fruit Basket', situated in West Bridgford has been taking on the challenge of supplying their customers with the freshest, highest quality, locally sourced produce, namely fruit, vegetables and wholefoods, for over 30 years. However, they have never been met with a such an enormous task as the one posed by COVID-19. This is the inspiring story of a Nottinghamshire business, who, when the pandemic hit, fought back, tackling a whole host of problems head on so they could continue serving their customers as they always have. The Fruit Basket and their staff have had to think creatively, work even harder and longer than usual, to, quite literally, transform the operations of the business, in a bid to stay afloat and be an integral support to their community.

BEFORE COVID-19

Pre COVID-19, the wholesale arm of the business, 'The Fruit Basket Direct', ran a small home delivery service. Alongside this, they ran a bigger operation in which they were a supplier to many of the area's best pubs, cafés and restaurants. They also ran their retail outlet in West Bridgford very successfully, with a vast range of instore products, sourced locally through their many partnerships with local producers and farmers.

COVID-19 LANDS A DEVASTATING BLOW

When the lockdown was announced in March, 'The Fruit Basket' lost their main customer base, hospitality establishments, and along with it 90% of their business. This was a devastating blow, though it wasn't long before they spotted an opportunity, a rocketing demand for home deliveries. There was still a problem though, home deliveries had only ever been a small part of their business, they somehow had to increase their capacity for home deliveries and quick.





Kerry's Fresh



The Dapper Spaniel



The Dapper Spaniel



The Martin's Arms

ADAPTING: CHALLENGES IMPOSED BY COVID-19 AND OBSTACLES TO OVERCOME

- Cash Flow: sales revenues were down 90%, monies were tied up in outstanding debt from customers who had had to close and bills still needed to be paid
- Employees: managing the concerns of staff members regarding working on the front line and differing workloads
- Ordering process: As home deliveries were only a small part of the operation, the system in place was one where customers had to email or phone up to place an order. When they started to increase orders, the admin was laborious and took too long
- Work-life balance: Transforming the entire operations of a family run business at extremely short notice and under time pressure, equated to 7-day working weeks with extremely long hours. This was made especially difficult with children and childcare to juggle too.

SOLUTIONS

- Cash Flow: Moving quickly to home deliveries enabled them to recoup some cash as orders would be paid for either on the day or the next day.
- Employees: Put in all required social distancing and safety measures; PPE, hand sanitiser, 2-metre rule. They also changed rotas so the same people would be working together where possible. This helped to make their staff feel safe in the workplace.
- Ordering Process: They built an online shop to process orders online, this was much quicker and more efficient for both the business and customers. This enabled capacity to be increased significantly too.
- Work-life balance: The improved operational processes and the introduction of the website reduced some of the long working hours, though the dedicated staff have still been working extremely hard and are yet to have a holiday!

AFTER COVID-19 ADAPTATIONS

The Fruit Basket Direct now deliver all across Nottinghamshire, Mon – Sat. Customers place orders online on their brand-new website and orders are fulfilled within 48-hours. Since the introduction of the website, a whopping 1300 customers have registered online. There is no charge for the delivery service and no minimum ordering requirement, making this accessible as many people as possible.

Follow them on Social Media for all the latest updates & visit the website to order

Facebook: @FruitBasketDirect

Instagram: The Fruit Basket Direct

Twitter: @NFBdirect

Website: www.thefruitbasketdirect.uk



Perkins Bar & Bistro



You can find out the latest COVID-19 information for Nottinghamshire here:

www.nottinghamshire.gov.uk/care/coronavirus/covid-restrictions-for-nottinghamshire

For further enquiries please contact Nottinghamshire County Council on 0300 500 80 80



14 December 2020**Agenda Item: 8****REPORT OF THE CORPORATE DIRECTOR, PLACE****UPDATE ON YOUTH EMPLOYMENT SUPPORT IN NOTTINGHAMSHIRE****Purpose of the Report**

1. The purpose of this report is threefold:
 - a) To provide contextual information relating to youth unemployment across Nottinghamshire;
 - b) To provide an overview of the Government's Kickstarter Scheme and other national, regional and local programmes aimed at supporting young people; and
 - c) To seek Member approval to undertake the procurement of an online platform for career management and transition.

Information

2. The Council Plan, 'Your Nottinghamshire, Your Future' has supporting young people's education and employment opportunities as instrumental in generating a strong and vibrant economy in the county. Now more than ever is such an approach key to ensuring that Nottinghamshire makes a rapid and full economic recovery from COVID-19. Young people will be critical to getting the economy started quickly and safely. They are adaptable and flexible in terms of skill acquisition and ability to relocate to find employment.
3. Even before the COVID-19 pandemic, forecasts suggested the numbers of young people outside of education, training and employment was likely to grow due to overall population rises in this age group and the increasing prevalence of some risk factors in the school-leaving population.

Youth Unemployment across Nottinghamshire

4. As reported to this Committee at its inaugural meeting in July, the Council and its partners keep under constant review labour market intelligence. The unemployment rate is categorised as a 'lagging indicator', it is amongst the most reliable as it is seen as confirming a pattern that is in progress. If the unemployment rate rose last month and the month before, it indicates that the overall economy has been doing poorly and may well continue to do poorly. The trajectory across Nottinghamshire suggests there will be a tightening of the labour market. Comprehensive and contemporary data, analysis and intelligence on the economy is provided in:

- The Council's interactive employment bulletins, can be accessed on line at:

<https://app.powerbi.com/view?r=eyJrIjoibGJhNTFiZTgtMjJiMi00YTg1LWFIODktNTBiNjQ1MThjYjJmliwidCI6IjZINWEzN2JiLWE5NjEtNGU0Zi1iYWVFI3OThhMjI0NWYzMCIsImMiOjh9>

- Derby, Derbyshire, Nottingham and Nottinghamshire (D2N2) Data Centre, accessible online at: <https://d2n2lep.org/data-centre/>
- The Midlands Engine Economic Observatory, accessible online at: <https://www.midlandengine.org/our-programmes/observatory/>

5. Universal Credit is a payment to help with living costs for those on a low income, out of work or unable to work. September 2020 statistics indicate there is close to 60,000 Nottinghamshire people on Universal Credit, 9% of which are young people. The table which follows, broken down by district, illustrates a doubling of claimants since July 2019.

Universal Credit Claimants by Local Authority	Jul-19	Mar-20	Jul-20	Sept-20
	Aged 16-24	Aged 16-24	Aged 16-24	Aged 16-24
Ashfield	455	560	1,080	1035
Bassetlaw	410	415	860	825
Broxtowe	300	325	720	720
Gedling	320	395	820	805
Mansfield	420	540	1,005	895
Newark and Sherwood	305	380	830	810
Rushcliffe	165	190	500	515
AREA TOTAL	2375	2805	5815	5605

Source: Department for Work and Pensions Universal Credit Claimants by age group

6. Decades of research have shed light on the ‘scarring’ effect of youth unemployment. It can have a life-long impact in terms of low pay and reduced life chances. A growing number of studies are showing that living without work does not only affect income and career prospect but impacts on wellbeing and stress, affecting both mental and physical health. With the dual combination of an increase in young people falling out of the labour market and a recession, closing the employment gap requires significant work.
7. Issues around youth unemployment are not unique to Nottinghamshire. A House of Commons Library Research Briefing (October 2020), asserted that in April to June 2020, the United Kingdom (UK) youth unemployment rate was 12.3%, compared to 16.1% for the European Union (EU).
8. It is reassuring to note that, despite so much uncertainty, some businesses are not only surviving, but thriving. Manufacturing, logistics and digital are continuing to see significant growth this year, despite many businesses facing stumbling blocks. It is sectors such as retail and hospitality that will need to make use of the Government’s extended furlough scheme through to March 2021.

Kickstart Scheme and other national, regional and local programmes aimed at supporting young people

9. At a time when job opportunities are few and far between, getting young people valuable paid work experience is a good undertaking. In recognition that young people have been some of the hardest hit by the pandemic and unemployment can have longstanding


implications for their future jobs and wages, the Government launched the Kickstart jobs creation programme.

10. The Kickstarter Scheme went live on 2 September 2020 to help young people aged 16-24-year old who are claiming Universal Credit and at risk of long-term unemployment get into the job market, by providing government funding for employers to create a six-month job.

11. The Kickstart Scheme is expected to create more than 250,000 high-quality jobs. So far, through the Kickstart Scheme nationally:

- 19,672 jobs have been created for young people
- jobs in tech, film and TV, communications, fitness, and the charity sector are among the roles on offer
- more than 4,350 applications from employers have been received
- 500+ "gateways" - organisations that act on behalf of employers with space for 29 or fewer placements - have signed up.

12. Locally, the East Midlands Chamber of Commerce (one of a series of gateways operating in the County) have indicated that they have 334 job placements from 99 businesses across Nottingham and Nottinghamshire. They have launched a placed based marketing campaign and are aiming to run more question and answer sessions in November. Whether a member of the Chamber, or thinking about becoming one, businesses can attend many of the varied events put on every week. Details on the Kickstart Scheme events can be found here:

 https://www.emc-dnl.co.uk/view-all-events/?action=event_search&category=&location=&keyword=kickstart&datefrom=&dateeto=&sortby=

13. The Council is working with its jointly-owned social enterprise, Futures Advice, Skills and Employment (Futures) and the Department for Work and Pensions (DWP), to provide an 'Introduction to Kickstart' programme for eligible young people in Nottinghamshire. This pilot initiative will see young people receive a range of support to prepare and support them within Kickstart work placements, with the aim of securing sustainable employment thereafter.

14. To improve the quality and breadth of work experience and to help provide a rudimentary understanding of the content of real jobs, the Council's Human Resources, Workforce Planning & Organisational Development team are exploring the option of offering placements through the Kickstart scheme. Details of which will be reported to a future Personnel Committee.

15. Further details of the Kickstart Scheme can be found at **Appendix A**.

16. On 25 November 2020 the Chancellor unveiled a one-year spending review for 2021-22, which included two significant job market priorities: how to get employment growing again next year and how to help the unemployed to fill those jobs. The following programmes were revealed:

- **Employability:** £2.9bn on a DWP 3-year 'restart' programme to help over one million people that have been unemployed for 12 months or more to find employment

- **Wages:** National minimum wage rising to £8.91 an hour and extended to those 23 years old plus (benefiting 2m people). The national minimum wage for apprentices will increase in April 2021 from £4.15 to £4.30 per hour
- **Education:** 3-year investment plan for schools. An increased school budget by £2.2bn to deliver government's priority of £7.1bn by 2022-23 and rebuilding 500 schools over the next decade
- **Skills:** An extra £291m to pay for young people to go into Further Education.
 - £1.5bn to rebuild Colleges and £375m in 2021-22 to deliver the lifetime skills guarantee and extend traineeships, sector-based work academies, the National Career Service and improvements to the way the Apprenticeship system works. From August 2021, employers who pay the levy will be able to transfer unspent levy funds in bulk to small and medium-sized enterprises (SMEs) with a new pledge function.

17. Along with programmes being delivered by Futures and the Council's cultural, learning and libraries service – Inspire, we can report that the Council is a partner in bidding for c£12m of external funding for projects relating to employment. **Appendix B** summarises this and other national, regional and local programmes aimed at supporting young people who require the most help with moving into meaningful employment or training.

18. The Council by using these innovative service delivery models will continue to work with our commissioned service providers to further support these programmes in innovative and flexible ways. The use of our libraries and young people's centres is invaluable in helping young people access the support they need.

Employment and Skills Brokerage – a proposed online platform for career management and transition

19. It is recognised that, despite the best intentions of all involved, commitments to place local people into the jobs created locally – especially by major development schemes - are often unachieved.

20. A key reason for this, is the challenge of meeting the very specific needs of some sectors (such as, but not limited to, the construction industry) through mainstream employment support, which can result in ineffective matching between the needs of the employer and the skills of the candidate. This is demotivating for all involved.

21. In March 2020, Policy Committee approved the adoption of the Employment and Health Strategy 2020-2030, along with the establishment of posts to support employment opportunities across the Council and the County. This recruitment was put on hold as a result of the pandemic.

22. Roll forward four months, in July 2020 members gave approval for officers to explore the merit of having an Employment and Skills Brokerage. This work has since taken place, with phase one resulting in the launch of the Council's Employment and Skills Portal. The Nottinghamshire Employment and Skills Portal contains a wealth of online information and resources offering support to young people and residents and is accessible via the following link: <https://www.nottinghamshire.gov.uk/jobs-and-working/employment-and-skills-portal>

23. Subject to Member approval, officers have prepared a brief to go to the open market to develop a bespoke online platform for career management and transition that will support unemployed people in Nottinghamshire to find new job roles.

24. The proposed two-year pilot platform (with option to extend) will match the human resource requirements of employers with Nottinghamshire residents and provide an understanding of the specific skills and qualifications required for each job advertised. Whilst such an approach will require an ongoing revenue commitment (confirmation of which will be determined through the procurement process), at least initially, this will negate the need to recruit to the Employment Opportunities Manager post.

25. The five key success activities at the heart of this proposed platform includes:

- ☑ Engaging with local employers to develop a clear understanding of the labour force plans and recruitment requirements across the supply chain for each job, as well as any specific requirements for local labour, such as those required as part of Section 106 obligations
- ☑ Engaging with agencies and intermediaries to support them to identify and plan for the anticipated labour requirements. The plan being to provide outreach services directly for our residents through the likes of Futures and Inspire
- ☑ A focus on ensuring that employment opportunities are genuinely accessible to local people, gender inclusive and (where appropriate) prioritise key groups – such as care leavers, disabled and those individuals with long-term health conditions
- ☑ Link in with other interventions to help mobilise and promote the platform, together with access to available pastoral support for local people placed into employment, to ensure that they can succeed in their new roles
- ☑ Monitoring and evaluating the performance of the platform and the successful progression of the individuals helped

Other Options Considered

26. The 'do nothing' option was discounted on two counts. Firstly, as a local authority, Nottinghamshire County Council is required to track young peoples' participation in education and training, enabling those who are not in education, employment or training to be identified. Ensuring there is enough provision to meet the need of those not in education, employment or training (NEET) young people is vital.

27. Secondly, by taking learnings from the Way2Work programme (detailed in Appendix B) it is expected that the proposed platform will be quicker to implement and result in wider participation than would otherwise be achieved on a one-to-one basis by a solo Employment Opportunities Manager.

Reasons for Recommendations

28. To recognise the work undertaken to date by the Council and its partners. Taking note of the issues raised, actions to be taken and work currently underway to address the issues associated with youth unemployment across Nottinghamshire.

29. The cushion of the government's furlough scheme extension until 31 March 2021, is providing businesses with some breathing space. However, the anticipated scale of job cuts to come is likely to require even more effort and interventions on top of those contained within the report and appendices. An accompanying online platform is deemed to be a priority.

30. To ensure that the young people of Nottinghamshire have access to a unique job search portal and support with job opportunities, CV creation, interview simulation and interactive advice. It is expected that the product will share similarities with the Council's own Career

Development Portal and will have the flexibility to adapt to help priority groups as appropriate. The Council's Career Development Portal was launched in October 2018 and is available online at: <https://www.nottinghamshire.gov.uk/jobs-and-working/working-for-us/learning-and-development/career-development-portal>)

Statutory and Policy Implications

31. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

32. There are no financial implications associated with this report as a procurement exercise is proposed, additionally, officers are exploring with partners how the cost of an engaging, content-rich, online platform to provide career empowerment for the people of Nottinghamshire, can be realised and shared. Further reports will be brought to Committee detailing the outcomes of this work.

RECOMMENDATIONS

It is recommended that the COVID-19 Resilience, Recovery and Renewal Committee:

- 1) Approve the procurement of an online platform for career management and transition.
- 2) Confirm agreement to the continued involvement of the Council in providing an 'Introduction to Kickstart' programme for eligible young people in Nottinghamshire, in partnership with the DWP and our jointly owned Futures Company.

Adrian Smith
Corporate Director, Place

For any enquiries about this report please contact: Nicola M^cCoy-Brown, Growth and Economic Development ext. 72580

Constitutional Comments [KK 17/11/2020]

33. The proposals in this report are within the remit of the Covid-19 Resilience, Recovery and Renewal Committee.

Financial Comments [RWK 16/11/2020]

34. There are no specific financial implications arising directly from this report. Any financial implications arising from the further work proposed in the report will be detailed in future reports to Committee.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- *Youth unemployment statistics*, House of Commons Library Research Briefing, published 13 October 2020 and available online at:
<https://commonslibrary.parliament.uk/research-briefings/sn05871/#:~:text=In%20April%2DJune%202020%2C%20the,youth%20unemployment%20rate%20at%207.0%25.>
- *Nottinghamshire COVID-19 Economic Recovery Framework*, report to COVID-19 Resilience, Recovery and Renewal Committee, published 16 July 2020
- *Employment and Health Strategy 2020-30*, published 18 March 2020 and available online at:
<https://www.nottinghamshire.gov.uk/policy-library/72899/employment-and-health-strategy-2020-30>
- *The Spending Review 2020 speech as delivered by Chancellor Rishi Sunak*
<https://www.gov.uk/government/speeches/spending-review-2020-speech>

Electoral Division(s) and Member(s) Affected

- All

Appendix A: Overview of the Kickstart Scheme

1. The Kickstart jobs creation programme went live on 2 September 2020. This is focused on 16-24-year olds who are claiming Universal Credit and at risk of long-term unemployment.
2. Employers of all sizes and from all sectors can be funded to offer new roles. Further funding is available so employers can support young people to develop their skills and to help them move into sustained employment. If an employer can only take on a small number of people, they can still access the scheme through a Kickstart gateway.
3. Funding will cover for each job:
 - 100% of the [National Minimum Wage](#)¹ (or the [National Living Wage](#) depending on the age of the participant) for 25 hours per week for a total of 6 months
 - associated [employer National Insurance contributions](#)²
 - employer minimum automatic enrolment pension contribution
 - £1,500 for job training and support for work search preparation
4. More information can be found online at: www.gov.uk/government/collections/kickstart-scheme
5. The first placements are likely to be available from November and young people can access via the Job Help website at: <https://jobhelp.campaign.gov.uk/kickstart/>. Further funding is available for training and support for young people on the scheme, to help them get a job in the future. The last placements will start in December 2021 with the scheme ending in summer 2022.
6. A Kickstart application must be for a minimum of 30 job placements. If a single employer cannot provide this many job placements, an existing Kickstart gateway (typically a local authority, charity or trade body) can be identified online at: <https://www.gov.uk/guidance/find-someone-to-apply-for-a-kickstart-scheme-grant-on-your-behalf>
7. Employers can apply to be on the list³ as a Kickstart gateway, with a view to helping other employers get a Kickstart Grant. Along with Futures Advice, Skills and Employment, six other partner and local organisations are known to be or exploring to become a representative, covering the County as follows:
 - East Midlands Chamber
 - East Midlands Councils
 - Nottingham City Council – Greater Nottingham and D2N2
 - Bolsover District Council – covering Bassetlaw and Ashfield
 - Groundwork Greater Nottingham – Nottinghamshire
 - Workpays – East Midlands

¹

National Living Wage and the National Minimum Wage	25 and over	21 to 24	18 to 20	Under 18	Apprentice
April 2020 (current rate)	£8.72	£8.20	£6.45	£4.55	£4.15

² <https://www.gov.uk/national-insurance-rates-letters#employer-national-insurance-rates>

³ <https://www.gov.uk/guidance/find-someone-to-apply-for-a-kickstart-scheme-grant-on-your-behalf>

APPENDIX B: An overview of programmes delivered through Futures and Inspire, along with summaries of other national, regional and local programmes aimed at supporting young people

FUTURES ADVICE, SKILLS AND EMPLOYMENT

1. The Council is a delivery partner on two Futures-led European Social Fund (ESF) projects:
 - a) £3M 'Unlocking Potential Hub', which will expand the work of the Careers and Enterprise Company (CEC) Enterprise Coordinators. Providing an online portal to link Nottinghamshire schools, colleges and youth services with local employers and support the careers and employability agenda amongst young people transitioning from full-time education to the world of work. More details be found online by visiting:
<https://www.futuresforyou.com/unlocking-potential.html>
 - b) £8M 'Well for Work', which will see a dedicated team of employment advisers and business engagement managers working alongside Council public health teams, to support unemployed residents with health conditions into sustainable employment.
2. The Council have partnered with Futures to submit a £4M bid to the Youth Future Foundation, to provide dedicated support to all year 9s and 10s in Nottinghamshire schools identified as at risk of becoming NEET (those not in education, employment, or training). There is cautious optimism around the success, as the bid team are currently responding to the clarification question process. The outcome of which is expected towards the end of 2020.
3. In Nottinghamshire, successfully run 4 Sector-based Work Academy Programmes (SWAP) since August, which engaged with 46 residents, linking and preparing them for specific employment opportunities. Interviews are currently being scheduled and at least 50% of participants are expected to progress into jobs.
4. Since April, Futures and its delivery partners have engaged with 12 employers looking to support their employees through the redundancy support offered within the National Careers Service, providing support sessions and skills training to all employees affected.
5. Through the National Careers Service and other employment programmes such as 'Way to Work', Futures have engaged with 941 Nottinghamshire residents since January 2020, of which 450 have progressed into a job or a learning outcome. A breakdown by district follows:

	Authority	Customers	Outcome	
6. Futures recently funding Careers provide	Ashfield	461	195	have secured additional from the National Service to
	Bassetlaw	75	31	
	Broxtowe	94	52	
	Gedling	22	10	
	Mansfield	199	126	
	Rushcliffe	90	36	

employability and skills support to those made redundant, seeking work and retraining. Over the course of the next 17 months this is expected to bring in a further £122k to support a further 956 Nottinghamshire residents into work.

INSPIRE CULTURE, LEARNING AND LIBRARIES

7. Our cultural, learning and libraries service, Inspire is one of 14 delivery partners in the ESF funded Way 2 Work that delivers across the D2N2 sub-region. It seeks to support both long-term unemployed and economically inactive beneficiaries. Since the beginning of the 2020/21 Academic Year, Inspire has actively recruited 123 beneficiaries (aged between 16-18) who were previously economically inactive who are now actively seeking employment. These individuals would otherwise have been both economically inactive and counted towards the NEET statistics.
8. In addition to the above Way 2 Work activity, Inspire has recruited and supported 63 young people who would otherwise be NEET onto a range of training programmes that are designed to boost their employability. Courses are offered in a range of sectors such as carpentry and joinery to ICT.
9. Inspire offer a range of programmes for young people aged 16 to 24 from 9 specialist centres across Nottinghamshire: Eastbourne House (Sutton in Ashfield), MyPlace at the Westfield Folkhouse (Mansfield), Hucknall Young People's Centre, Eastwood Young People's Centre, Arnold Redhill Young People's Centre, Stapleford Young People's Centre, Worksop Library (currently based at The Crossing), Retford Young People's Centre and Newark Library.
10. The programmes are designed to help develop skills whilst getting real work experience. The Study Programme face-to face delivery remained open during the National Lockdown (5 November - 2 December 2020).
11. The team of professional tutors offer the following programmes. Click on the links to find out more about each course:
 - [City & Guilds Health and Social Care Level 1](#)
 - [City & Guilds Health and Social Care Level 2](#)
 - [City & Guilds Level 1 Certificate: Introduction to the Hospitality Industry.](#)
 - [City & Guilds Level 2 Diploma in Hospitality Services](#)
 - [AIM Awards Level 1 and 2 in Carpentry and Joinery](#)
 - [AIM AWARDS Level 1 and 2 in Painting and Decorating](#)
 - [AIM Awards in Employability and Personal and Social Development \(Levels 1 and 2 and Access All Areas\).](#)
 - [AIM Awards Level 1 and 2 in Bricklaying and Construction](#)
 - [City & Guilds IT User Skills Level 1 and 2](#)

12. Maths and English are an integral part of all programmes. OCR GCSEs (9-1) in English Language and Mathematics is provided. Depending on previous attainment, individuals are placed on a programme that suits them. This could be Functional Skills or if they have previously achieved a 3 or D, GCSE.

13. Individual support to learners is offered. Applications from young people who may not have had a positive school experience are welcomed. Small class sizes and a determination to provide individual support has contributed to excellent progression levels. Over 75% of learners move on to additional learning or employment when they complete their time with Inspire Learning.

14. Individual work placements are offered as well as group community projects for learners to gain valuable employability skills and make a positive contribution to the community.

Traineeships

15. As well as the study programme, individuals can also complete a traineeship for up to six months which includes:

- a work placement offering developmental work experience
- work training skills, for example CV writing, interview preparation and interpersonal skills
- qualification in maths and English
- a range of support and flexible training to help develop skills and progress quickly on to an apprenticeship or secure employment

Post-16 Bursary

16. Inspire Learning pay a bursary to all students of up to £100 per month. These payments are weighted towards those who face the most challenging financial barriers to taking part in education. All travel cost is refunded, and Child Benefit is not affected.

Help to get in to training and employment

17. Inspire Culture, Learning and Libraries joined partners across the region to support unemployed residents, especially those facing barriers to find a job, through a new programme called Way2Work. Along with help with the costs of starting a new job, Way2Work can help with:

- Work preparation
- Job application advice
- Self-employment
- Work experience
- Apprenticeships
- Development of new skills
- Qualifications in Maths and English
- Qualifications in IT

SUMMARIES OF OTHER NATIONAL, REGIONAL AND LOCAL PROGRAMMES AIMED AT SUPPORTING YOUNG PEOPLE

18. Understanding how effectively small to medium sized enterprises and industries of high priority for Nottinghamshire can interact with higher skills and graduates, will be imperative once the longer-term economic impact of COVID-19 begins to be realised. Work is ongoing with the universities in respect of graduate underemployment, retention and returners.
19. Wider, future opportunities available to young people are being explored, including the Development Corporation and the potential of High Speed 2 (HS2), particularly for skills development and employment opportunities, both now and into the future. In addition, a review of the importance of the advanced manufacturing sector to the County's economy will explore the current and future skills requirements of the workforce.
20. Every effort is being made to ensure that businesses are aware of the opportunities available to them locally. The Council's Business Advisers, working in tandem with the D2N2 Growth Hub, are promoting the availability of the various schemes in their one-to-one discussions with local businesses.
21. Cross-departmental work is underway to develop four interventions which will support young people to make good career choices and have the confidence to participate in enriching activities:
 - a) Recruitment to a Placement Coordinator post with Broxtowe Youth Homelessness to deliver two-day work experience preparation sessions and organisation of work experience placements
<http://broxtoweyouthhomeless.org.uk/what-we-do/#personal-development>
 - b) Moving online the work with the virtual school to support sessions for years 8-11. Contributions include video clips highlighting different options post-16
 - c) Mansfield Palace Theatre is working with Inspire Youth Arts and Captivate, the cultural education partnership for Mansfield and Ashfield, on the 'Get This' project which aims to provide arts and cultural activities for children aged eight to 19 years and their families while helping to produce, shape and take part in the arts. The project has external funding and has commissioned a Nottinghamshire care leaver to deliver social media promotion. Visit facebook.com/GetThisMansfield
 - d) Development of a mentoring offer for Nottinghamshire Looked After Children and Care Leavers, working in partnership with Nottingham Trent University and partners
22. The D2N2 LEP People and Skills Board have a focus on young people and use European Social Funding (ESF) to invest in people, with a focus on improving employment and education opportunities and to improve the situation of the most vulnerable people at risk of poverty. Details of projects funded including those for young people can be found:
<https://www.d2n2ta.org/european-structural-and-investment-funds/european-social-fund/funded-projects/>

23. The Government has updated the guidance for apprentices, employers, training providers and assessment organisations in response to the impact of the coronavirus outbreak in line with national restrictions. The details which provide information on temporary flexibilities to the funding rules can be found here: <https://www.gov.uk/government/publications/coronavirus-covid-19-apprenticeship-programme-response>

14 December 2020

Agenda Item: 9

**REPORT OF SERVICE DIRECTOR, CUSTOMERS, GOVERNANCE AND
EMPLOYEES**

WORK PROGRAMME

Purpose of the Report

1. To consider the Committee's work programme.

Information

2. The County Council requires each committee to maintain a work programme. The work programme will assist the management of the committee's agenda, the scheduling of the committee's business and forward planning. The work programme will be updated and reviewed at each pre-agenda meeting and committee meeting. Any member of the committee is able to suggest items for possible inclusion.
3. The attached work programme has been drafted in consultation with the Chair and Vice-Chairs and includes items which can be anticipated at the present time. Other items will be added to the programme as they are identified. The meeting dates and agenda items are subject to review in light of the ongoing COVID-19 period.
4. As part of the transparency introduced by the revised committee arrangements in 2012, committees are expected to review day to day operational decisions made by officers using their delegated powers. It is anticipated that the committee will wish to commission periodic reports on such decisions. The committee is therefore requested to identify activities on which it would like to receive reports for inclusion in the work programme.

Other Options Considered

5. None

Reason/s for Recommendation/s

6. To assist the committee in preparing its work programme.

Statutory and Policy Implications

7. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human

rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

That the committee considers whether any amendments are required to the work programme.

Marjorie Toward
Service Director, Customers, Governance & Employees

For any enquiries about this report please contact: Sara Allmond – sara.allmond@nottsc.gov.uk

Constitutional Comments (HD)

8. The Committee has authority to consider the matters set out in this report by virtue of its terms of reference.

Financial Comments (NS)

9. There are no direct financial implications arising from the contents of this report. Any future reports to Committee on operational activities and officer working groups, will contain relevant financial information and comments.

Background Papers and Published Documents

- None

Electoral Division(s) and Member(s) Affected

- All

COVID 19 RESILIENCE, RECOVERY AND RENEWAL COMMITTEE – WORK PROGRAMME 2020-21 (AS AT 4 DECEMBER 2020)

Report Title	Brief Summary of Agenda Item	Lead Officer	Report Author
25 January 2021			
COVID 19 Update report	To update Members on the impact of the Coronavirus crisis on the work of Nottinghamshire County Council, and the Council's response and recovery planning.	Adrian Smith	Derek Higton
COVID 19 Situation Update	A regular update from the Director of Public Health	Jonathan Smith	William Brealy
Economic Recovery Plan update report	To update members on progress with the Economic Recovery plan	Adrian Smith	Nicola McCoy-Brown
14 December 2020			
COVID 19 Update report	To update Members on the impact of the Coronavirus crisis on the work of Nottinghamshire County Council, and the Council's response and recovery planning.	Adrian Smith	Derek Higton
COVID 19 Situation Update	A regular update from the Director of Public Health	Jonathan Smith	William Brealy
16 March 2021			
COVID 19 Update report	To update Members on the impact of the Coronavirus crisis on the work of Nottinghamshire County Council, and the Council's response and recovery planning.	Adrian Smith	Derek Higton
COVID 19 Situation Update	A regular update from the Director of Public Health	Jonathan Smith	William Brealy

Report Title	Brief Summary of Agenda Item	Lead Officer	Report Author
28 June 2021			
COVID 19 Update report	To update Members on the impact of the Coronavirus crisis on the work of Nottinghamshire County Council, and the Council's response and recovery planning.	Adrian Smith	Derek Higton
COVID 19 Situation Update	A regular update from the Director of Public Health	Jonathan Smith	William Brealy
Economic Recovery Plan update report	To update members on progress with the Economic Recovery plan	Adrian Smith	Nicola McCoy-Brown