

# Nottinghamshire County Council

COVID-19 crisis Economic Recovery Action Plan 2020 -2022

# RECOVERY ACTION PLAN

Rebuilding **Nottinghamshire's economy** together  
to emerge as a county moving forward

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



## Our vision

A great place to bring your family

A great place to fulfil your ambition

A great place to enjoy your later life

A great place to grow and start your business



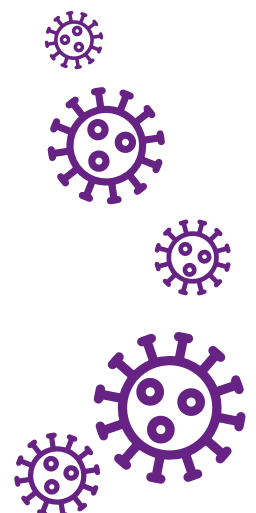


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# Foreword

from the Chairman of the COVID-19 Resilience, Renewal and Recovery Committee

We will remember 2020 as the year we were hit by a previously unknown pandemic.

Nottinghamshire is facing one of its biggest challenges ever with Coronavirus impacting our entire economy. Regaining our pre-pandemic performance is our ultimate goal and we recognise that many businesses require significant support to restart their operations. We must not lose sight of our vision too, for Nottinghamshire to stand out as:



Councillor John Knight

- A great place to bring up your family
- A great place to fulfil your ambition
- A great place to enjoy your later life
- A great place to start and grow your business

Our Economic Recovery will require a multi-agency approach to help those affected today, tomorrow and in the future. However, I believe the County is uniquely positioned to draw on its partnerships and the services that it delivers to create the right conditions for a strong local economy.

Nottinghamshire County Council has developed an 11-point Action Plan to help the local economy withstand and recover from COVID-19. The plan covers the five themes of people, business, the visitor economy, infrastructure and place, has two phases and includes 35 initiatives. In total the County response to the COVID-19 emergency has generated over £6m worth of funding to support the local economy, in the recovery phase alone. The action plan as outlined in this document will involve using existing funding as well as working with national and local partners to leverage additional resources. The Action Plan is based on local knowledge and expertise and draws upon best practice from elsewhere. As such, it will inevitably need to adapt, to benefit local people as circumstances evolve.

The plan will be overseen and monitored by the newly established Resilience, Recovery and Renewal Committee. This committee is committed to working hard to deliver the plan and ensure we do all we can to help the economy recover from this unprecedented situation. We believe that with hard work there should be no limits to our aims and ambitions.

- **In the short term we will** focus on addressing the needs of re-opening the County and supporting our high streets and business operations in a way that is compliant with social distancing and enables footfall to bounce back safely. I am delighted that, already, some of these initiatives are being delivered with great success!
- **In the short to medium term we recognise there is a need for** a partnership approach that will focus on the future of our wonderful county. We are setting out measures we intend to take over the next twelve months and beyond to ensure we have a blueprint for all the work we will do.

Our bold aim is to help Nottinghamshire's business base recover and transform. We will continue to set out an ambitious future for Nottinghamshire which will be even more important in delivering our vision of "Your Nottinghamshire, Your Future."



**Rebuilding Nottinghamshire's economy together to emerge as a county moving forward**



# OUR VISION, OUR AIMS YOUR NOTTINGHAMSHIRE, YOUR FUTURE



To maintain progress towards the vision and ambitions set out in the Council Plan, the Council has been exploring best practice from, other parts of the country using available data to understand current and future challenges our businesses and residents might face, and how Government policy is currently responding to that. Whilst there has been some easing of restrictions, we anticipate challenging times ahead for businesses and our economy, especially as the two national furlough schemes for employees and the self-employed draws to a close in the autumn and in the light of more recent local lockdowns elsewhere in England. Whilst we know there remain many challenges, we also want to capitalise on the many opportunities.

The Council wants to support a productive economy where residents prosper, and everyone can reach their full potential. This has never been more relevant since the impact of COVID-19. The proposed approach contained within this plan is ambitious in looking holistically to plan for growth through renewing and reconnecting Nottinghamshire's natural, built and industrial environments.

In order to help build a more balanced and resilient innovation led economy in the wake of COVID-19, the Council will adopt the following five simultaneous approaches to recovery over the next two years:

## Response

Supporting businesses to rebound by working with partners and central Government to mitigate the economic impact of the crisis. Signposting to the Growth Hub, enhancing the business support offer with dedicated Nottinghamshire business advisers and shaping support programmes

## Recovery

With our strategic partners, implement people-centred measures to promote sustainable growth, integrating the green transition, digital transformation and drawing upon on lessons learned from the crisis

## Restore

Direct activities and interventions towards minimising economic variation in different parts of the county and building productivity and resilience of key parts of the economy

## Resilience

Strengthen business resilience to enable planned, agile, and innovative responses to mitigate the impact of any future crisis or external change

## Renewal

Create and shape opportunities for longer term economic transformation through capital investment, connectivity and infrastructure, innovation and the creation of a responsive, skilled workforce

We know we do not have the ability to control or influence everything and we certainly do not have all the answers and solutions yet. Nevertheless, we must start somewhere to ensure the highest impact and value for money from our targeted activities. As we rebuild Nottinghamshire's economy together to emerge as a County moving forward, the five themes we will base our work on are: people, business, visitor economy, infrastructure and place. These five themes will be a constant throughout this Plan.

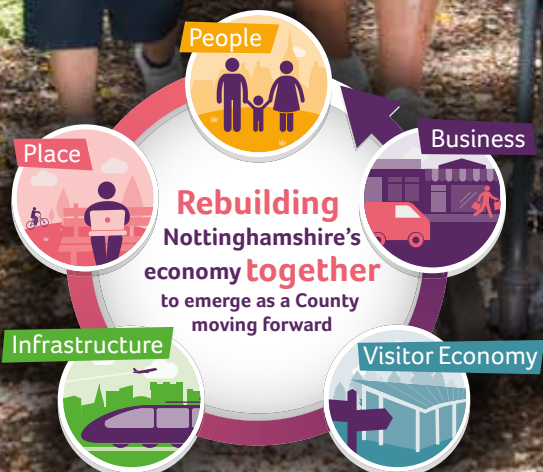


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# The Current Economic Headwind

The full impact of the economic challenges ahead is becoming clearer as data emerges. What is clear, as evidenced in the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2 LEP) Economic Recovery Report for August 2020, is that the short-term impact of the COVID-19 crisis is likely to be significant. Certain key population groups such as: young people, women and unskilled workers are likely to be the worst affected. Data recently released by the Office of National Statistics (ONS) shows that the UK economy shrank 20.4% between April and June 2020, when compared with the first three months of the year. However, on a month by month basis, the economy grew by 8.7% in June 2020, after growth of 1.8% in May. These small shoots of recovery need to be sustained into long term growth and we need to factor flexibility into the future plan to cope with the end of the two national furlough schemes and other interventions offering financial support to businesses, and the possibility in the future of local lockdowns..

**For now, we know across Nottinghamshire due to the COVID-19 pandemic:**



To date, the D2N2 Growth Hub COVID-19 Survey has found the following in respect of 794 respondents:

- **97%** of businesses said Covid-19 was affecting their business, the overwhelming majority in a negative way
- **71%** of respondents furloughed staff, and **6%** made staff redundant
- **72%** of respondents have experienced over **50%** decline in sales

## People



- A minimum of 66,000 jobs in Nottinghamshire are rated as high risk i.e. not a keyworker position and the job is not suitable for remote working
- Nottinghamshire has a lower proportion of the population aged 16-64 (33%) with higher level qualifications (NVQ4+) compared to England (40%), which may affect the resilience of the economy and of employment in the region
- As at 31 July 2020, a total of 115,600 employments have been furloughed in Nottinghamshire since March 2020 under the Government's Coronavirus Job Retention Scheme (CJRS), which equates to 24% of the working age population (16-64)
- As at 31 July 2020, a total of 27,000 claims in Nottinghamshire have been made to the Government's Self Employment Income Support Scheme (SEISS), out of an estimate given by Her Majesty's Revenue and Customs (HMRC) of the eligible population of 35,100, giving a take-up rate of 76%. The typical value of an individual claim was £2,900. Nationally, 34% of the total number of claims made to date are from the Construction Sector
- 15,450 additional people claiming Universal Credit (79.2% increase from March to May 2020)
- 172 not in employment, education, or training (NEET) (1.7% of 16-17 cohort).



## Business



- Trade, Accommodation & Food and Manufacturing services account for the largest proportion of jobs furloughed (19%, 17% and 10% respectively)
- Without intervention, sluggish growth or contraction of major sectors such as Manufacturing, Education and Wholesale/Retail trades will bear the brunt of the economic impact in absolute terms in the County
- Hospitality, travel and retail sectors are likely to require most intervention, with accommodation and food services expected to be the hardest hit.

## Visitor



- Workers employed in the hospitality, non-food retail, arts, leisure and entertainment sectors are twice as likely to lose their job compared to employees in other sectors of the economy

In the 3 weeks between 16 April to 7 May 2020, 90% of accommodation and food services business and 85% of arts, recreation and entertainment businesses surveyed reported a 50% drop in sales.

## Infrastructure



- Nottinghamshire has a legacy of historic under-investment in transport infrastructure across parts of the County and we already plan to spend £55.6m on highways infrastructure in 2020/21. Our ambition for infrastructure led growth needs real and inclusive connectivity improvements. This requires £multi-million investments in each of our road, rail, bus, active travel and digital networks, establishing 4 major growth corridors across the County and supporting over 828,000 residents to work, earn and live healthy lives and supporting more than 31,000 local businesses to grow and do business.

## Place



- Almost every part of Nottinghamshire's economy will contract more than the national average
- Contraction of local high streets in context of increasing online retail and declining footfall reducing engagement with key sites across our County
- Higher than average displacement of Nottinghamshire graduates with under 29% retained in 2017
- Evidence from the Treasury continues to demonstrate underfunding to the East Midlands in comparison to other UK areas. Building strong, resilient places that attract local, national and international investment into Nottinghamshire has never been more vital.



# Our Strengths and Opportunities

There are opportunities emerging because of the pandemic. These include new business models, new markets, online services, innovation and diversification to support recovery, as well as the use of new technology. To be successful, the Council will need to take a multi-faceted approach which takes account of geographical differences and economic structures that make distinct parts of Nottinghamshire vulnerable to different effects of the crisis.

**In terms of infrastructure, the County is well-connected.**

## Transportation systems

The COVID-19 outbreak has been a stress test to the resiliency and sustainability of our transportation networks and infrastructure. We have over 4,000 kilometres of road network. North-south routes are particularly strong for both road and rail, with the recently upgraded M1 on our western side and the A1 to the east. The East Coast Mainline has stations at Newark and Retford, providing very good access to London and northern cities.

Now as we look to recovery, the value of public-private partnerships and technology integration has never been clearer. A growing body of research shows that a broad uptake of emerging mobility technologies like shared, electric and autonomous mobility (SEAM) over the next three decades could increase accessibility, social equity, and economic growth, while reducing carbon emissions by more than 80%. This points to the need for greater investment and well-informed expenditure for achieving resiliency of movement of people and goods for both immediate and long-term timeframes. As we look beyond the immediate crisis, by winter 2020 the Council stands poised to approve a comprehensive Infrastructure Plan aimed at accelerating the modernisation of our transport infrastructure and systems, by building a more resilient, sustainable and inclusive mobility that serves everyone. It will set out our path towards zero carbon pollution and will recognise the role that technology can play in delivering reductions in congestion and pollution.

## Communication networks

The information age of today and technology are transforming how we live, learn, work, communicate and access information. In April 2020, statistics released by the UK's Office for National Statistics showed 49.2% of adults in employment were working from home, as a result of the social distancing measures introduced in response to the coronavirus pandemic. Embracing remote working at such a pace has driven an unprecedented increase in, and reliance on, electronic data which is fast becoming a necessary commodity. Thanks to ever-improving network capabilities, most work and study that people have tended to do during lockdown has been lightweight in terms of its data impact upon a broadband network. For example, sending and receiving emails, database updates, replying to online messages, writing reports, filling in forms and answering calls (voice over internet protocol or VoIP) are all common office tasks made possible on even some of the slowest home broadband links.

The strength of the remote-working economy has helped bolster Nottinghamshire through a tumultuous and unstable period. As companies consider embracing remote working as normality returns, ensuring that as many people and businesses have access to superfast broadband as possible is a sensible approach as it will pay off for years, rather than months to come. We are starting from a high base, with over 98% of premises in the county already able to access superfast broadband and 13.83% of both residential and business premises now able to access a gigabit network. Our investment in broadband means we are one of the most digitally connected places in the country. We are now in the early stages of the next technological revolution, the development of a 5G wireless network.



As well as our transport and communications network strengths that we will continue to cultivate and improve, the Council will do more. We will take advantage of opportunities that arise, specifically by investing in longer-term schemes that are essential to growth and future-proof the County for the next generation.

- A locally led development corporation.

Sector deal to boost tourism across the East Midlands

- Sector deal to boost tourism across the East Midlands
- 
- The collage features several key elements: a modern building with a glass facade, a large wind turbine, a bridge over a river, a winding river, a landscape with hills and a small town, and a small boat on the water. The images are arranged in a horizontal strip, with some overlapping, creating a sense of a diverse and scenic region.



# The **National** response

On 3 March 2020, the UK Government set out a plan<sup>1</sup> to rebuild the United Kingdom for a world with COVID-19 to save lives and safeguard livelihoods. The overwhelming priority was to keep the country safe. For the purpose of this economic recovery plan, we highlight the Government's approach to economic and social support to maintain livelihoods and restore the economy. We are making sure that Nottinghamshire people are made aware of the comprehensive support packages available.

## Economic and social support programme to maintain livelihoods and restore the economy



The Government is providing financial security and support for those who get sick or can't work and a bridge for businesses to protect people's jobs. The Coronavirus Job Retention Scheme has been introduced to prevent employers having to lay off staff and the Self-Employment Income Support Scheme to support eligible sole traders and partnerships and has increased the standard allowance of Universal Credit and basic element of Working Tax

Credits by £20 a week for one year (this will mean claimants are £1,040 per year better off). This is in addition to support for businesses, including:

- VAT deferrals until the end of June that provide a direct cash injection of over £30bn, Self-Assessment tax deferrals from July to next January, providing a cashflow benefit of £13bn and more than 64,000 tailored Time to Pay arrangements agreed with businesses and individuals
- A business rates holiday worth £11bn to businesses
- Direct cash grants worth £10,000 or £25,000 for small businesses including in the retail, hospitality or leisure sectors, worth over £12bn in total
- £1.25bn support for innovative firms
- An extension of time for certain planning permissions
- A rebate scheme to reimburse small and medium sized enterprises (SMEs) for part of their statutory sick pay (SSP) costs worth up to £2bn for up to two million businesses
- A package of government-backed and guaranteed loans, which make available approximately £330bn of guarantees

## Help finding a new job



The Rapid Response Service (RRS) helps workers and employers by giving those facing redundancy access to the services of Job Centre Plus (the executive agency of the Department for Work and Pensions) and its partners before they lose their jobs. As the name suggests, early intervention is a priority objective, helping some workers into new occupations before they lose their current job.

Support from the RRS is now available to any company who makes Jobcentre Plus aware that they are considering redundancies on the following two conditions:

- a) that the company meets the legislative requirement to notify the Insolvency Service that that are proposing to make 20 or more people redundant; or



b) Redundancies are proposed in any areas where the District Manager considers that the overall scale will have a significant impact on the labour market

Support can include:

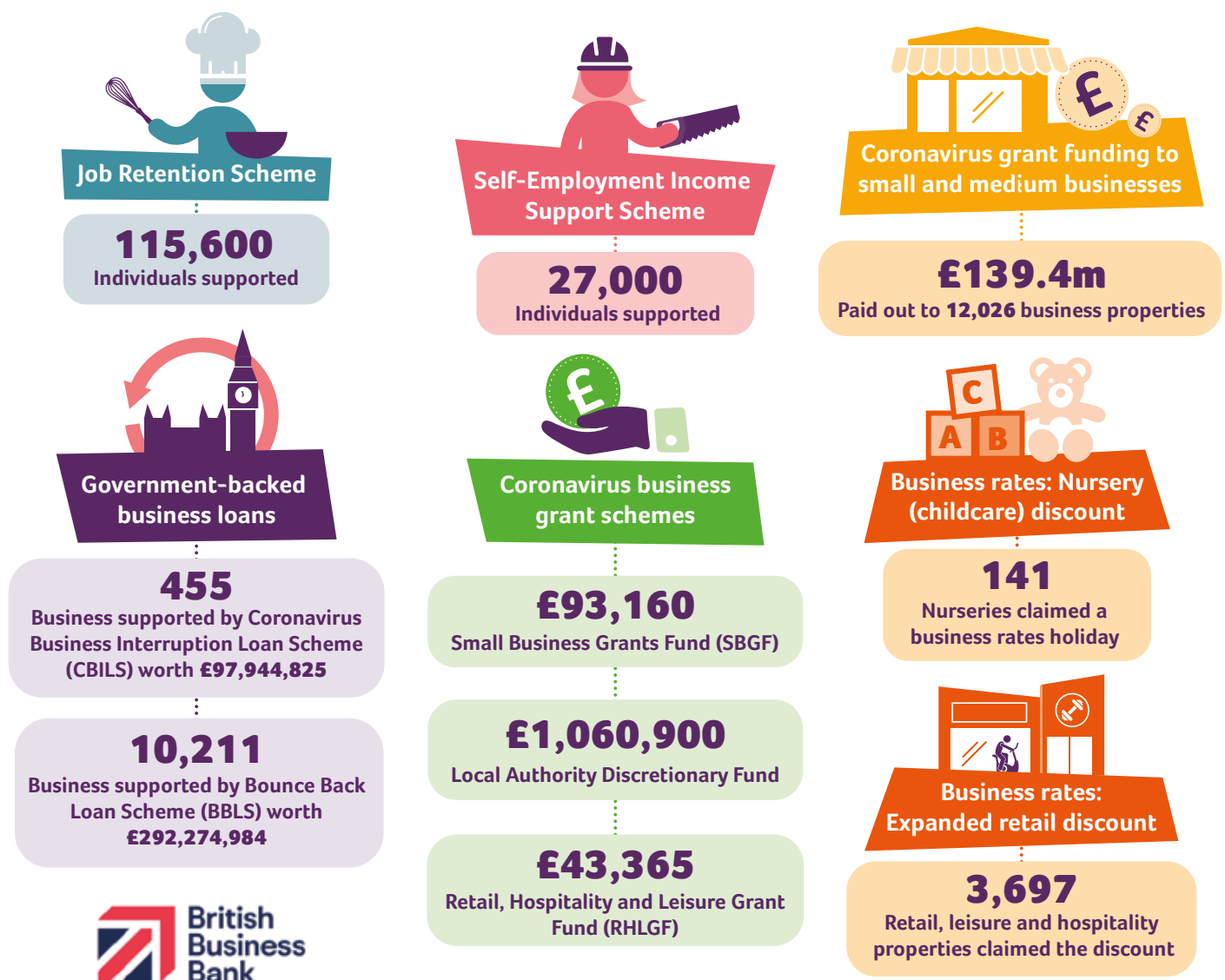
- Helping people facing redundancy to write CVs and find jobs

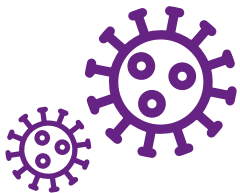
- Providing general information about benefits
- Helping people to find appropriate training and learn new skills
- Helping with costs associated with travel and work expenses

The D2N2 LEP is currently working with the department for Work and Pensions to explore ways to get earlier warnings of potential redundancies, including location and sector information, before a company announces that it is considering redundancies, to enable swifter access to the RRS.

<sup>1</sup><https://www.gov.uk/government/publications/our-plan-to-rebuild-the-uk-governments-covid-19-recovery-strategy/our-plan-to-rebuild-the-uk-governments-covid-19-recovery-strategy>

The impact of this support across Nottinghamshire is:





## Reopening of the economy

The government has published “COVID-19 Secure” guidelines for employers to help protect their workforce and customers from coronavirus that must be met as a condition for reopening. Due to increased cases, localised restrictions have been reinstated in certain areas of England. The 14 guides cover a range of different types of work.

- 5 steps to working safely
- Close contact services
- Construction and other outdoor work
- Factories, plants and warehouses
- Heritage locations
- Hotels and other guest accommodation
- Labs and research facilities
- Officers and contact centres
- Other people’s homes
- Performing arts
- Providers of grassroots sport and gym/leisure facilities
- Restaurants, pubs, bars and takeaway services
- Shops and branches
- Vehicles
- The visitor economy

Many businesses operate more than one type of workplace, such as an office, factory and fleet of vehicles. The online guidance finder helps find the most relevant information for business: <https://www.gov.uk/coronavirus-business-reopening>

### **There is different guidance for:**

#### **Education and childcare settings:**

<https://www.gov.uk/government/publications/actions-for-educational-and-childcare-settings-to-prepare-for-wider-opening-from-1-june-2020>

#### **Wedding and civil partnership receptions and celebrations:**

<https://www.gov.uk/government/publications/covid-19-guidance-for-small-marriages-and-civil-partnerships/covid-19-guidance-for-wedding-and-civil-partnership-receptions-and-celebrations>

#### **Public transport operators:**

<https://www.gov.uk/government/publications/coronavirus-covid-19-safer-transport-guidance-for-operators/coronavirus-covid-19-safer-transport-guidance-for-operators>

As part of our approach to recovery, we will analyse more closely how ending and phasing out of the temporary support packages impacts Nottinghamshire











# This is **how** the **Council** has responded



## Supporting our communities and local causes

We want to support our local communities as well as local charities and community organisations that are delivering essential services to vulnerable Nottinghamshire residents impacted by COVID-19.

- We launched the Nottinghamshire Community Fund 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. As of 10 August 2020, 224 awards had been made with a total value of £610,484

<https://www.nottinghamshire.gov.uk/business-community/community-and-voluntary-sector/supporting-voluntary-sector/covid-19-community-fund>

- We have established a task group with partners around the county to undertake an assessment of the financial resilience of the Community and Voluntary Sector as a result of the COVID-19 pandemic. We recognise the sector plays a crucial part in supporting communities through the current coronavirus crisis and into the future and it is the intention that this piece of work will inform the support that will be required by the sector going forward

- We launched the Community Support Hub to bring together the many local volunteer groups offering help with those who are shielding or self-isolating at home because of the pandemic
- We ensured that the Building Better Opportunities programme, already focused on providing financial and information to those furthest away from the labour market responded to the needs of those impacted by COVID-19

<https://bbo-d2n2.org.uk/app/uploads/2020/03/BBO-Quick-Referral-Guide-for-Nottingham-City-and-Nottinghamshire-V2-2020.pdf>

- We worked with district and borough councils to maximise the impact of the remaining Re-Opening High Streets Safely Fund
- We enabled fast-tracking of pavement licensing and the use of Temporary Regulation Orders (TROs) to maximise the use of town centres
- We supported the Towns Boards for Newark, Mansfield, Ashfield and Stapleford to re-purpose the high street to drive investment and jobs through the Future High Streets Fund and we are active partners in the emerging Town Deals





- We continued to maximise the positive impact of investment through the Nottinghamshire Town Centres Programme despite the impact of COVID-19 on the construction timetable and new project development
- We worked to ensure that the Warm Homes Hub, a partnership with the County Council, Age UK and E.ON offered advice on energy efficiency as well as benefit checks, foodbank support and other applications for hardship funds or one-off crisis grants towards essential living expenses such as food and bills.

- We supported businesses to access Kickstarting Tourism funding
- We actively supported the Visitor Economy Strategy Hubs in the County to co-programme and co-promote outdoor offers



### Supporting businesses with the right mix of talent with new skills for a new world and investing in people to future-proof the economy

We want every business to get back on track because they are an essential part of our communities. This means access to the latest information, advice and support to help businesses adapt and survive. Apprenticeships and training could offer an operational lifeline



### Securing the long-term health of the visitor economy

We want to use the crisis as an opportunity to boost Nottinghamshire's profile as a destination, through innovation in tourism and effective commercial intent

- We approved a time-limited variation of Cultural Services contracts with our Country Park Partners at Rufford Abbey Country Park (managed by Parkwood Leisure Ltd) and Holme Pierrepont Country Park (managed by the Holme Pierrepont Leisure Trust who in turn appoint Serco Leisure Ltd as their managing agent). Both are key assets in the County Council's Visitor Economy Strategy and their operation and commercial viability is essential if residents are to continue to enjoy access to these facilities and the wider tourism related economic benefits associated with delivering the Strategy. This amounted to additional contract payments totalling £902,361
- We raised business awareness of national support and advice programmes to enable the sector to re-open and trade safely
- We engaged with businesses to understand the post-COVID challenges and recovery planning through our COVID-19 tourism survey

- We launched our levy transfer, where up to 25% of the Council's apprenticeship levy funds can now be transferred to other employers, helping to boost the number of high-quality apprenticeships across the County and develop the skills and knowledge of our residents
- We launched the Nottinghamshire Employment and Skills Portal to help County residents and employers' access, understand and navigate local support, information and resources available. The Portal bolsters the countywide rollout of the Enterprise Advisor Network to give young people across Nottinghamshire (regardless of background or where they go to school) a first-hand insight into the world of work and to help them shape their future

[www.nottinghamshire.gov.uk/skillsportal](http://www.nottinghamshire.gov.uk/skillsportal)  
<<http://www.nottinghamshire.gov.uk/skillsportal>>



- We have developed an interactive Employment Bulletin which contains a digest of data from national bodies on the current state of the labour market in Nottinghamshire. It contains navigable buttons, which enable you to drill further into the details on Universal Credit, Claimant Counts and Employment Counts down to small area level

<https://app.powerbi.com/view?r=eyJrIjojNG-JhNTFiZTgtMjJiMi00YTg1LWFlODktNTBjN-jQ1MThjYjJmliwidCI6IjZINWEzN2JiLWE5N-jEtNGU0Zi1iYWFlLTl3OThhMjI0NjYzM-ClsImMiOjh9>

- We supported the promotion of the 2020 Employer Skills Survey. Skills Support for the Workforce (SSW) gathered information on the skills gaps and training needs that small and medium sized businesses face in Derbyshire and Nottinghamshire. This presented an opportunity for employers to demonstrate their needs for future skills provision and help to shape the future of adult skills delivery across the area
- We promoted the National Careers Service East Midlands (operated by the Council's part-owned Futures Group) virtual jobs fairs



### A single point of contact for all business support across the county

We want to help businesses transform their organisation in response to new challenges and opportunities, particularly as the pandemic is a catalyst for change and has brought purpose into sharper focus

- We worked to ensure that as partners in the D2N2 Growth Hub, it responded early and effectively to promote the national and local support to businesses, supporting their access to finance and advice, switching its wider advice on line and offering one-to-one support to Nottinghamshire businesses through two business advisers, employed by the County Council

- We worked with the D2N2 Growth Hub and business representative organisations to develop and promote a business survey to inform its response and recovery planning for the area. This survey will now serve as a baseline to assess future work. A new version of the survey is now live, reflecting the changing dynamic within the business community and is available at:

[https://forms.office.com/Pages/ResponsePage.aspx?id=be02r\\_yxIEq3g6ApmhSPvQMfkquMs\\_](https://forms.office.com/Pages/ResponsePage.aspx?id=be02r_yxIEq3g6ApmhSPvQMfkquMs_)

- We acted promptly to guide the D2N2 LEP and Growth Hub in developing its approach to business support, reflecting the needs of Nottinghamshire businesses and communicated throughout with local business groups
- We guided the D2N2 Growth Hub as they finalised the application process for its £720,398 share (of the £20m) Government support package specifically aimed at small to medium sized enterprise (SMEs) to help them recover from the effects of the COVID-19 pandemic. The funding will come in the form of a grant from between £1,000 and £5,000 for each business to support access to new technology and equipment to get them back on track or diversify and to access specialist support to aid effective business decision making and risk management
- We supported the development and assessment of applications by Nottinghamshire businesses seeking to grow via the Business Investment Fund

<https://www.d2n2growthhub.co.uk/grow/managing-finance/funding-for-your-business/access-to-local-finance/d2n2-business-investment-fund/>

and through referrals to the D2N2 specialist programmes such as the Upscaler project

<https://www.d2n2growthhub.co.uk/grow/scaler-up-support/>



- We delivered a programme of workshops on how to work with Nottinghamshire County Council and the public sector in supplying goods and services, reflecting the ambitions of the Procurement Strategy
- We commissioned a set of business resilience and recovery sessions delivered by the East Midlands Chamber of Commerce, geared towards managing the challenges of growth within a COVID-19 environment
- We provided regular tailored e-bulletins for Nottinghamshire businesses seeking business support



### Essential investments for the future

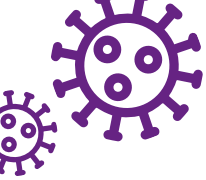
We want to focus on projects which see a shift to active transport, boost reinvestment of infrastructure incomes into local economies and not only grow the economy but also anticipate the impact of future risks, particularly climate change

- We secured £263,250 from government's Emergency Active Travel Fund (EATF) Tranche 1 to deliver quick, emergency interventions to make cycling and walking safer. This funding has been allocated to deliver:
  - Temporary segregated cycle lanes at three locations
  - Temporary footway widening at four locations
  - Temporary vehicle restrictions at three locations
  - Permanent dropped kerbs to help pedestrians access local facilities at 10 locations.
- We have bid for £3m from the EATF Tranche 2 to try and embed walking and cycling as part of long-term commuting habits to secure the associated health, air quality and congestion benefits; and in the short-term to help avoid overcrowding on public transport as the economy restarts.

If allocated, this funding will be used to deliver permanent fully segregated cycle routes in five locations along with a road closure at one location. The bid also includes a complementary behaviour change programme targeted along the Tranche 1 and proposed Tranche 2 infrastructure improvements, as well as in the locations/town centres to which these routes improve access.

<https://www.nottinghamshire.gov.uk/transport/emergency-active-travel-fund>

- We are investing £55.5m in Nottinghamshire's highways during 2020/21 allocated to:
  - Improve local roads and other highway assets
  - Support integrated transport schemes (such as a pedestrian crossing, capacity improvement, speed management and road safety schemes) supporting the safe return of ridership of our vital business public transport systems and bus stations. This includes advanced development/design of future highways schemes to help secure external funding and to be ready to bid for funding as and when opportunities arise
  - Deliver Gedling Access Road, Southwell Flood Risk Alleviation Scheme, and street lighting upgrades
  - Deliver the traffic management revenue programme and travel planning
- We are mapping out the skill requirements in design, manufacture and construction for delivering our public infrastructure projects to set the overall capability needs of the supply chain and exploring joint approaches to talent development through the inclusion of training investment and apprenticeships within contracts
- We are exploring how to make better use of surplus public land to get more homes built



- We secured £3.6m investment from Government's Getting building fund for two key projects:
  - the Lindhurst Development at Berry Hill, Mansfield (part of the Investing in Nottinghamshire initiative mentioned below), which will open new housing and community facilities on land part-owned by the Council
  - a new 5G, augmented reality and extended reality Digital Innovation Centre at the Council's Turbine Centre in Worksop
- We have created the Investing in Nottinghamshire initiative which will help drive economic growth across the county. The projects featured include:
  - Top Wighay Village near Linby– a flagship large-scale development of 805 homes, primary school, a local centre, employment land and improved walking and cycling infrastructure
  - Lindhurst Development at Berry Hill, Mansfield – an urban extension of 1700 homes, primary school, a local centre and employment land
  - County Hall campus – a regeneration project to develop the current site, to create an office development with high environmental standards at its heart
- We continue to build upon the successes of Arc Partnership, our innovative joint venture with Scape Group which over the last four years across D2N2 spent a high proportion of its £172m budget with SME companies (91%), as well as using local SME framework suppliers for the majority of the work (86%).

**Top Wighay Village**



**Berry Hill Project**

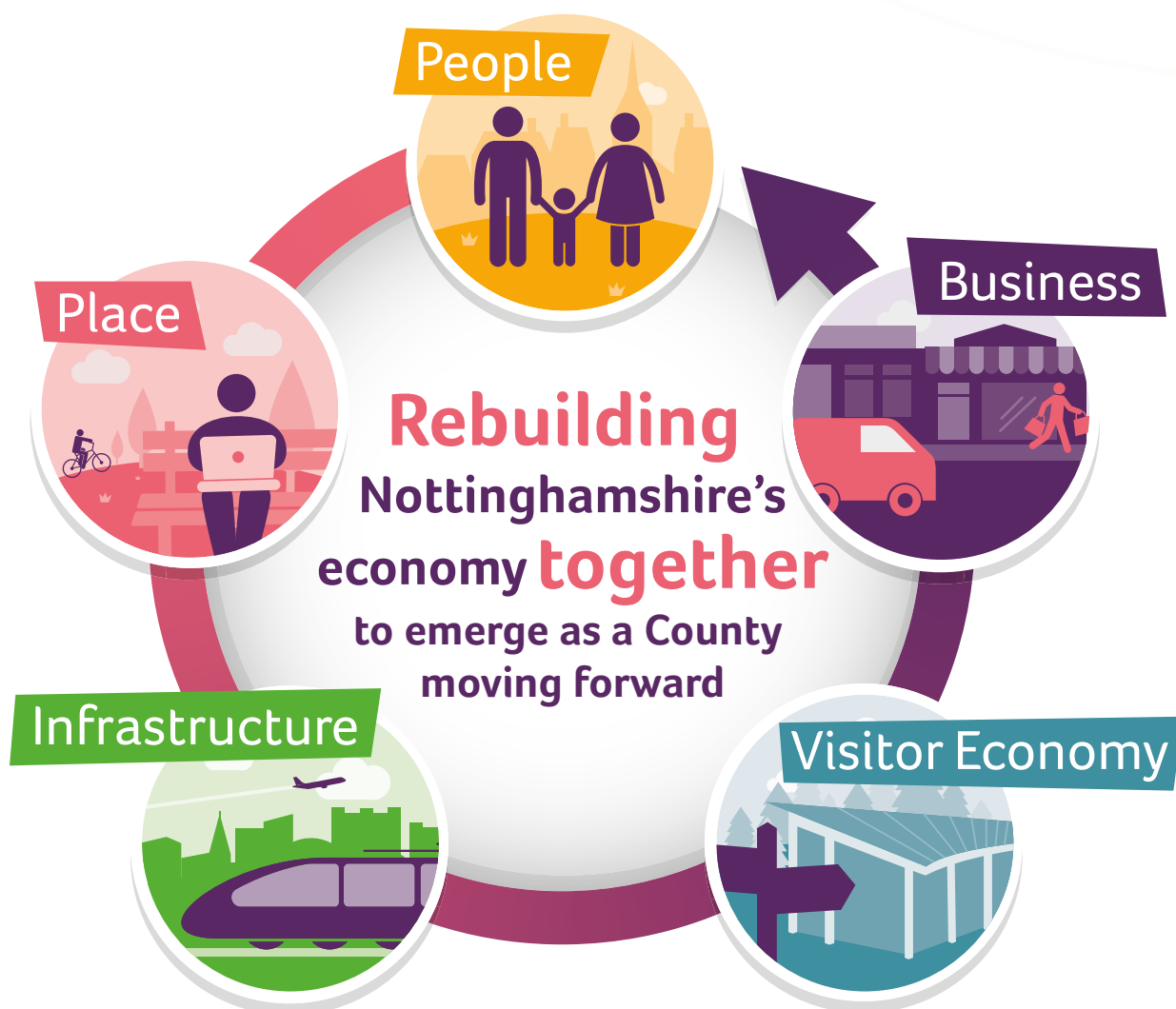




# This is what the **Council** will do next

We are looking to keep this recovery action plan local to Nottinghamshire. This is undoubtedly a period in our lives when we will have to live alongside the virus for the foreseeable future and one in which we need to support the local economy to build back better, greener and more productively. We need to have a specific focus on unlocking previously untapped potential. There are high growth sectors in the medium term, that if nurtured, will drive both employment and sector Gross Value Added (GVA) increase. Our local business resilience has been historically high. In fact, it is part of our social fabric. This points to an enterprise landscape that is connected and where innovation is fostered.

We will make sure that every targeted activity and intervention within our control and influence, will maximise the best impact and value for money. As illustrated below, as we rebuild Nottinghamshire's economy together to emerge as a County moving forward, the five themes we will base our work on are: people, business, visitor economy, infrastructure and place. Each will be supported by a delivery plan.



In total the County Council Response to the COVID-19 emergency has generated over £6m worth of funding to support the local economy, in the recovery phase alone. The action plan as outlined in this document will involve using existing funding as well as working with national and local partners to leverage additional resources. It is the intention to use these monies as part of an approach which sees economic growth distributed fairly across society and creates opportunities for all Nottinghamshire businesses and residents.



# People



**Our next steps between now and March 2021 are to:**

**1. Enhance our job creation programme to protect family incomes and avoid mass unemployment following the phasing out of the job retention scheme**

- Focus our efforts on the hardest-hit sectors to enable firms to maintain employment on areas such as expanding the social care workforce and retrofitting homes with green technologies to spur job creation and help meet the challenges of an ageing population and climate change
- Explore job and training guarantees to tackle youth employment

**2. Develop the Nottinghamshire workforce to increase productivity and drive growth across our economy**

- Accelerate the take-up of Nottinghamshire County Council's Apprenticeship Levy
- Optimise outcomes from the Council's investment in the Festival of Science and Curiosity (10-17 February 2021) <https://nottsfosac.co.uk/>
- Bolster the D2N2 LEP Redeployment Triage Service: <https://d2n2lep.org/covid-19/redeployment-triage-service/>

**Between March 2021 and October 2022, we will:**

**3. Create an integrated employment and skills eco-system which has the individual and employer at its heart**

- Progress an employment and skills programme that better responds to the needs of residents and businesses, contributes to the growth and productivity of the Nottinghamshire economy and creates stronger links between schools and employers through work shadowing opportunities. This includes support for working-age adults to help them enter and sustain employment, as well as up-skill and progress in their careers

**Success means:**

- ✓ Young people equipped for life
- ✓ Increased take-up of apprenticeships to give everyone the chance to start and develop their career, as well as supporting businesses to develop and grow a skilled workforce that meets their needs
- ✓ Increased numbers of people helped to re-skill and move into new careers
- ✓ Strengthened engagement between schools and employers





# Business



**Our next steps between now and March 2021 are to:**

#### **4. Create a programme which sees Nottinghamshire as a place to invest**

- Continue to work quickly to identify and support businesses needs with our partners: the D2N2 Growth Hub, the D2N2 LEP, the Midlands Engine Partnership, our local universities, the East Midlands Chamber of Commerce, the Federation of Small Businesses, local authorities and our Councils' trading standards and community teams who are at the front line in providing comprehensive support across our communities
- Develop an inward investment strategy to help indigenous business growth and attract new firms to the county
- Align this support with the advice and support available via the business advisers and the opportunities available via commercial developers
- Devise actions following a Council commissioned report into sustainable low carbon opportunities, reviewing best practice and low-carbon / future-proofing Nottinghamshire's growth ambitions; assessing its sector strengths and opportunities for low carbon growth and the development of a low carbon and energy efficiency business tool-kit

**Between March 2021 and October 2022, we will:**

#### **5. Identify ways in which digital technologies can be used to improve business productivity across Nottinghamshire**

- Promote a Nottinghamshire innovation programme linked to the 5G digital innovation hub at the Council owned Turbine Innovation Centre, providing access to expensive and complex infrastructure and relevant expertise
- Continue to support Nottinghamshire businesses to innovate through its business networks, the Mentor programme and the development of the Growth Hub's specialist scale-up and innovation programmes

**Success means:**

- ✓ A single reference point for the most up-to-date information, guidance and support for businesses across our county
- ✓ Investors are kept up to date with key opportunities
- ✓ Closer partnerships are forged with business who want to invest in Nottinghamshire in order to show we are 'open for business and investment'
- ✓ Businesses across Nottinghamshire enabled and encouraged to adopt renewable energy and helped to innovate and grow, or diversify into the low carbon sector
- ✓ Start up and early stage businesses helped to discover, develop and test next generation connectivity with 5G enabled products with access to facilities and experts



# Visitor economy



**Our next steps between now and March 2021 are to:**

## **6. Develop and promote a refreshed marketable brand for Nottinghamshire**

- Using closer analysis of the COVID-19 Tourism survey and continued review of key data sources, support and develop a high-quality year-round programme that links to the Visitor Economy Strategy
- Continue to support our County Council assets of Sherwood Forest, Holme Pierrepont and Rufford and work alongside partners to generate additional income
- Support creativity through an exciting and diverse programme of arts and culture in libraries through Inspire, the cultural organisation launched by the Council

**Between March 2021 and October 2022, we will:**

## **7. Support and enable the preservation, development and use of our assets**

- Develop and start delivery of a network of local cycling infrastructure to link Nottinghamshire's visitor attractions, including well signed trails and circular routes
- Work with partners to develop tourism cycling opportunities across the D2N2 area
- Prioritise capital investment in Phase 3 of the Sherwood Forest Visitor Centre latest technology to create a well-signed visitor entry point and tourism route via the A614 road
- Explore the business case for investing in a visitor friendly bus route from Nottingham city to Sherwood Forest using existing services and Sherwood livery buses
- Develop and deliver heritage-led regeneration projects and training programmes
- Maximise benefits of the 5G Connected Forest project

**Success means:**

- ✓ An upgrading to our cycling infrastructure that allow cyclists to reach more destinations, increased take-up of cycling and reduced traffic on our roads
- ✓ The development and launch of an events programme for 2021 and 2022, which is open to our residents and showcases the unique strengths of Nottinghamshire
- ✓ Attracting even more families and visitors to Nottinghamshire from across the UK and overseas, bringing benefits to local businesses and our economy
- ✓ Sherwood Forest becoming the world's first 5G connected forest featuring 3D and 4D virtual reality experiences, semi-autonomous vehicles and drones and robots to help survey and monitor the health of the ancient woodland







# Infrastructure



Our next steps between now and March 2021 are to:

## 8. Prioritise investment and the development of post COVID-19 infrastructure in Nottinghamshire

- Submit appropriate projects to the D2N2 LEP reserve list of future investment propositions
- Publish a Nottinghamshire Infrastructure Plan covering energy efficient and smart homes; employment and skills; digital, public transport and road connectivity
- Launch a gigabit broadband voucher scheme in early September 2020, running until March 2021, to increase our current county coverage of 13.66%
- Commence delivery of the £3.6m investment as part of the Government's Get Building Fund on two key projects for the county:
  - the new 5G digital innovation hub at the Council's Turbine Centre in Worksop
  - infrastructure to make way for new housing and community facilities on land part-owned by the Council at the Lindhurst Development at Berry Hill, Mansfield

Between March 2021 and October 2022, we will:

## 9. Develop plans in relation to the future of mobility to be better prepared for growth

- Develop pathways in close collaboration with stakeholders to foster exchanges of experience, ideas and proposals

### Success means:

- ✓ Targeted increased coverage of Gigabit capable broadband infrastructure
- ✓ Fast tracked identified investment opportunities capable of delivering new energy efficient homes, local employment and skills
- ✓ Our new industrial development sites are resilient, enabling home working and built in places which are well located in relation to existing road and public transport networks
- ✓ Adoption of new construction technology to deliver new homes and employment sites faster
- ✓ Ubiquitous access to superfast internet speeds





# Place



Our next steps between now and March 2021 are to:

## 10. Develop and harness the economic opportunity programme

- Develop an approach to town centre identity, branding and a shared vision
- Develop a partnership strategy to harness the economic opportunities resulting from the decommissioning of power station sites at Cottam, Ratcliffe on Soar and West Burton

Between March 2021 and October 2022, we will:

## 11. Develop an approach to innovative active travel solutions for short trips to improve health

- Develop an approach to promoting and enabling increased active travel to our town centres to access employment and services
- Complete a connectivity study for the High Speed 2 (HS2) Hub

Success means:

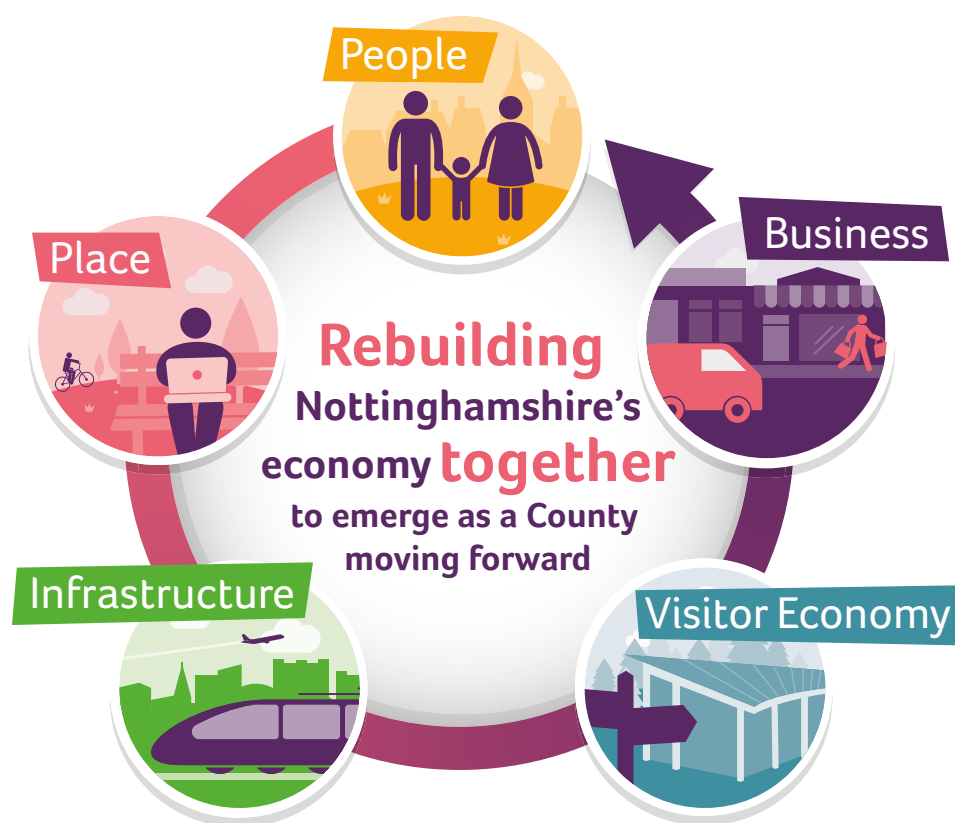
- ✓ Revitalising and revival of our high streets and town centres
- ✓ Improved health, quality of life and the environment



# Performance monitoring and measurement

The intention is to make the success factors measurable by linking to specific key performance indicators and will accompany the supporting delivery plans. We will continue to review and draw upon the currently available data sets, including:

- COVID-19 Business Survey metrics <https://d2n2lep.org/covid-19/covid-19-business-survey/>
- Redeployment Triage Service metrics <https://d2n2lep.org/covid-19/redeployment-triage-service/>
- Midlands Engine Observatory data, analysis and intelligence on the whole Midlands economy <https://www.midlandsengine.org/observatory/>
- Data used in the compilation of the monthly Nottinghamshire Employment Bulletin from DWP, ONS and Nomis
- Other datasets released by ONS relating to Employee numbers, business numbers, Business births, deaths and survival rates (Business Demography dataset), Sectoral breakdown, levels of skills achieved
- Commercial datasets on large businesses and limited companies e.g. FAME, MINT
- Data provided by Nottinghamshire County Council on pupil education attainment levels (Education)
- Other ad-hoc surveys commissioned by Nottinghamshire County Council, Midlands Engine Observatory or D2N2 LEP







Rebuilding **Nottinghamshire's economy** together to emerge as a county moving forward