



Please reply to:

Contact: Viona Philips
Service: Committee Services
Direct Line: 01784 446337
E-mail: v.philips@spelthorne.gov.uk
Date: Wednesday, 2 June 2021

Notice of meeting

Economic Development Committee

Date: Tuesday, 22 June 2021

Time: 7.00 pm

Place: Council Chamber

To the members of the Economic Development Committee

Councillors:

C.F. Barnard (Chairman)
V.J. Leighton (Vice-Chairman)
A. Brar

S. Buttar
J.T.F. Doran
T. Fidler

M. Gibson
H. Harvey
L. E. Nichols

Councillors are reminded to notify Committee Services of any Gifts and Hospitality offered to you since the last Council meeting so that these may be entered in the Gifts and Hospitality Declaration book.

Spelthorne Borough Council, Council Offices, Knowle Green

Staines-upon-Thames TW18 1XB

www.spelthorne.gov.uk customer.services@spelthorne.gov.uk Telephone 01784 451499

Agenda

Page nos.

1. **Apologies for absence**

To receive any apologies for non-attendance.

2. **Disclosures of interest**

To receive any disclosures of interest from members in accordance with the Members' Code of Conduct.

3. **Economic Development Committee - Terms of Reference**

5 - 6

To consider the Economic Development Committees terms of reference as detailed in part 3b of the Councils constitution which can be found online [here](#) and attached for ease.

4. **Economic Development Team**

7 - 18

To receive a report into the workings of the Economic Development Team (EDT) so that the Committee has a better understanding of the activities the team is engaged with to help promote the economic vitality of the Borough.

5. **Impact of the pandemic on the local economy**

19 - 44

The Committee is asked to:

1. Note the report and the COVID 19 impact on business report attached at **Appendix 1**.
2. Agree the draft Economic Development Recovery Action Plan (**Appendix 2**) at which sits within the wider draft Corporate Recovery Plan due to be considered by the Corporate Policy and Resources Committee meeting on 5 July 2021.
3. Recommend to the Corporate Policy and Resources Committee any further actions the committee would want included in the Recovery Action Plan (if required).
4. Agree that a regular report comes to each Committee meeting setting out how the team is delivering on the economic development elements of the Corporate Recovery Action Plan (**Appendix 2**).
5. Agree that a report comes to the next Committee to agree the Councils policy on spending the £2.2m Additional Restrictions Grant (ARG).

6. **Training**

To discuss whether the Committee feel they may require additional training.

7. Forward Plan

To Follow

To consider the Forward Plan for committee business.

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ECONOMIC DEVELOPMENT COMMITTEE

Membership

9 members reflecting political balance.

Functions

This committee has responsibility for the following functions of the Council:

- Economic development, business partnerships and town centre viability & regeneration
 - Heathrow liaison
 - Business transformation, support and inward investment
 - Tourism
 - Transport
 - To monitor and review relevant Council policies and strategies and recommend changes or new policies to the Corporate Policy and Resources Committee.
 - To review and scrutinise service delivery and in particular ensuring that best value in service delivery is being obtained for the community.
 - To undertake scrutiny and monitor the performance of external bodies who deliver services to the community
 - To review and scrutinise budget proposals and make recommendations to the Corporate Policy and Resources Committee.
- + The scrutiny of Heathrow to be carried out jointly with Environment & Sustainability Committee

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Economic Development Team

This document is intended to give an insight into the workings of the Economic Development Team (EDT) so that the Committee has a better understanding of the activities the Team is engaged with to help promote the economic vitality of the Borough.

The EDT is one of the teams that comes under Heather Morgan who is the Group Head of Regeneration and Growth.



Keith McGroary – Economic Development Manager

Keith joined Spelthorne Council in 2008 with an initial focus on Community Safety having had a background as a Chief Inspector in Hampshire Police, but with part of the role linked to supporting the local economy. Keith has a B.A (hons) in Education, a MSc in Community Safety and went on to pass a Post Graduate Certificate in Local and Regional Economic Development in 2011 to help better understand how to successfully apply economic interventions to support a local economy. He was the author of the 2017 – 2022 Economic Strategy and has previously recruited an apprentice to his team who went on to successfully obtain a post as Economic Development Officer at Heathrow and then at Hammersmith & Fulham.

Keith was seconded to BP for a period of 6 months for one day a week to help them develop better and more effective relationships with the public sector; he has a passion for supporting small businesses and helping his team to become the best they can.

Tracey Carter – Senior Economic Development Officer

Tracey has been with Spelthorne Council since October 2015. Previously her role was as Head of Operations for Surrey Chambers of Commerce and currently holds the position of Chairman of Spelthorne Business Forum. For three years Tracey split her working week with Parliament and ran Kwasi Kwarteng’s constituency office until October 2020. She now works full time in her Economic Development role.



Tracey’s responsibilities in the Economic Development Team are Key Account Management of the largest of the businesses, Inward Investment to attract businesses to the borough and keep them here as well as project lead on some of the Economic development projects.

Currently studying NVQ level 5 in Operations and Project Management.



David Gold – Economic Development Officer

David joined the council in August 2020 and is the Economic Development Officer. David has a retail background and has worked for a number of major retail companies as well as working with independent retailers to help them grow their sales, profit and ensuring that they have a sustainable business for the future.

David's role is to help develop Spelthorne so that it is a more attractive place to live, visit, work and start or relocate a business.

Currently David is working on a number of projects including updating the Local Economic Assessment which was last written in 2016 and our Start Your Own Business book, running the Capture Spelthorne 2021 photographic competition, chair of the Tourism Forum group, managing the redecoration of the Business Incubator and involved in the organisation and promotion of the Spelthorne Business awards and the content of our Inward Investment website. David also supports the SBF with its website content. Post June 21st (lockdown rules permitting) David will become more involved with local businesses and business groups and organisations.

Andy Willmott – Town Centre Manager (Ashford, Sunbury & Shepperton)

Andy Willmott to the Economic Development Team. Andy is the new Town Centre Manager for Ashford, Shepperton and Sunbury, working with local businesses and partner agencies to encourage growth and recovery in the Borough.



With a background working at Surrey Chambers of Commerce, running a Business Improvement District in Surrey and as a small business owner himself, Andy brings a wealth of knowledge and experience to Spelthorne.



Town Centre Manager

To assist the promotion and economic well-being of the borough's secondary towns - Ashford, Shepperton and Sunbury, Andy Willmott joined the ED team as town centre manager for these three towns in Oct 2020.

With the challenges posed by the Covid pandemic and the ongoing pressures of online retailing, Andy will work with businesses to ensure our towns are vibrant centres at the heart of their communities.



Current activities include - engaging with businesses to understand their needs as we come out of lockdown - building a database of contacts to ensure effective and consistent communication - launching regular meet & greet sessions so businesses can be heard - planning programme of activities to showcase our town centres.



Engaged and active business groups in all towns - programme of activities and events - enhanced look and feel of town centres

Popup Shop

The ED team are investigating the opportunity for short-term activities that will both help to fill any void units within the towns/shopping centres whilst also offering local start-up companies the chance to test their ideas and products in a cost effective way with a view to helping them grow.

Our main potential site - the old Mothercare unit in the Elmsleigh Centre - is currently under interest from a potential tenant so this unit is not available. The Leisure Services Team are working on a project with Rotary Club Staines to deliver a community project within a void unit and the ED Team will assist and work with them to deliver the project.

We will be reviewing what options there are to take forward any other units both in terms of the size of any available units and what type of activities could take place within.



Opening High street Fund

In 2020, the Government allocated an amount of money to all councils to help open up their high streets safely after the first lockdown - the RHSS Fund.

Spelthorne were awarded £88,000. This fund was allocated to the Neighbourhood Services team to manage and distribute.

In 2021, an additional sum of £88,000 was awarded under the Welcome Back Fund, which is an extension of the RHSS Fund.

The criteria of how the Welcome Back fund, and any monies remaining from the original RHSS Fund, can be spent has been widened. As such, this is much more relevant to the economic well-being of our communities, so the ED team are working with Neighbourhood Services to identify how best this funding is utilised.

A plan of activities will be submitted by end of May, with funding to be spent by March 2022.

Photography Competition

The Capture Spelthorne (CS) photographic competition started in 2018.

The purpose of Capture Spelthorne is twofold, to get photos of Spelthorne that could be used in promoting Spelthorne as a location to live, visit and locate your business and to encourage local residents to look at the borough in a way they might not have done so in the past and by doing so appreciate more what Spelthorne has to offer.



Capture Spelthorne 2021 is currently open for entries until August 31st and as of May 4th, there were 81 photos from 34 residents (in 2020 83 residents took part).

The categories are: - Nature in Spelthorne, Business in Action, Sporting Spelthorne, Community in Spelthorne and an Under 16 category.



Capture Spelthorne is being promoted via social media, SBC website, articles in various publications, contacting schools and also highlighted on the Elmsleigh Centre screen and Brooklands radio. To see the SBC website page, go to www.spelthorne.gov.uk/capture

The objective this year is to have more entries than 2020 and to enhance our library of photos that will help promote the borough. Until the entry closure date the marketing campaign will continue with category entries reviewed to see what further actions need to be taken to increase the numbers.

The awards night is taking place at Shepperton Studios on November 18th, at this all of the finalists are invited to attend where the winners of each category and the overall winner is announced. Following on from this there will be social media and a press release highlighting the winners. We are also looking into the photos being displayed at the Walled Garden in Sunbury on Thames which has been the case for the last two years



Spelthorne Business Awards

The Spelthorne Business Awards (SBA) started in 2018 with the purpose to highlight the diverse and excellent businesses in the borough and to bring together the business community.

We have had over 30 entries to date this year.

The deadline for entries is 31st July. We are promoting this via social media, press releases, communications to SBF members, interviews on Brooklands radio, SBC eNewsletter, link for the competition added to the team's signature and leaflets being produced for the town centre manager to hand out.



There will also be an article going into the next bulletin.

Link to a video of the 2019 competition - <https://youtu.be/ZLgOJ-GzXxl?t=2>

The awards ceremony will be taking place at the Holiday Inn Shepperton on October 14th with a gala dinner and entertainment (covid allowing).

Post event will be a social media campaign and a press release to highlighting the finalists and winners.

Economic Assessment

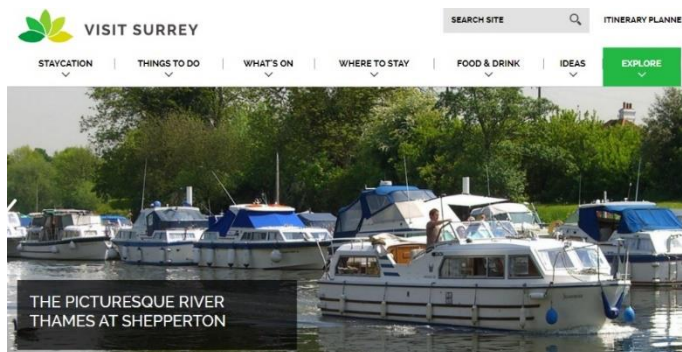
The Economic Assessment (EA) is a comprehensive snapshot of the economic position of the borough.

A wide range of subjects are included and where possible compared with the other boroughs in Surrey as well as adjoining boroughs. The report is updated every five years with the last report published in 2016.

The LEA is currently being updated and will be available early 2022.

It has been unprecedented times with the Covid epidemic and the UK leaving the EEC which will be reflected within the report.

The main objective is to have a comprehensive report that will give councillors, SBC employees and residents an understanding on the economic standing in the borough and this will help the council's decision making for short and long term actions.



Tourism Forum

The Tourism Forum (TF) was formed in 2019 with the aim to attract more people to the borough and by doing so boost the local economy.

David Gold has recently taken over the chair of the Tourism Forum alongside the business panel ranging

from hospitality, leisure and entertainment.

The Tourism Forum hold meetings every six weeks with the aim of bringing in two or three other companies to further strengthen the groups knowledge, opportunities and reach.

Currently the group is looking at cross company promotions which would increase the visitor spend in the borough and increase the visitor numbers to the borough.

The group are looking at opportunities to attract a new audience like transit travellers flying out of Heathrow. We want to encourage travellers to stay in one of our establishments the night/nights before their flight or come and spend their free time here before their afternoon/evening flight.

Spelthorne Business Hub – Business Incubator

The business Incubator was an ambition set out in the 2017 - 2022 Economic Strategy. Page 22 of the strategy's Action Plan stated – We will undertake a detailed analysis of the possibility of introducing an incubator within the Borough which will provide space and resources to promote and support the creation and sustainability of new businesses.

The Incubator will also complement the high volume of entrepreneurs within the borough. Open an incubator within the Borough subject to the business case. Over the years there have been a number of close calls where premises have been identified as suitable for the incubator to set up, but on each of the 7 previous occasions the location was withdrawn.



In 2020 Spelthorne Council purchased the Summit Centre building in Sunbury and the go-ahead was given for the incubator to be set up within the building.

The Incubator will be run by CoTribe CIC Ltd will provide a coworking environment for new start-ups and early-stage businesses as well as be a base for all small businesses in Spelthorne to access training, support and mentoring to help businesses recover from the pandemic and grow.

This new facility will offer a choice of hot desks, permanent desks and serviced office facilities. Various packages will be available with prices starting from as little as £99 per month.

Being a hub member will include a range of benefits including: Free broadband up to 1GB Access to a meeting room and plenty of room for more informal one to ones Tea and coffee for you, your team and guests included Network with like-minded people Free Start Your Own Business book Free workshops and seminars Access to mentors Free membership to the Spelthorne Business Forum Free parking The Incubator will provide a base for entrepreneurs to develop their ideas and grow their businesses and to turn an innovative spark into a strong commercial enterprise. The incubator was formally opened on 11th June by The Rt Hon Kwasi Kwarteng MP

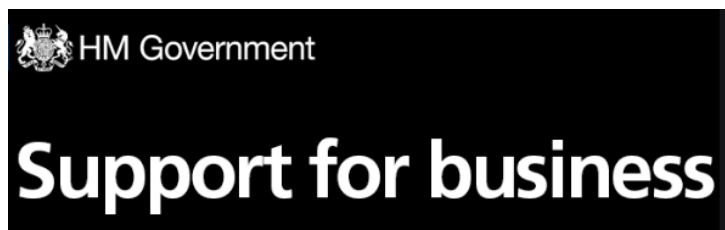
Additional Restrictions Grant

In April 2020 the government made available grants to support businesses throughout the pandemic.

This was paid to businesses through local authorities.

The bulk of these grants targeted businesses that received a bill to pay

businesses rates. Over £50m has been paid out to Spelthorne businesses through a combination of grants and business rates relief.



A separate grant was also made available to support those businesses that did not pay business rates, but may have paid rent and subject to a number of other fixed costs; this group were the smaller business and sole traders. This grant was called the Additional Restrictions Grant, otherwise known as the Discretionary Grant.

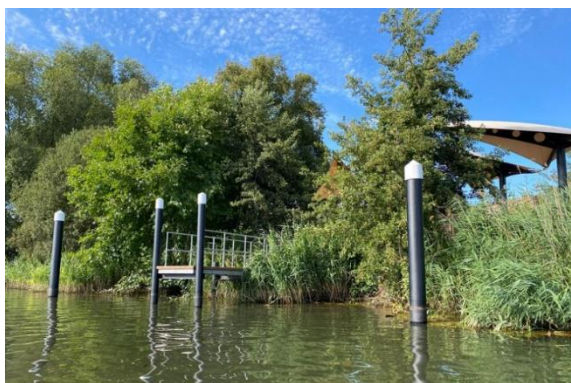
Each local authority was awarded a sum of money based upon their business population and was tasked to implement a scheme that was a best fit for their own area. Spelthorne were awarded 3 grants which totalled around £2.7m. To date 3 windows have been opened to invite businesses to apply for a grant which ranged from £1k to £10k. So far almost 350 grants have been paid out into the bank accounts of these small businesses, the majority of which are sole traders. A further scheme which combines grants and business support was launched in early June 2021.

Economic Strategy 22 – 27

The current Economic Strategy runs from 2017 - 2022; this strategy has been refreshed on 2 occasions since 2017 and is due to be completely replaced in 2022.

Work is ongoing at present to carry out a detailed economic assessment which will inform the future strategy. Some of the key achievements from the original strategy include the introduction of a business incubator, introduction of a town centre manager for Ashford, Shepperton and Sunbury, digital skills training for retailers, introduction of the annual Spelthorne Business Awards competition, introduction of a Spelthorne branded 'How to start your own Business' book, annual Jobs & Skills Fairs at Kempton Park (superseded by on-line Jobs & skills fair during the pandemic), instigation of a Visitor Economy Group with local businesses, introduction of gigabit speed broadband capacity in the borough and more.

The first draft of the new strategy for 2022 - 27 will be available around November for the Committee to comment and contribute to; ongoing contact will be held with the Chair and Vice Chair of the group as the draft strategy is pulled together.



Staines Jetty

The new jetty was an idea that came out of the River Thames Task Group Chaired by Cllr Leighton and was project managed by Keith McGroary.

The idea was that it would relieve pressure on the mooring outside the old Town Hall and provided a dedicated landing area for river

boats so they could pick up and drop off passengers in Staines.

This would add to the attraction of Staines as a destination as it would attract additional footfall into the town through a regular service with times and dates of sailing published on a timetable. The jetty was officially opened by Cllr Leighton on 4th June 2021.

Staines Business Improvement District

The Staines Business Improvement District (BID) was voted in by the town with a huge majority and became a legally recognised group in April 2017.

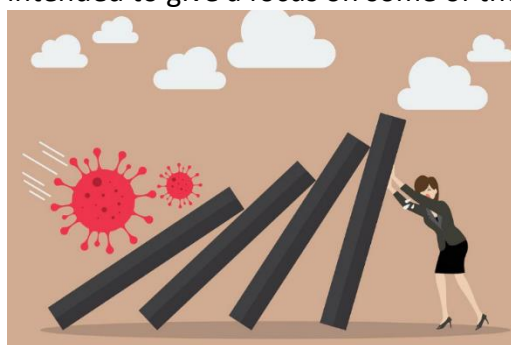
The BID collects a levy from its members which totals in excess of £300k a year. This is then used to deliver the BID's actions within the proposal document and is managed by a BID Board.

Terry Collier and Keith McGroary represent SBC on this Board. A BID has a lifespan of 5 years when a new vote must be held to decide whether or not the BID should continue. The next vote will be held around February 2022 and if successful will continue for a further 5 years.



Recovery Plan

In September 2020 a standalone economic recovery plan was implemented. This was intended to give a focus on some of the key activities that needed to be delivered or led by the Council in order to support a recovery from the pandemic in the borough.



We have been successful in obtaining a grant which match funded the cost of £82k worth on new equipment in the borough to help with the effect of the pandemic; this include 9 new cycle racks, a new digital screen in the Elmsleigh centre to remind people about their responsibilities to stay safe as

well as advertise events and offers, 34 new ramps were issued to every shop in the BID area that did not have disabled access, so has helped made the town more accessible and 2 digital screens in the Two Rivers to help customers and shoppers alike in the same way as the Elmsleigh Centre.

We have a bid in to DWP under the governments Kickstart Scheme which is for in excess of £110k to introduce a Youth Hub which will provide on-going support for young people to get into employment.

A group has been set up with BUPA to utilise unused apprenticeship levies so that this can be awarded to companies that do not pay the levy to help upskill existing staff as well as provide training for new employees / apprentices.

A Jobs & Recovery Group has been set up including DWP, SBC, Brooklands College, A2D, Runnymede & Elmbridge Council ED Officers to work collectively to establish areas of collaboration and making the best use of shared resources as well as sharing real-time intelligence and information regarding the impact of the epidemic.

Youth Hub

An application has been submitted to the DWP for funds to set up a Youth Hub in Spelthorne.

This will be to help 16- to 24-year-old NEET (not in education or training) young people into work or education.



The project team is made up of Spelthorne Council, A2 Dominion, Brooklands College, Gary Hudson (Click 26) and Nick Charalambous and has committed to helping 189 young people back into work or education by the end of the 12 month funding period.

Pending application. Expecting to have a final answer in May / June



Apprentice Levy

A apprentice Levy gifting scheme has been created with a group of partners to gather spare Apprentice Levy funds by means of pledges by local companies which will be distributed to local small companies to help upskill staff and take on new staff. Partners - BUPA, Association of Learning Providers Surrey,

FSB, Weir Training and Carol Greaves. Linking the project with Youth Hub.

Heathrow have pledged £100k for Spelthorne and we have asked Spelthorne Council HR to pledge their surplus levy. We are aiming to launch the scheme Summer 2021

Corporate Social Responsibility

The ED Team have been working to link Local business with local causes and social enterprise to ensure CSR spend by local companies benefits the residents of Spelthorne .

We log the outcomes via a Spreadsheet which has been created to capture CSR gifting outcomes.

A few examples: Holiday Inn gifted furniture to local youth centres, charity and small start-up restaurant and McDonalds are building a new Kitchen in the Ashford Youth Centre. Primark and BA donated bedding and blankets to the Spelthorne foodbank and a local furniture supplier donated thousands of pounds worth of showroom furniture to Spelthorne for the stepdown homes.



Inward Investment

The Inward Investment role is to attract businesses to the borough, encourage businesses to stay in the borough and create a marketing plan to promote Spelthorne as the place for businesses to move to.

We are building an Inward Investment website and promotional brochure to send to estate agents to promote Spelthorne to potential tenants.

We are also developing a coordinated suite of marketing materials to use alongside the website.

Key Account Management

We are delivering a Key Account Management role which builds close working relationship with the top 20 businesses in the borough and supporting large businesses with any queries they may have.

Top 20 companies have been identified and businesses that have international ownership. Regular communication has



been interrupted by Covid 19 however communications via SBF have continued to maintain visibility.

We aim to have a CRM system that helps record company interactions and support the KAM process within the next couple of months. We will also reengage with all large companies as they start coming back to work after Covid 19 restrictions lift.



Bounceback Street

This Initiative led by a Tech Entrepreneur to help the low skilled, low paid, unemployed workers that have been

made redundant due to Covid find new work opportunities by delivering a programme that builds their confidence and helps with CV and interview skills then matches with suitable employers.

We have set up a working group with Click 26, BUPA and Spelthorne Council to build the scheme bringing together delivery partners.

Scheme to be ready to launch Q3 2021

Youth APP (I need)

We are working with a partnership with Tech Entrepreneur and Brooklands College students to build an app that will create work opportunities for young people in Spelthorne.

The App is in development stage with Click 26, Brooklands College and then will be trailed by the youth Hub team.

App ready to trial Q3 2021





Spelthorne Business Forum

Spelthorne Business Forum CIC is a partnership between local Council and local businesses to support the business economy of Spelthorne through mentoring, support, networking and

B2B connections.

Tracey has taken Chair role in October 2021 and written a Strategy and built an executive board of business leaders from across different business sectors in Spelthorne

Grow membership to 1000+ members. Develop the website to include channels for business sectors. Develop the Business directory to drive the "Buy Local" agenda.

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Economic Development Committee



22 June 2021

Title	<i>The impact of COVID-19 on the local economy</i>
Purpose of the report	To make a decision
Report Author	<i>Keith McGroary – Economic Development Manager Tracey Carter – Senior Economic Development Officer</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	
Corporate Priority	Economic Development
Recommendations	<p>The Committee is asked to:</p> <ol style="list-style-type: none"> 1. Note the report and the COVID 19 impact on business report attached at Appendix 1. 2. Agree the draft Economic Development Recovery Action Plan (Appendix 2) at which sits within the wider draft Corporate Recovery Plan due to be considered by the Corporate Policy and Resources Committee meeting on 5 July 2021. 3. Recommend to the Corporate Policy and Resources Committee any further actions the committee would want included in the Recovery Action Plan (if required). 4. Agree that a regular report comes to each Committee meeting setting out how the team is delivering on the economic development elements of the Corporate Recovery Action Plan (Appendix 2). 5. Agree that a report comes to the next Committee to agree the Councils policy on spending the £2.2m Additional Restrictions Grant (ARG).
Reason for Recommendation	<p>COVID-19 has had a significant effect on the local economy, businesses and employees, and it is important to understand where this has impacted most (sectors and wards)</p> <p>The team are implementing a number of actions to assist in the economic recovery of the borough, and it is essential that this work is actively monitored and critically reviewed by the Council to ensure they achieve the stated outcomes</p> <p>The Council has a significant grant pot to spend by 31 March 2022, and we need to ensure that the money is effectively spent</p>

	in supporting local business and aiding recovery.
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1. Key issues

COVID-19 impact on the borough

- 1.1 This borough, alongside the rest of the UK and the world, has been significantly impacted by the COVID-19 pandemic. The challenges that everyone has faced have been amplified in the borough due to our proximity to Heathrow, as the aviation and logistics sector have been particularly hard hit. This has resulted in differential impacts across Spelthorne, whether in terms of business sectors, level of unemployment, age demographics or individual wards.
- 1.2 The attached report (**Appendix 1**) sets out in some detail how the pandemic has affected the borough and its residents economically. It is critical that we understand these impacts and where the pandemic has hit hardest so that the Council can tailor its response accordingly.

Response and Action Plan

- 1.3 Throughout the pandemic, the team have been working to support business with the COVID-19 grant allocations which has rightly taken up a considerable amount of time. Some of the other work is included in the information report which appears as a separate item on this agenda. Notable achievements have included:
- (a) Worked with the Department of Work and Pensions (DWP) via Job Centre Plus as well as other organisations and businesses to put on the Borough's first virtual Job Fair (14th July 2020).
 - (b) Set up a Jobs and Recovery Task Group consisting of Department of Work and Pensions, A2Domonion, Brooklands College, plus officers from Runnymede and Elmbridge Councils (July and August 2020).
 - (c) The Council website has been constantly updated with help support and guidance to signpost businesses to access funding / grant opportunities as well as other help and support; further communications have also taken place through the various social media media.
 - (d) Between July and December 2020, and in partnership with Staines Rotary, the Council put on a series of virtual events (via Zoom) to help businesses to recover from the covid-19 crisis. These events were designed to provide advice and support for small businesses in relation to a variety of topics from finance to HR. This involved businesses, consultants, professionals, accountants, coaches, to create an 'active ecosystem'
 - (e) £93,000 was been made available from the government to support social distancing measures and make our towns safe for opening. Money has been spent on the provision of mobile hand washing facilities situated in the High Street, Staines, as well as posters for shops to put in their windows, and an information video for the council website and the new digital screens in the shopping centres.

- (f) Spelthorne was the only borough in Surrey to submit a successful bid to Enterprise M3 Local Enterprise Partnership (LEP) which resulted in a match-funded award of £42,000 for a digital information screen (5m x 3m) to be installed in the Elmsleigh Centre to remind shoppers in relation to their responsibilities regarding social distancing and personal safety. 9 new covered cycle racks were installed within the borough to encourage and support the take up of cycling, and a live webcam for Staines High Street went live so people coming to the town can see how busy it is. Finally, 34 shops in Staines town centre are that were not accessible to wheelchairs have had ramps provided to make the town more hospitable to those who need wheelchair assistance.
- 1.4 In parallel, the team developed an Action Plan which focused on a number of key areas around supporting business and people, a number of which have been or are being implemented. These have been incorporated into the Councils wider draft Corporate Recovery Plan (CRP) which is due to be considered by the Corporate Policy and Resources Committee (CPRC) on 5 July 2021. **Appendix 2** sets out the proposed draft Economic Development actions.
- 1.5 The Committee will be aware from the regular briefings that have taken place throughout the COVID-19 pandemic that the government has given out a wide range of grants to businesses. In virtually all cases there have been strict criteria attached which businesses have needed to meet, and the Council has acted as 'gatekeeper' to those funds. So far over £50m of financial support has been provided for businesses affected by COVID-19, including business rates reliefs and grants.
- Additional Restrictions Grant
- 1.6 Since summer 2020, Spelthorne has operated 3 separate Additional Restriction Grant (ARG) business support schemes allocating government funding. This has been targeted mainly at businesses that don't meet the criteria (for example providing support for businesses who do not pay business rates) for the other specific support packages.
- 1.7 In addition to direct grants, local authorities have the discretion to use ARG funding in any way that provides business support with a view to support the broader economic recovery from the impacts of the pandemic. The only restriction is that businesses themselves have to be the beneficiaries of funding. Each local authority can determine its own level of funding for this purpose.
- 1.8 Local Authorities can use ARG funding for business support activities. This may primarily take the form of discretionary grants, but Local Authorities can also use this funding for wider business support activities. Spelthorne received £2.8m of funding from the first 2 rounds of the ARG allocations and was required by government to set a discretionary grants scheme and decide how much money to allocate to wider business support.
- 1.9 We have until 31 March 2022 to spend these monies. Spelthorne made a policy decision (agreed by the then Leader and then Cabinet Member for Economic Development) to allocate 40% of that funding to support businesses through direct grants as part of the survival theme, with the remainder be spent on business support as part of the recovery package.

- 1.10 Notwithstanding the grants that have already been given, the Council currently has £2.2m unapplied in ARG funds that can be used as either grants or business support. This is a significant amount of money and it is suggested that this should be focused on business needs throughout the year as the state of the economy ebbs and flows with COVID-19 restrictions. A proportion however should be set aside to support growth and recovery.
- 1.11 Ideally, the way the funding is allocated should be influenced by the business community, and the team have recently conducted a survey to get their views. As this is a discretionary grant, there are very few rules we need to adhere to as long as it is helping businesses, so we can be flexible and adapt as circumstances change if needs be.
- 1.12 Strategically, the Council will need to consider who the target audience is, which industry types would benefit the most and how do we guard against the provision of support for a business that is not going to survive.
- 1.13 It is considered the impact of this spend should result in the creation of a stronger and more competitive set of businesses better able to compete with other businesses external to the Borough. This should also result in job creation as those businesses that are supported grow and hopefully expand.
- 1.14 The proposed policy for spending the ARG is an early stage of development, and the team have collated a wide range of options on how this grant money could best be used.

2. Options analysis and proposal

- 2.1 The report at Appendix 1 is for noting only.

Action Plan

- 2.2 As economic recovery is one of the central planks of the Councils CRP, the Committee are being asked to agree the draft Economic Development Action Plan at **Appendix 2**. Members are also being asked to recommend if there are any additional actions they would wish to be included so this can be reported to the CPRC on 5 July 2021.
- 2.3 Furthermore, it is recommended that once that document is agreed by CPRC, a regular report comes to each Committee meeting. The intention will be for this report to set out how the team are progressing with delivering on its actions. As the CRP is a 'live' document it will also be for the Committee to recommend to the CPRC what other actions and measures might be required as we move further out of recovery towards future growth.
- 2.4 Members of this Committee could choose not to progress with these recommendations. However, this would limit the opportunity for the Council to be open and transparent about its activities to support business and the economy at a time when we need to be 'setting out our stall'. It would also limit the ability of councillors to scrutinise progress and reassure themselves that the actions being taken are delivering the outcomes that were originally set out.

Additional Restrictions Grant

- 2.5 With £2.2m available to assist business recovery and growth business, the Council needs to ensure that it is spend in the most beneficial way possible. It is recommended that the policy for allocating the grant is brought to the next Economic Development Committee. In light of the need to move quickly and

the date of the next scheduled meeting not being until September, it may be necessary for an extra meeting be held to get this matter agreed.

- 2.6 Alternatively, the Committee could decide to either delegate the matter to officers for them to develop and agree the policy, or it could be dealt with as an Urgent Item by the Chief Executive, Leader and Deputy Leader and reported back to the next committee meeting. Neither of these are recommended on the basis that this committee, with its considerable business expertise, will bring valuable insight and ideas to the table. It would also limit open discussion, debate and transparency on how to best spend a very substantial sum of grant money.

3. Financial implications

- 3.1 There are no direct financial implications flowing out of this report. As with any grant, there will need to be financial checks to ensure that claims for grant money are not fraudulent, and this will be built into the system. However, there is a balance to be struck between preventing fraud and ensuring that businesses who are in need of grants are not dissuaded from applying or fail because of the time it takes to allocate a grant.
- 3.2 Implementation of the draft Corporate Recovery Plan has been based upon existing resource levels within the Economic Development team. Any future recommendations for additional recovery actions which may impact on staff or other resources will need to be considered by this Committee at that point in time.

4. Other considerations

- 4.1 There are none.

5. Equality and Diversity

- 5.1 These considerations will be embedded within the Corporate Recovery Plan and the policy for agreeing the ARG spend.

6. Sustainability/Climate Change Implications

- 6.1 As the local and national economy moves into recovery after the COVID-19 pandemic, there is an opportunity to reset, and ensure there is an increased focus on 'green jobs and green growth'. The economic development team have been liaising closely with the sustainability team on a number of initiatives to support local businesses who are looking to deliver on the green agenda. This has included supporting businesses with finding suitable sites and facilitating meetings with the Local Planning Authority.
- 6.2 There are a number of actions proposed within the draft Corporate Recovery Plan which will be considered by the Corporate Policy and Resources Committee (CPRC) on 5 July 2021 relating to business and sustainability/climate change measures.

7. Timetable for implementation

It is proposed that a report comes to each committee meeting setting out progress on implementing the economic development elements of the Corporate Recovery Plan (once this has been approved by the CPRC).

Background papers: There are none.

Appendices:

- 1 COVID 19 impact on business** - This report sets out the main impacts of the pandemic on the borough, employment levels, our main business sectors including aviation, our high streets and our wards.
- 2 Recovery Action Plan Supporting Economic Recovery** – This document sets out the actions that the Council is proposing to undertake to assist the local economy in its recovery from the COVID-19 pandemic.

COVID-19: Economic Impact on Spelthorne Business

Introduction

It should be noted that this document has been formulated based upon existing information and evidence available at the time of writing, although as we come out of lockdown the economic situation is expected to change rapidly for some industry sectors.

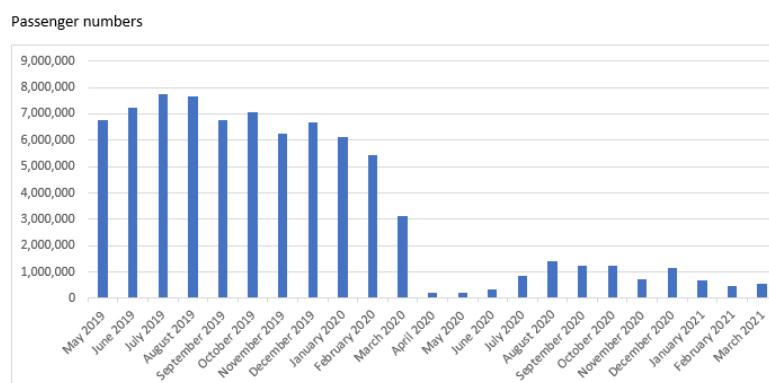
Background

From midnight on the 23 March 2020 the government required as many people as possible to stay at home wherever possible and to only make essential journeys. All non-essential businesses and workplaces were required to close, in addition to the earlier closure of schools and the leisure and hospitality sectors. Social distancing was introduced for everyone, and for the most vulnerable to the infection, a shielding programme was activated. These ‘lockdown’ measures were put in place until it was determined that the reproduction rate of the virus had fallen to a level to suppress the virus, save lives and protect the NHS.

As the UK moved to a position allowing pubs and restaurants to open and the 2-metre social-distancing rule relaxed, the economy slowly and nervously returned in slow steps towards ‘normality’. However, the subsequent lockdown (December to March 2021) has deepened the financial impact on many retailers with both winners and losers emerging.

Heathrow

Heathrow Airport, like the whole of UK aviation, has been severely impacted by the COVID-19 pandemic. Before the pandemic, Heathrow was part of an expanding and successful industry employing approximately 114,000 people in the local area (either directly employed by HAL, working ‘on airport’ or in the local supply chain). Nationally it was contributing more than £16 billion of economic output. A third runway was being planned to serve the increasing demand for the airport. The pandemic has put the future of the runway into question with the CEO (John Holland Kaye) telling the UK Transport Select Committee that “whether the third runway will be needed will have to see how things turn out over the next few years. If we are successful in rebuilding the UK economy, we will need that in 10 to 15 years’ time. If not, I think we are all in a different world.”

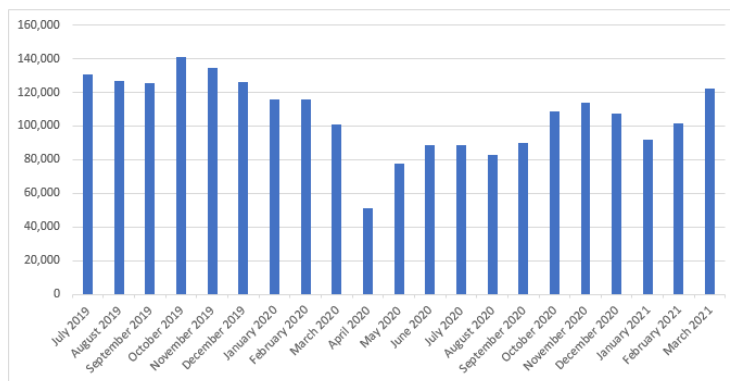


Source: Heathrow.com traffic statistics April 2021

These charts show how COVID-19 has impacted on passenger numbers and cargo tonnage.

In May 2020 the green, amber and red coding system was introduced which will mean passenger numbers will start increasing and COVID- 19 permitting, the passenger numbers will reach pre COVID numbers in 2023

Heathrow cargo by tonnage



Source: Heathrow.com traffic statistics April 2021

Impact on employment

An Oxford Economics report commissioned by Heathrow in 2020 estimated that workplace-based employment reliant on Heathrow would fall by 21,300 jobs in 2020. It indicated job losses would be concentrated in the transportation & storage sector, particularly in air transport activity.

The balance of evidence suggested that male, older, full-time, and less well-qualified workers were most vulnerable. However, the report indicated job losses would not be confined to those matching these characteristics alone: many jobs were expected to be lost in the distribution, hotels & catering sector which will affect younger workers, and those more likely to work part time. Job losses in Spelthorne connected to Heathrow were expected to reach 1,500 in 2021 with a total of 16,000 job losses across Hillingdon, Hounslow, Spelthorne, Ealing, Slough and South Bucks.

Pre pandemic, 5,800 of our residents were in Heathrow related employment - 10.6% of the Spelthorne workforce, and the airport as a whole is not expected to return to 2019 levels until 2023 at the earliest. It is estimated that about 45% of our residents working at Heathrow live in Stanwell and Ashford, leaving them more exposed to the volatilities around the aviation industry. This strongly suggests that there should be a focus on recovery activities to support residents in the north of the borough. Any recovery in this sector is likely to take years rather than months unless there is a significant change in circumstances, as the prevalence of new variants and high levels of deaths and infections globally will impact on passenger travel in particular.

Employment

Central government has intervened by giving business the option to furlough staff as an alternative to redundancy or indeed closure of the business. This has been a costly but necessary process with 9.6m people furloughed (August 2020) and landed the government with an expected deficit of £300bn in the last financial year. But it has reduced the potential for high unemployment levels at this time. In the March 2021 budget, the Chancellor announced that the furlough scheme will be extended to 30th September 2021. After this it is expected that we will see a sharp rise in unemployment as businesses will have to start paying wages of staff and many may choose to make redundancies instead. In the three months to March 2021, there were 253 thousand redundancies made in the United Kingdom, decreasing from the 308 thousand redundancies made in the three months to January 2021. (<https://www.statista.com/statistics>)

A BBC report in May 21 stated that most economists expect the unemployment rate to rise a little later this year even though it is hoped more restrictions can be lifted. That is because many government support schemes - such as furlough - are due to end after September. The Bank of England expects the unemployment rate to reach around 5.5% in the autumn. However, the number of unemployed is expected to fall next year as the economy continues to recover.

Should the borrowing continue because the economy does not bounce back, there is likely to be a wave of tax rises to help repay the debt. People will have less money in their pocket to spend, and production of goods and services may well fall as a result. Lower tax collection rates and fewer jobs may well leave the country in a more precarious position moving forwards.

This chart shows the total unemployment rates from February 2020, just before the pandemic to January 2021. Spelthorne unemployment rate has increased from 1.7% to 5.6%, Surrey from 1.2% to 4.0%, South East 2.1% to 5.1% and GB from 3.0% to 6.2%

Date	Spelthorne	Surrey	Great Britain	South East
February 2020	1.7	1.2	3.0	2.1
March 2020	1.7	1.2	3.1	2.2
April 2020	3.2	2.4	5.1	3.9
May 2020	5.3	4.0	6.4	5.3
June 2020	5.1	3.8	6.2	5.1
July 2020	5.2	3.9	6.4	5.2
August 2020	5.5	4.1	6.5	5.4
September 2020	5.6	4.1	6.4	5.3
October 2020	5.5	3.9	6.2	5.1
November 2020	5.7	4.0	6.3	5.2
December 2020	5.7	4.0	6.2	5.1
January 2021	5.6	4.0	6.2	5.1

Source: [Nomis](#)

Area	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21
Spelthorne	1,050	1,040	1,985	3,240	3,125	3,230	3,360	3,450	3,370	3,485	3,490	3,450
Ashford Common	70	65	135	220	200	225	230	250	240	260	265	270
Ashford East	70	70	140	230	220	230	225	220	210	200	200	205
Ashford North & Stanwell South	125	115	205	315	310	315	350	355	350	375	365	370
Ashford Town	70	85	130	220	215	230	235	255	260	275	280	270
Halliford & Sunbury West	55	55	120	195	170	170	190	190	175	195	185	190
Laleham & Shepperton Green	80	80	165	265	270	275	265	275	270	280	285	270
Riverside & Laleham	55	55	95	150	135	145	160	165	160	155	155	150
Shepperton Town	30	30	80	155	150	150	160	155	140	160	155	150
Staines	95	95	170	275	285	275	300	315	320	325	335	350
Staines South	80	70	135	250	245	240	245	245	240	240	250	245
Stanwell North	155	150	275	400	390	410	420	415	420	435	440	430
Sunbury Common	130	125	230	380	350	375	385	405	380	395	390	370
Sunbury East	35	40	110	190	185	190	190	205	200	195	180	185

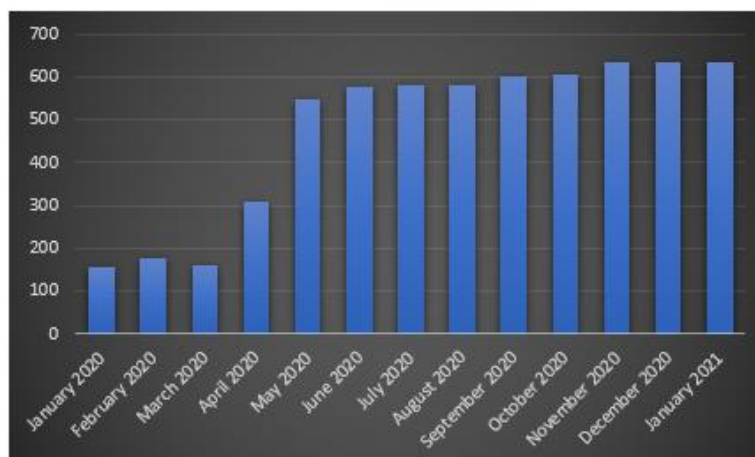
This table shows how the COVID-19 pandemic has affected the unemployment rate in the 13 Wards in Spelthorne from February 2020 to January 2021. The number of unemployed has increased by 328% from 1,050 to 3,450. The worst affected wards by number of claimants are Stanwell North with an increase of 275 followed by Staines 255, Ashford North & Stanwell South 245, Sunbury Common 240 and Ashford Common and Ashford Town both with 200 extra unemployed.

The pandemic has however affected different age groups differently.

Age 16 – 24: In January 2020 there were 155 (2.34%) young people unemployed and as the year progressed to January 2021 this number had increased to 635 (9.59%); as can be seen from the chart, unemployment has not dropped below 550 since May 2020, so not only has the rise been steep, but it has then been maintained at a consistent level.

Apprentices were a key vehicle to obtain employment for the young people, but the pandemic has brought an end to many of those opportunities as businesses furlough staff or making redundancies. The increased level of unemployment for this age group in Spelthorne has risen from 2.3% to 9.6%. At the same time

Claimant count in Spelthorne 16 – 24 year olds



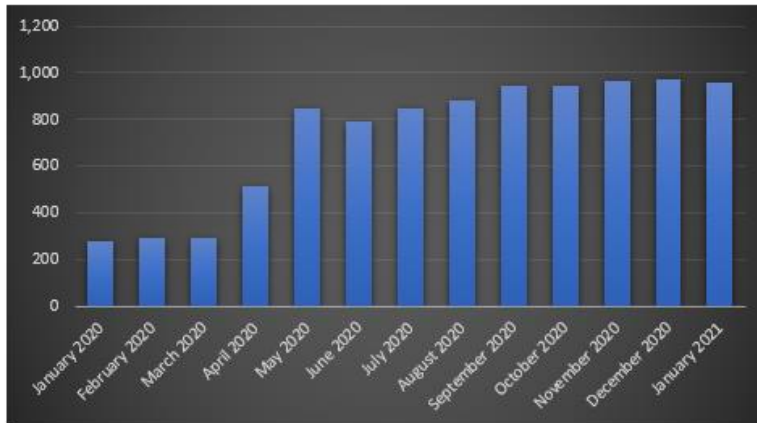
Surrey moved from 1.5% to 6.1%, the South East moved from 2.9% to 7.8%, and the UK from 4.1% to 9.2%.

Source: [Nomis](https://www.nomis.co.uk/)

Age 50+:

In January 2020 there were 275 (1.5%) people in this age group who were unemployed rising to 960 (4.8%) by January 2021.

The over 50 population are often a cohort that attracts greater difficulties in obtaining employment once a job has been lost. This is despite the Equalities Act 2010 which expressly prohibits bias based upon age.



Source: [Nomis](#)

Research has suggested that most people who may lose their jobs at Heathrow are likely to be from this age group and be low skilled. Low skill sets decrease the opportunity of future employment as there will be a smaller job pool to

apply for, additionally these will nearly always be at the lower end of the pay scale in terms of financial remuneration. To put these figures into context with other areas Spelthorne has seen a higher percentage increase than Surrey, the south east or Great Britain. Spelthorne has risen from 1.5% to 4.8%, Surrey from 1.1% to 3.2%, South East from 1.7% to 4.0% and the UK from 2.4% to 4.8%

Level of furloughing across Surrey Districts and Boroughs

Research carried out by Arup using data from the Wave 4 of the Office of National Statistics (ONS) Business Impact of Coronavirus Survey (20th April-3rd May 2020) which included sector-by-sector breakdown of the proportion of the workforce that has been furloughed. This does not include data from the businesses that have stopped trading. This has then been multiplied by the % of jobs in each sector within each Borough to estimate the overall proportion of the workforce which has been furloughed. It is worth noting that our near neighbours in Feltham have an estimated furlough rate of almost 38% with 23,500 residents. The total for Hounslow is estimated at 42,500; these figures are important as they will also be competing for jobs that would be attractive to Spelthorne residents.

Spelthorne	27%
Woking	26%
Elmbridge	26%
Tandridge	26%
Surrey Heath	25%
Waverley	24%
Runnymede	23%
Guildford	23%
Epsom and Ewell	23%
Mole Valley	23%
Reigate and Banstead	21%

The working population of the borough is 57,700 according to NOMIS and with predicted 27% furloughing by Arup, that means 15,500 residents are not working and on a reduced income.

As of April 14, 2021, approximately 11.5 million jobs, from 1.3 million different employers were furloughed in the United Kingdom as part of the government's job retention scheme.

Business Sectors

One of the most prevalent industries in Spelthorne is transportation, with double the amount of businesses situated in the borough compared to the next highest density in Surrey boroughs, so cargo and logistics are an important employer.

In the latest available figures provided by the National Online Manpower Information System (NOMIS) (2018), There are estimated to be 3,500 people working in the Transport & Storage sector in Spelthorne which is 9.2% of our working population compared to 4.5% in the South East and 4.9% nationally. Given that these businesses are often closely tied to the fortunes of Heathrow airport, it is likely that there will be a significant loss of jobs within this sector. It is worth noting that in both Hillingdon and Hounslow, they have the largest number of businesses in this sector compared to the other boroughs in London and the whole of the south east.

This provides for a very high level of supply where the demand is very weak. It has also been reported that trading conditions have been extremely challenging and have seen other businesses squeezing margins by reducing prices in order to obtain some of the limited demand for this service.

On 21st May 2020 one of the largest transport and logistics companies based in Spelthorne reported a loss of 85% of their ground handling business within a few weeks with only a few flights running and pretty much 70% of the cargo. Therefore, by 1st April 2020 they furloughed 1200 staff in the UK, of which 55% was in Spelthorne. They also consolidated their business from 7 warehouses to 3 at London Heathrow and closed a warehouse in London Gatwick.

BP

In 2020 the company announced around 2,000 redundancies in the UK with 15% or 300 job losses taking place by the end of the year. These are expected to mainly affect office jobs, so Sunbury could take a significant hit. The number of employees that are resident in Spelthorne is not known, but the majority are expected to be the lower paid jobs such as cleaning and catering. As a landlord, we are not expecting any risk of BP not honouring the long term leases they have with us.

Businesses in the borough

There are 7673 businesses in Spelthorne, the split by ward is below

Area	Number of Businesses	% of Businesses
Ashford Common	497	6.5
Ashford East	402	5.2
Ashford North & Stanwell South	422	5.5
Ashford Town	1329	17.3
Halliford & Sunbury West	363	4.7
Laleham & Shepperton Green	522	6.8
Riverside & Laleham	278	3.6
Shepperton Town	736	9.6
Staines	1101	14.3
Staines South	396	5.1
Stanwell North	494	6.4
Sunbury Common	499	6.5
Sunbury East	634	8.2

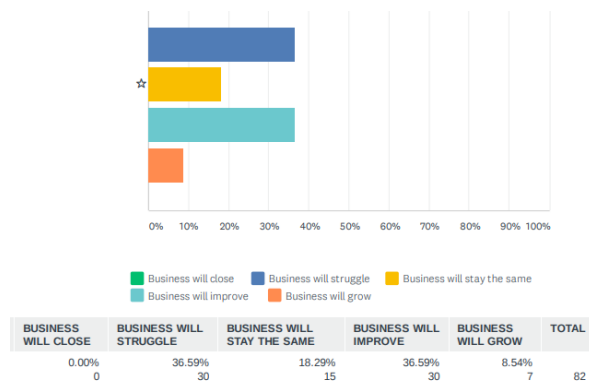
The top 10 categories by number of businesses are shown in the table below.

Number of Businesses by Category	
Specialised construction activities	776
Computer programming, consultancy and related services	562
Retail trade	543
Real estate activities	510
Wholesale trade	483
Other personal service activities	458
Activities of head offices; management consultancy activities	445
Transport	368
Office administrative, office support and other business support	319
Food and beverage service activities	312

In a recent survey conducted with the businesses that were in receipt of Additional Restrictions Grant (ARG), we found that the construction services sector has continued to perform very strongly during the pandemic. In fact, several of the businesses we spoke to have seen growth due to large demand in the home improvement sector during lockdown.

We asked: On the basis that all Covid-19 restrictions will have been lifted, what is your level of confidence for your business succeeding over the next 12 months?

None said their business will close
 37% said their business would struggle
 18% said business would stay the same
 37% said business would improve
 9% thought their business would grow



We also asked: Please comment on the suggested potential interventions and let us know what else could the funding be used for to support businesses and what impact is it likely to have?

From this question the majority of businesses asked for the following;

- 75% - Web and social media support
- 72% - Subsidised purchase of equipment
- 60% - Free business advice & support
- 54% - Grant to improve shop fronts

ANSWER CHOICES	RESPONSES	
Subsidized purchase of equipment	72.09%	62
Free business support	60.47%	52
Grant to support web / social media presence	75.58%	65
Grant to improve shop fronts	54.65%	47
Other suggestions to support your business and the impact it will have.	62.79%	54

Business rates and high rents were also cited as inhibitors to restarting their business after lockdown. Finance and cashflow planning was also asked for.

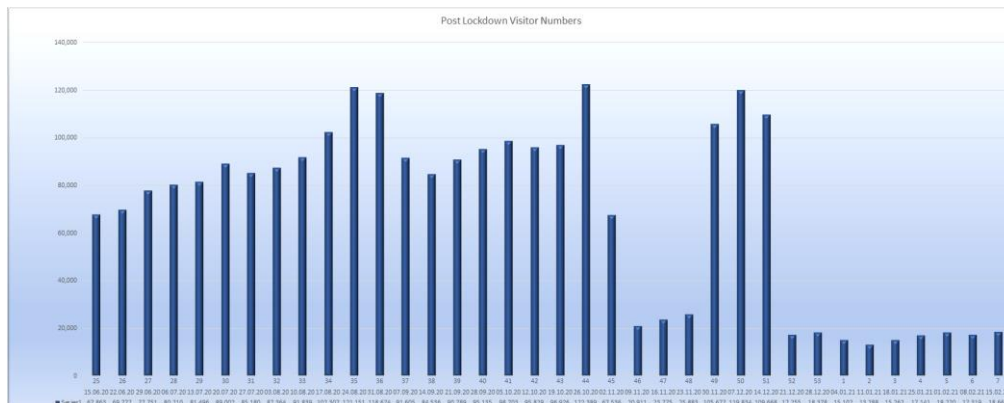
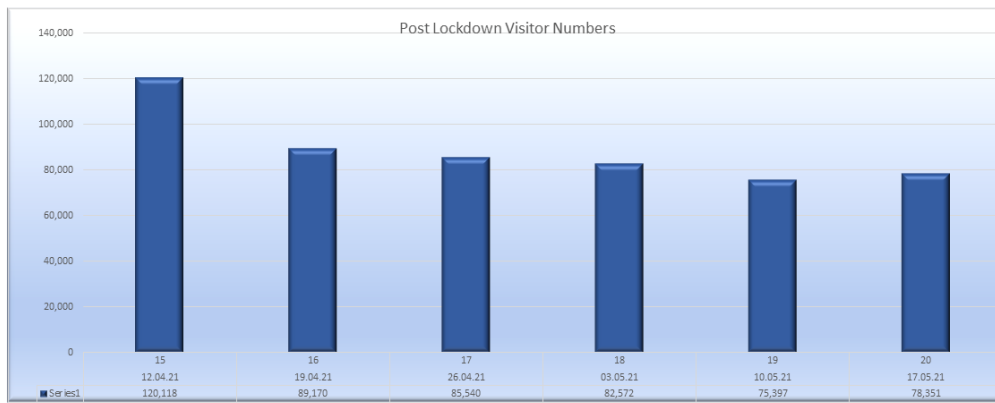
High streets

Staines

In terms of shops, leisure and hospitality, the town centre is home principally to the larger chains rather than independents. That being said, a handful of closures in the Elmsleigh Shopping Centre both during and pre-pandemic (such as Thomas Cook, Ernest Jones, Topshop, Monsoon, Ponden Home) have created openings for emerging independent retailers such as Ximiso, MBitz and Blue Inc., with other lettings in the pipeline. Larger store closures in the town centre generally, such as Debenhams and Decathlon, may be regarded as opportunities to reimagine and reinvigorate those two ends of the town centre; whilst the relocation of Marks & Spencer from the High Street to its new premises in Two Rivers facilitated a state of the art fit-out to launch the new M&S Foodhall.

The past year - the pandemic era - has seen some changes in trends: It is clear that people still have an appetite for shopping as a pastime, and this has been borne out since the release of lockdown. In Elmsleigh, although actual shopper numbers are down compared with 2019, basket-spend over the past month has been on a par with pre-pandemic levels overall, showing that whilst people may be going out less frequently, they are still keen to go out shopping. In the High Street a notable trend is being seen towards increased pavement seating around our hospitality outlets: whilst this clearly arises from the need for social distancing and more space, the positive side impact is that the pavement café trend creating a more vibrant shopping experience for the visitor.

Weekly Visitor Numbers Since 12th April 2021



Elmsleigh Centre Weekly visitor numbers from June 2020 to Feb 2021

Two Rivers: Footfall numbers have returned to 2019 levels and basket spend has reported to have increased.

Market: The market traders have reported a slow return of trade. Many of them rely on the office workers for their trade, and until they return to working in the town the future of some of the traders is in the balance. The Farmers Market has decided it is no longer viable to operate in Staines as footfall has been too low to sustain the market with traders choosing to go to busier towns.

Ashford

With 2,650 registered businesses this town, although smaller geographically than Staines-upon-Thames, has a much larger and diverse business community in terms of number and type of businesses. The high street is dominated by independent retailers although these are predominantly hair & beauty, takeaways, and estate agents, which gives the impression there is not a good mix.

Businesses that have been lost include during COVID-19 have included charity shops, a kitchen showroom and a gym. On the flip side there have been a number of new shops opening including TUT Restaurant, Best Western Supermarket, Chai Café, Pizza Parlour, Ice Cream Parlour, Sushi 2 Me and refurbishment of Armstrong’s Hairdressers.

It is too early to tell the full impact, however at the moment the business gains on the high street have outnumbered the losses. The Local Restriction Support Grants (LRSG) have been a lifeline for these businesses, and many have reported that they would not have survived without the grant money. The speed

of recovery of trade for the non-essential retailers will determine their ability to remain open as cashflow is now one of the biggest concerns.

Sunbury

With 1496 businesses in Sunbury this town is split between the busy Sunbury Cross Junction and lower Sunbury parade on the Avenue and Thames Street. Businesses are reporting similar situation as the other towns with a large impact on footfall. There has not as yet been too many losses of retail businesses and there has been a new bakery store open on Thames street with reports of strong trade despite their out of the way location.

Shepperton

With 1258 businesses in Shepperton & Laleham combined, Shepperton Town has a traditional High Street. Whilst we do not have footfall counters to provide year on year figures, the anecdotal evidence is that footfall was catastrophically affected during the lockdown periods.

On a positive note, many businesses were able to take advantage of online trading, click & collect and home delivery services.

Adversely, some (eg Blue, a female clothing store) were left in a situation whereby they had new stock that they were unable to sell and, although not perishable, that they would not be able to sell at a later date due to weather and then fashion movements. Currently Shepperton is performing well with the majority of businesses re-opening on schedule.

A new bakery (Cavan Bakery) is due to open in the next week and this will join JAMZ Café & Bakery which opened in 2020 during the pandemic.

New commercial units are being fitted in the old HSC bank building, forming a new mixed development site.

Business Births & Deaths

Using FAME database, we looked at businesses that opened and closed during the 2019 / 2020 in Spelthorne.

Business Births	2019	2020	2021 up to 27th May
Shepperton	87	127	60
Ashford	253	369	147
Sunbury	112	156	87
Staines	133	198	81
Total	585	850	375

Business Deaths	2019	2020	2021 up to 27th May
Shepperton	154	116	61
Ashford	240	221	108
Sunbury	125	104	68
Staines	129	98	45
Total	648	539	282

The figures show us that we saw a gain of 311 businesses overall in 2020 compared to 2019 and 93 new businesses in 2021 to May. This is thought to be largely due to the amount of people being made redundant who have decided to try setting up a business as a means to replace income.

Business Plus or Minus	2019	2020	2021 up to 27th May
Shepperton	-67	11	-1
Ashford	13	148	39
Sunbury	-13	52	19
Staines	4	100	36
Total	-63	311	93

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RECOVERY ACTION PLAN – SUPPORTING ECONOMIC RECOVERY

Key to task owners:

HM	Heather Morgan	KM	Keith McGroary	TC	Tracey Carter	AW	Andy Wilmott
DG	David Gold	HG	Hilary Gillies	CI	Carrie Isaac		

Table of acronyms used:

A2D	A2 Dominion	EM3 LEP	Enterprise M3 Local Enterprise Partnership	BID	Business Improvement District
ARG	Additional Restrictions Grant	SBF	Spelthorne Business Forum	SBC	Spelthorne Borough Council
DWP	Dept Work and Pensions	KGE	Knowle Green Estates Ltd.		

INTRODUCTION

Page 37

Spelthorne has developed a recovery plan outlining the measures the Council will be taking to assist our communities (both residential and business) to recover from the effects of the COVID-19 pandemic. This focusses on how the Council will lead and assist with the wider-borough recovery under five key areas/themes:

- a. Supporting Community Recovery
- b. Supporting Economic Recovery**
- c. Supporting a Green Recovery
- d. Keeping People Informed, and
- e. Delivering Key Services

This Action Plan forms part of, and builds on the Recovery Plan, outlining a range of key tasks to deliver each of the actions listed.

SUPPORTING ECONOMIC RECOVERY - ACTION PLAN

Ref.	Key Action	Key task	Desired outcome	Target date	Owner
MINIMISING UNEMPLOYMENT					
ER1	Continue to monitor, measure and understand how COVID has affected local businesses and adapt to respond to impacts.	Develop a Dashboard with key areas of impact.	Will enable informed and timely decisions regarding existing and future responses.	Monthly - starting June 2021	KM
ER2	Provision/signposting of advice and support and ensuring effective implementation of relevant government initiatives, including business rate relief, payment of business grants etc.	Ensure that the Council website contains updated information with regards to information for business. Utilise SBF, Staines-upon-Thames BID and social media to cascade information.	Business owners will be able to access support and help (including financial support) as soon as it becomes available and do not miss it.	Ongoing	TC/KM
ER3	Keep under review the Council's discretionary grant policy and ensure that the Council distributes the funds available to best support individual firms to survive and to assist the broader economic recovery of the borough.	To identify interventions linked to the Spelthorne economy, scan implementation of ARG elsewhere for ideas. Consultation carried out with businesses. Generate policy on agreed spend areas for ARG and allocate fund by govt's target date.	Businesses will have a voice and influence on how the ARG is allocated; best value will be achieved with allocation of the fund.	Completed Complete spend by March 2022	KM KM
DEVELOPING SKILLS AND GETTING PEOPLE BACK IN WORK					

Ref.	Key Action	Key task	Desired outcome	Target date	Owner
ER4	Implement our new Economic Development Recovery Plan (including addressing Brexit impacts).	To ensure that the momentum is maintained in delivering the interventions identified.	That a broad range of actions help improve the economic vitality of the borough.	July 2021	KM
ER5	Continue to work with the newly developed Jobs and Recovery Task Group (including reps from SBC, DWP, Brooklands College, Heathrow Academy, JCP and A2D) to develop new opportunities for local residents.	To organise dates and support for the group to meet and develop an Action Plan for the Group	The information collected by a variety of critical sources will help inform better decision making dynamically as we navigate through the pandemic. Action Plan will outline opportunities for local residents.	July 2021 August 2021	KM KM
ER6	Support/promote employment and training initiatives – including Virtual Jobs Fair, ‘Kickstart’ scheme, and ‘Job Fuse’ (working with EM3 LEP).	Work with Brooklands College / BUPA / DWP / Surrey Chambers of Commerce and others to promote job fairs / Kickstart and development of an APP by Brooklands to access jobs.	Development of App will bring businesses together to offer jobs that are available. Upskill young people with App development that will result in a new way of promoting work opportunities.	July 2021 Ongoing	KM/TC KM/TC
ER7	Work with partners to bid for funding for a Youth Hub in the borough focused on helping specific groups between the ages of 18 – 24 to access employment opportunities and assist with ‘work readiness’ and resilience.	Submit an application to the DWP for funding for a Youth Hub to support the 16 – 24-year-old unemployed youth into employment.	Local young people will be provided with better skills to apply for jobs.	Awaiting outcome of grant application	TC

Ref.	Key Action	Key task	Desired outcome	Target date	Owner
ER8	Set up pop-up-shop where budding entrepreneurs can test the market in advance of setting up a business.	Access empty shop premises for temporary use.	Encourage people made redundant / unemployed to set up new businesses.	Summer 2021	TC/KM
ASSISTING FUTURE BUSINESS GROWTH AND ADAPTATION					
ER9	Prepare and promote our new business incubator to help local fledgling businesses to rent collaborative desks/space and provide training and mentoring to ensure business sustainability.	To prepare the incubator for occupation, arrange for the operations of the incubator to be managed, launch the incubator, market opportunities for tenants and fill the building as far as CV-19 restrictions will allow and completely fill when lifted.	This will encourage and support / mentor new and recently incorporated businesses to become successful, grow, and create new jobs within the borough. To become a council flagship.	Official opening 11 th June 2021	KM/TC
ER10	Promote opportunities in the Borough for the development of 'green' jobs.	Through targeting some of the ARG funds and Green Initiatives Fund to the green economy, strengthen the participation of businesses in this sector.	Increase new green jobs measured through feedback from those businesses that receive a grant.	Start review 01.06.21	KM/TC

Ref.	Key Action	Key task	Desired outcome	Target date	Owner
ER11	a. Promote 'shop-local' to our residents and visitors; and	Exploring opportunities to develop a Buy Local App.	More people purchasing goods locally.	Existing baseline data collected: Aug 2021;	KM/TC
	b. Promote 'buy-local' procurement.	Internal SBC procurement rules amended to encourage local procurement. To develop sustainable procurement strategy and ensure local and sustainable purchasing is built into procurement practice.	SBC increases the amount of procurement of local goods & services of a value under £5k. Sustainability is effectively built into all purchases.	App launched: Oct 2021; Uptake survey: Target date to be confirmed 2022	
ER12	Provide additional frontline support for Ashford, Sunbury and Shepperton businesses and retailers through our new Town Centre Manager.	Recruit a Town Centre Manager for the 3 towns to help promote them and support businesses. Staines already has a Business Improvement District in place.	Business via feedback speak highly of the Town Centre Manager and each town has functioning business groups in place.	October 2020 Completed	AW
ER13	Work in collaboration with Staines-upon-Thames Business Improvement District to support businesses and retailers in the town.	Ensure that there is SBC representation on the SBF Board.	SBC is able to influence the direction and priorities of the BID and enhance Staines-upon-Thames as a destination.	Ongoing – re-ballot in Feb 2022	KM

Ref.	Key Action	Key task	Desired outcome	Target date	Owner
PLACEMAKING, REGENERATION AND DEVELOPING INFRASTRUCTURE					
ER14	<p>a. Maintain momentum of the Council's regeneration schemes; and</p> <p>b. Deliver the Staines-upon-Thames Development Framework as part of the review of the Local Plan up to 2035.</p>	Funding and support is provided to develop the Development Framework	The Framework will provide a template for the future development of Staines-upon-Thames.	Ongoing, Framework not yet completed. Aiming for adoption 2023.	HM
ER15	Improve broadband speeds in the borough (fibre to the premises (FTTP) up to 1GB), starting with Sunbury and expanding to Staines-upon-Thames and Ashford.	Work closely with a broadband provider to commit to install FTTP starting in Sunbury and then other areas of the Borough.	This will give Spelthorne a competitive advantage by providing excellent broadband speeds throughout the Borough making it a more attractive destination for businesses.	Started June 2020 - rollout programme is determined by external providers	KM
ER16	Consider bids for future rounds of to the Government's Levelling Up Fund for smaller transport projects, town centre and high street regeneration and maintaining and expanding cultural and heritage assets.	Work with other services within the Council and develop a range of options for schemes which could secure funding (including liaison with SCC on transport projects).	Secure government funding under the Levelling Up Fund for specific projects to deliver the projects (monitored via Corporate Project Management).	Target date to be confirmed depending on future bid round deadlines	KM

Ref.	Key Action	Key task	Desired outcome	Target date	Owner
ATTRACTING VISITORS BACK INTO THE BOROUGH					
ER17	Continue to promote Spelthorne as a place to live, visit and do business through the Visitor Economy Forum (SBC and business).	Set up and maintain a representative group to highlight needs and help improve the business opportunities available.	Feedback from the group will show that there has been positive steps to help the visitor economy.	Completed September 2020	DG
ER18	Continue to monitor the implementation and effectiveness of guidance for the safe use of our town centres, open spaces and other areas; providing relevant information to businesses on operating safely under COVID restrictions.	Make full use of the 6m x 4m digital screen in the Elmsleigh Centre, use of social media via SBC Communications Team. EH Team continue to advise safe use of business premises.	Low level of complaints to EH regarding potential breaches of COVID-19 restrictions.	Screen completed Feb 2021. EH work ongoing whilst government restrictions in place.	KM
ER19	Utilise EM3 LEP funding and government support in opening-up town centres post-COVID (using, for example, the Welcome Back Fund).	Apply for funding to support initiatives to assist towns to open up safely. Make use of the allocated Welcome Back Fund.	Successful in bid to EM3 to install 9 cycle racks in the borough, a 6m x 4m digital information screen in Elmsleigh Centre to remind adherence to restrictions.	Completed Oct 2020	KM/TC/DG

