

RECOVERY ACTION PLAN – SUPPORTING ECONOMIC RECOVERY

Key to task owners:

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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

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.	July 2021	KM
			Action Plan will outline opportunities for local residents.	August 2021	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.	July 2021	KM/TC
			Upskill young people with App development that will result in a new way of promoting work opportunities.	Ongoing	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 b. Promote 'buy-local' procurement.	Exploring opportunities to develop a Buy Local App.	More people purchasing goods locally.	Existing baseline data collected: Aug 2021; App launched: Oct 2021; Uptake survey: Target date to be confirmed	KM/TC
		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.	2022	HG/CI
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

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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.	<p>Make full use of the 6m x 4m digital screen in the Elmsleigh Centre, use of social media via SBC Communications Team.</p> <p>EH Team continue to advise safe use of business premises.</p>	Low level of complaints to EH regarding potential breaches of COVID-19 restrictions.	<p>Screen completed Feb 2021.</p> <p>EH work ongoing whilst government restrictions in place.</p>	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

