

APPENDIX 1

BROMSGROVE ECONOMIC RECOVERY FRAMEWORK 2020-2023

SUMMARY

1. The Bromsgrove Economic Recovery Framework sets out the strategic priorities, key interventions and measures aimed at supporting the local economy throughout the Covid-19 recovery effort. The framework is a live document and will be updated regularly, as new national, regional and local support measures are announced in response to the current pandemic.
2. The Bromsgrove Economic Recovery Framework supersedes the North Worcestershire Economic Growth Strategy for the duration of the economic recovery effort in line with national and regional guidance.
3. The economic recovery framework focuses on three key priorities:
 - Supporting people
 - Supporting businesses
 - Improving places
4. Table 1 outlines the areas of intervention within each of the three key priorities.

Table 1

SUPPORTING PEOPLE	SUPPORTING BUSINESSES	IMPROVING PLACES
Employment support – helping people back into work	Business support – information, advice and guidance (including grants)	Re-purposed town centre and local centres
Skills support – equipping existing workforce with the relevant skills	Start-up and enterprise support	Connectivity and new forms of mobility
Young people – ensuring future workforce has relevant skills & qualifications	Support to large / strategic employers and high growth companies / sectors	Healthier, greener and sustainable communities
<i>Attracting public and private investment</i>		

SUPPORTING PEOPLE

5. The immediate priority is addressing the impact of the Covid-19 pandemic on jobs and the potential for large scale redundancies. This has been addressed temporarily by the central government through the Coronavirus Job Retention Scheme (which will remain open until 31 March 2021, but will be reviewed in January 2021), but there are major concerns about the likelihood of significant redundancies once these schemes comes to an end. Medium and long term, the priority is ensuring those in employment or seeking employment (including young people) have the relevant skills and knowledge to perform well in an increasingly competitive labour market and access new opportunities in emerging and growth sectors.
6. The immediate impact of the Covid-19 pandemic on jobs and the labour market is measured by looking at data regarding claimant counts, unique job postings and employees on furlough at national, regional and local levels, as detailed in Tables 2 – 11 below.

National and regional context

7. Tables 2 and 3 show the claimant counts for those aged the 16+ in February 2020 (pre-lockdown) and October 2020. In all tables, percentages mean number of claimants as a proportion of resident population of the same age.

Table 2

Claimant counts	West Midlands		England		UK	
	Level	%	Level	%	Level	%
<i>February 2020</i>						
Aged 16+	141,095	3.9	1,050,875	3	1,255,770	3

Table 3

Claimant counts	West Midlands		England		UK	
	Level	%	Level	%	Level	%
<i>October 2020</i>						
Aged 16+	265,670	7.3	2,228,150	6.3	2,612,550	6.3

Tables 4 and 5 show the claimant counts for those aged the 18-24 in February 2020 (pre-lockdown) and October 2020.

Table 4

Claimant counts	West Midlands		England		UK	
	Level	%	Level	%	Level	%
<i>February 2020</i>						
Aged 18-24	27,065	5.1	193,070	4.1	232,620	4.1

Table 5

Claimant counts	West Midlands		England		UK	
	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
<i>October 2020</i>						
Aged 18-24	54,550	10.3	437,865	9.2	517,600	9.2

Local context

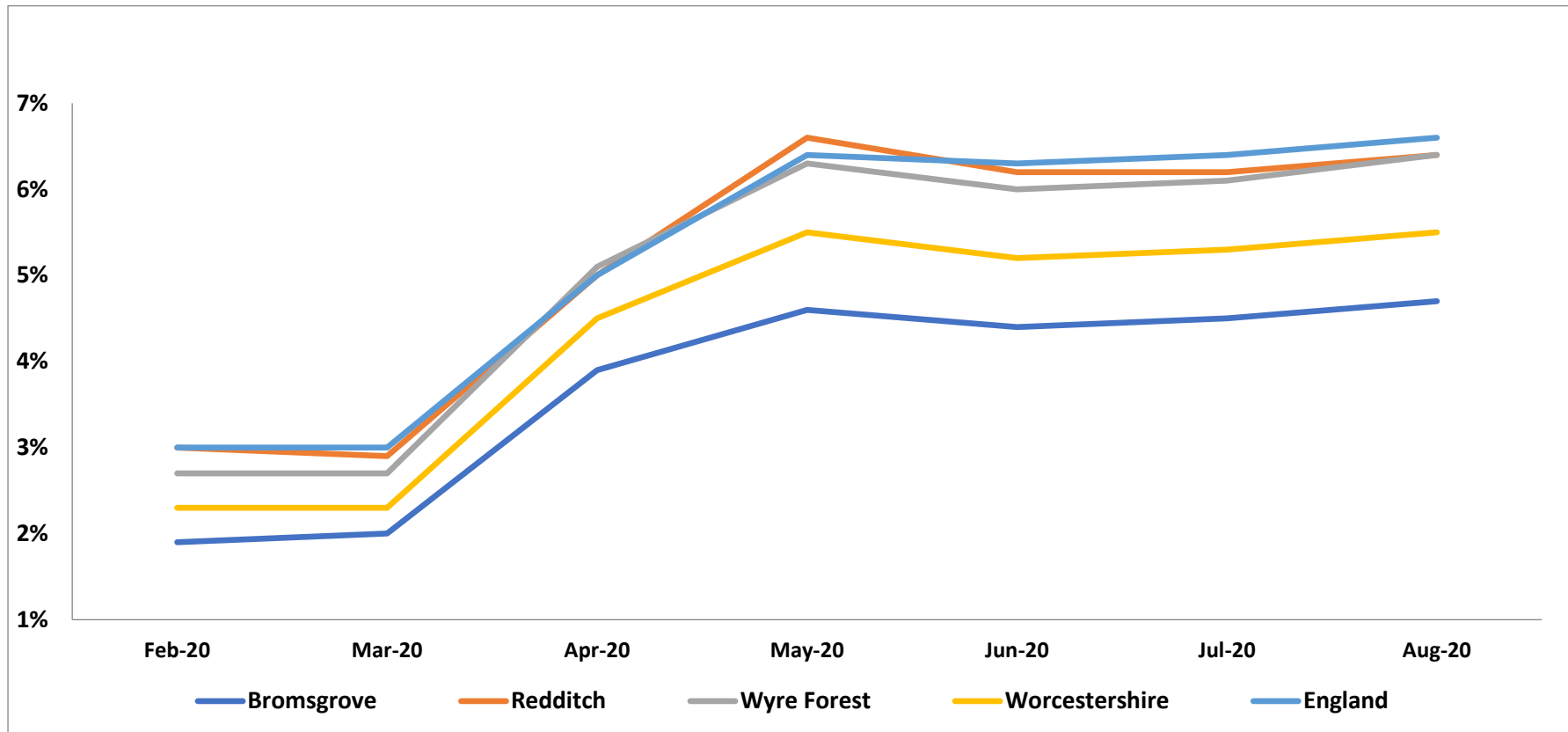
8. Tables 6 and 7 show the claimant counts for those aged the 16+ in February 2020 (pre-lockdown) and October 2020. In all tables, percentages mean number of claimants as a proportion of resident population of the same age.

Table 6

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire LEP		GBS LEP	
	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
<i>February 2020</i>										
Aged 16+	1,145	1.9	1,550	3	1,575	2.7	8,155	2.3	62,485	4.9

Table 7

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire LEP		GBS LEP	
	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
<i>October 2020</i>										
Aged 16+	2,675	4.5	3,245	6.2	3,475	5.9	18,525	5.2	111,765	8.8



Graph 1 – Claimant counts for people aged 16+ shown as percentages of resident population of the same age.

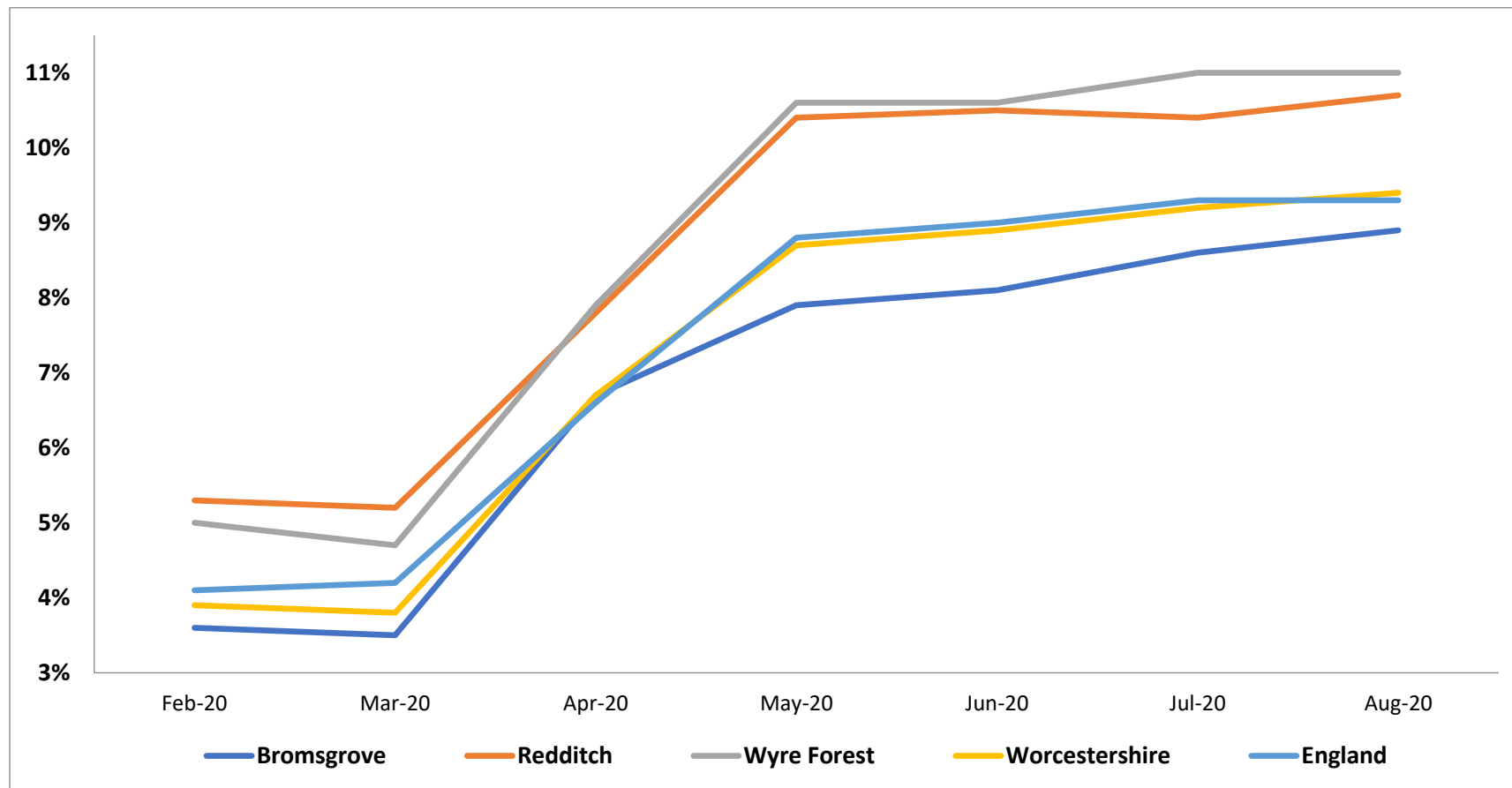
Tables 8 and 9 show the claimant counts for those aged the 18-24 in February 2020 (pre-lockdown) and October 2020.

Table 8

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire		GBS LEP	
	Level	%	Level	%	Level	%	Level	%	Level	%
February 2020										
Aged 18-24	220	3.6	315	5.3	330	5	1,625	3.9	11,700	5.7

Table 9

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire		GBS LEP	
	Level	%	Level	%	Level	%	Level	%	Level	%
October 2020										
Aged 18-24	530	8.7%	610	10.2	700	10.7	3,735	9.0	22,685	11.1



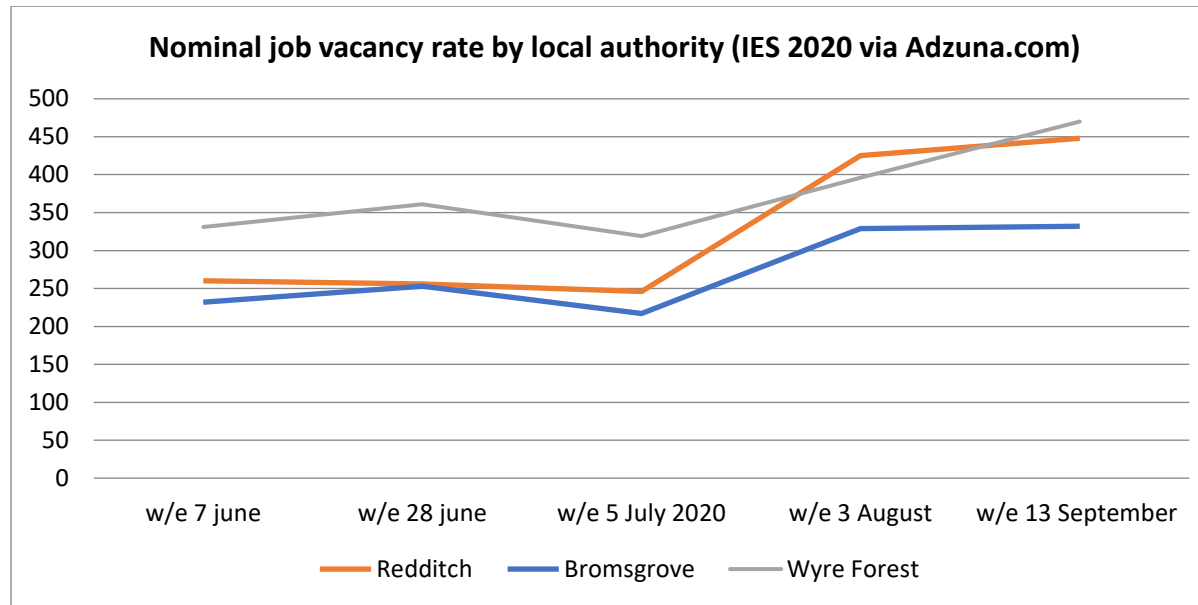
Graph 2 - Claimant counts for people aged 18-24 shown as percentages of resident population of the same age.

9. Table 10 shows the number of local area vacancies and changes since the pandemic began, % change between 15 March and 13 September, last month change (September) and year-on-year change (IES 2020).

(Available at: https://www.employment-studies.co.uk/system/files/resources/files/IES%20Briefing%20-%20w.c%202021.09.2020_1.pdf)

Table 10

	w/e 7 June	w/e 28 June	w/e 5 July 2020	w/e 3 August	w/e 13 September	% since 15 March to 13/09/2020	Change with last month (09 August 2020)	Year on Year change
Redditch	260	256	246	425	448	-35.20%	3.00%	-44.30%
Bromsgrove	232	253	217	329	332	-47.30%	2.60%	-51.00%
Wyre Forest	331	361	319	396	470	-22.20%	13.50%	-33.30%



Coronavirus Job Retention Scheme

10. Table 11 shows the number of furlough claims received by 31 August 2020 per district as well as the county, West Midlands and the UK.

Table 11

Area	Employments furloughed	Eligible employments	Take-up rate
Bromsgrove	5,200	45,000	11%
Malvern Hills	3,500	31,700	11%
Redditch	5,200	42,800	12%
Worcester	5,000	52,100	10%
Wychavon	5,900	59,300	10%
Wyre Forest	5,100	43,600	12%
Worcestershire	29,800	274,600	11%
West Midlands	278,400	2,580,400	11%
UK	3,274,900	30,353,200	11%

Key priorities:

11. The immediate priority is to understand the likelihood and scale of potential redundancies in the borough and the medium and long term priorities focus on identifying local employers' skills needs and work with the relevant education and training providers on designing and delivering courses and qualifications that meet those needs . Table 12 summaries the key priorities and Table 13 the key interventions being delivered under the 'Supporting People' theme.

Table 12

Work with local businesses employing 50+ staff to establish the risk of redundancy in those companies.	Work with DWP and other relevant support organisations on providing targeted support for people at risk of redundancies or already made redundant as a result of Covid-19 pandemic	Promote all current employment and training programmes available to the Redditch residents, including the Opening Doors to Business and apprenticeships programmes etc.
Identify employers' skills and employment needs medium and long term (demand) and work with the key education and training providers to align delivery of courses, qualifications and training to match those needs (supply).	Work with WLEP, GBSLEP, WCC and WMCA to ensure NW's employment and skills needs and prioritise are reflected in strategies, action plans and interventions planned by these organisations.	

Key interventions:

12. Table 13 below details the key current and planned interventions, which include business as usual activities and specific projects / programmes. The table is being updated on a regular basis, as some programmes come to an end and new ones are launched.

Table 13

Intervention	Nature of support	Delivery partner
Connecting Communities	1:1 support with an employment advisor. Providing knowledge and insight into how an individual can secure their preferred job	HoW via WMCA
Adult Education Budget	Funding for Further and higher education courses	HoW via WMCA
Digital skills - Coursera	Free online short courses for residents of WM who are facing redundancy, furlough or those looking to re-skill. 3,800 online courses and 400 specialities	Coursera via WMCA
The apprenticeship levy fund - SME	Provide support to SME who do not currently pay the apprenticeship levy but would like funding to train apprentices. £40 million apprenticeship pot to access	WMCA
The Apprenticeship levy fund – large companies (£3 million+ on payroll)	Guidance and support to help large companies use their apprenticeship level contributions	WMCA
The Kickstart scheme	6 month placements are open to those aged 16-24 who are claiming universal credit and at risk of long-term unemployment. Employers will receive funding for 100% of the relevant NMW for 25 hours a week. Accepting expressions of interest	DWP via WMCA/ GBSLEP/ WLEP HW Chamber
Work and Health Programme	Personalised support to enter into employment. To be eligible you must have a health condition or experience certain social barriers. Click here for further details.	DWP
The Skills Toolkit	List of free online courses and resources to develop skills – focussing on digital skills	DfE by various partners
The Supplier Skills programme	Grant for SMEs to upskill their new and existing workforce. Grants of between £500-£18,000 per SME. 50% match funded by ESF.	ESF via Birmingham City Council

Skills4Worcestershire	Career advice website that is designed for young people, parents and schools. The website has detailed information on career pathways and opportunities in Worcestershire.	WCC (WLEP)
16 to 24 training Worcestershire	Providing traineeships to 16-18 year olds, 19-24 year olds with an Education Health care plan and 15 years if they are elected home educated	WCC via 2 Counties Training (funded by ESFA)
Here2Help; Develop - Graduate	Grant support up to £10,000 to Worcestershire SME to offer 12 month graduate placement or internship	WBC (WLEP)
Apprenticeship grant	£1,500 grant for businesses to pay towards the cost of hiring an apprentice who is based in NW	Bromsgrove DC, Redditch BC and Wyre Forest DC via NWedR
Booster Grant	£2,500 grant (50% match funding) that can be used towards training for businesses trading more than two years in NW [subject to other eligibility criteria]	Bromsgrove DC, Redditch BC and Wyre Forest DC via NWedR
Skills Support for the Workforce (incorporating Skills Support for Redundancy)	Fully funded training for employees. Redundancy support available to at risk employees and those that have recently been made redundant (3 months)	Serco (funded by ESF via WCC)
Opening Doors to Business	Experience of workplaces Encounters with employers and employees	NWedR with OGL, Redditch Business Leaders and Continuu Consortium

Resources and delivery partners

13. The employment and skills support has been coordinated for the past 5 years by a PTE (3 days a week) post within NWedR that covered the three North Worcestershire local authority areas. The post has been advertised now on a full-time (37 hrs per week) basis. The post holder will work in partnership with the partner agencies to ensure the support measures and programmes are promoted locally and accessed by as many residents and employers as possible. In addition, an Employment & Skills Advisor post to provide support exclusively to Bromsgrove residents has been approved and will be advertised on a full-time three-year fixed-term basis. The costs will for this post are covered by Bromsgrove District Council.

SUPPORTING BUSINESSES

14. Table 14 shows the number of businesses in the district categorised by the number of employees and compared to the other two North Worcestershire local authority areas. The data contained in the table are compiled from an extract taken from the Inter-Departmental Business Register (IDBR) recording the position of units as at March of the reference year. The IDBR contains information on VAT traders and PAYE employers in a statistical register which provides the basis for the Office for National Statistics to conduct surveys of businesses.

Table 14

ENTERPRISES – employee number	BROMSGROVE	REDDITCH	WYRE FOREST	TOTAL
Micro – 0 to 9	5,080	2,575	3,840	11,495
Small – 10 to 49	470	335	315	1,120
Medium – 50 to 249	70	85	40	195
Large – 250 +	20	25	10	55
TOTAL	5,640	3,020	4,205	12,865

UK Business Counts (2019)

15. The key priorities under the ‘Supporting Businesses’ are focused on four key themes:

Business Information, Advice and Guidance (IAG) + Grants	Start-up and enterprise support	High Growth Companies support	Strategic / Large employers support (50 plus employees)
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16. Table 15 details the key current and planned interventions, which include business as usual activities (on-going) and specific projects / programmes (time-limited). The table is being updated on a regular basis, as some programmes come to an end and new ones are launched.

Table 15

Intervention	Key Tasks	Support Programmes	Deadlines
Business Information, Advice & Guidance	Maintain an up to date database of active business support programmes	NWedR business support platform	Ongoing
	Undertake diagnostics with businesses and entrepreneurs to identify their needs, issues and growth aspirations / prospects	Delivered by WBS and GBS LEP business advisors on a 1:1 basis	Ongoing
	Promotion of availability of business support programmes, including grants, via networking & social media	Programme specific campaigns delivered in partnership with the Growth Hubs / funding providers / business networks	Ongoing

		Weekly Business Bulletin / social media	
Start-up and Enterprise Support	Provision of pre-start support to entrepreneurs	Enterprise for Success Enterprising Worcestershire	31/3/2023 30/6/2023
	Provision of post-start and early years support to new businesses	Enterprise for Success Enterprising Worcestershire	31/3/2023 30/6/2023
	Access to Finance Support	Enterprising Worcestershire grant NWedR Start-up grant Midlands Engine Investment Fund Start-up Loans Business Growth Programme 2	30/6/2023 Base budget 31/3/2023
	Assistance with funding applications	1:1 support provided by Business Growth Manager and Business Advisors	Ongoing
High Growth Companies Support	Identify high growth companies	Beauhurst Business Data or similar	Ongoing
	Programme of engagement with high growth companies delivering detailed business diagnostic	DIT key account management NW Business Advisor	Ongoing
	Growth Support	Elevate Business Growth Programme 2 Manufacturing Growth Programme NWedR Business Booster Grant Small Business Leadership Programme Goldman Sachs 10,000 Small Businesses	30/9/2023 31/3/2023 Base budget
	Innovation Support	Proof of Concept Business Growth Programme 2 Low Carbon Opportunities Programme Betaden WINN – Worcestershire Innovation Innovate UK Innovation Vouchers	30/6/2023 31/3/2023 30/9/2022
	Access to Markets	Department for International Trade Find It in Worcestershire HS2 Commonwealth Games Green Economy	On-going
	Sectoral Support	GBS LEP Sectoral Leads	
Strategic Employers Support	Identify businesses with 50 or more employees locally	Beauhurst Business Data or similar	October 2020

	Deliver a programme of engagement and account management	Meetings (virtual meetings) and calls delivered by Worcestershire Business Central advisors and a GBSLEP North Worcestershire Business Advisor who works exclusively with businesses in North Worcestershire	Ongoing
	Access to Markets	Department for International Trade Find It in Worcestershire HS2 Commonwealth Games Green Economy	Ongoing / programme specific
Employers' Skills Needs	Skills Audits	Supplier Skills Programme	31/3/2023
	Funding for Training	Supplier Skills Programme Skills Support for the Workforce	31/3/2023
	Apprenticeships	National Apprenticeship Grants District Apprenticeship Grants	31/1/2021
	Graduate Recruitment	Higher Level Skills Match Develop Graduate Programme	
Inward Investment	Promotion of key investment sites Preparing bespoke business cases Search for land and premises Workforce skills & recruitment Liaison with regulatory services Liaison with Department for International Trade (DIT) Liaison with WLEP inward investment team Liaison with West Midlands Growth Company Local market intelligence	NWedR website Invest in Worcestershire West Midlands Growth Company UK Capital Investment	Ongoing Programme specific Tailored responses to enquiries
	Respond to enquiries	West Midlands Growth Company Worcestershire LEP Department for International Trade	Ongoing
Visitor Economy	Promotion of North Worcestershire as a place to visit and stay	NWedR Website Visit Worcestershire West Midlands Growth Company Access to national / international campaigns	Ongoing Time limited targeted promotional campaigns on a case by case basis
	Support Businesses in the Visitor Economy	Sectoral support via Worcestershire Business Support Platform	Ongoing

Resources and delivery partners

17. The business support services are being coordinated by the Business Growth Manager (1FTE) within NWedR who covers the three North Worcestershire local authority areas. From September 2020, a North Worcestershire Business Advisor (1FTE), employed by the GBSLEP, has been appointed on a fixed-term basis until 2023. This post also covers the three North Worcestershire local authority areas. These two posts work in partnership with the delivery agencies to ensure the support measures and programmes are promoted locally and accessed by as many businesses and employers as possible. In addition, a Bromsgrove Business Advisor post to provide support exclusively to Bromsgrove businesses has been approved and advertised on a full-time three-year fixed-term basis. The costs for this post are covered by Bromsgrove District Council.

IMPROVING PLACES

18. The place making approach is centred on a number of existing and emerging priorities, as follows:

- Re-purposing / re-imagining high streets and town centres
- Making the town centre a more attractive space to do business (attract high skilled / high paid workers)
- Making the town centre a more attractive place to spend free time - leisure and hospitality
- Making the town centre a destination – providing a wide range of ‘experiences’ and reasons to visit and spend time in the town centre (other than shopping)
- Reflecting the emerging ways of working (hybrid work modes / hub & spokes) in the re-purposing of existing buildings and the design of new developments
- Exploring new ways of mobility
- Emphasis on clean growth and the green economy
- Prioritising the health and well-being of residents and communities
- Providing town-wide gigabit FTTP and 5G coverage

19. The key regeneration interventions include pre-development works (feasibility studies, masterplans, viability appraisals), site assembly, site / premises acquisitions), soft market testing (investors, developers, occupiers) and site development. In addition, the team works on the creation of a project pipeline ready to be submitted to future UK government and LEP funding programmes.

20. Summary of key interventions:

Bromsgrove Regeneration
<i>Former Market Hall site – c£8.2 - £10.8m (development cost)</i>
<i>Former Dolphin Centre site - c£13.4m - £20.2m (development cost)</i>
<i>Former Fire Station site, Windsor Street – development cost (tbc), site not in council ownership</i>
<i>Bromsgrove Enterprise Park – development cost (tbc), serviced site not in council ownership</i>

Table 16

	Project / Activity	Description	Support programmes / grants	Deadlines
	Former Market Hall site	Masterplanning, feasibility and financial viability	GBSLEP SEP Enabling Fund - £40,000 (total grant for both sites – Market Hall and Dolphin Centre)	Report completed by December 2020
	Former Dolphin Centre site	Masterplanning, feasibility and financial viability	GBSLEP SEP Enabling Fund	Report completed by December 2020
	Former Market Hall site	Planning phase, infrastructure phase (pre-development works) and development phase	Tbc	Tbc
	Former Dolphin Centre site	Planning phase, infrastructure phase (pre-development works) and development phase	Tbc	Tbc

	Bromsgrove Town Centre Vision 2040	Town Centre Vision setting out long-term strategic priorities and key interventions	GBSLEP SEP Enabling Fund - £40,000	31 March 2021
	Former Fire Station site, Windsor Street	Phase 1 - Masterplanning, feasibility and financial viability Phase 2 – Planning Phase 3 – Infrastructure (pre-development works) Phase 4 – development	Tbc	Tbc
	Bromsgrove Enterprise Park	Serviced site with planning consent for office and light industrial uses	Tbc	Tbc

21. The planning, infrastructure and development phases on the former Market Hall and Dolphin Centre sites depend on the delivery route / vehicle chosen to implement these schemes.

22. The former Fire Station site and Bromsgrove Enterprise Park are in third party ownership and the council is working with the respective owners / developers to explore options to bring the sites forward for development.

Resources and delivery partners

23. The resource allocation for the work under this priority is 1 FTE and sits within the North Worcestershire Economic Development and Regeneration (NWedR).

Key Performance Indicators Dashboard

24. There is limited economic data covering the period since lockdown available at a local level for many economic indicators. Where available, these local indicators will be monitored on a monthly / quarterly basis, but in most cases the data will need to be extrapolated from national figures and turned into local estimates. Table 17 lists a series of proposed indicators to be measured and updated at regular intervals (i.e. when published/made available) and benchmarked against county, regional and national figures.

Table 17

INDICATOR	BASELINE – FEB 2020	LATEST DATA	TREND (graph)	BENCHMARK TO COUNTY, REGION AND UK DATA	COMMENTARY / CONTEXT
Claimants (aged 16+)					
Youth Claimants (aged 16-24)					
Unique job postings					
Number of employees on employment support schemes					
Unique job postings					
Apprenticeships vacancies					
Town centre vacancy levels					
Town centre footfall					
Number of businesses supported / assisted					
Number of business grants approved					
Number of people supported to get a job					
Number of people supported to access new training courses					
GDP					
Inward investment enquiries					

25. The Bromsgrove Local Economic Recovery Frameworks sets out the key regeneration, business support and employment and skills support interventions and projects that will be delivered over the next three years in Bromsgrove in partnership with key local, regional and national partners

to support the local economic recovery process. The framework will be updated regularly, as existing programmes and interventions come to an end and new ones are launched.

Delivery Partners

26. Our ability to deliver this comprehensive economic recovery programme is heavily dependent on the collaboration with and support of our key partners, funders and supporters, as illustrated below. We are grateful for all the support provided so far and will continue to foster deeper and closer working relationships with all our partners to deliver these critical support measures and interventions.

