

Recovery Theme Plan Template

As with the emergency phase, the recovery phase will follow a thematic approach with a lead senior officer responsible for delivery and reporting on progress. Each lead officer will also be responsible for drawing up a plan, with objectives and milestones, for that thematic area in conjunction with the appropriate lead member.

Recovery Theme Title: Business Support
Lead Officer: Emlyn Jones
Lead Member: Cllr Hugh Evans and Cllr Mark Young
<p>Summary of Recovery Theme:</p> <p>Coronavirus is a public health crisis but the impact on the economy and businesses is also crucially important. ‘Our future health and happiness will be linked to our prosperity’.</p> <p>Town centres have shut down, consumers have been told to stay at home and Denbighshire has seen the immediate impact as businesses closed down but also could see its businesses and town centre struggle to recover in the medium and long term. It is possible some businesses may never recover.</p> <p>The economy of Denbighshire is diverse. Retail, leisure and tourism remain the largest employers in the North, whilst tourism and agriculture are key sectors in the South. St Asaph Business Park and a number of smaller industrial estates are also important employment hubs across the County. Denbighshire’s landscape and environment is an important economic strength attracting both visitors and investment.</p> <p>The Tourism industry accounts for £509m of Denbighshire’s economy. With the lockdown that contribution has stopped.</p> <p>As of 2018, there were 3,625 VAT registered businesses within the County. Most of these businesses are micro or small in nature, with 88% employing less than 10 people. Those registered as small businesses (Under 250 employees.) total 98.5%.</p> <p>There are only 10 business employing more than 250 people within the County in 2018, representing 0.275% of all businesses.</p> <p>Economic recovery will be instigated at a national, regional and local level. This will involve central and local government as well as the private sector.</p> <p>WG and NWEAB will be developing a national and regional economic and business support recovery plan. DCC will input into that plan at the design stage as well as having a role in the implementation and governance of the plan.</p> <p>There will be both direct and indirect actions that the Council can take to encourage and support economic and business recovery.</p>

Key Objectives:

These are ideas and proposals. Many of these have already begun and have been in place for a while:

Understand and assess the impact of Covid 19 on businesses (realising it may be different for different sectors), in Denbighshire, including developing improved ways of engaging and communicating with businesses.

Understand and respond to specific challenges facing rural businesses

Support businesses to recover from the impact of Covid 19 and who may wish to diversify and/or grow

Support our town centres to 'get back up and running' for example how do we promote and manage social distancing in our town centres, understanding changes in infrastructure, ensure town centres are welcoming, safe, clean etc

Develop and promote a message of 'stay local/buy local' emphasising how important it is for residents to support local businesses wherever they can.

Ensure businesses continue to be aware of and are accessing available financial support

Ensure businesses are advised and supported to minimise risks to both their businesses and customers for example regulatory support, social distancing support etc

Provide support to businesses who may wish to 'start-up'

Signpost businesses to digital courses and webinars

Ensure the EBD team is seen as a focal point of contact for business news/signposting/interest by improving the reach and engagement of its social media presence both the Team 'brand' and the business focussed #CaruBusnesauLleol #LoveLiveLocal.

Local procurement must be promoted. How can local companies maximise on our local procurement and employment opportunities?

Review planning guidance and controls to contribute towards town centre development and rural economy development.

Use the Tourism Strategy Group to be the key link between DCC and the Tourism Businesses to support the renewal of tourism in the County through the delivery of the action plan for the Tourism Strategy for the County. Review the action plan in light of Covid 19.

Understanding the needs of our housing developers and house builders to better support them in building in Denbighshire.

Ensure WG and other funding is effectively targeted.

Link in to the NWEAB on the regional economic recovery strategy and wider WG plans and strategy

Delivery and Governance

I am suggesting the following:

We are responding quickly and effectively and have been agile and flexible in our approach.

We have demonstrated this already through how we have prioritised the grant support work for businesses and redeployed staff to ensure businesses are aware of the eligible funding etc. We have also already established a working group which has met to agree immediate and short term actions to our town centres to ensure it is a safe and welcoming environment for our residents and visitors. Officers from Planning, Public Protection and Countryside have been tasked with being in all the towns for the first week of reopening the town centres to provide advice and support and to gather intelligence on how the situation is developing.

Many decisions will be already be delegated to officers and Members will be updated.

Due to the fact that this will be a recovery priority theme for a while, we need to give some thought to how we oversee the priority and provide strategic direction.

I am suggesting that we create a 'Denbighshire Business 'Revival & Renewal' Board made up of the 2 Lead Members (Leader and Cllr Mark Young) , Graham Boase Corporate Director and Emlyn Jones Head of Planning, Public Protection and Countryside Services. We would also need to consider how we get private sector business input into the work, this could be through businesses participating in the 4 thematic working groups below and/or set up a business panel that would meet regularly. Other HoS could be needed and the thematic lead officers (below) would also attend.

Four thematic officer groups could then be created to lead on the priorities and report to the Board. These would be:

Business Contact – Lead Officer Gareth Roberts – helping businesses to adapt, reopen safely, regulatory support, Better Business for All approach etc

Procurement and Buy Local – Lead Officer Helen Makin – Review procurement approach to increase the % of local contracts awarded by DCC. How can we influence other public sector organisations? Work with the business community and 3rd sector to promote these buy local principles

Town Centres – Mike Jones – Safe town centres, public realm planning, sustainable transport, facilities, cctv etc

Tourism – Peter McDermott (to be confirmed) – Build confidence in the tourism sector and communities, review tourism strategy action plan etc

Key Milestones (include decision points e.g. Cabinet):

Approval of initial plan by Cllr Hugh Evans and Cllr Mark Young

Discussion with SLT

Discussion and approval by Cabinet

Presentation to Group Leaders meeting.

Detailed discussions with key DCC services and business representatives to agree the delivery and governance mechanism. Develop actions plans under each theme.

Risks & Opportunities:

Risks

Over reliance on a small EBD team, that is not resourced to support the recovery plan.

Not being able to contact 'out of reach' businesses due to non-existence of a corporate 'Business Register' with all relevant contact details

Ineffective digital infrastructure affecting potential for on-line presence for some businesses (especially in rural areas)

DCC Services not working collaboratively to support Denbighshire businesses

Budget and income pressures resulting in DCC services not aligning themselves to the supporting businesses priority

Potential reduction in WG regeneration funding leading to less investment in town centres

Capacity concerns on DCC services, affecting their ability to support businesses 'pre-start up' and in the short to medium term

Opportunities

Coordination of DCC services to support businesses in an effective way

Contact and understand the needs of our businesses in the county

Grow the EBD Teams presence on social media as a 'go to' point of information and news/interest

Working with external agencies / third sector / colleges to support business development

Enable businesses and business networks to become more proactive.

What does Success Look Like?

Reopened, connected and sustainable businesses

Thriving town centres in terms of value i.e. spend as well as in footfall

Accessible services for rural areas

Well managed and cared for environment both built and natural.