

Covid-19: Solihull's Economic Recovery Plan: 'Supporting whilst seizing opportunities from a crisis'

| | Objectives and Outcomes | Council Actions | Working With |
|------------------------------|--|--|---|
| People | <ul style="list-style-type: none"> Unemployment and under-employment minimised, including amongst disadvantaged groups and communities School and college leavers move on to education, employment and training Health and well-being improved Workforce skills developed to meet current and future demand including via apprenticeships | <p>P1 Responsive employment support for newly-unemployed, under-employed and those facing redundancy including disadvantaged groups and communities</p> <p>P2 Monitor leaver destinations and work with partners to promote opportunities and careers to all young people leaving full-time education during the pandemic with enhanced support for those most 'at risk' of becoming NEET ('Not in Education, Employment or Training')</p> <p>P3 Understand the impact of social distancing and lockdown on workforce mental and physical health and develop support packages for employers and their workforce</p> <p>P4 Assess future workforce and skills needs plus influence activity and investment to address skills gaps including via apprenticeships</p> <p>P5 Secure social value opportunities from Council contracts</p> | Birmingham & Solihull Clinical Commissioning Group The Careers & Enterprise Company (CEC) Department for Work & Pensions Everyone Active Greater Birmingham & Solihull Local Enterprise Partnership and its Growth Hub Schools Think Active Solihull College Voluntary, Community and Social Enterprises West Midlands Combined Authority (WMCA) |
| Business & Sectors | <ul style="list-style-type: none"> Business failure rate minimised and jobs safeguarded Achievement of recovery and growth plans for major assets, including: Birmingham Airport, NEC, Jaguar Land Rover Supply chains safeguarded and made more resilient Businesses digitally empowered and opportunities for remote working realised | <p>B1 Local implementation of national support measures: business rates holidays, Retail & Hospitality Grants, Small Business Grants, Discretionary Grants</p> <p>B2 Support for businesses model adaptation e.g. food safety for hot food takeaways</p> <p>B3 Business signposting and access to support programmes (including digital)</p> <p>B4 Enterprise support including social enterprise ('Enterprise for Success')</p> <p>B5 Council supplier reliefs including immediate payment terms</p> <p>B6 Business recruitment support including short-term skills interventions</p> <p>B7 Supply chain engagement with HS2 and Commonwealth Games 2022 opportunities</p> <p>B8 Engagement with major assets and other businesses</p> <p>B9 Inward investment marketing and investor support</p> | Birmingham Organising Committee for the 2022 Commonwealth Games (BOCCG) Dept. for International Trade (DIT) The Federation of Small Businesses (FSB) GBSLEP and Growth Hub HS2 Ltd. Ministry of Housing, Communities & Local Government (MHCLG) Solihull Business Improvement District (BID) Solihull Chamber of Commerce Solihull Tourism Forum WMCA West Midlands Growth Company (WMGC) |
| Investment Projects & Places | <ul style="list-style-type: none"> HS2 Interchange site - early health and innovation campus opportunity as part of the UKC Hub development Successful reopening and strong recovery of Solihull Town Centre and other local centres Kingshurst Village Centre successfully redeveloped Visitor/Tourism economy recovery and opportunities for growth realised | <p>I1 Progress plans for HS2 Interchange site, accelerating infrastructure schemes</p> <p>I2 Develop and promote 'investible propositions' in UK Central reflecting market changes</p> <p>I3 Support Solihull BID to develop and implement a Solihull Town Centre recovery plan, and bring forward Town Centre development schemes</p> <p>I4 Implement town and local centre recovery plans including bringing forward Kinghurst Village Centre redevelopment and Chelmsley Wood Town Centre redevelopment</p> <p>I5 Implement an 'Open for Business' visitor economy marketing campaign; launch new 'Visit Solihull' website; and seek funding to support tourism businesses</p> | Chelmsley Wood Shopping Centre DIT GBSLEP HS2 Ltd. Parish Councils Shirley Marketing Group Solihull BID Urban Growth Company Visit Knowle WMCA WMGC |
| How/When? | | | |
| Climate Change | <ul style="list-style-type: none"> Addressing climate change and greening the local economy | <ul style="list-style-type: none"> Climate Change Prospectus with target of carbon neutral Council by 2030 and region by 2041 | All Borough Businesses Local Community WMCA |
| Fact Finding/Engagement | <ul style="list-style-type: none"> Evidence-based local, regional and national recovery plans | <ul style="list-style-type: none"> Maintain up-to-date view of local economic trends and impacts with inputs from local businesses, partners and stakeholders Engage with regional recovery planning at WMCA and GBSLEP levels | Business Forums GBSLEP Large Employers Major Assets Stakeholder Groups and Partner Organisations WMCA |
| Timescales | <ul style="list-style-type: none"> Short (lockdown transition), medium and long-term (resilience and recovery) | <ul style="list-style-type: none"> Evolve and phase the recovery plan as Government plans and guidance emerge | GBSLEP Solihull BID Urban Growth Company WMCA |
| Media & Comms | <ul style="list-style-type: none"> Communication of Solihull's recovery plans and actions Signposting to latest guidance and support Place marketing campaigns: UKC, Towns and Local Centres, Visitor Economy | <ul style="list-style-type: none"> Launch the recovery plan Monitor and signpost to latest national guidance and national and regional support Develop and implement targeted place-marketing campaigns focused on UKC, Towns & Local Centres and the Visitor Economy | GBSLEP and Growth Hub WMGC Solihull BID |