

## Item 4c

A2a The prioritised recovery programme will tackle immediate impacts of Covid19 as well as unlocking economic recovery and growth

Economic Recovery and Growth Area and context	Prioritised Programme	Allocated funding	Outputs
<p><b>Business Support</b> The economic plan recognises that the business base continues to be faced with a number of challenges on areas such as access to finance, cash flow and workforce impacts. It is further recognised that much of the national and regional support to date has been specifically focused on these areas. Consequently, the plan seeks to identify and provide support activity at an organisational level by providing the tools and specialist knowledge which will aid recovery.</p>	<p><b>Ecommerce Business</b> Our retail businesses need to incorporate an online offer to bolster their physical presence. Many of our independent retailers and market traders have little or no IT presence in their existing business, many only with access to a mobile phone. Prior to being able to move online, they will need support to digitise their existing business model, including stock management, financial transactions and digital communications. This activity will provide the vital building blocks to effectively incorporate an online retail presence into their current business model and will be complemented by the Ecommerce Retail Enabling Works Prioritised Programme. Ecommerce support was recognised as a priority area of focus through the recent Elected Member Scrutiny Task and Finish Group (TFG) on COVID Response, Recovery and Renewal and the need to provide businesses with the ability to deliver an online presence. This will help to maximise revenue stream opportunities and therefore directly contribute to future sustainability.</p>	£300,000	120 Jobs created  240 Jobs safeguarded  120 Businesses supported
	<p><b>Supply Chain &amp; Procurement Support</b> This workstream will involve working with approximately fifty Barnsley business to explore the development and capability to be able to access local supply chain again creating the conditions for indigenous growth. The development of local supply chains and the associated circular economy within Barnsley will directly contribute to the Barnsley Inclusive Economy aspirations as well as being a key recovery action.</p>	£240,000	384 Jobs created  68 Jobs safeguarded  50 Businesses Supported
<p><b>Retail, Leisure and Hospitality</b> The Barnsley Retail Impact assessment recognised the need to provide specific support to this sector. Good progress has been made in this area through existing initiatives such as the Principal Towns Shop Front scheme and recent introduction of the Barnsley Gift</p>	<p><b>Retail Business Support</b> A focus on providing support to businesses in stock management, IT basics, online payments. This will include access to an IT facility, photography and videography area will be provided to allow businesses to photograph and prepare products for selling online. This activity will provide the building blocks to effectively transition into an online retail presence.</p>	£100,000	30 Jobs created  60 Jobs safeguarded  60 Businesses supported

<p>Card with further plans to expand that offer to include a loyalty and travel scheme.</p>	<p><b>Click &amp; Collect Hub</b>  Provision of self-serve, click and collect lockers located in the Glass Works, accessible to use by all town centre businesses. For businesses these automated lockers offer a more profitable way to fulfil online orders, eliminate delivery costs and reduce the staffing costs required to manage traditional click and collect services. For shoppers, the self-serve lockers offer an easy, safe and convenient way to collect and drop off goods. This customer focussed retail approach is key to the evolving uses and demands of the town centre effectively extending the virtual trading hours of the retail offer to complement the cultural and leisure uses. Again, the Scrutiny TFG were keen to see this type of activity progress in supporting local businesses and the local economy.</p>	<p>£320,000</p>	<p>1.5 Jobs created  66 Jobs safeguarded  330 Businesses Supported</p>
<p><b>Culture &amp; visitor economy sector capacity building</b>  The recent Chamberlain Walker sector impact assessment undertaken within the Sheffield City Region demonstrates the significant economic contribution provided by this sector but also paints a stark message in terms of the fragility of the business base.</p>	<p><b>Culture and Visitor Economy Capacity Building</b>  Culture and visitor economy venues have been severely impacted by opening restrictions since March with income significantly reduced and future capacity compromised for the medium term. This has reduced the cash flow for commissioning work, exhibitions, events and activities that help to support and develop the creative and cultural industries. The SCR level report highlights the lack of resilience in the culture and visitor economy sectors pre Covid so this year has created an even more challenging landscape. The creative industries (design, media etc) have greater capacity to bounce back with some evidence of demand for these services increasing. The Renewal Action Plan therefore makes provision to operate a sector specific programme based on existing national initiatives. This will include running a series of cohort based programmes to increase capacity, improve resilience, help with technology adoption and market development. A secondary benefit will be improved networking and collaboration within the creative and cultural industries.</p>	<p>£150,000</p>	<p>10 Jobs created  30 Jobs safeguarded  30 Businesses supported  5 new businesses created</p>
<p><b>People, employment and skills</b>  Barnsley Council has been heavily involved in shaping the people aspect of the Sheffield City Region recovery plan which provides a range of identified support. At a local level, it has been identified that there is an opportunity to develop a targeted intervention aimed at Improving Workforce Productivity.</p>	<p><b>Future Proofed Workforce</b>  A project focussing on ensuring SME/micro businesses are able to restart/rebuild productivity as we enter recovery. It focuses around addressing the following issues faced by our businesses.</p> <ul style="list-style-type: none"> <li>• The ability of businesses to restart efficiently post furlough.</li> <li>• The workforce is underproductive due to stress/anxiety, higher sickness numbers/presenteeism.</li> <li>• Staff will have lost skills/capability while being off work.</li> <li>• Staff may not have the skills to deliver their role as ways of working shift.</li> <li>• Businesses will need to move to new ways of working, adopted new ways of working.</li> <li>• Businesses will be making staff redundant/putting them at risk.</li> <li>• Businesses will have vacancy freezes and putting existing staff under pressure.</li> <li>• Businesses may need to enter new markets requiring new skills in their workforce.</li> </ul> <p>The proposal provides a sustained and intensive offer to our businesses through investment into our employability service and through existing support models. Evidence from contacts through our current Helpdesk evidences the need for us to increase and solidify our capacity to support</p>	<p>£690,000</p>	<p>1000 Jobs safeguarded  250 Businesses supported</p>

<p><b>Apprenticeships</b>  One of our strongest tools available to us as part of our economic recovery and integral to our jobs-led response. Apprenticeships level the playing field, offering an all-age solution with a learning structure, work experience, the development of industry specific and transferable skills with a recognised accreditation at the end. Graduate apprenticeships also make higher education more accessible for a breadth of residents to whom a traditional route to HE is not attractive, or, for many possible.</p>	<p>employed individuals to strengthen and develop new skills and capabilities to thrive in their current jobs and progress in their careers creating opportunities for new entrants into the workforce. Businesses will be also able to access a free workforce productivity package including:</p> <ul style="list-style-type: none"> <li>• Free assessment of workforce skills /capabilities of their team</li> <li>• Labour market intelligence about their current market and potential markets (salary levels, skills levels)</li> <li>• Their staff will have access to support/activities while on furlough</li> <li>• Our team will work with the business to bring staff back from furlough while ensuring they are back up to productivity as effectively and efficiently as possible</li> <li>• Provision of a workforce training plan aligned to the skills assessment</li> <li>• Access to a productivity GURU – up to 3 days with a specialist training consultant, able to provide management coaching/embed productivity skills in the workforce and support job redesign where needed</li> <li>• Workforce Wellbeing support measures through our BeWell@Work service</li> <li>• Links to Enterprising Barnsley/Growth Hub</li> <li>• Support for restructuring including redundancy</li> <li>• Support for recruitment/vacancy management</li> <li>• Access to training support for retraining/upskilling</li> <li>• Advice and guidance on establishing traineeships, apprenticeships, Kickstart and other job creation opportunities</li> </ul> <p>We will also continue to work with our employers to support the growth of apprenticeship opportunities at all levels across our businesses, making it easier for our businesses to benefit from the scheme.</p> <p>We will raise awareness of the opportunities an apprenticeship can offer individuals of all ages, for younger people a good first step into work, for older workers, who may not consider one as a route for their age group, raising awareness that these can be a good way to pivot careers and to access higher level skills.</p>		
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<p><b>Third sector capacity building</b>  The recent Barnsley Community and Voluntary Sector impact assessment identifies a number of challenges faced by the third sector which continue to worsen as the pandemic continues. A summary of high level challenges faced by the sector includes:</p> <p>Most organisations are still unable to: -</p> <ul style="list-style-type: none"> <li>▪ Fundraise</li> <li>▪ Rent their space out</li> <li>▪ Operate as they would usually</li> <li>▪ Deliver services how they would usually deliver their services</li> <li>• Most organisations have had to: - <ul style="list-style-type: none"> <li>▪ Flex their service delivery</li> <li>▪ Establish and operate a virtual service</li> <li>▪ Buy new equipment and learn new skills to operate online</li> <li>▪ Buy PPE, signage and other resources to keep COVID-safe</li> <li>▪ Operate with smaller groups which makes delivery less cost effective</li> <li>▪ Run buildings and pay for rent and utilities</li> <li>▪ Navigate their way through ever changing and complex guidance</li> </ul> </li> </ul>	<p><b><i>Third Sector Capacity Building</i></b>  The Renewal Action Plan makes provision to operate a sector specific programme based on existing national initiatives. This will include running a series of cohort based programmes to increase capacity, improve resilience, help with technology adoption and market development. A secondary benefit will be improved networking and collaboration within the Third Sector in Barnsley.</p>	<p>£150,000</p>	<p>10 Jobs created</p> <p>30 Jobs safeguarded</p> <p>30 Businesses supported</p> <p>5 new businesses created</p>
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