

# 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"> <li>Unemployment and under-employment minimised, including amongst disadvantaged groups and communities</li> <li>School and college leavers move on to education, employment and training</li> <li>Health and well-being improved</li> <li>Workforce skills developed to meet current and future demand including via apprenticeships</li> </ul>	<p><b>P1</b> Responsive employment support for newly-unemployed, under-employed and those facing redundancy including disadvantaged groups and communities</p> <p><b>P2</b> 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><b>P3</b> 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><b>P4</b> Assess future workforce and skills needs plus influence activity and investment to address skills gaps including via apprenticeships</p> <p><b>P5</b> 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"> <li>Business failure rate minimised and jobs safeguarded</li> <li>Achievement of recovery and growth plans for major assets, including: Birmingham Airport, NEC, Jaguar Land Rover</li> <li>Supply chains safeguarded and made more resilient</li> <li>Businesses digitally empowered and opportunities for remote working realised</li> </ul>	<p><b>B1</b> Local implementation of national support measures: business rates holidays, Retail &amp; Hospitality Grants, Small Business Grants, Discretionary Grants</p> <p><b>B2</b> Support for businesses model adaptation e.g. food safety for hot food takeaways</p> <p><b>B3</b> Business signposting and access to support programmes (including digital)</p> <p><b>B4</b> Enterprise support including social enterprise ('Enterprise for Success')</p> <p><b>B5</b> Council supplier reliefs including immediate payment terms</p> <p><b>B6</b> Business recruitment support including short-term skills interventions</p> <p><b>B7</b> Supply chain engagement with HS2 and Commonwealth Games 2022 opportunities</p> <p><b>B8</b> Engagement with major assets and other businesses</p> <p><b>B9</b> 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"> <li>HS2 Interchange site - early health and innovation campus opportunity as part of the UKC Hub development</li> <li>Successful reopening and strong recovery of Solihull Town Centre and other local centres</li> <li>Kingshurst Village Centre successfully redeveloped</li> <li>Visitor/Tourism economy recovery and opportunities for growth realised</li> </ul>	<p><b>I1</b> Progress plans for HS2 Interchange site, accelerating infrastructure schemes</p> <p><b>I2</b> Develop and promote 'investible propositions' in UK Central reflecting market changes</p> <p><b>I3</b> Support Solihull BID to develop and implement a Solihull Town Centre recovery plan, and bring forward Town Centre development schemes</p> <p><b>I4</b> Implement town and local centre recovery plans including bringing forward Kinghurst Village Centre redevelopment and Chelmsley Wood Town Centre redevelopment</p> <p><b>I5</b> 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"> <li>Addressing climate change and greening the local economy</li> </ul>	<ul style="list-style-type: none"> <li>Climate Change Prospectus with target of carbon neutral Council by 2030 and region by 2041</li> </ul>	All Borough Businesses   Local Community   WMCA
Fact Finding/Engagement	<ul style="list-style-type: none"> <li>Evidence-based local, regional and national recovery plans</li> </ul>	<ul style="list-style-type: none"> <li>Maintain up-to-date view of local economic trends and impacts with inputs from local businesses, partners and stakeholders</li> <li>Engage with regional recovery planning at WMCA and GBSLEP levels</li> </ul>	Business Forums   GBSLEP   Large Employers   Major Assets   Stakeholder Groups and Partner Organisations   WMCA
Timescales	<ul style="list-style-type: none"> <li>Short (lockdown transition), medium and long-term (resilience and recovery)</li> </ul>	<ul style="list-style-type: none"> <li>Evolve and phase the recovery plan as Government plans and guidance emerge</li> </ul>	GBSLEP   Solihull BID   Urban Growth Company   WMCA
Media & Comms	<ul style="list-style-type: none"> <li>Communication of Solihull's recovery plans and actions</li> <li>Signposting to latest guidance and support</li> <li>Place marketing campaigns: UKC, Towns and Local Centres, Visitor Economy</li> </ul>	<ul style="list-style-type: none"> <li>Launch the recovery plan</li> <li>Monitor and signpost to latest national guidance and national and regional support</li> <li>Develop and implement targeted place-marketing campaigns focused on UKC, Towns &amp; Local Centres and the Visitor Economy</li> </ul>	GBSLEP and Growth Hub   WMGC   Solihull BID