

City Economic Recovery Plan - Update

- Programme Management Group established
- Develop SMART plan by end March 2021
- National policy on pandemic will dictate speed of recovery
- Good progress drawing in external finance to support plan
 - ESF for 'People' activities circa £4m
 - Gov't grants for business and economic recovery (£100m + £10m)
 - Healthier Lives application (£500k)
- This update will focus on activity to date in key areas
 - Support for people
 - Support for business
 - City Council as an employer
 - Measuring Impact
 - City Promotion

People

LASALS Redundancy Support Package

- Careers advice & planning
- Online jobsearch, application and interview skills
- Employability skills –pre-employment courses, courses to retrain, self-employment courses, digital skills for work.
- 256 people helped to date
- From April 2021 free first level Level 3 qualifications for career development

People 1

- Employment Hub
 - Supporting businesses with recruitment needs for apprenticeships, traineeships, work experience and jobs
 - Extension secured for £2m ESF funding until Dec 2023 – Key Decision pending
 - Aiming to support 300 SMEs/ create 224 jobs
- Apprenticeship Levy Transfer:
 - Creating additional opportunities through use of City Council and Asda Levy funding enabling businesses who do not pay apprenticeship Levy to receive 95% of the training costs for new apprentices.
- Kickstart Gateway
 - Approved as DWP gateway for 87 vacancies covering both city and county internal placements and a number of businesses across Leicester and Leicestershire. Number of placements potentially can be increased once initial agreement in place and more vacancies identified enabling paid work for unemployed 18–24-year olds.

People 2

Youth Employment Hub

- Virtual service with a physical hub in the old Visit Leicester site to support young people into employment.
- ESIF and DWP funded project – target 400 people assisted in Year 1
- DWP, Connexions, LASALS & The Employment Hub

People 3

Textiles Training Academy

- Developing technical and higher-level skills with specialist training provider Fashion Enter.
- ESOL including employment rights
- Short, intensive Sector based work academies with work experience.



People 4

Construction Training Hub

- On site at Ashton Green
- Construction specific employability skills
- CSCS cards
- Inclusive recruitment into the construction industry



People 5

Digital Inclusion

- Basic Digital Skills training
- Digital Device Loan scheme – 80 devices in year 1
- Referral system to target those most digitally excluded
- Loans managed & distributed through Home Library service
- Smart Cities, LASALS & Neighbourhood Services

People 6

Ex-Offenders Project

- In partnership with PCC, DWP and LCC
- Supporting ex-offenders into employment
- Development of Ex-offender Charter
- New post funded by £35k DWP grant



People 7

Graduate Retention

- Partnership with De Montfort University and University of Leicester, with joint project manager post
- Leicester Graduate City project supporting graduates with internship opportunities with local businesses
- Funded by £840k European Social Fund grant
- 1st cohort being targeted June 2021, working with 96 SMEs/ 72 internships

People 8

Economies for Healthier Lives

- Joint working between Public Health, Economic Regeneration, DMU, VCS
- Focusing on reducing health inequalities of people furthest from the labour market and those displaced as a result of COVID-19
- £500k bid submitted to Health Foundation for joint post and programme to support mental and physical health including volunteering



City Council as an Employer

Entry to Employment posts since Aug 2020

- 19 new apprentices now in post
- 12 apprentice roles out to advert
- 3 awaiting approval to advertise

- 5 new graduates now in post
- 1 graduate role out to advert
- 1 awaiting approval to advertise

- Recruitment discussions ongoing for Kickstarts, Apprentices and Graduates

City Council as an Employer

Future Actions Entry to Employment (E2E)

- Supporting recruitment of entry level posts in service areas
- Record and monitor E2E recruitment activity
- Record and monitor existing employees upskilling via apprenticeships
- Quarterly dashboard reports showing E2E for Directors
- Promotion of three E2E schemes to leaders and managers
- Workforce planning conversations on E2E with leaders and managers
- E2E Education programme with resources for leaders and managers

Economic Recovery Plan - Business

Business Grants

- Over £100m of business support grants distributed to over 7000 businesses since March 2020
- £10m of discretionary funding, can be used through to March 2022
- Local focus on businesses that have to be closed and/or which have significant premises costs
- Phase 1 currently available will commit over £6m, with an on-going review of policy



Business Grant

Discretionary Business Grants (additional to the £100m)

- 213 Small Business Recovery Grants approved; Grants between £1-£3k across Leicester / Leicestershire; £0.5m grant pot
- 38 Business Growth Grants approved; Grants of up to £25k across Leicester/Leicestershire; £1.4m grant pot
- 73 Café Seating Grants approved; Grants of up to £4k; scheme currently closed
- Nearly 600 Shop front improvements grant enquiries received for grants up to £5k. Scheme currently closed while assessing those in pipeline due to volume

Business Support

Business support

- Business Gateway Growth Hub : partnership between City Council, LLEP, East Midlands Chamber, County Council
- Advice, grants and webinars/ events
- Over 4000 business enquiries since March 2020

Business

Workspaces

- Current high occupancy in Economic Regeneration Workspaces including LCB Depot, Dock, Leicester Business Centre
- Dock Grow On Workspace opens Feb 21 with over 50% pre-let
- Gresham Works flexible workspace in ex-Fenwick building opening Autumn 21

Dashboard – Measuring Impact

- Economic Recovery Dashboard to track economic recovery and performance – first draft available end March 21
- Basket of economic indicators will track the impact on people and businesses
- Being built by Smart Cities team on the Open Data Platform, joining other city level data

Sample Economic Recovery Data and Dashboard Plan

Economic Recovery Data and Dashboard Plan

Economic Recovery Data Plan

November 2020

New datasets plan for ODP:

- Employment and Unemployment Rates
- Claimants including UC
- NEET

First Datasets on ODP

January – February 2021

15+ new datasets including:

- Employment
- Unemployment
- JSA and UC Claimants (by age, gender, ethnicity)
- Job Posting

Dashboard – first version

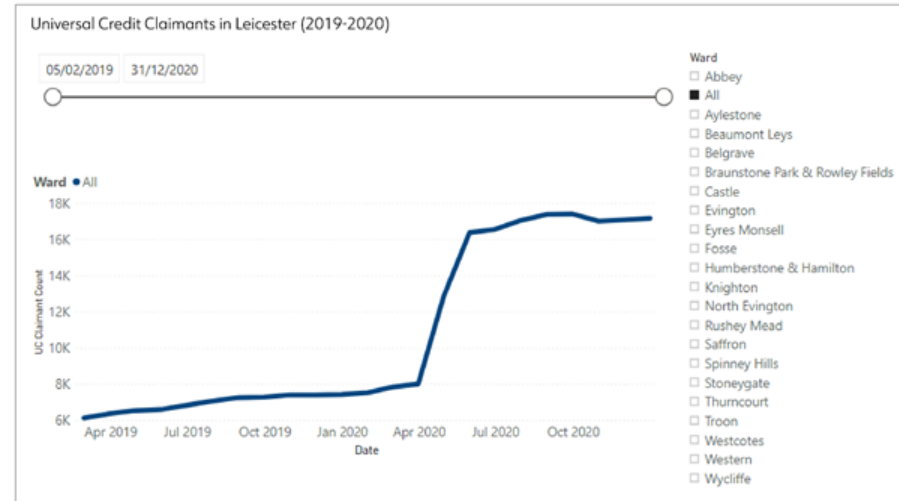
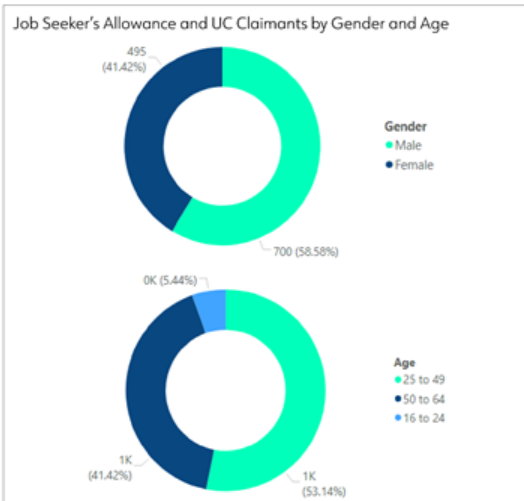
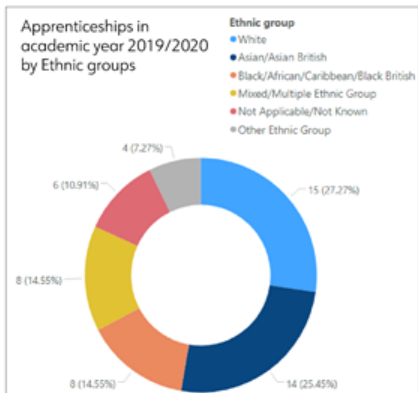
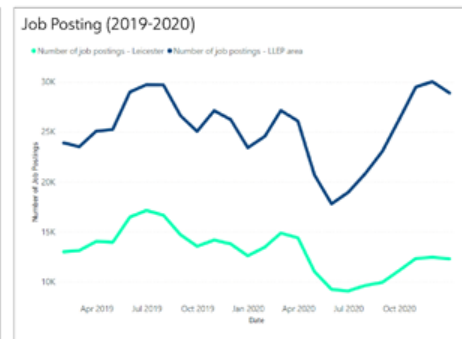
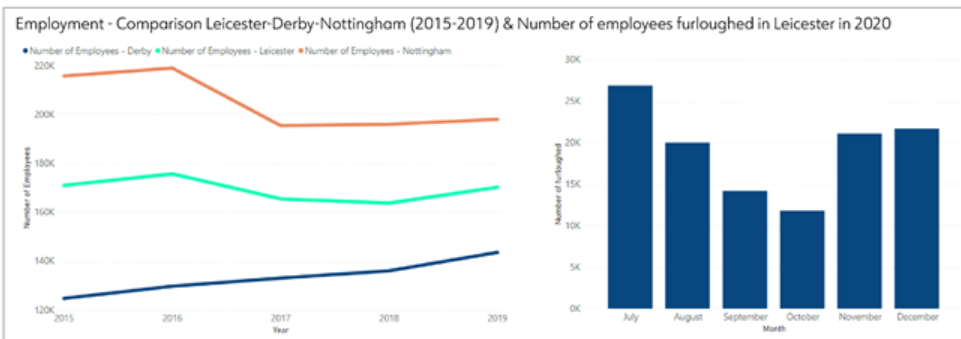
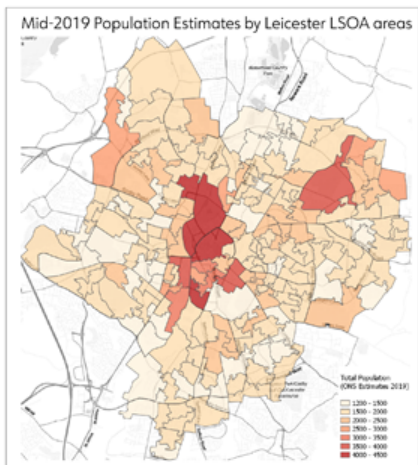
End of March 2021

Dashboard on the ODP

Datasets expansion and regular update



Economic Recovery Dashboard



City Promotion

- Developing new 'Itineraries and Trails' guides to support domestic tourism – by May 2021
- £185k grant secured from LLEP to boost Place Marketing and deliver new video & digital content/marketing to 'Uncover the Story' of key City destinations as part of wider strategic tourism programme and to support inward investment activity.
- ERDF Reopening High Streets Safely city centre and neighbourhoods £318k
- BID Leicester £198k ARG grant funding ensures high level of activity in city centre in 2021

City Growth Plan

- Work now started
- Second stage – longer term city economic plan
- Will be a comprehensive plan covering regeneration / housing / investment / business / skills
- Will be worked up for second half of 2021