

APPENDIX 1

REDDITCH ECONOMIC RECOVERY FRAMEWORK 2020-2023

SUMMARY

1. The Redditch Economic Recovery Framework sets out the strategic priorities, key interventions and measures aimed at supporting the local economy throughout the Covid-19 recovery effort. The framework is a live document and will be updated regularly, as new national, regional and local support measures are announced in response to the current pandemic.
2. The Redditch Economic Recovery Framework supersedes the North Worcestershire Economic Growth Strategy for the duration of the economic recovery effort in line with national and regional guidance.
3. The economic recovery framework focuses on three key priorities:
 - Supporting people
 - Supporting businesses
 - Improving places
4. Table 1 outlines the areas of intervention within each of the three key priorities.

Table 1

SUPPORTING PEOPLE	SUPPORTING BUSINESSES	IMPROVING PLACES
Employment support – helping people back into work	Business support – information, advice and guidance (including grants)	Re-purposed / re-imagined town centre and local centres
Skills support – equipping existing workforce with the relevant skills	Start-up and enterprise support	Connectivity and new forms of mobility
Young people – ensuring future workforce has relevant skills & qualifications	Support to large / strategic employers and high growth companies / sectors	Healthier, greener and sustainable communities
<i>Attracting public and private investment</i>		

SUPPORTING PEOPLE

5. The immediate priority is addressing the impact of the Covid-19 pandemic on jobs and the potential for large scale redundancies. This has been addressed temporarily by the central government through the Coronavirus Job Retention Scheme, but there are major concerns about the likelihood of significant redundancies once the scheme comes to an end. Medium and long term, the priority is ensuring those in employment have the relevant skills and knowledge to perform well in an increasingly competitive labour market and access new opportunities in emerging and growth sectors.
6. The immediate impact of the Covid-19 pandemic on jobs and the labour market is measured by looking at data regarding claimant counts, unique job postings and employees on furlough at national, regional and local levels, as detailed in Tables 2 – 11 below.

National and regional context

7. Tables 2 and 3 show the claimant counts for those aged the 16+ in February 2020 (pre-lockdown) and August 2020. In all tables, percentages mean number of claimants as a proportion of resident population of the same age.

Table 2

Claimant counts	West Midlands		England		UK	
<i>February 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 16+	141,095	3.9	1,050,875	3	1,255,770	3

Table 3

Claimant counts	West Midlands		England		UK	
<i>August 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 16+	271,905	7.4	2,314,695	6.6	2,726,510	6.5

Tables 4 and 5 show the claimant counts for those aged the 18-24 in February 2020 (pre-lockdown) and August 2020.

Table 4

Claimant counts	West Midlands		England		UK	
<i>February 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 18-24	27,065	5.1	193,070	4.1	232,620	4.1

Table 5

Claimant counts	West Midlands		England		UK	
<i>August 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 18-24	54,785	10.3	443,505	9.3	529,920	9.4

Local context

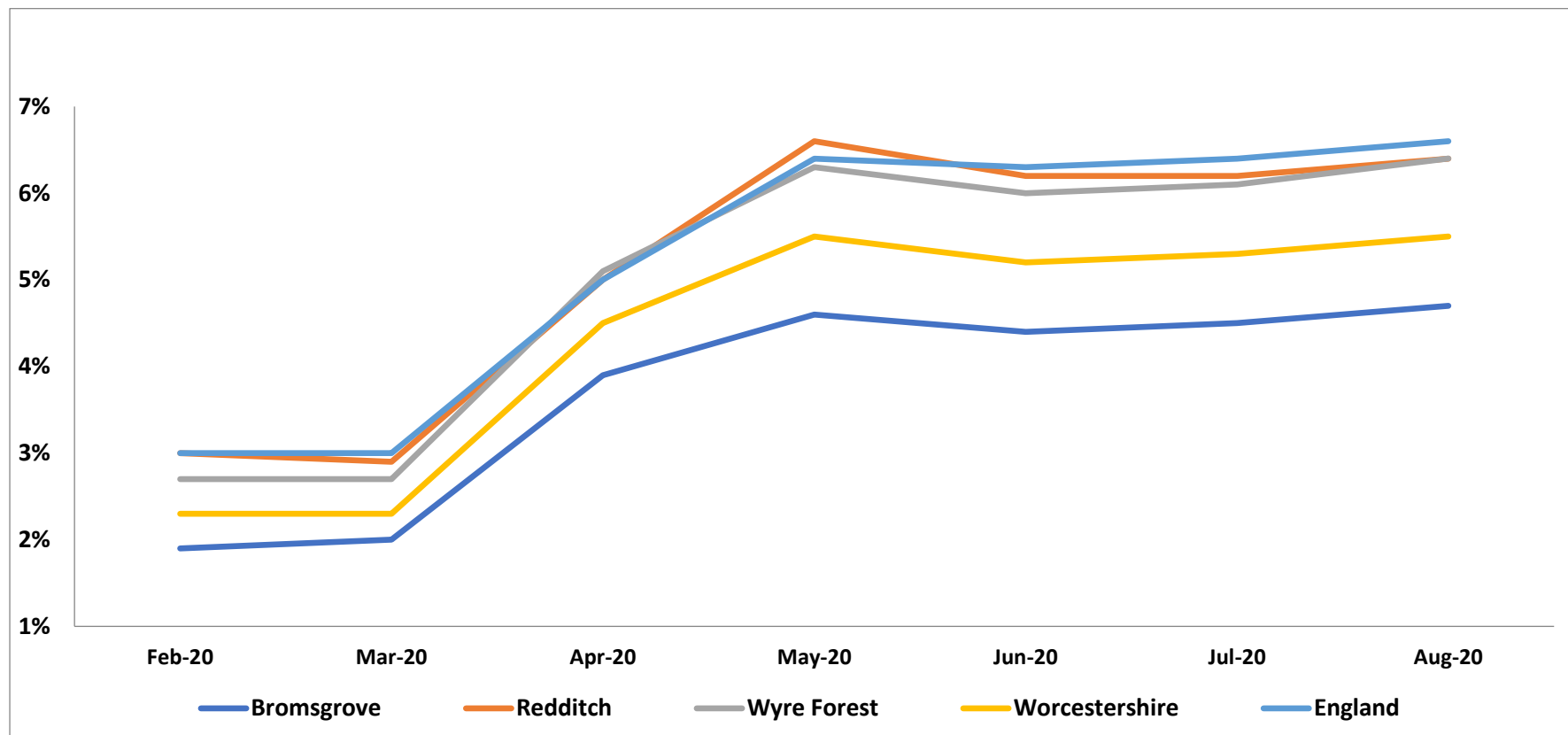
8. Tables 6 and 7 show the claimant counts for those aged the 16+ in February 2020 (pre-lockdown) and August 2020. In all tables, percentages mean number of claimants as a proportion of resident population of the same age.

Table 6

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire LEP		GBS LEP	
<i>February 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 16+	1,145	1.9	1,550	3	1,575	2.7	8,155	2.3	62,485	4.9

Table 7

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire LEP		GBS LEP	
<i>August 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 16+	2,770	4.7	3,355	6.4	3,715	6.3	19,590	5.5	112,835	8.8



Graph 1 – Claimant counts for people aged 16+ shown as percentages of resident population of the same age.

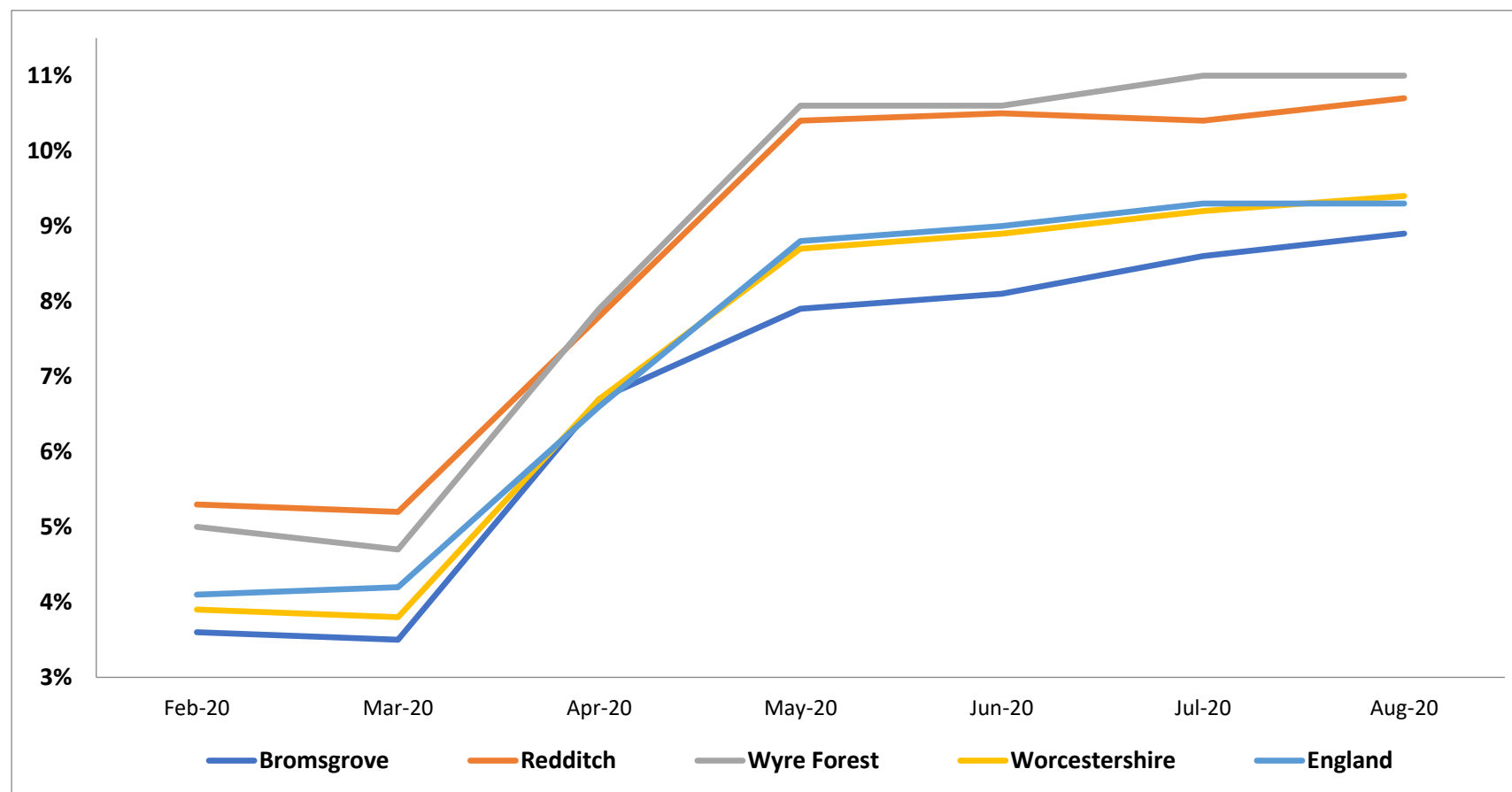
Tables 8 and 9 show the claimant counts for those aged the 18-24 in February 2020 (pre-lockdown) and August 2020.

Table 8

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire		GBS LEP	
<i>February 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 18-24	220	3.6	315	5.3	330	5	1,625	3.9	11,700	5.7

Table 9

Claimant counts	Bromsgrove		Redditch		Wyre Forest		Worcestershire		GBS LEP	
<i>August 2020</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>	<i>Level</i>	<i>%</i>
Aged 18-24	545	8.9	640	10.7	720	11	3,905	9.4	22,655	11.1



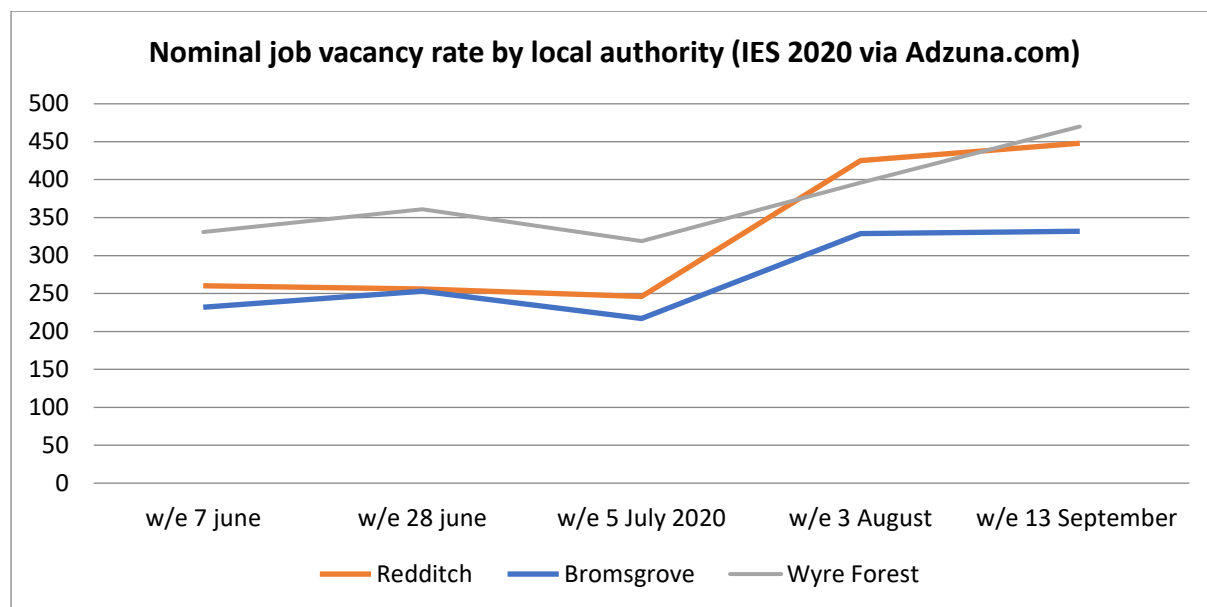
Graph 2 - Claimant counts for people aged 18-24 shown as percentages of resident population of the same age.

9. Table 10 shows the number of local area vacancies and changes since the pandemic began, % change between 15 March and 13 September, last month change (September) and year-on-year change (IES 2020).

(Available at: https://www.employment-studies.co.uk/system/files/resources/files/IES%20Briefing%20-%20w.c%2021.09.2020_1.pdf)

Table 10

	w/e 7 June	w/e 28 June	w/e 5 July 2020	w/e 3 August	w/e 13 September	% since 15 March to 13/09/2020	Change with last month (09 August 2020)	Year on Year change
Redditch	260	256	246	425	448	-35.20%	3.00%	-44.30%
Bromsgrove	232	253	217	329	332	-47.30%	2.60%	-51.00%
Wyre Forest	331	361	319	396	470	-22.20%	13.50%	-33.30%



Coronavirus Job Retention Scheme

10. Table 11 shows the number of furlough claims received by 31 July 2020 per district as well as the county, West Midlands and England.

Table 11

Claims received up to 31 July 2020	Employments furloughed	Eligible employments	Take-up rate
Bromsgrove	14,400	45,000	32%
Malvern Hills	10,400	31,700	33%
Redditch	15,500	42,800	36%
Worcester	17,400	52,100	33%
Wychavon	19,200	59,300	32%
Wyre Forest	15,600	43,600	36%
Worcestershire County	92,400	274,600	34%
West Midlands	866,400	2,580,400	34%
England	8,067,700	25,577,800	32%

Key priorities:

11. The immediate priority is to understand the likelihood and scale of potential redundancies in the borough and the medium and long term priorities focus on identifying local employers' skills needs and work with the relevant education and training providers on designing and delivering courses and qualifications that meet those needs. Table 12 summaries the key priorities and Table 13 the key interventions being delivered under the 'Supporting People' theme.

Table 12

Work with local businesses employing 50+ staff to establish the risk of redundancy in those companies.	Work with DWP and other relevant support organisations on providing targeted support for people at risk of redundancies or already made redundant as a result of Covid-19 pandemic	Promote all current employment and training programmes available to the Redditch residents, including the Opening Doors to Business and apprenticeships programmes etc.
Identify employers' skills and employment needs medium and long term (demand) and work with the key education and training providers to align delivery of courses, qualifications and training to match those needs (supply).	Work with WLEP, GBSLEP, WCC and WMCA to ensure NW's employment and skills needs and prioritise are reflected in strategies, action plans and interventions planned by these organisations.	

Key interventions:

12. Table 13 below details the key current and planned interventions, which include business as usual activities and specific projects / programmes. The table is being updated on a regular basis, as some programmes come to an end and new ones are launched.

Table 13

Intervention	Nature of support	Delivery partner
Connecting Communities	1:1 support with an employment advisor. Providing knowledge and insight into how an individual can secure their preferred job	HoW via WMCA
Adult Education Budget	Funding for Further and higher education courses	HoW via WMCA
Digital skills - Coursera	Free online short courses for residents of WM who are facing redundancy, furlough or those looking to re-skill. 3,800 online courses and 400 specialities	Coursera via WMCA
The apprenticeship levy fund - SME	Provide support to SME who do not currently pay the apprenticeship levy but would like funding to train apprentices. £40 million apprenticeship pot to access	WMCA
The Apprenticeship levy fund – large companies (£3 million+ on payroll)	Guidance and support to help large companies use their apprenticeship level contributions	WMCA
Mayor's Mentors	Young people aged 16-24 have access to a mentor for one hour a month to discuss career options	WMCA via multiple partners
The Kickstart scheme	6 month placements are open to those aged 16-24 who are claiming universal credit and at risk of long-term unemployment. Employers will receive funding for 100% of the relevant NMW for 25 hours a week. Accepting expressions of interest	DWP via WMCA/ GBSLEP/ WLEP HW Chamber
Work and Health Programme	Personalised support to enter into employment. To be eligible you must have a health condition or experience certain social barriers. Click here for further details.	DWP
The Skills Toolkit	List of free online courses and resources to develop skills – focussing on digital skills	DfE by various partners
The Supplier Skills programme	Grant for SMEs to upskill their new and existing workforce. Grants of between £500-£18,000 per SME. 50% match funded by ESF.	ESF via Birmingham City Council

Skills4Worcestershire	Career advice website that is designed for young people, parents and schools. The website has detailed information on career pathways and opportunities in Worcestershire.	WCC (WLEP)
16 to 24 training Worcestershire	Providing traineeships to 16-18 year olds, 19-24 year olds with an Education Health care plan and 15 years if they are elected home educated	WCC via 2 Counties Training (funded by ESFA)
Here2Help; Develop - Graduate	Grant support up to £10,000 to Worcestershire SME to offer 12 month graduate placement or internship	WBC (WLEP)
Apprenticeship grant	£1,500 grant for businesses to pay towards the cost of hiring an apprentice who is based in NW	Bromsgrove DC, Redditch BC and Wyre Forest DC via NWedR
Booster Grant	£2,500 grant (50% match funding) that can be used towards training for businesses trading more than two years in NW [subject to other eligibility criteria]	Bromsgrove DC, Redditch BC and Wyre Forest DC via NWedR
Skills Support for the Workforce (incorporating Skills Support for Redundancy)	Fully funded training for employees. Redundancy support available to at risk employees and those that have recently been made redundant (3 months)	Serco (funded by ESF via WCC)
Opening Doors to Business	Experience of workplaces Encounters with employers and employees	Redditch Business Leaders

Resources and delivery partners

- The employment and skills support has been coordinated for the past 5 years by a PTE (3 days a week) post within NWedR. The post is currently vacant and in the process of being re-evaluated. The post will be advertised as a full-time (37 hrs per week) in October 2020. The post holder will work in partnership with the partner agencies to ensure the support measures and programmes are promoted locally and accessed by as many residents as possible.

SUPPORTING BUSINESSES

14. Table 14 shows the number of businesses in the borough categorised by the number of employees and compared to the other two North Worcestershire districts. The data contained in the table are compiled from an extract taken from the Inter-Departmental Business Register (IDBR) recording the position of units as at March of the reference year. The IDBR contains information on VAT traders and PAYE employers in a statistical register which provides the basis for the Office for National Statistics to conduct surveys of businesses.

Table 14

ENTERPRISES – employee number	BROMSGROVE	REDDITCH	WYRE FOREST	TOTAL
Micro – 0 to 9	5,080	2,575	3,840	11,495
Small – 10 to 49	470	335	315	1,120
Medium – 50 to 249	70	85	40	195
Large – 250 +	20	25	10	55
TOTAL	5,640	3,020	4,205	12,865

UK Business Counts (2019)

15. The key priorities under the ‘Supporting Businesses’ are focused on four key themes:

Business Information, Advice and Guidance (IAG) + Grants	Start-up and enterprise support	High Growth Companies support	Strategic / Large employers support (50 plus employees)
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16. Table 15 details the key current and planned interventions, which include business as usual activities (on-going) and specific projects / programmes (time-limited). The table is being updated on a regular basis, as some programmes come to an end and new ones are launched.

Table 15

Intervention	Key Tasks	Support Programmes	Deadlines
Business Information, Advice & Guidance	Maintain an up to date database of active business support programmes	NWEdR business support platform	Ongoing
	Undertake diagnostics with businesses and entrepreneurs to identify their needs, issues and growth aspirations / prospects	Delivered by WBS and GBS LEP business advisors on a 1:1 basis	Ongoing
	Promotion of availability of business support programmes, including grants, via networking & social media	Programme specific campaigns delivered in partnership with the Growth Hubs / funding providers / business networks	Ongoing

		Weekly Business Bulletin / social media	
Start-up and Enterprise Support	Provision of pre-start support to entrepreneurs	Enterprise for Success Enterprising Worcestershire	31/3/2023 30/6/2023
	Provision of post-start and early years support to new businesses	Enterprise for Success Enterprising Worcestershire	31/3/2023 30/6/2023
	Access to Finance Support	Enterprising Worcestershire grant NWedR Start-up grant Midlands Engine Investment Fund Start-up Loans Business Growth Programme 2	30/6/2023 Base budget 31/3/2023
	Assistance with funding applications	1:1 support provided by Business Growth Manager and Business Advisors	Ongoing
High Growth Companies Support	Identify high growth companies	Beauhurst Business Data or similar	Ongoing
	Programme of engagement with high growth companies delivering detailed business diagnostic	DIT key account management NW Business Advisor	Ongoing
	Growth Support	Elevate Business Growth Programme 2 Manufacturing Growth Programme NWedR Business Booster Grant Small Business Leadership Programme Goldman Sachs 10,000 Small Businesses	30/9/2023 31/3/2023 Base budget
	Innovation Support	Proof of Concept Business Growth Programme 2 Low Carbon Opportunities Programme Betaden WINN – Worcestershire Innovation Innovate UK Innovation Vouchers	30/6/2023 31/3/2023 30/9/2022
	Access to Markets	Department for International Trade Find It in Worcestershire HS2 Commonwealth Games Green Economy	On-going
	Sectoral Support	GBS LEP Sectoral Leads	
Strategic Employers Support	Identify businesses with 50 or more employees locally	Beauhurst Business Data or similar	October 2020

	Deliver a programme of engagement and account management	Meetings (virtual meetings) and calls delivered by Worcestershire Business Central advisors and a GBSLEP North Worcestershire Business Advisor who works exclusively with businesses in North Worcestershire	Ongoing
	Access to Markets	Department for International Trade Find It in Worcestershire HS2 Commonwealth Games Green Economy	Ongoing / programme specific
Employers' Skills Needs	Skills Audits	Supplier Skills Programme	31/3/2023
	Funding for Training	Supplier Skills Programme Skills Support for the Workforce	31/3/2023
	Apprenticeships	National Apprenticeship Grants District Apprenticeship Grants	31/1/2021
	Graduate Recruitment	Higher Level Skills Match Develop Graduate Programme	
Inward Investment	Promotion of key investment sites Preparing bespoke business cases Search for land and premises Workforce skills & recruitment Liaison with regulatory services Liaison with Department for International Trade (DIT) Liaison with WLEP inward investment team Liaison with West Midlands Growth Company Local market intelligence	NWEdR website Invest in Worcestershire West Midlands Growth Company UK Capital Investment	Ongoing Programme specific Tailored responses to enquiries
	Respond to enquiries	West Midlands Growth Company Worcestershire LEP Department for International Trade	Ongoing
Visitor Economy	Promotion of North Worcestershire as a place to visit and stay	NWEdR Website Visit Worcestershire West Midlands Growth Company Access to national / international campaigns	Ongoing Time limited targeted promotional campaigns on a case by case basis
	Support Businesses in the Visitor Economy	Sectoral support via Worcestershire Business Support Platform	Ongoing

IMPROVING PLACES

17. The place making approach is centred on a number of existing and emerging priorities, as follows:

- Re-purposing / re-imagining high streets and town centres
- Making the town centre a more attractive space to do business (attract high skilled / high paid workers)
- Making the town centre a more attractive place to spend free time - leisure and hospitality
- Making the town centre a destination – providing a wide range of ‘experiences’ and reasons to visit and spend time in the town centre (other than shopping)
- Reflecting the emerging ways of working (hybrid work modes / hub & spokes) in the re-purposing of existing buildings and the design of new developments
- Exploring new ways of mobility
- Clear emphasis on clean growth and the green economy (Towns Fund)
- Prioritising the health and well-being of residents and communities
- Providing town-wide gigabit FTTP and 5G coverage

18. The key regeneration interventions include pre-development works (feasibility studies, masterplans, viability appraisals), site assembly, site / premises acquisitions), soft market testing (investors, developers, occupiers) and site development. In addition, the team works on the creation of a project pipeline ready to be submitted to future UK government and LEP funding programmes.

19. Summary of key interventions:

Redditch Regeneration
<i>Redditch Town Deal - £25m (up to £25m grant funding)</i>
<i>Matchborough and Winyates Regeneration - c. £35m (development cost)</i>
<i>Church Road development – c. £50m (development cost)</i>
<i>Railway Quarter development – c. £65m (development cost)</i>
<i>Town Centre Masterplan (Town Hall, former covered market, Library, Police station, town centre car parks)</i>

20. The estimated combined development cost of these key interventions is approximately £200m (including the delivery of the Town Centre Masterplan). The delivery timeframe is considerably tight and determined by the relevant external funding programmes (for example, the Towns Fund), therefore ensuring adequate capacity is a critical success factor in the implementation of these schemes.

Table 16

	Project / Activity	Description	Support programmes / grants	Deadlines
	Redditch Town Deal	Preparation and submission of Town Investment Plan Heads of Terms Agreement with government Preparation and submission of Project Business Cases	Town Deal Capacity Fund - £172,000 Town Deal Accelerated Fund - £1m Towns Fund - up to £25m grant	Town Investment Plan submission – 31 January 2021 Heads of Terms agreed with government – April / May 2021 Town Deal business case submission – May 2022 Redditch Town Deal Funding Agreement – Summer 2022 Redditch Town Deal completion (development) – March 2026
	Redditch Town Centre Masterplan	Masterplanning, feasibility and financial viability	GBESEP SEP Enabling Fund 2020 - £40,000	January 2021
	Redditch Matchborough & Winyates Regeneration	Masterplanning, feasibility and financial viability	OPE funding – Matchborough and Winyates Masterplan - £125,000	November 2020
	Redditch Church Road Development	Masterplanning, feasibility and financial viability	GBSLEP SEP Enabling Fund 2018	Completed (2019). Part of site subject to asset transfer programme from Homes England to RBC. Next phase to be agreed once the asset transfer has been completed.
	Redditch Rail Quarter Development	Masterplanning, feasibility and financial viability	GBSLEP SEP Enabling Fund 2018 Get Britain Building - £1m	Initial masterplanning, feasibility and viability appraisals completed (2019). Worcestershire CC leads the work on infrastructure requirements (Phase 2).

Key Performance Indicators Dashboard

21. There is limited economic data covering the period since lockdown available at a local level for many economic indicators. Where available, these local indicators will be monitored on a monthly / quarterly basis, but in most cases the data will need to be extrapolated from national figures and turned into local estimates. Table 17 lists a series of proposed indicators to be measured and updated at regular intervals (i.e. when published/made available) and benchmarked against county, regional and national figures.

Table 17

INDICATOR	BASELINE – FEB 2020	LATEST DATA	TREND (graph)	BENCHMARK TO COUNTY, REGION AND UK DATA	COMMENTARY / CONTEXT
Claimants (aged 16+)					
Youth Claimants (aged 16-24)					
Unique job postings					
Total number of staff furlough					
Unique job postings					
Apprenticeships vacancies					
Town centre vacancy levels					
Town centre footfall					
Number of businesses supported / assisted					
Number of business grants approved					
Number of people supported to get a job					
Number of people supported to access new training courses					
GDP					
Inward investment enquiries					

22. The Redditch Local Economic Recovery Frameworks sets out the key regeneration, business support and employment and skills support interventions and projects that will be delivered over the next three years in Redditch in partnership with key local, regional and national partners to support the

local economic recovery process. The framework will be updated regularly, as existing programmes and interventions come to an end and new ones are launched.

Delivery Partners

23. Our ability to deliver this comprehensive economic recovery programme is heavily dependent on the collaboration with and support of our key partners, funders and supporters, as illustrated below. We are grateful for all the support provided so far and will continue to foster deeper and closer working relationships with all our partners to deliver these critical support measures and interventions.

