

Business Recovery and Growth Board

01 September 2021

Renewal Action Plan Activity Update

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

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Executive Summary

This paper provides the board with an update and indication of the delivery priorities outlined in the Employer section of the Renewal Action Plan. Following the discussion at the last board meeting, the Board is being presented with an update on activity so far and asks the Board to agree to an evaluation of activity to inform future programmes which will support growth and create jobs.

What does this mean for businesses, people and places in South Yorkshire?

1. Facilitate and proactively support growth amongst existing firms
2. Increase sales of Sheffield City Region's goods and services to other parts of the UK and abroad.

Recommendations

- Members are requested to consider and comment on the activity undertaken up until the end of July 2021.
- Members are asked to commit to a robust and detailed evaluation of Renewal Action Plan interventions, Advisor activity, and the Additional Relief Grant, to inform future programmes which will support growth and create jobs.

Consideration by any other Board, Committee, Assurance or Advisory Panel
None

1. Background

- 1.1 Following the Business Recovery and Growth Board on the 21st of October 2020, the draft implementation plan enclosed is an updated overview of the areas agreed by the task and finish groups set up to lead on the development. As per the previous report it includes proposals that have been developed to address the key challenge themes under the employer section.

This update contains information on each of the 5 priorities and activities undertaken and underway.

Priority 1 - A Relief Fund, providing financial support to businesses
Priority 2 - Extending regional access to advisory and specialist support
Priority 3 - Access to Digital adoption and upskilling support
Priority 4 - Supply Development support - Mapping and opportunity development
Priority 5 - Marketing Activity - Positive messaging and comms on initiatives

- 1.2 At the Mayoral Combined Authority meeting on the 16th of November these endorsed priorities were agreed in principle and an initial budget recommended to be made available over the next 2 years of up to £8.3m to deliver against the prioritised elements in the employer section of the Renewal Action Plan.
- 1.3 In view of the allocated budget, a number of task and finish group discussions developed a set of priorities with an indication of delivery costs, a copy is included at Appendix 1. [Click or tap here to enter text.](#)

2. Progress to date

2.1	The Business Renewal Action Plan Delivery Group continues to monitor and deliver against the priorities as follows:
2.2	<p>Priority 1 - A Relief Fund, providing financial support to businesses</p> <p>The Additional Relief Grant has been administered directly by Local Authorities and covered a number of schemes to provide Covid relief and support to businesses across South Yorkshire; initially focussing on enabling businesses to survive the pandemic. The most recent initiatives have focussed on supporting businesses to adapt and thrive and have provided grants to improve productivity and digital innovation; significant support to businesses to engage with this process has been provided through the Renewal Action Plan Business Advisors.</p> <p>Appendix 2 provides information on grant expenditure in relation to these schemes and the forecasted benefit to the region in terms of number of jobs secured as a result.</p>

2.3	<p>Priority 2 - Extending regional access to advisory and specialist support</p> <p>16 Advisors are now in post and are embedded within each of the local authorities. To date 400 business interventions have been undertaken by the Renewal Action Plan advisors across the 4 Local Authorities, 270 of these are micro businesses (0-5 employees), with the remaining 130 being of Small to Medium sized Enterprises and large companies (over 250 employees).</p>
2.4	<p>Priority 3 - Access to Digital adoption and upskilling support</p> <p>A soft landing programme is in development and will be brought to the Board for recommendation in due course.</p> <p>The approach to providing digital and tech sector specific wrap around support and engagement is also being developed.</p>
2.5	<p>Priority 4 - Supply Development support</p> <p>A supply chain mapping exercise has been undertaken by Sheffield University students in order to understand the regional clusters and the number of companies that are involved at specific levels of the supply chain in rail, construction, aerospace, automotive, energy, food and drink, defence, space, logistics, design and digital.</p> <p>Supply Chain Advisors are in post in three of the Local Authorities and are progressing development of the supply chain readiness elements.</p> <p>The first supply chain event took place at the end of May and received over 70 delegates with an interest in understanding how local authorities procure goods and services. A programme of events and supply chain masterclasses has been developed and will be delivered during the remainder of 2021 and beyond.</p>
2.6	<p>Priority 5 - Marketing Activity - Positive messaging and comms on initiatives</p> <p>Mapping and opportunity development</p> <p>Detailed marketing plans and flexibility of the Outreach Programme have been developed.</p>
2.7	<p>Additionally, in relation to employer leadership support, the Peer to Peer Network provider has been appointed as Winning Pitch and a soft launch of the programme will commence in September 2021.</p>
2.8	<p>To ensure that delivery of interventions is targeted at those businesses who have growth potential and will contribute to the economic growth of the region, a more detailed analysis of its impact would assist in developing activity to support recovery.</p>

3. Options Considered and Recommended Proposal

3.1 This is not an options paper.

4. Consultation on Proposal

4.1 The Renewal Action Plan was consulted on heavily with partners and stakeholders to shape evidence, the options, approaches, objectives and the delivery team will continue to engage and bring in expertise where necessary and prudent.

5. Timetable and Accountability for Implementing this Decision

- 5.1 Any contracted delivery will have contractual milestones and performance reviews as standard clauses. These will form the basis of robust project management and are reviewed on an ongoing basis.

6. Financial and Procurement Implications and Advice

- 6.1 The delivery of the Renewal Action Plan Employer priority plans total **£5.20m** of which £8.3m has agreed to be notionally allocated to this activity by the Mayoral Combined Authority. The balance of the allocated funding will be retained and earmarked to this activity. Retaining the balance of resource in this manner will afford a degree of flexibility to deploy the resource in support of emerging priorities.

7. Legal Implications and Advice

- 7.1 Any commissioned activity resulting from these approvals will require standard funding agreements and will be issued and managed by the Sheffield City Region Mayoral Combined Authority in accordance with approved terms and conditions

8. Human Resources Implications and Advice

- 8.1 N/A

9. Equality and Diversity Implications and Advice

- 9.1 The delivery of the Renewal Action Plan will look to preserve jobs and opportunities for all residents within the Mayoral Combined Authority area. The activity will be focussed on local businesses and aims to be fully inclusive.

10. Climate Change Implications and Advice

- 10.1 N/A

11. Information and Communication Technology Implications and Advice

- 11.1 N/A

12. Communications and Marketing Implications and Advice

- 12.1 Working closely with the marketing team so that effective marketing and communications levers messaging across South Yorkshire ensuring that support and focus is targeted around three areas of action: People – supporting people adapt to the new economy and be better able to fill higher-skilled jobs, Employers – supporting businesses to adapt, survive and thrive in the new environment and Places – stimulating the local economy to create jobs and transform our places. The content engagement programme places recovery and growth across South Yorkshire prominently and positioning our narrative behind Stronger Greener Fairer with the programmes of support across the interventions and works hand in hand with partners to amplify consistent messaging.

List of Appendices Include

- 1 APPENDIX 1 – Activity agreed 6 January 2021
- 2 APPENDIX 2 – Breakdown of Additional Restrictions Grants

Background Papers

APPENDIX 1 – Activity agreed 6 January 2021

APPENDIX 2 – Breakdown of Additional Restrictions Grants