

## New Anglia Local Enterprise Partnership Board Meeting

**Tuesday 21<sup>st</sup> July**

10.00 - 12.00pm

Via MS Teams

### Agenda

No.	Item		
1.	Welcome from the Chair		5 minutes
2.	Apologies		
3.	Declarations of Interest		
4.	Actions / Minutes from the last meeting		
Forward Looking			
5.	LEP Response to COVID-19	Update	15
6.	Visitor Economy Recovery Plan	For Approval	20
Governance			
7.	Large Company Grant Application - <b>confidential</b>	For Approval	10
8.	Apprenticeship Levy Pool	Update	15
9.	LEP Continuing Business – including <b>confidential</b> items	Update	15
10.	Capital Budget - <b>confidential</b>	For Approval	15
11.	July Performance Report	Update	10
12.	Management Accounts Q1 2020	Update	10
13.	Board Forward Plan	Update	5
14.	Any Other Business		



**New Anglia Board Meeting Minutes (Unconfirmed)**  
**23<sup>rd</sup> June 2020****Present:**

Sam Chapman-Allen (SC)	Breckland Council
Claire Cullens (CC)	Norfolk Community Foundation
David Ellesmere (DE)	Ipswich Borough Council
Doug Field (DF)	East of England Coop
C-J Green (CG)	Brave Goose
John Griffiths (JG)	West Suffolk Council
Matthew Hicks (MH)	Suffolk County Council
Pete Joyner (PJ)	Shorthose Russell
Helen Langton (HL)	University of Suffolk
Dominic Keen (DK)	Britbots
Steve Oliver (SO)	MLM Group
Corrienne Peasgood (CP)	Norwich City College
Andrew Proctor (AP)	Norfolk County Council
Johnathan Reynolds (JR)	Opergy
Sandy Ruddock (SR)	Scarlett & Mustard
Alan Waters (AW)	Norwich City Council
Jeanette Wheeler (JW)	Birketts
Tim Whitley (TW)	BT

**Attendees**

Kathy Atkinson (KA)	Kettle Foods
Jai Raithatha (JRa)	Suffolk County Council
Vince Muspratt (VM)	Norfolk County Council
Shan Lloyd (SL)	BEIS
Lisa Roberts (LR)	New Anglia LEP - For Item 6
Chris Starkie (CS)	New Anglia LEP
Rosanne Wijnberg (RW)	New Anglia LEP
Helen Wilton (HW)	New Anglia LEP

Actions from the meeting: (23.06.20)		
Forward Plan		HW
August Board meeting to be arranged		
1	Welcome from the Chair	
Doug Field (DF) welcomed everyone to the meeting.		
2	Apologies	
None		
3	Declarations of Interest	
None		
Full declarations of interest can be found at <a href="http://www.newanglia.co.uk/about-us/the-board">http://www.newanglia.co.uk/about-us/the-board</a> .		
4	Minutes of the last meeting	
<p>The minutes were accepted as a true record of the meeting held on 20<sup>th</sup> May 2020.</p> <p>Chris Starkie (CS) reviewed the actions for the last Board meeting and provided the board with an update on the recent Government submission for the Local Growth Deal 4.</p> <p>CS advised that the LEP had been asked by MHGLC for shovel ready capital projects which could be delivered in 18 months. Details of 70 projects were appraised and reduced to 25 projects totalling £73m plus match funding. CS noted that those board members with interest in the projects had not been entitled to vote but the 9 eligible board members had unanimously endorsed the final list.</p> <p>DF thanked the LEP team for their work in compiling and assessing the projects in the tight timescales.</p>		
5	LEP Response to COVID-19	
<p>CS presented the paper to the board and thanked partners for continuing to submit business intelligence which is being passed on to and used by Government.</p> <p>It was noted that calls into the Growth Hub have reduced allowing the team to concentrate on providing support for individual businesses and that the new Business Resilience and Recovery Scheme continues to be successful with 19 approvals granted to date and more than 39 applications in the pipeline. Further funding has been requested as part of the Local Growth Deal 4 submission.</p> <p>Claire Cullens (CC) noted the success of the vacancy page and asked for all colleagues to raise any vacancies they were aware of and submit them to the LEP. CS thanked local authority colleagues for continuing to raise the profile of the page.</p> <p>The meeting discussed the upcoming Peer to Peer Network programme and noted that the tourism and care sectors would be included as these businesses were not always considered for such events but would benefit from participation.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"><li>• To note the content of the report</li></ul>		
6	Covid-19 Economic Recovery Plan	
<p>CS reviewed the recovery plan and the process which has been carried out in collaboration with partners to produce the document. It was noted that this is the plan for the Restart Phase which covers the next 6-9 months and will be followed by another plan for the Rebuild phase spanning 2-5 years.</p> <p>The meeting discussed the importance of involving key sectors such as construction and agri-foods in the future development of the economy.</p>		

	<p>CS confirmed that the plan had been presented to the Industry Councils and Johnathan Reynolds (JR) also advised that the Innovation Board had also been engaged in providing comments.</p> <p>CS noted that the plan had been received by officials in Government who had approved the approach taken.</p> <p>The Board discussed monitoring of deliverables and the production of KPIs.</p> <p>CS confirmed that an evidence pack had been produced which would be the basis for all interventions in order to monitor outputs and that KPIs will be produced around the key headlines as will individual local authority and sector delivery plans.</p> <p>Steve Oliver (SO) expressed support for the plan and noted that it may be too early to produce KPIs given the fluid situation.</p> <p>DF thanked the LEP team for their efforts in completing the consultation and production of the plan in such a short time.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>• To note the content of the report</li> <li>• To approve the Economic Recovery Restart Plan</li> </ul>	
<b>7</b>	<b>Impact on Employment</b>	
	<p>CS reviewed the paper setting out the potential impact on employment across Norfolk and Suffolk following this outbreak of Covid 19.</p> <p>Andrew Proctor (AP) asked if there were details of those companies with staff on furlough in order to provide support to them as the scheme ends. He noted it was important to know who planning to make redundancies but the LEP could not be expected to prevent all of them.</p> <p>CS confirmed that HMRC had only just released figures at a district level and advised that the LEP had carried out more analysis on the figures to provide more detail. A survey of large business was also being carried out to obtain further information on their plans.</p> <p>CS advised that a workforce group has been established which will coordinate the planned initiatives and would report into the Skills Advisory Panel and the LEP Board.</p> <p>Pete Joyner (PJ) asked if there was any data on the nature of the jobs lost given the LEP's aim of delivering high worth jobs and what interventions could be made as so many firms were already well along the path to making staff redundant.</p> <p>Lisa Roberts (LR) advised that those in low skilled jobs were disproportionately impacted and this would be taken into account in the rebuild phase.</p> <p>CS confirmed that the numbers of those furloughed was higher in hospitality and tourism and that attention needs to focus on those companies which are unable to restart in the near future.</p> <p>SO left the meeting</p> <p>David Ellesmere (DE) agreed that it was difficult to get involved with businesses early in the redundancy process as they were reluctant to discuss their plans externally but he supported the aim and asked for any information received to be passed to the local authority following receipt of the company's approval.</p> <p>Sam Chapman-Allen (SCA) thanked CC for her work as Chair of the Skills Board. He asked for more information on the plans to support school leavers, older workers and the self-employed.</p> <p>LR noted that discussions were ongoing on support for school leavers such as providing virtual work experience.</p>	

	<p>SCA asked if furlough numbers could be provided by industry. CS advised that the data had been extrapolated from national figures as it was not provided at a details level.</p> <p>Corrienne Peasgood (CP) confirmed that the biggest concern is around Y11 pupils and the concern is that NEAT numbers will rise. Government has also been discussing the importance of the Participation Age to ensure that 16-18 year olds are kept in education and training.</p> <p>Jeanette Wheeler (JW) noted that many of the jobs lost would be low paid then the LEP should not lose its aim of creating higher value jobs rather than solely basic ones</p> <p>CS advised that job initiatives were expected from Government and the applications in the LEP funding schemes have demonstrated that some firms are still taking on staff.</p> <p>Tim Whitley (TW) supported the aim to rebuild better and noted that it was expected for Government to push for the establishment of the UK as a science powerhouse. He noted that the pandemic has forced businesses to use technology more efficiently but advised that the UK was good at the research and development phases of technology but less so at commercialisation.</p> <p>SCA felt that the aim should be to incentive people to upskill and develop careers and the LEP should focus on key sectors and deliver initiatives which really have a positive impact.</p> <p>DF noted the huge rise in applicants for each role and expressed support for the approach.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>• To note the content of the report</li> <li>• To endorse the initiatives set out in the report</li> </ul>	
<b>8</b>	<b>LEP Continuing Business</b>	
	<p>RW presented the paper to the Board and highlighted key items noting that 2/3 of the Growth Deal Funding has been received and that a data submission had been made to support the review of current projects and the final 1/3 of funding was expected in September.</p> <p>RW reviewed the ongoing work of the Inward Investment team and DF advised that any request for assistance in attracting companies into the area would be supported by the Board.</p> <p>RW advised that the Careers Hub currently supports 32 schools and the latest award will allow all schools and collages across Norfolk and Suffolk to participate making it the second largest in the country.</p> <p>The Board was advised that the audit of the LEP and New Anglia Capital (NAC) had been completed but Price Bailey have advised that further work is required to assess the impact of Covid-19 on NAC investments therefore completion of the draft accounts will be delayed while this is carried out.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>• To note the content of the report</li> </ul>	
<b>9</b>	<b>June Performance Reports</b>	
	<p>RW presented the June Project Performance Reports.</p> <p>SCA queried how the Enterprise Advisor Network report was still rated as green given lockdown and the closure of schools. RW advised that work had continued with schools and contractual requirements had been revised in conjunction with the Careers Enterprise Company given the current crisis.</p>	

<p>JR asked if the forecasts for investment in Enterprise Zones were still realistic. RW confirmed that these were being reviewed and the number of jobs may be optimistic. CS noted that floor space projections were on target and that a formula had been used to ascertain the associated job numbers.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>• To note the content of the report</li> </ul>	
<b>10 LEP Operating &amp; HR Policies</b>	
<p>RW presented the following policies for approval:</p> <ul style="list-style-type: none"> <li>• Modern Slavery Statement</li> <li>• Environmental Policy</li> <li>• Equality &amp; Diversity Policy and Statement</li> <li>• Board Attendance &amp; Observers Policy</li> </ul> <p>RW advised that a training session on Equality and Diversity had been planned for the June meeting but this will now be delivered virtually at a later date. DE noted the importance of this training given the issues which have arisen recently around this subject.</p> <p>JR queried whether the policy should include the aim to have BAME representation on the Board. RW agreed and will discuss further with DE as Diversity Champion.</p> <p>The Board queried whether the Modern Slavery Statement and the Environmental Policy applied to the projects and programmes in which the LEP was involved as well as the LEP itself.</p> <p>RW confirmed that they did and confirmed that documents would be amended to clarify this.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>• To note the content of the report</li> <li>• To approve the policies subject to the agreed amendments.</li> </ul>	
<b>11 Board Forward Plan</b>	
<p>JR proposed an additional August board meeting should be held to provide an update.</p> <p>ACTION: Helen Wilton (HW) to arrange a meeting in late August.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>• To note the content of the plan</li> </ul>	<p>HW</p>
<b>12 Any Other Business</b> <p>CS confirmed that, subject to approval from the Norfolk and Suffolk Leaders, Recovery plan will be launched on 30<sup>th</sup> June. The media have been informed and a toolkit will be issued with a logo to use on all initiatives.</p>	

**Actions from New Anglia LEP Board Meetings**

Date	Item	Action	Update	Actioned By	Target Date
23/06/2020	Forward Plan	To schedule an additional board meeting in August	Arranged for 26th August	HW	Complete
20/05/2020	Capital Budget 20/21	To receive a proposal detailing how the £4.9m repaid loan funds may be used to support recovery	Included on the July agenda	RW	Complete
20/05/2020	Investment Appraisal Committee Nominations	Private sector board members to forward nominations for the vacant position on the IAC to RW	It has been confirmed that C-J Green will join the IAC until becoming Chair	Private Sector	Complete
26/02/2020	Clean Growth Taskforce	Board members to consider a pledge which the Board could make and submit suggestions to the Chair.		All	Nov-20
23/05/2019	Growth Hub Presentation	Growth Hub Annual review to be circulated to the Board when published	The review will now be published in Autumn 2020 to include the period since March.	CD	Nov-20



**New Anglia Local Enterprise Partnership Board**

**Tuesday 21<sup>st</sup> July 2020**

## **Agenda Item 5**

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### **LEP Response to COVID-19**

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Author: Marie Finbow

Presenter: Chris Starkie

#### **Summary**

This report provides the board with an update on the LEP's response to the coronavirus pandemic.

The Economic Recovery Restart Plan was launched on 30 June, following sign-off by the LEP Board and Local Authority Leaders and we are now focusing on delivery of those actions and interventions to support businesses and the local economy.

Work will shortly begin with partners on development of our longer-term Renew Plan.

#### **Recommendation**

The LEP Board is asked to note the contents of this report.

#### **Background**

As the board is aware, the LEP has mobilised its resources to support businesses and individuals affected by the pandemic, working with partners across the public and private sectors.

Since the last board the focus has begun to shift from response phase to the recovery phase, as businesses have started to reopen.

However, it is recognised that there will not be a simple transition, with many businesses still unable to trade, and many more still impacted by the virus. In addition, the recovery phase may need to be halted or reversed in the event of local outbreaks.

#### **1 Business Intelligence**

Intelligence reports continue to be submitted to Government by the LEP on a weekly basis. Information is typically gathered from around 50 different sources each week including local authorities, businesses and sector groups.

A trends document is also produced weekly and circulated to local authorities, business intermediaries, sector groups and the East of England Local Government Association, providing week by week trends from the intelligence returns submitted.

General trends from intelligence reports submitted in June:

- Research commissioned by the LEP shows that even in the best case scenario, unemployment has the potential to reach a peak of 50,000 jobs in the last quarter of

2020 as furlough and self-employed support schemes come to an end through the autumn and 200,000 in a worst case scenario.

- According to [Emsi UK](#), coastal local authorities across the UK have seen the largest proportion of their workforce furloughed and there was a huge increase of 1.56 million claimants in April and May - taking the total to 2.80 million claimants.
- On a more positive note, local authorities are reporting businesses successfully using the job retention scheme and market traders accessing grants.
- Hospitality and leisure sectors are particularly concerned about government support ending and the ability to survive the winter months – requesting an extension to the job retention scheme beyond October.
- Initial reports from the weekend of 3 – 5 July found the majority of leisure/hospitality businesses are happy with the level of customers following implementation of safety measures. 23% reported concerns after the weekend about current viability and in particular leisure businesses such as amusements have concerns about surviving the winter.
- Responses from local theatres reflect the national trend with a DCMS survey reporting 41% of responses had seen a 100% decrease in revenues. Government has announced a support fund which institutions can apply for through industry bodies with the need to demonstrate how they contribute to wider economic growth.
- Businesses are concerned about staff wellbeing with the latest Suffolk Chamber Survey reporting that 55% of staff are facing anxiety issues.
- Cash flow continues to be one of the biggest concerns for businesses.
- In terms of retail, ONS report sales dropped 18.1% in April whilst the proportion spent online rose by 30.7% - a new record.

## **2 Business Support / Advice**

The Growth Hub is continuing to provide support to businesses through its phone-based service. This service complements on the ground support provided by local authority colleagues.

The Growth Hub recorded 342 incoming calls in June. This shows a continued drop in the volume of calls from 437 in May and a significant reduction from the peak in April of 977 calls. However with the recent announcement on government support schemes it is anticipated call may increase again.

The nature of the calls has also changed; although there are still some Covid-19 related issues, a lot of enquiries are about potential grant support as businesses look to reopen and recover. These calls tend to be more in depth initially in order to establish grant eligibility, which in turn leads to a high volume of email traffic as the advisers work with businesses to process and assemble grant applications for due diligence and consideration by a grants panel.

Adviser time is now focused on working in more detail with clients, particularly on recovery plans and funding applications.

Interest in the LEP's grant programmes is continuing to grow – in particular the Growth Through Innovation and Business Resilience and Recovery schemes.

Businesses are also making applications to the Small Grant Scheme and the Growing Business Fund which would indicate that businesses are planning to grow. More information on these schemes in the continuing business report (item 9)

## **3 Local Funding**

The LEP's new Business Resilience and Recovery Scheme continues to receive a lot of interest. The scheme featured on BBC Look East on 7<sup>th</sup> July; Curious directive, a theatre company in Norwich, and Clip 'n' Climb in Ipswich were used as case studies.

The Business Resilience and Recovery Scheme was launched on Monday 4th May. In its first 10 weeks 36 businesses have been supported, the most recent being AKS Skip Hire approved on 13/07/2020 with a grant of £40,000.

Total R&R grant value awarded to date is £1,379,958 with a total projects value of £3,391,383. Private match of £2,011,424 has been committed. £479,744 has been paid out to 24 businesses.

Investment in these 36 businesses will create 22 FTEs and safeguard 1,038 and of the 36 businesses supported, 20 are in Norfolk (£749,665) and 16 are in Suffolk (£630,293).

Examples of Business Resilience and Recovery Scheme grants issued include:

- Norfolk based [Pegasus Welfare Solutions](#), an industry certified supplier of crane-able welfare units diversifying their product range, in order to further help offshore operators to comply with the latest government guidance.
- Kings Lynn firm Fountain Foods investing in two x-ray machines to identify and remove stones from vegetable production lines following government guidance to ensure 2m distances between employees.
- Funding for 'Micropress Printers Ltd' based in Reydon, Southwold to purchase a new printer which will support the local supply chain and create one new job.
- Norwich based Plastech industries, to assist in the purchase of a flow wrapping machine to ensure that existing contracts for plastic forks are safeguarded following Covid-19 requirements.
- A new Pedal Brake machine for Slic Sheet Metal Fabrication Ltd to meet demand for hand sanitiser stations.
- [Colourchange \(UPVC\)](#) Ltd located in Woodbridge, investing in a new van and additional equipment to assist the business to diversify into modular home offices following increased demand since the COVID19 pandemic.

Another 11 applications are going through the due diligence and approval process and there are a further 29 proposals in the Growth Hub pipeline. Together these 40 proposals have a value of £1.7m.

The fund has £3.5m available – which means that awarded projects and those in the pipeline now account for roughly 80% of the fund value.

At the current rate of applications, the fund will therefore be fully allocated within a couple of months. The fund will be significantly increased in value following the LEP's bid to the Getting Building Fund.

### **Tourism and Business Grants funds**

The Government has indicated it will be making £30m of ERDF funding available to LEPs via Growth Hubs for a programme of business grants to the tourism sector (£10m) and wider economy (£20m).

We calculate the distribution of the funding will give New Anglia LEP an allocation of around £750,000 which we can use chiefly for small grants to businesses of up to £5k to help them adapt to the changing environment. The programme will be run alongside our existing small grants programme and R&R programme and we are just waiting for confirmation of the details from Government.

## **4 Workforce**

The workforce paper at last month's board highlighted the impact of the pandemic on workers, with unemployment in Norfolk and Suffolk set to rise significantly.

Attention has therefore focused on continuing to enhance our existing activity in this area, and the development of the redundancy programme which is one of the key actions outlined in the Restart plan.

Partners including local authority and DWP colleagues are due to meet on Thursday (16) to move the programme forwards at pace.

The LEP's employment opportunities webpage continues to attract significant attention, with over 2,500 views in June. There are around 258 listings with most of these having more than position available. Most popular areas are Health & Social Care, Education, Food and Farming.

We are continuing to see a growing number of redundancies announced, as a result of the pandemic. These are passed onto Steadfast to make contact with businesses where possible. Steadfast runs the regional response to redundancy programme. Some earlier announcements are leading to support and other businesses are providing training opportunities for their current workforce.

Plans are on track to launch a local redundancy support campaign at the end of July to raise the awareness of what support is available both to business and individuals; and encourage businesses to contact the Growth Hub if they are considering making redundancies or are looking to employ.

An interactive web page will be added to the LEP website where individuals will be able to access information and services tailored to their circumstances.

The Employment Opportunities webpage and a new mental health and wellbeing page will also play a vital role. We are also exploring how the supply chain platform can support the redundancy programme.

The Growth Hub will also run a number of webinars targeted at different audiences including professional services to ensure they are equipped and aware of the information; and support available to graduates and businesses.

Since the last LEP Board, government has confirmed that it will share the HR1 data with LEPs from July. This will give us data on which firms are considering making redundancies.

This is excellent news; however, the campaign is still important. We are keen to try and support business to minimise the need to reduce staff numbers where possible, as well as getting some early indications of the types of skilled people that will be looking for jobs which will assist in forward planning and identifying opportunities to connect them to.

## **5 Sectors and Supply Chain**

### **Innovation Board**

The Innovation Board has continued to meet virtually since the beginning of the pandemic. Recent events have shown how critical it is to invest in the research and development to develop the tools and technologies needed for a resilient economy and healthcare system. The Innovation Board will be having a special meeting on 21 July to discuss the role of innovation in economic recovery and supporting the development of the Renew Plan.

### **Sector Groups and Industry Councils**

The sector groups and Industry Councils have continued to meet regularly, feeding information and intelligence to the LEP. This engagement with businesses in Norfolk and Suffolk's key sectors has enabled the LEP Team to have a nuanced understanding of the way the pandemic has impacted different sectors. The LEP is working closely with the Industry Council partners to develop plans to help mitigate the negative impact of Covid-19 in our key sectors such as energy and agri-food.

## **Visitor Economy**

The LEP Team has been working in partnership with Visit East of England to understand the critical issues and gaps in government support for the sector, and to facilitate a joined-up recovery plan for the sector.

The Covid-19 Visitor Economy Group, a group of stakeholders including Local Authorities, BIDs and Destination Marketing Organisations (DMOs), has been meeting fortnightly since April to share intelligence and work together to respond to the crisis. The Visitor Economy Recovery Plan has been endorsed by the Visit East of England Board and is covered separately under item six.

## **Fisheries Sector**

A new initiative, 'Call4Fish', has been launched in Norfolk and Suffolk and is supported financially by New Anglia LEP, Norfolk County Council, Suffolk County Council and East Suffolk Council.

The project is progressing well with the appointment of a part time consultant, Mike Simmonds, hosted by East Suffolk Council, who is working across Norfolk and Suffolk to engage with the local fishing operators and sellers, identifying key issues as a result of Covid and working closely with the industry to open up new channels to market. This activity includes the roll out and promotion of the online platform 'Call4Fish' which already has 10 businesses listed. A press release has been issued to help raise the profile of the initiative within the region and in the national trade press.

## **Personal Protective Equipment (PPE)**

The supplier database has been developed to share offers of PPE and return to work equipment to support the recovery efforts of our local economy. Only organisations within Norfolk and Suffolk are able to access the supplier listings.

Following the launch of the new supplier database on 4th June, suppliers are now able to update and add their own products / services. A total of 423 suppliers are now registered, with 1,611 products recorded and 1,351 products listed after validation. 292 user accounts have been created. 374 products have been updated or added by suppliers themselves as well as 24 services have been added.

A curated return to work listing has also been formulated and published on the portal, containing 269 items that would aid any business in creating an environment suitable for returning to work. Positive feedback by many business has been received, even from those that have not directly had to purchase items as the system is cited as a benefit in their risk management approach, reducing the strain on businesses to manage alternative supplier opportunities or concern about supply.

As a result of the Covid-19 pandemic, several businesses in the region have decided to diversify into PPE and been supported through the Business Resilience and Recovery Scheme and the Growth Through Innovation Fund. The learning from the past months' of work has been shared with the Growth Hub team to help support and assess applications. One business has recently received funding to set up manufacture of surgical face masks as part of a long term diversification strategy.

Other businesses in the region have benefitted from the current circumstances by being agile and adaptable and new partnerships have developed. For example Vanilla Electronics in Thetford is now working with Norwich-based 'Pathfinder' to produce a wearable device to remind workers to keep their distance. One company manufacturing hand sanitiser stations has found a new market exporting to Sweden.

The Recovery and Resilience Fund is also supporting a number of companies move into long term production of PPE.

## **6 Economic Recovery**

### **Restart Plan**

The Restart plan was published on 30th June following approval from the LEP Board and Norfolk and Suffolk local authority leaders. The plan has been received well and had good media coverage.

Work on delivery plans and implementation is underway. Existing groups and mechanism are taking the lead in relevant areas. For example, the Skills Advisory Panel have incorporated the actions in the 'People' section within their delivery plan.

Reporting on progress against the actions in the restart plan will be carried out through the sub-board reporting mechanism.

### **Economic Recovery Indicator Dashboard**

We are working with Metro Dynamics, the Norfolk and Suffolk Offices for Data Analytics and local economic development officers to develop a new 'live' economic indicator dashboard. The aim of this new dashboard is to provide a shared, consistent, and time-relevant source of economic data and indicators that all partners can independently access and manipulate to suit their specific requirements. It will also provide a consistent and robust set of metrics to track progress of economic recovery post Covid and provided to the LEP Board on a quarterly basis.

### **Track and Trace/Test and Trace**

The LEP is developing a list of businesses employing at least 10 people in the food processing/food distribution sector across Norfolk, Suffolk, Cambridgeshire, Peterborough and Lincolnshire.

This list, when finalised, will be cross referenced with local environmental health records to map where potential new Covid outbreaks may occur and identify those businesses/locations which may be at risk and need to be prioritised for follow-up testing.

### **Suffolk Health Protection Board**

The LEP has been invited to join the Suffolk Health Protection Board to represent business. This Board is responsible for developing and implementing the Local Outbreak Plan. Being part of this Board will help ensure alignment between economic recovery activity and public health planning. For example, as we work to attract visitors to Norfolk and Suffolk over the summer it will increase the risk of outbreaks. Working together enables us to ensure the area remains a safe place and minimises this risk. We will also be better placed to respond and support business if there is a requirement for local lockdowns.

## **7 Communications**

The Norfolk and Suffolk Economic Recovery and Restart Plan has attracted some excellent publicity following its launch on 30 June. The EDP ran a positive piece over two pages of the business supplement and Chris Starkie did interviews with Radio Norfolk and Radio Suffolk to promote the plan. BBC Online also covered the story. Talking heads partner videos have also been created and shared across social media.

We are continuing to see above average traffic to our website with website traffic slightly exceeding that of last month, due to continued public interest in our Employment Opportunities page and other Covid-19 projects. The jobs vacancy page alone attracted 2,517 views in June which equates to over 10% of our website traffic.

### **Recommendation**

The LEP Board is asked to note the contents of this report

**New Anglia Local Enterprise Partnership Board**

**Tuesday 21<sup>st</sup> July 2020**

## **Agenda Item 6**

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### **Visitor Economy Recovery Plan**

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Author: Madeleine Coupe

Presenter: Julian Munson

#### **Summary**

This paper seeks the LEP Board's endorsement of the Visitor Economy Recovery Plan for Norfolk and Suffolk.

The Recovery Plan has been produced by the LEP team in partnership with Visit East of England as well as Local Authorities, Destination Marketing Organisations (DMOs) and Business Improvement Districts (BIDs).

Following the structure and timings of the economy-wide recovery plan – Restart and Renew – this plan provides a clear set of actions for Norfolk and Suffolk partners to help visitor economy businesses and other organisations to restart following the lock down, and measures to mitigate the severe economic downturn we are facing.

#### **Recommendation**

The Board is asked to formally endorse the Visitor Economy Recovery Plan (Appendix A).

#### **Background**

The visitor economy sector in Norfolk and Suffolk is the second largest sector by employment after health and social care. Employing 11% of the region's workforce, the sector accounts for 89,100 jobs. The sector also contains 12% of the region's businesses.

At the same time, the sector has been amongst the hardest hit, with businesses forced to stop trading just at the start of the Easter period – the start of the season for most visitor economy businesses. A Visit East of England Tourism Business Survey, which attracted 776 responses, highlighted the critical impact of the pandemic on the visitor economy.

A collaborative, joined-up Recovery Plan which supports the destinations and their businesses across Norfolk and Suffolk is key to rebuilding the visitor economy.

Within the report, we refer to the visitor economy. This is to reflect a holistic view of how food, accommodation, the arts and entertainment, as well as retail and attractions, are inextricably linked through the visitor economy which supports growth and development of several other sectors.

In February 2020, the LEP Board endorsed a plan to develop a Tourism Action Plan to identify interventions which will raise productivity and value of the sector and position the region to

secure Government investment and underpin a bid to become a Tourism Zone. Building on the partnership leading this work, the LEP and Visit East of England have established the Covid-19 Visitor Economy Group which has been pivotal to developing a recovery plan for the sector.

### **Covid-19 Visitor Economy Group**

The Covid-19 Visitor Economy Group has been meeting fortnightly since the start of April to understand the critical issues and gaps in Government support, to facilitate a joined-up approach across what is a fragmented sector dominated by SMEs, and to develop short and long-term measures as part of a recovery plan for the sector. This is the first time that all partners have collaborated in this way across Norfolk and Suffolk and marks a step change for the strategic development of this sector.

Members of the C-19 Visitor economy group include:

- New Anglia LEP
- Visit East of England (Visit Norfolk and Visit Suffolk)
- Local Authorities
- DMOs / BIDs
- Cultural Sector representatives
- Tourist attractions

In the **Response** phase, the group's main activities included:

The coordination of a **region-wide business survey** which closed with 776 responses. This survey, along with other intelligence, has formed the primary evidence base for the recovery plan.

Supporting the region's Destination Marketing Organisations (DMOs) with bids to the **Visit Britain Resilience Fund**. All bids to the fund were successful across Norfolk and Suffolk.

Ensuring alignment of communications and actively promoting the **small business, leisure, retail and hospitality grants** being distributed by local authorities.

Developing a call for **accommodation providers who are open for key workers** after reports that those working on critical infrastructure such as offshore energy cannot find accommodation.

### **The Visitor Economy Recovery Plan**

The Visitor Economy Plan is the first phase with a focus on immediate actions needed to open the visitor and supporting businesses operating within the new working environment.

It is designed to complement local recovery plans being developed at a county and district level and is very much a partnership document. The plan is set out in the following sections:

**Introduction** – Sets out the context and purpose of the plan.

**Projected impact, sector profile at a glance** – a summary of available information on the projected impact of the pandemic. Given the limited availability of data that enables us to understand the real impact these are based on both soft information collected from discussions and surveys and projections based on scenarios.

**Restarting the Visitor Economy** - this section sets out the key actions that are needed to restart the visitor economy, including supporting businesses, collaboration, and innovation.



**Renewing the Visitor Economy** – this section reaffirms the commitment to develop a longer-term Tourism Action Plan and to bid to become a Tourism Zone.

### **Links to the Economic Strategy and Local Industrial Strategy**

New Anglia LEP has considered tourism a priority since its formation. The **Economic Strategy** identifies tourism as a priority sector and considers how its value can be raised through developing a year-round visitor economy and attracting higher value tourism, ensuring that the sector makes the maximum economic contribution to the regional economy.

The **Local Industrial Strategy** states the ambition to boost apprenticeships, grow overall value and productivity of the tourism sector and encourage job creation and increase skills levels, salaries and career potential. The LIS states the ambition to bid to become a pilot Tourism Zone.

The **Restart Plan** published in June makes a commitment to publish a short-term recovery plan in July which brings together partners from across the sector to outline the steps needed to restart the sector.

### **Next Steps**

Subject to LEP board sign off the plan is scheduled to be launched on Monday 27<sup>th</sup> July with a range of media activity.

### **Recommendation**

The Board is asked to formally endorse the Visitor Economy Recovery Plan (Appendix A).





*Putting Norfolk and Suffolk Top of Mind*

# *A Recovery Plan for the Visitor Economy*



# *respond restart renew*

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## *Foreword*

Covid-19 has hit this region's economy hard, most of all our visitor economy. Businesses missed out on Easter, traditionally the start of the tourism year for many. Some have already been forced out of business by the pandemic, while many other livelihoods have been left hanging in the balance.

Last year Norfolk and Suffolk attracted more than 80<sup>1</sup> million day trippers and just under 5 million staying visitors. That figure will be significantly lower in 2020.

Since July, the lockdown has been gradually relaxed and businesses have begun to open, now we must position ourselves to recover in a way that will be fit for a very different tourism and hospitality landscape. And we must take advantage of any opportunities that arise.

Overseas tourism is unlikely to recover quickly, and staycations represent a real chance for Norfolk and Suffolk as people seek out rural and coastal destinations on our own shores.

There is also a bigger prize at play. Last year's Tourism Sector Deal included the possibility of Tourism Zones and making a successful bid should be our ambition. Before that though, we must set about a resurgence of our visitor economy.

Collaboration will be vital, and it is encouraging to see the level of cooperation already taking place.

New Anglia LEP and Visit East of England, working with our local authority and destination organisation partners, have developed this sector-specific Covid-19 recovery plan. This lays the foundations for a Tourism Zone bid, as well as helping achieve targets set out in the Economic Strategy and delivering the interventions in the draft Local Industrial Strategy.

Meanwhile, the New Anglia Culture Board is developing an integrated vision of how the region's cultural sector can contribute to the economy, driving both investment and growth.

The visitor economy has endured an unparalleled crisis since March. But we should strive to take the opportunities from this. We must reset the way we do business, particularly through increased digitisation and reskilling, and look at the bigger prize that could be achievable if we work together for a brighter future.



**Doug Field**

Chairman of New Anglia Local Enterprise Partnership



**Andy Wood**

Chairman of Visit East of England

## Restarting the Visitor Economy

Restarting the visitor economy will be challenging. The impact of the pandemic on the sector has been immediate and unprecedented. To restart, we need to think and work in a different way.

This Restart Plan sets out a new strategic model, developed by partners to help drive collaboration, promotion and new programme activity during 2020.

**Open for Business:**  
*We're Good to Go*

- ❖ Target business support, information and resources
- ❖ Open up high streets and destinations
- ❖ Restore business and consumer confidence

**Open Collaboration:**  
*Working Together*

- ❖ Coordinate campaigns to boost domestic tourism
- ❖ Showcase cultural and experiential tourism
- ❖ Establish a Destination Alliance

**Open Innovation:**  
*Reimagining the Visitor Economy*

- ❖ Plan programmes to drive innovation and improve business productivity
- ❖ Enhance digital skills and online presence





Aldeburgh, Suffolk



Broads National Park, Norfolk



Constable Country, Suffolk



## Our Place

**We have a superb tourism offering in Norfolk and Suffolk, but we are not ‘top of mind’ when it comes to destinations in the UK. This provides a challenge – but also an opportunity.**

Between the two counties we are home to 9,172 km<sup>2</sup>, of designated Areas of Outstanding Natural Beauty, nature reserves, country estates and parks. We enjoy around 2000 miles of walking and cycle paths and trails, quaint market towns and chocolate box villages.

Norfolk and Suffolk share more than 130 miles of stunning coast, from vast sandy beaches and majestic cliffs to tidal estuaries and saltmarsh.

We are home to a number of unique environmental, cultural and heritage assets of national and international importance, such as the Broads National Park, Britain’s largest protected wetland.

We have beautiful landscapes like the Shotley Peninsula, Fens and Wash, Constable Country, Thetford Forest and Brecks, and eye-pleasing scenery around Hanseatic Town King’s Lynn, historic Bury St Edmunds, home of horseracing Newmarket, and Suffolk’s Wool Towns. There is more than enough space to go around.

We have an offer that should resonate with a post-lockdown population who will want safe, quality, experiential travel.

***We have the environment to participate in outdoor, fresh air activities and the open space to relax and enjoy wellbeing and mindfulness.***

Visitors can choose from a fantastic array of coastal destinations, from traditional seaside resorts Great Yarmouth, Lowestoft, Cromer and Hunstanton, to the more genteel Southwold, Aldeburgh and Wells-next-the-Sea.

Ipswich is one of England’s oldest towns, with a cutting-edge theatre and arts scene, and is home to the vibrant waterfront and marina, with world-class Dance East, waterside café bars, and relaxing river cruises.

Norwich is a walkable city where modern design is juxtaposed with handsome architecture spanning 1,000 years. Culture, creativity, and a strong sense of community are at its heart. Independent stores stand shoulder-to-shoulder with national brands, and pavement cafés and eateries can be found around every corner.

Our area's vibrant cultural sector boasts award-winning theatres and major international festivals, such as Aldeburgh Festival of Music and the Arts and Norfolk & Norwich Festival. Norwich was designated England's first UNESCO City of Literature in 2012 and its city brand 'Norwich, the City of Stories' has been warmly adopted by locals.

The cultural and heritage sector and natural landscape play a unique role in creating the 'sense of place' that makes this region a great area to live, work, learn, invest and do business.

Local councils and DMOs (Destination Marketing Organisations) in Norfolk and Suffolk have been playing a leading role in supporting the visitor economy through the current crisis. Some have already published immediate recovery plans and more will do so in the weeks ahead. This Restart Plan acknowledges the very different needs of our towns, city, rural and coastal areas and provides a framework for partners to address specific issues in a supportive and collaborative way.

Ultimately, the destinations, venues and businesses are the stars of our tourism, hospitality and culture firmament. These are what we must support to recover from Covid-19.



Custom House, King's Lynn, Norfolk



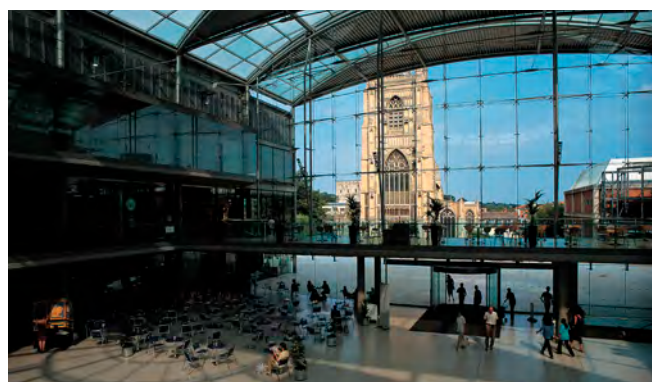
Thetford Forest, Norfolk



Ipswich, Suffolk



Bury St Edmunds, Suffolk



The Forum, Norwich, Norfolk



Wells-next-the-Sea, Norfolk



# → Our Visitor Economy

*The tourism sector is worth £127 billion to the national economy annually, supporting around 3 million jobs. In recent years, the sector has seen significant growth with a continued interest in domestic tourism, which accounts for approximately 78% of total tourism spend.*



Newmarket Racecourse, Suffolk

International tourism has been a major success story in recent years, growing by 33% since 2010. After a strong 2019, VisitBritain had been forecasting inbound tourism to grow by 2.9% with spending to grow by 6%, which would have set new records for 2020. They are now predicting a decline of 48% for 2020, from £76 billion to £39 billion.

Unfortunately, the Covid-19 pandemic is unprecedented in its impact on the industry, with a collapse in both demand and supply. It will take some time for the sector to recover and domestic tourism will lead the recovery. Approximately 70% of business activity in the tourism sector happens between April and October. Reopening the visitor economy in a safe manner to ensure businesses can benefit from the summer season will be imperative to the recovery and to ensure resilience through the low season.

Within this report, we refer to the visitor economy. This is to reflect a holistic view of how food, accommodation, the arts and entertainment, as well as retail, are inextricably linked through an economy which supports growth and development of several other sectors.

Together Norfolk and Suffolk has one of the largest and fastest-developing local visitor economies in England.



**89,100 jobs**



**11.3% of Norfolk and Suffolk's workforce**



**7,050 businesses**



**£2.5 billion of spending on tourism-related goods and services**



A key challenge for the sector is the relatively low productivity at £26,000 GVA per job (less than half the value for the ICT sector in comparison). However, Deloitte estimates the tourism GVA multiplier to be 2.8, meaning that for every £1,000 generated in direct tourism GVA, a further £1,800 is supported elsewhere in the economy through supply chain and consumer spending.

Nonetheless, jobs in the visitor economy are a good place for non-graduates to start learning valuable life skills, and the sector can be an excellent route to social mobility. It is also a sector with multiple job opportunities across a disparate range of roles.

A priority for the sector, post-pandemic, is to invest in boosting productivity, encouraging innovation and enhancing digital skills. This will require much stronger collaboration to build and promote a higher quality product if we are to attract higher-value visitors all year round. We need to work together to develop a narrative for our place that we can all be part of. In Norfolk and Suffolk, the visitor economy employs 11% of the region's workforce and accounts for 89,100 jobs and 12% of all businesses. Put in perspective, the visitor economy here is worth significantly more than Cornwall's.



Norfolk & Norwich Festival  
©ChrisTaylor



# Pandemic Impact on our Businesses

**Businesses from across Norfolk and Suffolk have felt the full force of the pandemic, with cash-flow turned off overnight. The longer the crisis goes on, so the number of businesses that won't reopen increases.**

A Visit East of England Tourism Business Survey attracted 776 responses and highlighted the disparate nature of the sector, which can be considered both a strength and weakness in terms of recovery. Different elements of the industry will come back at different times, beginning with serviced and self-catering accommodation and outdoor attractions such as zoos and wildlife parks. Even if they do not immediately benefit themselves, progress will give businesses optimism.

Theatres and other indoor cultural venues will be some of the last businesses to reopen, and research shows that theatres in the region are projecting an unrecoverable gap of £10 million by September 2020.

A strong message from the survey was that Government financial packages have been welcomed. But more intervention is needed if segments of the sector are to get through the winter and be viable in 2021.

Post-lockdown will be dominated by social distancing for residents, staff and visitors, and this will be an educational and infrastructure challenge. We know businesses are working hard to plan for reopening with pre-booked visits, cashless payments and one-way

systems, extra signage and hand sanitiser stations soon to be familiar sights, as attractions strive to minimise risk to visitors and staff.

The survey has also highlighted new opportunities and priorities for our region that could aid recovery and support the long-term sustainability and resilience of the sector. As a region, we are striving to drive the 'Clean Growth' agenda and have the chance to lead the way in environmentally-friendly tourism that also promotes and supports local businesses and supply lines to keep value in the local economy.

We should use the reset to consider wider questions like business tourism, accessibility, sustainability, over-tourism, and the social and wellbeing benefits of supporting local firms, producers and environments.

We also need to develop our year-round visitor economy and mitigate the current reliance on Easter-September. This should be a key objective, using our natural, cultural and built capital and the fact the area has the best overall climate in the UK. Understanding global and national trends and developing our product to meet new and emerging customer demands is a necessity.



**45% of businesses used the Job Retention Scheme**



**73% of businesses wanted the region to be promoted to help recovery**



**Accommodation providers had more than 55% of bookings cancelled**



**81% of businesses have had no income since lockdown**



**33% of businesses have innovated**



**£10m unrecoverable gap in theatres by Sept 2020**





# Innovation and Resilience

Once lockdown has come to an end, tourism will not be the same as before and business models and practices will change in order to survive and adapt in a 'new normal' world.

*In the meantime, many of our businesses have shown great agility and innovation and been able to adapt under the current restrictions.*

Breweries have moved production from barrels to bottles to sell in retail stores; pubs and restaurants are doing take-aways, some with booking apps for customers; venues like Duration Brewery offer virtual tours online; country estates such as Ickworth and Kentwell Hall are offering timed online booking to manage footfall, as will attractions such as Great Yarmouth Pleasure Beach and Roarr! Dinosaur Adventure.

Despite buildings and venues being closed, the region's cultural sector has risen to the challenge to continue providing rich creative experiences. Focussing on wellbeing NorwichTheatre@Home has brought poetry competitions and dance session, relieving the pressure of lockdown for many people. After the cancellation

of the 2020 Norfolk and Norwich Festival, the National Centre for Writing which curates its literature programme moved it online, providing a fantastic series of virtual conversations, reflections and connections across one week.

Britten Pears Arts meanwhile organised *A Celebration of Aldeburgh Festivals* for the period over which Aldeburgh Festival 2020 would have taken place. In addition, the interactive online experience *An Aldeburgh Musicircus* was made available and the Aldeburgh Festival Memories project gave artists and audience members to create a crowdsourced timeline of memories from the Festival's 72-year history. A Celebration of Aldeburgh Festivals was watched, listened to, and streamed by nearly 1 million people.

Examples of innovation and adaptability across the sector highlight the need, as suggested in the Tourism Business Survey, for more networking, better communication, peer-to-peer learning and cooperation, as well as better use of digitisation and technology to build resilience and harness new opportunities.



Bewilderwood, Norfolk

The Visitor Economy Recovery Plan will help prepare us for a new era of travel and leisure, support the levelling up of communities and making this region 'top of mind' for anyone planning their next holiday or day out. The crisis is an opportunity to drive innovation and improve productivity, as well as boost the region's profile as a destination.

# A Roadmap to Recovery

Over the past months we have been working together with local partners to provide trusted advice to businesses, and to distribute timely and relevant communications, insights and data to ensure a coordinated approach to reopening across our destinations. Unprecedented numbers of businesses have responded to calls for intelligence, giving us a strong voice with national bodies to ensure the scale of the challenge is understood.

This document – our **Restart Plan** – is the first of a two-stage recovery plan. Looking over the next months from July to Autumn 2020, it provides a clear plan to support businesses, communities, and visitors to quickly and safely return to living life with confidence in an environment dominated by social distancing.

While the pandemic has posed huge challenges to visitor economy businesses, this period of disruption

has been a strong driver of collaboration, creativity, and innovation. The measures we put in place today will shape the visitor economy of tomorrow. This why it is critical for us to collectively use this opportunity to consider some of the longer-term actions we need to take to renew our destinations, develop a year-round visitor economy, and encourage innovation and the transition to a low-carbon visitor economy.

The impact of the crisis is being felt through the entire economy. Reopening and renewing destinations will require a joined-up approach. Much of the work to support communities and businesses will be led by Local Authorities, and our towns, city, rural and coastal areas will have very different needs. This plan is intended to complement local strategies being developed at county and district levels, such as Great Yarmouth's new Culture, Heritage and Tourism Strategy.

***This collaborative plan recognises that getting the visitor economy back on its feet cannot be achieved by one partner alone – we have always been more successful when we work together.***

Before the pandemic, we were committed to working together to develop a Tourism Action Plan to set out our intentions to build on our strengths as a region to achieve transformational productivity improvements and sustainable growth. That ambition still stands and next year we will publish a **Renew Plan** which looks at the five-year actions we need to take together to build a stronger, more sustainable, and resilient visitor economy.





# Restarting the Visitor Economy

Since July 4th, more lockdown measures have been relaxed and many businesses have been able to open, albeit with additional measures in place. Clear actions are needed to continue to reopen destinations as safely as possible, restore consumer confidence, build resilience, and develop new models of collaboration.

.....



Certain areas of the visitor economy will be able to fully open sooner than others, with self-catering, boating and outdoor attractions less impacted by social distancing measures than indoor venues.

As the Government gradually

relaxes the lockdown, businesses in Norfolk and Suffolk need to have clear advice and a coordinated message. Intelligence from the sector demonstrates the concerns of business about the implications of social distancing on business operations. Partners need to work together to ensure the business community has access to the right support and information.

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**Ensure that every individual and business has access to the support they need, delivered through our partnership of local authorities, Growth Hub, business representative organisations, local and national agencies.**

## Together we will:

- ❖ Expand the package of local funding opportunities to deliver the Government's Kick-starting Tourism package, a programme specifically targeted at supporting visitor economy businesses. Work with partners to secure national funding, including supporting our region's cultural sector to access to the £1.57 billion intervention from Government.
- ❖ Maintain our dialogue with Government to ensure the needs and challenges of our sector are articulated and understood with clear asks, including calls for ongoing, sector-specific financial measures such as extensions to Business Rate Relief, flexi-furloughing and extended repayment lengths for CBILS loans. Recent announcements from Government including a reduction in VAT for tourism and hospitality businesses and the 'Eat Out to Help Out' initiative have been welcomed by the sector.
- ❖ Continue to provide bespoke, free and impartial advice through the New Anglia Growth Hub to support businesses to restart, reshape their business plans and provide a programme of online training.
- ❖ Deliver Collaboration: Place: Change, a cultural leadership programme for senior cultural leaders in Norfolk and Suffolk to support leaders to meet the challenges, obligations and opportunities in the sector generated by COVID-19.

- ❖ Support those individuals being made redundant and help businesses looking for new workers through a new local partnership of businesses and local and national agencies.

.....

**Help businesses access information and resources to enable them to reopen as safely as possible by developing a range of measures, toolkits and a resources hub.**

## Together we will:

- ❖ Develop a range of measures to help high street businesses reopen and operate safely, led by local authorities, Business Improvement Districts and other partners, with financial support from the Reopening High Streets Safely Fund and other schemes.
- ❖ Promote the new supply chain management system which has connected hundreds of businesses supplying Personal Protective Equipment (PPE) and return to work items directly to the frontline workforce. We will ensure this is promoted so visitor economy businesses can access the products they need.

Restore confidence and provide a safe experience for businesses, residents, workers and visitors.

### Together we will:

- ❖ Undertake consumer confidence monitoring to understand the changed behaviour and concerns of our audiences and visitors. ALVA research suggests that 61% of visitors feel more comfortable as a result of signage about social distancing. Research will enable businesses to understand the market and act quickly to restore confidence.
- ❖ Encourage businesses in Norfolk and Suffolk to take the necessary steps to qualify for the Visit Britain 'We're Good To Go' quality mark. This will provide a 'ring of confidence' for tourism businesses, attractions and destinations, as well as reassurance for visitors that businesses have clear processes in place as restrictions are lifted. VisitBritain research suggests that 75% of visitors will be reassured by this Industry Standard. We will scope out the potential for a 'Vacation Makers' volunteer scheme to provide positive ambassadors to assist visitors.
- ❖ Coordinate messaging such as 'Respect, Protect, Enjoy' and 'Know Before You Go' with information to help people plan ahead, as well as working with Visit Britain to support their 'Enjoy Summer Safely' campaign. Residents and visitors need guidance on how to enjoy our destinations in a safe and responsible way, looking after one another and protecting the landscape.

### Open Collaboration: Working Together

Overseas tourism – inbound and outbound – is not likely to recover quickly, meaning that domestic tourism presents the best opportunity for visitors over the next 12 months. The sector, which is relatively fragmented has shown extraordinary levels of collaboration and partnership throughout the crisis.

We know there will be heightened competition from other areas for visitors, but despite having a fantastic tourism offer we are not 'top of mind' for potential visitors. We need to change this. Working together will be pivotal to success as there will be a need to use one strong, cohesive message.

Make the region more 'top of mind' with potential domestic visitors through coordinated promotional activity for Unexplored England.

### Together we will:

- ❖ Launch a proactive campaign to promote Norfolk and Suffolk to visitors. A recent VisitBritain Consumer Confidence Survey suggests that of those people thinking of holidaying or taking a break in one of 10 regions, the East of England is bottom. However, the rural and coastal nature of the offer in Norfolk and Suffolk will be in greater demand as visitors seek out less well-known destinations.

- ❖ Promote Norfolk and Suffolk as 'Unexplored England', an appropriate title post-lockdown that will resonate with people looking for the undiscovered and off-the-beaten-track, avoiding honeypots where lots of people will congregate. The campaign will target areas with high populations and short drives to the region, such as London, East and West Midlands and Nottingham, as well as day trippers from closer areas, such as Cambridgeshire, Lincolnshire and Essex. This will be tailored to exploit our fresh air experiences and outdoor activities, promoting different elements such as unexplored market towns, unexplored beaches, unexplored nature, and unexplored cultural gems.
- ❖ Link up and collaborate with existing projects such as Look Sideways East, EXPERIENCE and Celebrating Culture 2021 to put cultural and experiential tourism at the heart of our recovery plans, promoting less well-known destinations and all-year-round attractions. Develop themed trails, tours and creative itineraries that share the diverse qualities that make our region so special.
- ❖ Commission Culture Drive Growth Phase 2 in August to create the structures, plans and projects to underpin the cultural sector's recovery and maximise the role of the cultural sector in wider regional recovery.



Develop new models of collaborating and networking so that our organisations and businesses can share experiences, learn from one another, and explore mutual opportunities.

### Together we will:

- ❖ Scope and bid for funding for a Destination Alliance to deliver activity in a coordinated and collaborative way across local authorities and DMOs. This will capitalise on the aspiration to work together, embedding partnerships and ensuring they endure long-term.
- ❖ Launch a Peer-to-Peer network to provide business leaders with a B2B vehicle in which to support one another and share ideas and challenges. Through a range of events across the destinations and masterclasses in business and leadership, the network would enable business leaders to develop as professionals and build strategic partnerships with like-minded people.

### Open Innovation: Reimagining the Visitor Economy

Despite these challenging times, numerous businesses have adapted their business models, and adopted new practices. As we look to the future, we need to put the right actions in place now to rebuild a more innovative and resilient visitor economy.

Use this crisis as an opportunity to drive innovation and improve productivity.

### Together we will:

- ❖ Work with other sectors such as the creative industries to create innovative and immersive experiences for our theatres, zoos and museums, commercialise content and develop the audiences of the future.
- ❖ Launch the Reimagine Challenge, a collaborative programme delivered through the Cambridge Norwich Tech Corridor with Norfolk & Suffolk Unlimited. It will bring the region's brightest thinkers together to help find commercially viable solutions to some of the challenges facing our high streets and urban centres in the coming weeks and months.

Ensure businesses have the digital skills they need to improve productivity and boost online presence.

### Together we will:

- ❖ Develop a suite of programmes that enable businesses to thrive in a digital world, facilitating relationships with businesses in our thriving tech sector through an expansion of the Tech + Tourism programme by Tech East, and working with educational establishments to ensure the digital skills needs are met.

- ❖ Pilot examples of virtual high streets to connect shoppers with local retailers, keeping money in the local economy and protecting jobs. Share the learning so it can be rolled out to other destinations, supporting the development of resilient supply chains by encouraging connections between local food producers, artists and artisans and high street retailers. When appropriate and safe to do so, we will promote local street events, markets and festivals celebrating local produce, talent and creativity.
- ❖ Provide the right data and information at the right time. Detailed consumer data will be vital to help businesses focus their work and play their best role in recovery. This could include information like distance travelled, transport methods used, types of accommodation preferred and what consumers are looking for in a post-Covid-19 world. We will ensure our businesses have the know-how and access to the data they need to be successful, be it through the Visit Britain data hub, or by linking up with regional programmes such as the Norfolk and Suffolk IoT network and the Smart Towns initiatives.
- ❖ Develop a database of tourism-related businesses and services so the sector can communicate with itself, including all local authority assets to ensure they are promotable to visitors and residents alike, and grow a consumer database to promote our product to.



# Renewing the Visitor Economy

We need to look to the future and be ambitious about how we can work towards the sustainable and productive visitor economy we all want. Following the restart phase, we will be developing a Tourism Action Plan to look at the longer-term actions we need to take together. We are ambitious to:

## ***Build a year-round visitor economy***

Seasonality is a key challenge for destinations across the globe. But attracting visitors outside of the main summer season is key to driving growth and productivity, as well as creating revenue in the entire value chain.

We will identify and invest in projects which grow the year-round visitor economy, raising the tide of the 12-month visitor economy to the high watermark of the summer months. This will establish demand, sustain businesses year-round and incentivise staff development and retention.

With a fantastic year-round offer in Norfolk and Suffolk, we will work together to promote it to those audiences we know we can attract in the shoulder and off-peak seasons, such as empty nesters and families with pre-school age children. We will look at diverse markets and plan for how we can attract visitors seeking short breaks to experience wellness, outdoor recreation and culinary tourism.

We will look at our regional strengths and build products which attract people to our region throughout the year, such as our world-class cultural offer. With leading clusters of ICT/digital technology, clean energy and agri-food, we will explore what infrastructure and investment is needed to capitalise on the opportunity to develop business tourism, conferences and events.

## ***Lead the way with sustainable tourism and clean growth***

Building on centuries of innovation, Norfolk and Suffolk is pioneering the technologies and science needed to power, feed, and connect a growing population for a cleaner and more sustainable future. Norfolk and Suffolk's key strengths and assets make it well placed to be at the forefront of the clean growth revolution. We are the UK's leading producer of renewable energy and a testbed for innovation in industries, such as farming and food production.

We know economic growth must go hand-in-hand with greater protection for our natural landscapes, our forests, beaches, clean air, and areas of outstanding beauty rich in biodiversity. We have an exceptional natural environment which is particularly vulnerable to climate change, but where innovative new mitigation measures and technologies are being pioneered. We will look at ways to improve accessibility of our destinations.

Universal disruption is the time for reinvention. These unprecedented times give us an opportunity to reset, and jump-start the sector towards a new model of sustainable production and consumption. This will be done by encouraging informed and responsible travel that contributes to local economies and connected local supply chains, protects cultural heritage and natural resources, and moves us towards a zero-carbon economy.

## ***Bid to become a Tourism Zone, collaborating with our geographic partners***

Norfolk and Suffolk have big ambitions. Working together, we know we can meet the challenges we face and move forward towards a strong and resilient future.

***We will demonstrate our ambition and the contribution our visitor economy can make to the country's economic recovery by developing a bid to become a Tourism Zone.***



## Making it happen

In order to fully realise the opportunity as we emerge from the pandemic and unlock the potential of the visitor economy in Norfolk and Suffolk, a new approach with a joined-up plan will be required, underpinned by the following core principles:

- ❖ A collaborative, partnership driven approach working with industry and across destinations.
- ❖ A focus on innovation and digital technology, driven by consumer and industry data, boosting productivity and competitiveness.
- ❖ A commitment by all to develop and bid to become a Tourism Zone to fully realise the aspirations of Norfolk and Suffolk in becoming one of the most sustainable, accessible and desirable regions in the country.
- ❖ New operational structures such as the Destination Alliance, enabling collaboration and support, accelerating growth in a sustainable way.





Norfolk & Suffolk Unlimited promotes the region as a fantastic place to invest, live and work.

For more information about how to help support our visitor economy, working with our partner organisations, please contact us at [info@norfolksuffolkunlimited.co.uk](mailto:info@norfolksuffolkunlimited.co.uk)

[norfolksuffolkunlimited.co.uk](http://norfolksuffolkunlimited.co.uk) [newanglia.co.uk](http://newanglia.co.uk)



**New Anglia Local Enterprise Partnership Board**  
**Tuesday 21<sup>st</sup> July 2020**

## **Agenda Item 8**

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### **Apprenticeship Levy Transfer Scheme**

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Author: Alison Ward

Presenter: Chris Starkie

#### **Summary**

The Apprenticeship Levy Transfer scheme has been operating with a coordinator in place since December 2019. There has been a promising start to the amount of levy 'placed' in our pool but the economic climate due to Covid-19 has impacted many apprentices in the area and the opportunities for new starts and progressions.

Further support interventions are being developed across government departments which we are anticipating will be supportive. One of these is likely to support apprentices who are made redundant and those people whose positions has been withdrawn before they commence.

#### **Recommendation**

The Board is asked to consider:

- the realigning of the Year 1 period to the end of November 2020 to align with the Coordinators contract.
- to then move the Year 2 period from 1<sup>st</sup> December 2020 to 30<sup>th</sup> November 2021.
- to agree that the coordinator moves some of her focus to supporting redundant/at risk apprentices and working with our stakeholders to rebuild apprenticeship numbers and advocate their value to the business community.

#### **Background**

Companies with a pay roll more than £3m/year must pay the **apprenticeship levy** at a rate of 0.5% of wage bill, which they can only utilise to fund apprenticeship training. Payments are taken on a monthly basis through the PAYE system. (Further details can be found at <https://www.gov.uk/guidance/pay-apprenticeship-levy>).

After a slow start, many larger employers were not utilising the levy to invest in training. If this allocation is not spent after 24 months, then the allocation is retained by Government and **lost from the area**.

The apprenticeship levy transfer pool project was approved by the Board last summer with papers being received by in July and September 2019 with an expected start of October 2019.

The pool helps facilitate the transfer of unspent apprenticeship levy payments from levy payers to SMEs across Norfolk and Suffolk with the intention of bringing and/or retaining several million pounds of training funding locally and paying for the training of hundreds of additional apprenticeships.



The project's targets were to **recruit 50 apprenticeship** starts in Year 1 (September 2019 – October 2020) and **100** in Year 2 (October 2020 – October 2021).

## Key Considerations

The Project Coordinator was not able to start until 3<sup>rd</sup> December due to their notice period so effectively the project effectively commenced in January 2020 following the induction period and Christmas break.

The initial focus was on building a levy pool and the project has had pledged over £2m from a variety of large employers, both national and regional with the expectation of further funding in the future. These include financial companies, supermarkets, and professional services.

Time was then devoted to utilising this levy partnering with several projects and initiative including:

- Working with Suffolk County Council and EDF on the proposed Sizewell C project and the supply chain
- Supporting Vattenfall transfer funding to their supply chain with regards to the extension of Vanguard and Boreas Wind Farms
- Working with Norfolk and Suffolk Care Support in promoting the recruitment of Associate Nurses into social care sector
- Supporting the Town Deal projects and promoting apprenticeships to smaller businesses
- Initial talks with BT Adastral Park in supporting the DigiTech Centre and promote apprenticeship levy transfer as an opportunity to promote business growth

To date **37 transfers** have taken place to date, with a further **11 in the pipeline** pending recruitment. With a total monetary value of over **£300k**.

However, the national picture of the recruitment of apprentices in the last 3 months has fallen dramatically. Data published on 25<sup>th</sup> June 2020 showed from March 23<sup>rd</sup> to May 31<sup>st</sup> there were 26,090 starts compared with 50,050 reported between those months of 2019 – a fall of 47.9%. Young learners have been hardest hit with just 2,020 (7.7%) of the 26,090 starts aged under 19. Feedback from a recent survey in Norfolk and Suffolk providers revealed a similar picture, with some providers identifying a 75% decrease on apprenticeship starts compared to the same period last year.

The government have made a commitment to supporting apprenticeships and at the time of writing this paper, they are due to release details of the financial incentives and wider skills package that will help drive recruitment.

The levy transfer scheme will continue to play an important part in supporting small businesses to access funding which may have otherwise prohibited the recruitment of an apprentice. We must continue to work with our stakeholders across Norfolk and Suffolk by providing advice on apprenticeship funding and offering levy transfer as an option for support with training.

However, there is also growing concern at the number of apprentices placed on furlough being made redundant. Key areas of concern are within the hospitality, retails, engineering, financial/accountancy sectors. The government has responded by discussing with LEPs the **Redundancy Support Service for Apprentices (ReSSA)** which will be an on-line platform where apprentices at risk of redundancy or have been made redundant can register and access support for matching with another employer who will support their completion of the apprenticeship, alternative training, well-being support and financial advice.

Again, at the time of writing, this proposal has not been formally announced but the LEP has asked to be the main referral route for any local apprentices who cannot be supported by the national help desk.

We will work with a wide number of partners including education providers, the Norfolk and Suffolk Apprenticeship Teams, local advisers at the National Careers Service, the Skills Support for the Workforce contract holder (Steadfast Training) and our local Apprenticeship Training Agency to support those apprentices at risk and identify employers willing to support to complete a match.

The number of new apprenticeship opportunities has also reduced significantly which will particularly impact young people who are completing Year 11 and were planning to start an apprenticeship in the coming months. Our local providers are developing potential course options and delivery methods, but we cannot underestimate the challenges this puts on providers and also how motivated the students will be. Potentially it will lead to an increase in our NEET levels (not in education, employment, or training).

These factors make the Year 1 target challenging with the October end date and the Year 2 target of 100 transfers difficult to predict.

### **Link to the Economic Strategy and Local Industrial Strategy**

The Apprenticeship Levy Transfer project aligns with both our Economic Strategy and the Local Industrial Strategy in increasing skills opportunities across the region, improving social mobility and inspiring young people to be part of the future workforce through meaningful employment.

### **Next Steps**

To continue to promote levy share opportunities by working with business development teams across Norfolk and Suffolk. To work with all providers in identifying employers who would benefit from levy share and to support those apprentices who are made redundant.

Alongside this we will promote Governments financial initiatives announced on 08/07/2020 with regards to employers taking on an apprentice, plus promote the anticipated local initiatives for Norfolk and Suffolk.

### **Recommendation**

The Board is asked to approve:

- the realigning of the Year 1 period to the end of November 2020 to align with the Coordinators contract.
- the movement of the Year 2 period from 1<sup>st</sup> December 2020 to 30<sup>th</sup> November 2021.
- the change in some of the coordinator's focus to supporting redundant/at risk apprentices and working with our stakeholders to rebuild apprenticeship numbers and advocate their value to the business community.



**New Anglia Local Enterprise Partnership Board**

**Tuesday 21<sup>st</sup> July 2020**

**Agenda Item 9**

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**LEP Continuing Business Report**

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**Author: LEP Team**

**Presenter: Rosanne Wijnberg**

**Summary**

This report provides an overview of LEP team 'continuing business' activities since the June board, structured around:

- 1) Programmes
- 2) Strategy
- 3) Engagement and promotion
- 4) Governance, Operations and Finance

The media and Growth Hub dashboards are attached as appendices to the report.

**Recommendations**

The board is asked to note the contents of the report

**1) LEP Programmes**

**Growth Deal (Capital Growth Programme)**

Work has begun on the A140 Eye Airfield access and junction improvements project. The first of two new roundabouts is under construction at the northern end of the airfield. This will include a link road through to the B1077, eventually leading to closure of the A140/Rectory Road junction. The second roundabout planned for the southern end of the airfield will improve access onto Castleton Way. The development aims to increase journey time reliability and improve road safety by reducing risk of collision. The two new junctions, expected to be complete by Autumn 2020, will provide better access to Eye itself and enable development on the airfield industrial estate to become the Mid-Suffolk Business Park, Eye.

**Business Growth Programme**

The Business Growth Programme remains ahead of its output and spend profile. The Growth Hub has received just under 1500 COVID-19 related enquiries since the start of the outbreak in mid-March. The number of COVID-19 related calls has now dropped from a peak of 90 per day to around 6 per day. This is in addition to the regular calls received by the Growth Hub each month.

We continue to receive applications to the Small Grant Scheme, with just £253k of the Programme's £3,459k target uncommitted. If the current rate of approval continues, it is anticipated that the scheme will be fully committed by the end of 2020. Whilst the number of new clients coming forward for start-up support reduced significantly during April and May, in recent weeks we have seen a significant increase in the number of people asking for start-up support and advice around start up. Nwes and Menta will analyse the data in more detail over the coming weeks to give us a better picture of the kind of businesses that people are seeking to establish.

### **Growth through Innovation**

During 2020/21 it is anticipated that the GTI Fund will approve £483k worth of grants to at least 25 SMEs. This should generate £600k of match funding from private sector sources during the same. Since the 1<sup>st</sup> April, eight projects have been approved, totalling £159k and two are currently with the panel with potential grant value of £37k, and since mid-June, we are averaging nearly two approvals per week, which will ensure that we reach our £483k target. The average grant value approved to date is just under £20k. Our legal agreement form MHCLG has now been signed and we are in the process of arranging our first audit with our Contract Manager. The pipeline of potential applications looks healthy, with just under £300k worth of projects under development.

### **Growing Business Fund**

Interest in the GBF continues, particularly from the manufacturing sector. At the July panel meeting, one application for £260k was approved, with £2.2m of private sector match. There are currently four applications with a value £940k going through the due diligence process and a further three applications valuing £900k at development stage with the Growth Hub. We are actively promoting the scheme through a range of channels, including local authorities.

### **Eastern Agri-tech Initiative**

Interest in this scheme continues, with three new applications coming forward in June for processing totalling £260k, and a further four in the pipeline. The next operational meeting has been organised for the 15th July. We continue our work with CPCA to ensure that funding is fully allocated and drawn down by applicants by the end of March 2021.

### **Growing Places Fund**

Loan repayments of £580k have been received since the start of this financial year - from the Winerack and Atex Business Park developments.

Many grant supported projects have been impacted by COVID-19, with delays of up to 6 months being reported. This will impact the drawdown of GPF funds.

### **LEP Innovative Projects Fund**

#### **Innovative Projects Fund 1 (2018 Call) - £500,000.**

IPF 1 Summary: 7 projects supported, with a combined allocation and commitment of £539k. An amount of £21,720 has been claimed so far in this financial year, bringing the spend to date to £161,722. Local Authority match funding of £63k and Private match funding of £99k has been recorded.

Project status:

Complete - The Cornhill project has been completed.

For the remaining 6 projects:

- We expect 4 projects to evidence spend and make claims by mid-July.
- The NUA project, Connecting Creative Capital, staged payments agreed, and next payment is not expected until 1st April 2021 (£70,000).
- Norfolk County Council's 'Building Supply Chain Skills Capacity' project has been affected by COVID-19 restrictions. The project builds on the opportunities presented by Vattenfall's Offshore Wind construction programme. However, delays in obtaining ministerial permission for the development and in local highways consultations, has meant that the project leader is now looking at other construction projects that the supply chain can look to support.



### **Innovative Projects Fund (2019 Call) - £1.5m**

IPF2 Summary: 18 projects with a combined allocation of £1,472,372. 7 projects now have their Grant Offer Letters and have commenced. Claims for these projects are expected in mid-July (for Quarter 1). A further 8 projects are awaiting their Offer Letters from SCC.

The remaining projects are being reviewed and re-profiled in view of current circumstances. The Ipswich Cornhill project (events) is unable to proceed this year now and we continue to discuss next steps.

### **Enterprise Zones**

**Nar Ouse, King's Lynn** - A local engineering firm is buying a plot in the Nar Ouse EZ and the land sale is progressing in spite of Covid-19.

**Scottow Enterprise Park** - Hethel Innovation (HI), who run the Scottow Enterprise Park, have been working with the Growth Hub to organise online events, including tenant exclusive webinars. HI are reporting a good level of enquiries in the face of the Covid-19 pandemic, which is a very positive sign, coupled with the fact that tenants are still signing agreements to move onto larger premises.

**Norwich Research Park** - Work continues on the Zone 4 building, joint-owned by NALEP and South Norfolk Council. The build remains on schedule and on budget despite the Covid-19 pandemic.

**Eastern Gateway, Sproughton** - Construction and fit out work has completed on both the LDH La Doria facility and Amazon distribution centre and both are now operational and scaling up activity.

**Gateway 14, Stowmarket** - Mid Suffolk Council, who own the Gateway 14 Enterprise Park at Stowmarket and the Greater South East Energy Hub are investing £40,000 to explore eco-friendly and low-carbon opportunities for the site. A planning application is expected to be submitted later this year for the site and MSC are keen to ensure that the site is sustainable in years to come.

<https://www.ipswichstar.co.uk/news/business/gateway-14-stowmarket-green-funding-1-6721742>

### **Inward investment**

#### **Lotus Cars**

Earlier this month we secured the biggest inward investment success since the creation of the joint Norfolk CC, Suffolk CC and LEP team, with the confirmation that Lotus Cars will open a new manufacturing facility in Norwich with the creation of up to 125 jobs.

Work on the project began last September at the LEP AGM and launch of Norfolk and Suffolk Unlimited brand, where Lotus chief executive Phil Popham was one of the speakers.

Since then the inward investment team has worked closely with Norwich City Council colleagues to help secure the premises.

The 12,300 sq m factory will be in the former Heatrae Sadia facility on Hurricane Way and brings together Lotus manufacturing capabilities from Worcester and a smaller site in Norwich on Vulcan Way.

The site will have significant room to grow and will house manufacturing of aluminium extruded and bonded aluminium chassis for the Evora, Exige and Elise Lotus sportscars, along with manufacturing of aluminium components for other global car companies. The facility will also house the steel welding and fabrication of sub-frames, suspension components and other key parts for Lotus cars.

**Enquiries:**

June was a quieter month for new enquiries compared to previous months with only one new project needing a response. Now the team is complete (two staff members started in April/May) a full review of pipeline, resources and systems has been undertaken.

- All existing enquiries have been reviewed and followed up where required
- A new information management system has been implemented (Trello)
- As at 07/07/20 we have 11 enquiries in progress. 18 proposals have been submitted to date in 2020.

**Department for International Trade:**

- Contact has been made with DIT's new Head of Life Sciences. This bodes well for future working especially if New Anglia is successful in achieving approval for its second High Potential Opportunity (HPO) which is focused on healthy ageing and the Norwich Research Park. A decision is expected by August.
- A full review of all relevant projects on the DIT One List has commenced. The One List identifies DIT key accounts and who is managing them and links in to the DIT Datahub business database.

**Promotion and profile-raising:**

- Assisted with Growth Programme bids where they could add to the New Anglia investment offer.
- An inward investment team communications commitment document has been developed and shared with LEP colleagues.
- Continued to support and progress the Norfolk & Suffolk Unlimited brand with partner teams.
- East of England Energy Zone (EEEZ) marketing – re-brand activity is progressing and participation confirmed in virtual events including the SNS 2020 conference (September) and Global Offshore Wind 2020 (October).
- An inaugural inward investment newsletter has been developed and shared with District and County Councils.

## **2) Strategy**

**Brexit**

Metro-Dynamics are undertaking a review of the Brexit report they compiled for the LEP at the tail end of 2019 in light of COVID-19 and the emerging Brexit negotiations. Although there continues to be a great deal of uncertainty as to the eventual outcome, it is important that we adjust and update our analysis as and when significant new information comes to light or political and economic conditions shift.

**Skills**

**Suffolk Skills and Careers Festival**

Suffolk Agricultural Association, Suffolk County Council and the Festival Chair have decided to develop a virtual event to ensure the valuable annual event can take place in October and to ensure that young people will not be adversely impacted.

### **Enterprise Advisor Network**

The Enterprise Adviser Network continues to support Careers Leads and Students across the region with virtual and online careers and CPD resources. With the expansion of the Careers Hub confirmed the team are liaising with schools to communicate the benefits of participating in the Careers Hub and the school's commitments.

Following confirmation of the funding for expanding the Careers Hub right across Norfolk and Suffolk last month two of the Enterprise Coordinators – Jordan Holder and Ashley Ruthven - have been successful in securing the two new Senior Enterprise Co-ordination roles. Recruitment for an additional enterprise coordinator will commence shortly.

### **European Funding Programmes**

#### **European Regional Development Fund**

Government has announced there will be no further ERDF Calls in this programme. However, the ERDF programme has funded the Reopening High Streets Safely Fund with £50m nationally and is providing a £10m grant fund for tourism businesses via Growth Hubs, with further investment in Growth Hub grants on the way.

#### **European Social Fund**

Current ESF projects are now listed on the LEP's website with £13m of further projects due to launch by the autumn - <https://newanglia.co.uk/grant/european-social-fund/>.

#### **Food Innovation Centre**

The first design meeting for the proposed Food Innovation Centre took place on 25 June to begin work on the vision for the building design brief for this project. Subject to final approval of ERDF funding, the project is due to commence towards the end of this year.

### **Infrastructure**

#### **LEP Transport Board**

The next Transport Board is taking place on 25<sup>th</sup> August with a focus on assessing our strategic transport connections and how these can be utilised through the rebuild phases of recovery. The Board will also consider communications plans for rail improvements at Ely and Transport East will provide an update on development of its strategy.

#### **Transport East**

We are continuing to work closely with Transport East to ensure the transport priorities for Norfolk and Suffolk are embedded in the developing strategy, this has included workshops on active travel, bus recovery and investment and delivery.

#### **Rail projects**

The **Trowse Bridge Upgrade** group have now finalised and agreed their joint position statement and Network Rail is expected to finalise their report next month setting out improvements needed for the Trowse Rail Bridge.

Working with partners, an application has been submitted to the **DfT Restoring Railways fund** seeking funding for a feasibility study to ascertain the passenger demand on the Wymondham-Dereham line and the infrastructure required to upgrade the line. Bids are being assessed over the next couple of months with an announcement expected at the end of the summer.

The **Great Eastern Main Line Taskforce** met on 6<sup>th</sup> July. The revised draft Strategic Outline Business Case is expected to be finalised by the end of this month and considered by the

Taskforce at their next meeting in September. Work will commence on the Wider Economic Benefits Study in August and this is expected to complete by the end of September.

A campaign for investment on the Great Eastern Mainline is now underway. Although the case for investment on the Norwich to London Liverpool Street line will be strong, we recognise that it will be tough to secure investment. To make the business case as compelling as possible, we will be including quotes from businesses and a list of signatures from Chief Executives across the three counties and a letter has gone out from the Chair of the Taskforce to circa 80 businesses across Norfolk and Suffolk to enlist support for the campaign.

### **3) Communications and Engagement**

This section covers engagement activity with local stakeholders, including local authorities, local businesses and MPs. It also covers activity with Government and our wider international activity. The Communications and Engagement Dashboard is included as Appendix A to this report.

#### **RESTART - Norfolk and Suffolk Enterprise Festival**

Plans to deliver a two day, virtual business festival on 29 and 30 September are under way. The event, supported by the Norfolk Enterprise Festival, will offer hyperlocal business support and advice, bring together panels from our sector groups and focus on practical support for businesses in recovery.

#### **External partnerships**

##### **Industry Councils**

The three Industry Councils – Agri-Food, All Energy and Digital Tech – have continued to meet virtually for the last few months, feeding in business intelligence and supporting the development of the Restart Plan.

The Agri-Food Council had a productive meeting on the 19<sup>th</sup> June where members discussed the impacts of Covid-19 and the developing regional narrative. Procurement is underway for a piece of work to provide greater understanding and evidence of areas of specialism, gaps or weak points, relationships and opportunities in the agri-food sector. This will help us develop projects and programmes to grow and support the sector and present key messages to attract and retain inward investment.

The All Energy Industry Council (AEIC) met on the 25<sup>th</sup> June. Updates were provided on offshore wind, nuclear and oil & gas industries. EDF Energy provided an in-depth update on Sizewell C as the Planning Inspectorate has now accepted the planning application for examination. They also presented plans for a Clean Energy Project with the theme of carbon net zero. A new partnership, Hydrogen East, presented on the future potential applications of hydrogen energy and importantly the opportunities for our region. Hydrogen East is keen to engage with the AEIC as to how these opportunities could be supported.

The Digital Tech Industry Council met on the 11<sup>th</sup> June to discuss the opportunities for developing the cluster of tech businesses at Adastral Park and the Connected Innovation project. Connected Innovation is a proposition being led by the Digital Tech Council and the Innovation Board to introduce a new joined-up offer and programme of activity that will stimulate collaboration and innovation by connecting up innovation centres.

##### **Innovation Board**

An Innovation Board project - Innovation Mentoring – received funding in the last round of Innovative Projects Fund. The project, which is led by Norfolk County Council will be shortly

launched and gives businesses access to high quality advice when developing bids for innovation funding such as Innovate UK.

The Innovation Board will be having an exceptional meeting on 21<sup>st</sup> July to discuss innovation's role in economic recovery. The Board's delivery plan will be restructured and reprioritised according to Restart and Renew activity.

## **Sector Groups**

**Visitor Economy** – LEP staff have been working closely with partners from the visitor economy sector to develop a recovery plan. The sector has been particularly badly impacted by the Covid-19 pandemic. Members of the LEP Team have participated in a roundtable organised by DEFRA to give evidence on the impacts on the sector.

**Cultural Board** – New Anglia Cultural Board will shortly be recruiting a consultant to develop the evidence base for a refreshed Culture Drives Growth strategy. The strategy will create the structures, plans and projects to underpin the cultural sector's recovery and maximise the role of the cultural sector in wider regional recovery. In addition, the project Collaboration: Place: Change, which is part funded by the LEP and led by the National Centre for Writing has announced the first cohort of cultural leaders. The leadership project will equip current and next-generation creative and cultural leaders with the skills they need to drive social and economic change across Norfolk and Suffolk.

**New Anglia Advanced Manufacturing and Engineering (NAAME)** – The Engineering Success Project which is in partnership with the Cambridge Norwich Tech Corridor is moving forward well and will shortly be recruiting a Project Manager. The project will see the delivery of a talent sharing platform and cluster development plan.

**Financial Services** – The Financial Industries Group (FIG) Events team are looking at online "best practice" finance events to support recovery and are discussing options with FIG members. FIG is keen to develop their involvement around skills and are in touch with the New Anglia LEP Skills team specifically in relation to career advice and school engagement.

**Creative Industries** – this group have discussed the challenges faced from Covid-19 across this sector and explored the interventions they would like to put forward as part of recovery. The LEP team have been participating in regular roundtables organised by Creative England and the Creative Industries Federation to feed into their emerging strategic work on supporting the sector through the Covid-19 impacts.

**Construction** – Building Growth webinar took place and focused on the current landscape within construction and housing during COVID 19. MP Richard Bacon was one of 150 attendees who listened to the concerns raised, he gave a government update and took part in a Q&A session. It was a useful session and business intelligence was obtained for submitting to government.

## **Cambridge Norwich Tech Corridor**

The final report by Perkins & Will has been released which sets a roadmap for future growth and investment in the Corridor. This has been updated in light of any potential Covid19 impacts.

The 'Engineering Success' project, in partnership with NAAME, is moving forward and the cluster study/development plan and the talent sharing platform are also progressing with a lot of business engagement and support. Supported by the LEP's Innovative Projects Fund, recruitment is underway for a project manager, hosted by the LEP, to work on behalf of the partnership and deliver the project.

Together with the LEP's Sectors and Innovation team, the first 'Funding Fit' event was organised. This is a series of events to support businesses to build partnerships and apply for Innovate UK (and other) grants. The first event took place on the 2<sup>nd</sup> July and included companies like Lotus and TWI and businesses who took part were very positive. The second event was held on the 9<sup>th</sup> July and focused on the Sustainable Innovation Fund.

The 'Disrupting the Disruptors' events are also underway. These are webinar sessions where businesses in the region can share knowledge and experiences on key subjects.

The Cambridge Norwich Tech Corridor was also featured in Lotus' global employee magazine 'Us Lot'.

### **Ipswich Vision**

The Ipswich Vision board has been extended to encompass the wider partnership now required to take forward the Towns Fund activity. The partnership is in the process of identifying key projects that will form part of the Towns Deal bid to Government, which will be led by Ipswich Borough Council.

## **4) Governance, Operations and Finance**

This section provides an update for the board on any key operational matters as well as a headline summary of the LEP's operational finances.

### **Risk Register**

For the June Audit and Risk Committee the risk register has been fully reviewed and refreshed to ensure that our corporate risks reflect our current operating environment. The risks have also been renumbered and grouped into 5 key areas to assist review. Changes to the register since February 2020 were highlighted, in particular, it was noted that the current risk score for risk number 12, Growth Deal Delivery, has increased from 12 to 16 (red) as the Coronavirus pandemic has introduced additional delays to Growth Deal delivery.

### **Finance**

The management accounts for the first quarter of the 2020/21 financial year can be viewed under agenda item 12.

The Price Bailey audit of both the LEP's and New Anglia Capital's accounts commenced on 18<sup>th</sup> May. The draft Management Letter and draft financial statements were received on 16<sup>th</sup> June. There is an additional requirement this year for auditors to consider and report on the impact that Covid-19 might have on the investments held by New Anglia Capital. As a result, further work is required to assess all investments with regard to the impact of Covid-19, recoverability and the risk of impairment prior to sign off of the accounts. This work is in progress.

The LEP has been successful in securing £32m of additional Growth Deal funding which the government has made available under the recent Getting Building Fund infrastructure initiative. A revised list of projects to be funded by these monies is to be submitted to government by 17<sup>th</sup> July.

### **Recommendation**

The board is asked to:

- Note the contents of the report



# Communications activity during June 2020

This dashboard sets out the outcomes and impact of communication during **June 2020** through owned media – the information which we control and issue ourselves – and earned media (third-party outlets). (\*Refers to pre-GDPR numbers)

## Owned media – social media channels and e-newsletters

	June 2019	May 2020	June 2020
<b>New Anglia LEP</b>			
Number of Twitter followers	7,837	8,474	8,537
Number of clicked links per month	219	593	631
Average Twitter engagements per day (likes, retweets etc.)	67.2	113.25	131.6
Number of impressions (the number of times a tweet showed in someone's timeline)	130.1K	248K	209K
Number of LinkedIn followers	891	2,462	2,611
Number of impressions on LinkedIn	N/A	30.5K	37.2K
E-newsletter: open rate	37.72%	36.49%	39.5%
E-newsletter: click-through rate	27.89%	38.31%	32.55%
<b>Norfolk &amp; Suffolk Unlimited</b>			
Number of Twitter followers	N/A	499	528
Number of clicks per month	N/A	63	32
Average Twitter engagements per day (likes, retweets etc.)	N/A	40.35	39.2
Number of impressions (number of times users saw our tweet)	N/A	44.8K	36.9K
Number of LinkedIn followers	N/A	818	836

### Top Tweet – New Anglia LEP

**Top Tweet** earned 4,512 impressions

Happy **#SuffolkDay2020** from **@NewAngliaLEP** - Suffolk's beautiful scenery and fabulous businesses make it the best place to live and work [twitter.com/markglennmurph...](https://twitter.com/markglennmurph...)

↻ 9    ❤️ 21

Our top tweet in June promoted **#SuffolkDay2020** and shared a video posted by BBC Radio Suffolk presenter Mark Murphy.

It resulted in more than 4,500 impressions, including 21 likes and nine retweets.

### Top Tweet – Norfolk & Suffolk Unlimited

**Top Tweet** earned 2,190 impressions

Happy **#SuffolkDay2020** from Norfolk & Suffolk Unlimited. A simply amazing place to live, work and visit **#weareunlimited** [pic.twitter.com/QtYsUjd04H](https://pic.twitter.com/QtYsUjd04H)



↻ 1    ↻ 8    ❤️ 24

Suffolk Day also provided NSU with its most popular tweet, earning more than 2,000 impressions, including 24 likes and eight retweets.



## Media coverage – New Anglia LEP

### Theatre company's joy at Covid-19 grant lifeline

PUBLISHED: 00:41 19 June 2020 | Sarah Chambers



Pioneer by Curious Directive at Shoreditch Town Hall Picture: RICHARD DAVENPORT

An international touring theatre company has been given a timely cash boost as it battles through the fallout from the coronavirus crisis.

### New £9.6m digital tech centre to be open for students by January

PUBLISHED: 17:11 26 June 2020 | UPDATED: 17:11 26 June 2020

Jason Noble Local democracy reporter



CGI images of what the new DigiTech centre being developed by the University of Suffolk and BT in Martlesham could look like. Picture:

Companies which have already reaped the rewards of our Covid-19 Business Resilience and Recovery Scheme attracted positive local media coverage. This included an East Anglian Daily Times online story about Norwich-based theatre company Curious Directive, which will put its grant towards the upgrading of its facilities at Elm Hill. Clip 'n' Climb in Ipswich was also featured in the EADT after receiving a grant of £27,000 ahead of its reopening this summer.

The launch of the Norfolk and Suffolk Economic Recovery and Restart Plan (Tuesday 30 June) was well received by the media. Chris Starkie was interviewed on Radio Norfolk and Radio Suffolk. The story was also given a double-page spread in the Eastern Daily Press business supplement and picked up by BBC Online.

A DigiTech Centre in which the LEP is investing £6.5m received some positive coverage, with the EADT reporting that it could be welcoming students by January 2021. The facility is being developed by the University of Suffolk and BT and will be based at BT Adastral Park, Martlesham.

## Google Analytics – New Anglia LEP website



We are continuing to see above average traffic to our website. In June, we had **7,968 users** (up 115) and **24,282 page views** (up 514).



Our Covid-19 related content proved the most popular. The **jobs vacancies** page had 2,517 views (10.37%), **funding** received 1,205 views (4.96%) and Our **Business Resilience and Recovery Scheme** attracted 967 views (3.98%).

An **average session was 02:15** (up 1 sec), and the **bounce rate** – the percentage of people who enter the site and then leave without viewing further content – was **51.61%** (down 2.12%). Of those visiting the site, **40.7% were new** (up 0.3%) and **59.3% were returning** (down 0.3%).

This dashboard shows outcomes and impact of communication during June 2020 through owned media – the information which we control and issue ourselves – and earned media (third-party outlets). It also shows a brief outline of the events we have held this month and third-party events attended by our advisers.

## Owned media – social media and email marketing

Organic social media (unpaid)	June 20	May 20	April 20
Twitter followers	4156 (up 41)	4115 (up 27)	4088 (up 68)
Twitter impressions (post views)	42,400	50,500	94,600
Twitter engagements (likes, RT etc.)	177	298	536
LinkedIn followers	997 (up 55)	942 (up 69)	873 (up 82)
LinkedIn impressions (post views)	1754	2341	5228
Facebook fans	354 (up 11)	343 (up 11)	332 (up 36)
Facebook impressions (post and page views)	4201	5730	11216

Top performing Tweets	Subject
 <p><b>New Anglia Growth Hub @AngliaHub</b> 📢 Online events: What would you like to see? 📢</p> <p>We are planning our online events programme and would like to hear from you about what events would best support you and your business.</p> <p>Have your say by completing our short survey: <a href="https://www.surveymonkey.co.uk/r/SFDCNYJ">https://www.surveymonkey.co.uk/r/SFDCNYJ</a> <a href="https://pic.twitter.com/7LutMWCvqn">pic.twitter.com/7LutMWCvqn</a></p>	<p>We created a survey to gain a better understanding of which online events businesses would like to see in our new events programme.</p> <p>Total impressions for this post were <b>3,136</b> with <b>74</b> engagements (likes, RT etc.)</p>
 <p><b>New Anglia Growth Hub @AngliaHub</b> Are you planning to reopen your business soon?</p> <p>If you're in need of PPE, @NewAngliaLEP have a supply chain database to check for local stock.</p> <p>Find out more here: <a href="https://supply-chain.newanglia.co.uk">https://supply-chain.newanglia.co.uk</a> <a href="https://pic.twitter.com/mvgzEAEWWI">pic.twitter.com/mvgzEAEWWI</a></p>	<p>New Anglia LEP has made it easier for businesses to locate PPE stock in our region with the launch of their supply chain database.</p> <p>Total impressions for this post were <b>2,515</b> with <b>46</b> engagements (likes, RT etc.)</p>

Email marketing	June 20	May 20	April 20
E-newsletter open rate (average)	27.8%	35.0%	34.6%
E-newsletter click-through rate (average)	9.4%	10.7%	10.5%

## Other email marketing campaigns

**Promoting our online events survey** open rate: 31% click rate: 5.4%

**Scale Up New Anglia newsletter** open rate: 23.5% click rate: 7.3%

## Earned media – coverage achieved through third-party outlets

The Growth Hub has been mentioned in various media channels as part of a wider offering of business support across Norfolk and Suffolk, from partner organisations and councils.

## Website – data collected from [www.newangliagrowthhub.co.uk](http://www.newangliagrowthhub.co.uk)

Google Analytics	
	<p>We had <b>5,611</b> unique page views with the top pages after the homepage being: <b>Covid19 business toolkit, funding and finance and adviser contact details</b></p> <p>We had <b>23.3%</b> number of returning visitors and <b>76.7%</b> new visitors.</p>

### Covid-19 specific page views and external link clicks:

Covid-19 business toolkit: **932**

Adviser contact details: **313**

Gov.uk Business Support website (external link): **47**

New Anglia LEP accessing grants through your local authority(external link): **159**

## Events – events held by us and public engagements attended by our team

Event type	No. of events	Further details
Growth Hub	0	<i>Postponed/cancelled due to Covid19</i>
Online events	11	1 event co hosted with Finance East. 10 Scale Up sessions organised by Sue Simmons and held exclusively for our high growth businesses.

## Surveys

We ran a survey in June to gather information on which topics businesses would like to see in upcoming online events organised by the Growth Hub. We collected a total of **173** responses from interested businesses and the data is currently being used to help shape our new events programme.

**New Anglia Local Enterprise Partnership Board**  
**Tuesday 21<sup>st</sup> July 2020**

## **Agenda Item 11**

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### **July Programme Performance Reports**

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Author: Programme leads;                      Presenter: Rosanne Wijnberg

#### **Summary**

The following reports follow for review by the LEP Board this month:

- Business Growth Programme: Jason Middleton

The Board is scheduled to receive an update report on New Anglia Capital at the July LEP Board.

Due to ongoing work to assess all NAC investments as part of the LEP annual audit, the report will be deferred until all information is available on the full portfolio of investments and the NAC Board meeting has been held, scheduled for the end of July 2020.

#### **Recommendation**

The board is asked to:

- Note the report



## Business Growth Programme Performance Report - May 2020

### Programme Overview - What is the Business Growth Programme?

The New Anglia Business Growth Programme is the LEP's flagship business support programme and comprises of three main elements:

- New Anglia Growth Hub (GH), offering free and impartial advice to individuals and businesses as well as signposting them to a range of additional support.
- New Anglia Small Grant Scheme (SGS), providing grants between £1,000 and £25,000 to SMEs to enable growth, increased productivity and job creation.
- Start-up and Early Stage Support Programme, providing specialist support to help people set up a successful new business – delivered by partners NWES & Menta.

The Programme was developed following a review of business support in 2013, overseen by the LEP Board.

Programme years run from September to August, however, the data is presented as the financial year, April to March.

All elements of the Programme were built into the Norfolk and Suffolk Economic Plan, with funding for the current programme coming from BEIS and ERDF funding.

### What is the overall Programme Status?

Finance	Green	On track to meet the spend profile for the period to the end of November 2021.
Outputs	Green	On track to meet its outputs for the period to the end of November 2021 (slightly behind the job target and 12 hours of support).
Delivery	Green	The Programme is performing well in terms of delivery with new activity for the next three years being finalised.

### What are our key updates?

In May 2020 three Small Grant Scheme projects were approved with a total grant value of £15k with £61k of private match.

To end of May, £3.8m of SGS grant funding has been awarded, some grants have been withdrawn, leaving £312k of unallocated funds to be used by November 2021

The Q4 2019/20 claim (Dec 2019 - Feb 2020 delivery) of value £1.296m has been submitted and paid by MHCLG.

The current 2020/21 spend target of the programme is £5.186m with a Q1 2020/21 target of £1.228m

We are currently working on the Q1 2020/21 (March - May delivery) claim, processing claims paperwork from the delivery partners.

Our request to extend GH and SGS activity until the end of Nov 2021 has been approved, increasing the Programme value to £28.059 million.

The Annual Evaluation (Sep 2018 - Aug 2019) report has been finalised and shared with partners. Within the next few weeks it will be published on the website.

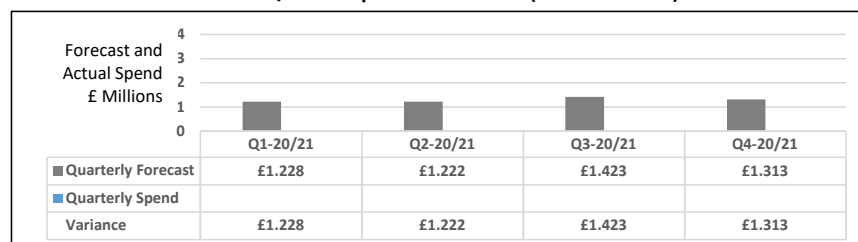
### What is our financial position?

#### Financials (£ million)

Year	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/22	Total
Profile Spend	£0.306	£1.301	£3.409	£7.671	£5.778	£5.186	£4.408	£28.059
Actual Spend	£0.306	£1.301	£3.409	£7.671	£6.107	£0.000		£18.794
Remaining Spend	£0.000	£0.000	£0.000	£0.000	-£0.329	£5.186	£4.408	£9.265

Please note, the annual profile spend figures for the previous years have been updated in line with the latest PCR (extension of the programme) submitted to MHCLG

### 2020/2021 Expenditure Profile (£5.186 million)



### What is our contribution to the Economic Strategy?

Outputs - Cumulative from September 2015 to November 2021	Target	Delivered to end of May 2020	Monthly Change	Notes
Number of approved grants	360	372	3	Target exceeded
Businesses receiving 'in-depth' support - more than 12 hours	1,138	731	32	Working with partners to ensure the target is met
Businesses start-ups supported	1,474	1,102	17	On track to meet target
Value of grants received by businesses	£3.507m	£2,752m	£17k	On track to meet target
Private investment provided by businesses	£14.029m	£11,531m	£68k	On track to meet target
Employment increase in supported businesses	1,676	1,170	7	Working with partners to ensure the target is met
Businesses introducing new products	69	58	0	On track to meet target
Businesses receiving Information/Diagnostic/Brokerage	4,260	2,943	71	On track to meet target

### What is the project status?

Overall:	Green →	
Growth Hub	Green →	We are making good progress towards targets, however, we are slightly behind our C4 (12 hours of support) target.
Small Grant Scheme	Green →	Awarding grants ahead of its profile and is currently four months ahead of our agreed profile.
Start-Up (Nwes)	Green →	Performing well, slightly behind the job target.
Start-Up (Menta)	Green →	Performing well, slightly behind the job target.

### What are the next steps?

Ongoing proactive marketing, supported by a wide range of partners, to ensure that as many businesses as possible take up support.

Proactively working across the LEP and with partners, including local authorities and membership organisations, to provide support to businesses affected by Covid-19

Sign off of "Grant Variation Agreement" regarding the extension of the SGS and GH activities (up to the end of November 2021)

Working on the recommendations proposed in the Sep 2018 - Aug 2019 BGP Evaluation report.



**New Anglia Local Enterprise Partnership Board**  
**Tuesday 21<sup>st</sup> July 2020**

## **Agenda Item 12**

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### **Management Accounts – April to June 2020**

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Author: Rosanne Wijnberg

Presenter: Rosanne Wijnberg

#### **Summary**

This report provides board members with an update on the LEP's finances for the period ending 30 June 2020. The report includes **confidential** appendices:

Appendix A - management accounts period ended 30 June 2020

Appendix B - grant analysis period ending 30 June 2020 (graphs)

#### **Recommendation**

The board is asked to review and note the management accounts and accompanying graphs.

### **Management accounts – 30 June 2020**

Management accounts are reported quarterly and reflect the consolidated position, showing both Core and Programmes.

The LEP's consolidated management accounts for the period Apr 2020 to June 2020 are attached in Appendix A.

As a reminder, **Core** covers the work of the LEP including: Developing and delivering the economic strategy; Engagement with central Government and national agencies; Engagement with our local authority partners, education partners, with business and the voluntary sector; Governance and management of the LEP; Management of our sector groups; Innovation and Inward investment; Support for partnership initiatives such as Cambridge Norwich Tech Corridor, Ipswich Vision and the Opportunity Areas.

**Programmes** covers programmes and projects delivered or managed by the LEP including: Growth Deal, Growth Programme, Enterprise Zones, Growing Business Fund, Growing Places Fund, R&R Fund, Enterprise Adviser Network and Apprenticeship Levy Fund.

### **Income Explanatory Notes**

#### **New Anglia core**

This is core funding the LEP receives from government, plus the match funding received from our local authority partners.

**New Anglia grant/programme income**

Most of this income is the LEP's Growth Deal - £47m this year. The grant element is allocated when it is received, the top slice is accrued on a monthly basis, as costs are incurred. We received 2/3 of our Growth Deal allocation at the end of May, rather than the full allocation.

This category also includes income from the LEP's Enterprise Zone Pot C, which is recognised as it is received.

**New Anglia Recharges**

This is mostly the recovery of costs from the Business Growth Programme (ERDF programme). It also includes income (recovered costs) from other LEP initiatives such as the Norwich Opportunity Area and Cambridge Norwich Tech Corridor. These recharges are lower than anticipated but are matched by reduced costs.

**EAN Income (Enterprise Adviser Network)**

This income is from claims submitted to the Careers & Enterprise Company, plus contribution from the LEP's Enterprise Zone Pot C fund. This match funding contribution was previously agreed by the board.

**Interest received**

The LEP receives interest from money it loans out through its Growing Places Fund. It also receives interest from Suffolk County Council (Accountable Body) for funds which they hold on our behalf. Interest is accrued monthly.

**Expenditure Explanatory Notes**

The material expenditure items are described in more detail below.

**Wages & Salaries**

This covers all staff, including those team members charged to specific programmes. It also includes staff costs for LEP initiatives, these are then reclaimed from the external funding partners. We have a small favourable variance against budget, largely as a result of a vacancies – posts currently being recruited.

**Consultancy**

The budget was flat profiled over the twelve months. Limited expenditure year to date as we have delayed the start of our programme evaluation work due to current circumstances.

**Conferences & Room Hire / Travel, Hospitality**

Actual expenditure below budget because of lockdown. Many costs in this category are recovered from partners, so we see reduced income (New Anglia Recharges).

**Projects**

The annual budget for projects includes – IPF, Place Branding, Industry Councils. Project costs are accounted for when incurred, however due to the difficulty in anticipating these costs the budget was flat profiled over the twelve months i.e. split evenly. The variance against budget largely reflects the delay in spend and claims made against the Innovative Projects Fund.

**Marketing and Events**

Favourable variance to budget because of reduced spend in current circumstances. Most costs in this category are recovered from partners e.g. Norwich Opportunity Area, and so we see reduced income (New Anglia Recharges).

**Legal & Professional**

Most of these costs are incurred through the Growth Deal and Enterprise Zone programmes, also our audit fees.

**Irrecoverable VAT**

The budget includes irrecoverable vat due to the LEP not being able to claim back VAT. VAT is budgeted against relevant costs, which are flat profiled throughout the year. Some of the incurred

project costs have included VAT which would not have been known at the time of the budget. This will therefore show an adverse variance on irrecoverable vat but will be offset by a similar amount as a favourable variance in 'project' costs.

## **Grant analysis – Appendix - B**

### Growth Deal

This chart represents grant payments made to Growth Deal projects. The budget reflects the Growth Deal annual allocation plus the rollover from 2019/20. The figures do not include Growing Places or Growing Business Fund, these are shown separately. It does not include any loans or investments made through the Enterprise Zone Accelerator Fund (EZAF).

### Growing Business Fund

This chart represents grant payments made through the LEP's Growing Business Fund. There is a sizeable pipeline however these enquiries are taking longer in being converted into applications.

### Growing Places Fund

The Growing Places Fund (GPF) is different to the other LEP 'grant based' programmes. The GPF programme is a hybrid comprising both loans and grant payments.

This current graph only charts progress of grant payments made through the year which are treated as an expense rather than an investment.

### Small Grants Scheme (ERDF)

The amount shown is actual grants paid and does not include private match.

### Business Resilience and Recovery Fund

This is the LEP's newest fund, with £3.5m allocated to support businesses.

## **Recommendation**

The board is asked to review and note the management accounts and accompanying graphs.



## New Anglia LEP Board Forward Plan – 2020

Date	Venue	Forward Looking	Governance & Delivery
29 <sup>th</sup> January	Liftshare Norwich	<ul style="list-style-type: none"> <li>• Aims and Objectives for the Year</li> <li>• Brexit impact report</li> </ul>	<ul style="list-style-type: none"> <li>• Local Industrial Strategy – investment plan</li> <li>• Evaluation Framework</li> <li>• Board Recruitment</li> <li>• Remuneration Committee ToR</li> <li>• Growth Programme, EAN, Enterprise Zones &amp; NAC Reports</li> <li>• Quarterly Management Accounts</li> </ul>
26 <sup>th</sup> February	Ipswich Town Hall, Ipswich	<ul style="list-style-type: none"> <li>• Establishment of Clean Growth Taskforce and framework</li> <li>• Development of Tourism sector action plan</li> </ul>	<ul style="list-style-type: none"> <li>• Governance – reporting from industry councils and other sub-boards</li> <li>• Investment Plan Pipeline</li> <li>• Economic and Programme Dashboards</li> <li>• Growth Deal Performance Report</li> </ul>
25 <sup>th</sup> March	Teleconference	<ul style="list-style-type: none"> <li>• LEP Delivery plan 20/21</li> </ul>	<ul style="list-style-type: none"> <li>• LEP updated Local Assurance Framework 20/21</li> <li>• LEP Operating Budget 20/21</li> <li>• Freeports</li> <li>• Economic Shocks – Brexit &amp; COVID-19</li> <li>• Election of Deputy Chair</li> <li>• Enterprise Zones, EAN and Agritech Performance Reports</li> </ul>
21 <sup>st</sup> April	Teleconference		<ul style="list-style-type: none"> <li>• LEP Continuing Business</li> <li>• LEP Response to COVID-19</li> <li>• Business Resilience and Recovery Scheme</li> <li>• Board recruitment</li> </ul>
20 <sup>th</sup> May	Teleconference		<ul style="list-style-type: none"> <li>• Food Innovation Centre Investment</li> <li>• COVID-19 Update</li> <li>• Covid-19 Economic Recovery Plan</li> <li>• Capital Budget 20/21</li> <li>• Quarterly Management Accounts</li> <li>• Growth Programme and Growth Deal Performance Reports</li> </ul>
23 <sup>rd</sup> June	Teleconference		<ul style="list-style-type: none"> <li>• Covid-19 Update</li> <li>• Economic Recovery Plan Sign Off</li> <li>• Covid-19 Impact on employment</li> <li>• Enterprise Zones, Eastern Agr-Tech &amp; EAN Performance Reports</li> <li>• Operating &amp; HR Policies</li> </ul>
21 <sup>st</sup> July	Teleconference		<ul style="list-style-type: none"> <li>• Visitor Economy Recovery Plan Sign Off</li> <li>• Covid-19 Update</li> <li>• Large Company Grant Application</li> <li>• PPR - Growth Programme Performance Report</li> <li>• Apprenticeship Levy Pool</li> <li>• Capital Budget / Q1 Management Accounts</li> </ul>
26 <sup>th</sup> August	Teleconference		<ul style="list-style-type: none"> <li>• Covid-19 Update</li> <li>• Draft Accounts Approval</li> </ul>
23 <sup>rd</sup> September	Teleconference		<ul style="list-style-type: none"> <li>• Enterprise Zones Performance Report</li> <li>• Economic and Programme Dashboards</li> <li>• Growth Deal Performance Report</li> </ul>
23 <sup>rd</sup> September	New Anglia LEP AGM		
21 <sup>st</sup> October	Sutton Hoo Suffolk	<ul style="list-style-type: none"> <li>• Skills Advisory Panel update</li> <li>• ICT Digital Industry Council progress report</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation on LEP programmes</li> <li>• Growth Programme Performance Report</li> <li>• Agritech Report</li> <li>• Quarterly Management Accounts</li> </ul>
25 <sup>th</sup> November	Centrum, Norwich,	<ul style="list-style-type: none"> <li>• Growth Deal</li> </ul>	<ul style="list-style-type: none"> <li>• Economic and Programme Dashboards</li> <li>• Growth Deal Performance Report</li> </ul>
December	No Board Meeting		

### Standing Items (where relevant)

- Brexit
- Local Industrial Strategy
- IAC recommendations
- Continuing Business/ Chief Executive's Report including updates on
  - Programmes
  - Strategy
  - Engagement and promotion
  - Governance, Operations and Finance
- Board Forward Plan

### Items to be Scheduled

- Equality & Diversity Training
- Social Investment
- Town Deals
- Digital Skills Project
- Inward investment plan sign off
- Skills Advisory Panel plans and progress
- Energy Industry Council progress report
- Opportunity Areas progress report
- Innovation Board progress report
- Transport Board progress report