

## Scope

This COVID 19 Recovery Strategy provides a strategic framework for the recovery from COVID 19 and sets out the actions that Hinckley and Bosworth Borough Council, working with its key partners and communities, will undertake to ensure Hinckley and Bosworth remains a place of opportunity. The council will lead the local recovery work and, with its partners, will help rebuild the confidence of communities and businesses to enable the Borough to emerge positively from these unprecedented times.

The Recovery Strategy identifies three priority themes:

### 1. People 2. Places 3. Prosperity



## People - Keeping our residents in jobs and supported

COVID 19 has affected many aspects of people's lives and will continue to do so through the financial impacts of the epidemic and the impact on their health and wellbeing.

### The council will:

- 1 Engage with our Employment & Skills Partnership to develop an action plan on intervention and support, including securing local data to inform on trends and inform actions.
- 2 Assess impacts on local labour markets and in respect of graduate and apprenticeship opportunities.
- 3 Consider financial impacts and support via our Discretionary Business Grants, Business Rate New Investor Policy and benefit support.
- 4 Review housing implications and support requirements.
- 5 Work with voluntary sector partners to support people and communities most affected and to maximise our volunteering capacity.
- 6 Work with our local schools to enable young people to have confidence in their future and raise aspirations.
- 7 Work in partnership with Health sector colleagues to implement targeted interventions.
- 8 Ensure its work spaces and buildings are COVID safe and provide advice to businesses and partners on COVID requirements.

### Outcomes:

- Businesses survive and thrive and local employment is maintained
- That vulnerable residents are supported and the local voluntary sector capacity is sustained and developed
- Residents have access to health and wellbeing advice and interventions to aid their physical and mental health

## Places - Our local town centres remain vibrant

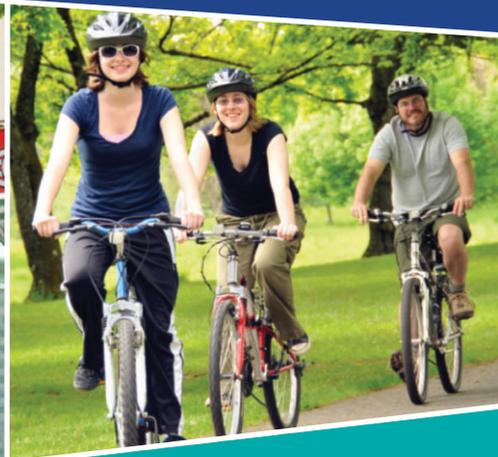
One of the significant impacts of COVID 19 has been on our town centres and on the retail and leisure sector, including tourism. Alongside these concerns is the potential long term decline in national productivity and innovation resulting from behaviour changes and lack of investment in our cities and larger towns.

### The council will:

- 1 Invest in marketing and communication to promote our town centres - i.e. shop local campaigns, building on momentum from lockdown behaviour.
- 2 Work with partners including the BID to develop our plans and new Events Programme and to attract shoppers to our centres while maintaining social distancing.
- 3 Reopen the town centre market, building our campaign to shop and stay local.
- 4 Continue to support our rural town centres.
- 5 Re-imagine the town centre through a new masterplan to identify new opportunities that will secure the ongoing regeneration of Hinckley.
- 6 Promote improved walking and cycling access to our town centres and implement Hinckley Public Realm Strategy working with partners to access funding and deliver improvements.
- 7 Deliver a small business grants scheme and discretionary grants scheme.
- 8 Work with the Community Safety Partnership to minimise anti-social behaviour as lockdown eases and provide reassurance to the community.

### Outcomes:

- Our town centre vitality is improved and viability of our high streets maintained
- Footfall to our main centres and tourism attractions is rebuilt
- People choose to shop local and support the local economy through promotion of the retail offer



## Prosperity - Our businesses and tourism destinations survive and thrive

There are concerns over tourism's 'lost summer', with local economies reliant on the visitor economy. There is also concern for manufacturing, including the disruption to international supply chains and/or persistent lack of export demand. There is potential damage to the property sector due to a reduction in demand for office and commercial space and a depressed home owner market, which could adversely impact and prevent regeneration schemes from progressing.

### The council will:

- 1 Support key local tourism attractions in their bids to Government for funding support to help sustain them through reopening and recovery.
- 2 Work with tourism partners and the LLEP to secure external support for key tourism destinations in our area.
- 3 Advance the Bosworth 1485 Legacy Trail for the public to visit and enjoy.
- 4 Engage with key local manufacturing companies to understand local impacts and ensure they are signposted to LLEP and BEIS for appropriate support.
- 5 Provide advice and support to local businesses on how to access financial support and how to safely operate their business.
- 6 Review opportunities through master planning for potential re-uses of vacant office/commercial buildings in our centres.
- 7 Through the Local Plan identify opportunity sites for re-imagined development and investment opportunities.
- 8 Make use of data collection and intelligence to engage with local commercial agents to understand changing market conditions and build confidence.
- 9 Target SMEs for discretionary business grant scheme.
- 10 Develop our understanding of the impact on our local housing market (private and social; rented, to buy and intermediate; specialist needs) and review our housing strategies and local plan allocations to ensure we reflect local needs.
- 11 Undertake a review of our own commercial estate and opportunities for the future.

### Outcomes:

- Local tourism attractions are supported to safeguard and grow the local visitor economy
- Manufacturing businesses are supported to safeguard and maintain local employment opportunities
- Commercial investment confidence is maintained and regeneration opportunities are secured
- Local housing is supported to maximise opportunities for residents



## Climate change opportunities

One of the outcomes of the COVID 19 lockdown has been the positive impact on climate change through behaviour change and the reduction in emissions. We must ensure that we capitalise on these changes and encourage sustained behaviour change to continue the positive trends. Climate change considerations must feature in all of our recovery plans.

### Proposed local action:

- 1 Adopt and deliver our Climate Change Strategy and action plan.
- 2 Identify how we can support new working practices for businesses which have a positive impact on carbon emissions.
- 3 Support our own staff with new working practices and ICT infrastructure to facilitate reductions in carbon emissions.
- 4 Support LCC to deliver active travel interventions that will encourage greater use of walking, cycling and electric vehicles.

### Outcome:

- The carbon footprint of the borough is reduced by improved sustainable travel, resident behaviour, and business practices



For more information please contact:

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**Hinckley & Bosworth  
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