

# Business Recovery Plan

SCC Full Council

# Business Response Group Members

Chamber of  
Commerce

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Sheffield Property  
Association

Sheffield Digital

Cutlers Company

Culture  
Consortium

Unight Sheffield

University of  
Sheffield and  
Sheffield Hallam  
University

City Growth Board

# 6 Focused Priorities

Stimulate demand in the local economy

Opening our city and district centres safely and securely

Helping to stimulate the conditions to encourage more start-ups in the city

Developing our skills base as a city to help communities get back to work

Stimulating investment in culture to help rebuild confidence and visitor numbers

Working with business leaders on a longer-term economic strategy for Sheffield

# Priorities of the Business Recovery Plan

## Stimulating demand in the local economy

- Access to support (in terms of advice and finance)
- Improving consumer confidence
- Identifying new market opportunities

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## Opening our city and district centres safely and securely

- Businesses advice and support to operate in a COVID-safe way.
- Adapting public space and infrastructure
- Redefining the role of the Centre and District Centres
- Integrating the city's response to the Climate Emergency and COVID recovery

# Priorities Continued

## Developing our skills base as a city to help communities get back to work

- Simplifying communications and providing impartial advice
- Identifying cohorts most at risk from COVID disruption
- Address poor levels of digital use and innovation
- Strengthening employer voice in skills system

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## Helping to stimulate the conditions to encourage more start-ups in the city

- Communicate and scale up the existing offer for start-ups in the city
- Introduce a 'wraparound' service to complement existing provision
- Create a pipeline of 'deal ready' indigenous businesses for investors
- Launch a new approach to promote Sheffield as a place to invest and start a business

# Priorities Continued

## Stimulating investment in culture to help rebuild confidence and visitor numbers

- Protecting cultural assets and creating confidence in the sector
- Promoting 'shovel-ready' opportunities
- Establishing a longer-term vision for culture and its role in the economy

## Working with business leaders on a longer-term economic strategy for Sheffield

- Collaborative business leadership as part of city's COVID response
- Re-booting City Growth Board
- Longer term economic strategy

# 3 Phases

## RELIEF

Short-term actions to keep business solvent and trading during severe restrictions on economic activity.

## RECOVERY

Help to for businesses and communities to adjust and adapt.

## RENEWAL

Address structural weaknesses in the economy and a more sustainable, fair economy emerges.

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