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Report of: *Michael Crofts (Executive Director, Place)*

Report to: *Co-operative Executive*

Date of Decision: *9th June 2021*

Subject: *Sheffield Covid Business Recovery Plan: Phase 1
Recovery Delivery Programme*

Is this a Key Decision? If Yes, reason Key Decision:-	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
- Expenditure and/or savings over £500,000	<input type="checkbox"/>	
- Affects 2 or more Wards	<input type="checkbox"/>	
Which Cabinet Member Portfolio does this relate to? Paul Turpin, Executive Member for Inclusive Economy, Jobs and Skills		
Which Scrutiny and Policy Development Committee does this relate to? Overview and Scrutiny Management Committee		
Has an Equality Impact Assessment (EIA) been undertaken?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If YES, what EIA reference number has it been given? See EIAs 800, 801, 841 and COVID-19 COMF Grant Approval that supported the approved reports.		
Does the report contain confidential or exempt information?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-		
<p><i>“The (report/appendix) is not for publication because it contains exempt information under Paragraph (insert relevant paragraph number) of Schedule 12A of the Local Government Act 1972 (as amended).”</i></p>		

Purpose of Report:

This report proposes that the Co-operative Executive endorse Phase 1 of the Recovery Delivery Programme, to deliver against the Business Recovery Plan agreed by Cabinet in Oct 2020.

There are multiple funding sources identified against the delivery programme, which have been subject to separate decisions, and have established appropriate delegations. As such, this report is seeking endorsement and approval from the Co-operative Executive for the suite of activities outlined.

Recommendations:

The Co-operative Executive is asked to:

- Support the proposal to create a 'Summer in The Outdoor City' city-wide visitor campaign; to deliver a large-scale programme of events during the summer across the city centre; and to showcase community and district centre events and partner activities that help to generate footfall and visitors through the summer months.
- On the recommendation of the Economic Recovery Fund Steering Group, endorse the first wave of projects to be taken forward for development, through the £2m Economic Recovery Fund. This includes 6 projects to support the recovery of District Centres, bringing back footfall and investing in the regeneration of the local high street, and a further 6 projects focused on animating the city centre to support the delivery of the Summer in The Outdoor City proposal.
- Approve that the Member led Economic Recovery Fund Steering Group will now be chaired by Cllr Paul Turpin, as Executive Member for Inclusive Economy, Jobs and Skills (responsible for District Centres) and that Cllr Julie Grocutt, as Deputy Leader and Executive Member for Community Engagement and Governance (responsible for Covid response and recovery) will be invited to join the steering group.
- Approve the proposed activity to be funded from the Welcome Back Fund, including the continuation of the district centre Business Information Officers who are supporting businesses to be Covid secure; helping high street businesses get online; and the delivery of the marketing and communications campaign to support reopening.
- Harness Sheffield City Council's local Additional Restrictions Grant to support the delivery of the Summer in the Outdoor City Proposal, and to work with the Business Response Group to identify a further set of projects which would: kick start the green recovery, accelerate start-ups; and further support the growth aspirations of SMEs with appropriate grant programmes to deliver more investment and jobs in Sheffield.
- To note the associated Co-operative Executive Report to accept the European Structural Investment Funds (ESIF) grant for the £2.3m Low Carbon Business Support project that will operate until 30th June 2023 and is part of this Recovery Delivery Programme.

This report also proposes that the Cooperative Executive

- Agree that the Director of Finance and Commercial Services will work with the Head of Service for Economic Strategy and Commissioning on this delivery programme to ensure the most effective use of funds. This will be done with respect to any legal requirements and the eligibility and delegations set out for each funding stream.
- Note, with thanks, the ongoing contribution from the Business Response Group in the development and delivery of the Business Recovery Plan.

Background Papers:

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: <i>Tim Hardie</i>
		Legal: <i>David Hollis</i>
		Equalities: <i>Annemarie Johnston</i>
<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>		
2	EMT member who approved submission:	<i>Michael Crofts</i>
3	Cabinet Member consulted:	<i>Cllr Paul Turpin, Cabinet Member for Inclusive Growth, Jobs and Skills. Cllr Mazher Iqbal, Cabinet Member for City Futures: Development, Culture and Regeneration Cllr Julie Grocutt, Cabinet Member for Community Engagement and Governance</i>
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Decision Maker by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	
	Lead Officer Name: <i>Diana Buckley</i>	Job Title: <i>Head of Economic Strategy and Commissioning</i>
	Date: 1 st June 2020	

1. PROPOSAL

1.1.	<p>Summary</p> <p>This report proposes that the Co-operative Executive endorse Phase 1 of the Recovery Delivery Programme, to deliver against the Business Recovery Plan agreed by Cabinet in Oct 2020.</p> <p>This includes:</p> <ul style="list-style-type: none">• The ‘Summer in The Outdoor City’ Campaign to bring back footfall and tourism across the city and deliver a large-scale programme of events to animate the city centre.• The first wave of projects to be taken forward for development from the £2m Economic Recovery Fund to help our communities, district centres and businesses thrive.• The Welcome Back Fund¹ to create and promote the safe return of local trade and tourism, boosting footfall and encouraging people back to the high street to support local businesses.• Helping local business to adapt and thrive through design of effective grant schemes and projects through Local Additional Restrictions Grant.• Delivery of the Low Carbon Business Support project to kick start city’s green recovery <p>There are multiple funding sources identified against the delivery programme, which have been subject to separate decisions, and have established appropriate delegations. As such, this report is seeking endorsement from the Co-operative Executive for the overall suite of activities outlined.</p>
1.2	<p>Background</p> <p>In Oct 2020 Cabinet endorsed the Sheffield COVID Business Recovery Plan as a framework for action to help address the economic impacts of COVID. This plan was co-authored by the Business Response Group and Sheffield City Council.</p> <p>The plan highlighted the need to support businesses through reopening and recovery to help retain businesses, safeguard jobs and maintain incomes. It concluded that immediate action at city and district level was required to: promote consumer confidence; help businesses to adapt and survive; and ensure that the foundations for economic renewal are not eroded during the pandemic.</p> <p>The Business Recovery Plan has framed the development of this first programme of activity. Further actions, projects and funding bids will be developed to ensure the city’s recovery. These will be brought to the Co-operative Executive in future reports.</p>

¹ WBF is an extension of the Reopening the High Street Safely fund

	<p>The Business Recovery Plan also forms part of the Council’s response to the COVID pandemic. A report to Cabinet in May 2020 on ‘COVID 19: Sheffield’s Response and Recovery’ summarised Sheffield City Council’s five core principles in its approach and the decisions the Council makes for the city’s COVID recovery:</p> <ol style="list-style-type: none"> 1. Keep people safe and well 2. Protect the most vulnerable people 3. Support people to get back to school and work safely when the time is right 4. Follow Government and scientific lead and help people with the difficult decisions they are having to make 5. Support the city’s economic recovery <p>In line with these principles, there is growing confidence that with the successful roll-out of the vaccination programme and the reductions in case rates, both nationally and in Sheffield, that the economy can now begin to be safely reopened. Following the easing of the national lockdown restrictions as part of the roadmap, it is important that the city takes steps to support local businesses that have been hit hard by the pandemic. Nevertheless, the threat posed by Covid-19 has not disappeared, particularly with the emergence of new variants, which means that it is important that both individuals and businesses continue to act carefully and to take measures to protect themselves and others and to reduce the risk of transmission.</p> <p>The measures outlined in this report have been developed following advice and discussion with Public Health colleagues and ensure an appropriate balance between reopening the economy and encouraging people to support local businesses and doing this safely in a way that minimises the risk to people’s health.</p>
1.3	<p>Economic Context – Reopening and Recovery</p> <p>The economic climate has been very challenging for most businesses over the last 15 months. Sectors that are most reliant on social interaction or deemed non-essential, such as retail, hospitality and culture have faced prolonged closure and even as they now reopen, continue to face reductions in demand, as consumer confidence takes time to return.</p> <p>The demand for support through this period has been vast; the Council has distributed over £200million in grant funding, and Business Sheffield has responded to over 10,000 calls and provided over 6,000 1-2-1 business advisor sessions since March 2020 to support businesses through lockdown.</p> <p>At each step of the government’s 4 step reopening roadmap, the Council has distributed its ‘Reopening Guide for Business’ to 8000 businesses directly and via partners such as The Chamber, Sheffield Bid, Hoteliers Association etc. A set of business checklists have also been produced and distributed, including translation into 10 different languages, to help businesses understand what it expected of them.</p> <p>As the economy continues to open, the nature of the economic challenge is evolving. Whilst support to is in place to help businesses reopen, this will not be sufficient on its own to regain pre-COVID levels of economic activity. COVID</p>

	<p>19 has accelerated some pre-existing trends which businesses need to adapt to. For example, COVID has brought about an acceleration of digital transformation and contact-free services, remote working and distance learning. The impact on the high street as a result of declining retail expenditure in physical shops and stores was already leading to questions about the future role for both city centres and districts centres, but it is clear that the raise in internet sales is here to stay (the peak of UK online sales as a share of retail sales was 36% at its peak, and remains at 29% now despite retail reopening²).</p> <p>Footfall data shows that there were 213,732 visitors to the city centre for the week commencing 17th May. This was up from 185,416 for the previous week, reflecting step 3 on the reopening roadmap, however this remains at least 20% lower than pre pandemic levels.</p> <p>To retain jobs and maintain incomes in the medium term, it is clear that helping businesses to make adaptations to meet changing consumer needs and restoring consumer confidence to enable people to re-engage in economic activity is critical.</p>
1.4	<p>Phase 1 of the Recovery Delivery Programme</p> <p>The projects described below make up phase 1 of the city’s recovery delivery programme, which will deliver against the Business Recovery Plan agreed by Cabinet in Oct 2020.</p>
1.4.1	<p>Summer in The Outdoor City</p> <p>This project will deliver a city-wide visitor campaign, running throughout the summer (End June – Oct). This project would look to:</p> <ul style="list-style-type: none"> • Attract local audiences through the animation of the city centre • Promote staycations by building on our established city breaks ‘Outdoor City Adventure Breaks’ campaign • Support the return of events and conferences • Enhance the marketing and communication plans for reopening <p>The Business Recovery Plan commits to supporting the hospitality and tourism sector. It highlights the need to support businesses to reopen, and to execute a sustained city marketing plan to build confidence and strengthen the reputation of the city for visitors and business travel. It identifies the potential role for the Local Authority to work with the events sector in order that event organisers can plan with confidence and deliver creative content that encourages people to re-engage with the city centre.</p> <p>The ‘Summer in The Outdoor City’ campaign will showcase content from across the city, including community and district centres events, partner events and activities that help to generate footfall and visitors through the summer months.</p>

² Resolution Foundation data via SCR economic data briefing (May 2021)

In addition, it will harness ideas focused on city centre animation and events that have come through the open call for projects as part of the Economic Recovery Fund (ERF). Working with these projects to deliver a large-scale programme of animation and events during the summer across key 'zones' the city centre. It is planned that other projects approved through the ERF will also deliver animation in the district centres to be included in the campaign.

The 'zones' have been identified with our operational teams as those that would be permissible, give maximum benefit and are not significantly impacted by ongoing city centre developments.

Below is an overview of the activities associated with the 'Summer in The Outdoor City' campaign for approval.

Table 1

Activity	Description	Funding
Invest in creating the overarching 'Summer in The Outdoor City' campaign	Continuation of our reopening safety content using #MakeYourselfAtHome, and creation of 'Summer in The Outdoor City' artwork, campaign and media assets to showcase activity and events	Welcome Back Fund
Cliffhanger – Anchor Event	Delivery of Cliffhanger, one the city's anchor outdoor city events.	Major Events Budget Sponsorship from Sheffield BID Commercial Income
The Fringe (at Tramlines) – Anchor Event	Delivery of The Fringe at Tramlines, city centre event.	Major Events Budget Sponsorship from Sheffield BID Commercial Income
Deliver a large-scale programme of animation and events during the summer across key 'zones'	Animate the city centre with a programme of events and live music - bringing footfall to the city centre and bridging the gap between day – evening trade. Undertake 6 Economic Recovery Fund projects, delivering the infrastructure and programming for a range of events and animations.	Economic Recovery Fund Additional Restriction Grant where eligible
'Alfresco Avenue' Creation of an Outdoor Hospitality zone in the city centre	Working with local businesses on division street, we would seek to pilot 'Alfresco Avenue' by closing parts of the road, where permissible, to create a semi-permanent zone for outdoor hospitality and markets.	Economic Recovery Fund Additional Restriction Grant where eligible
Deliver a Staycation, media campaign to bring back visitors to Sheffield.	Delivery of a media campaign, using a mix of PR, advertorial, digital and social media. Partnering with Visit Britain's #EscapetheEvery campaign.	Welcome Back Fund
SCC Events Team and City	Additional event delivery and safety marshals to ensure the programme	Major Events Budget

	Centre Management	is delivered within Covid restrictions and guidelines.	COVID Outbreak Management Fund
1.4.2	<p>£2m Economic Recovery Fund</p> <p>The impact of Covid restrictions and closures have hit Hospitality, Retail and Leisure and Culture sectors hardest. As such our city and district centres are under strain. Although relief funding has been provided into these sectors, grants are not enough. Support is needed for reopening and recovery, to get local businesses, shops and retail centres back on their feet.</p> <p>The Economic Recovery Fund was set up to provide this support, to deliver a range of measures, developed in collaboration with local business communities to reopen the high-street safely, stimulate demand and bring back customers and help business owners adapt to the new economy.</p> <p>The Fund has received over 80 applications to date, through an open call for projects. The response from businesses coming forward to collaborate and lead projects in their local areas is inspiring. These projects are in the process of being assessed by the Economic Recovery Fund Steering Group, in line with the delegations set out in the Leader’s Report establishing the Economic Recovery Fund in October 2020.</p> <p>On the recommendation of this steering group, and to support the Director of City Growth in discharging his delegated authority, this report seeks endorsement for the first wave of projects to move forward to the next stage of the fund. This includes 6 projects to support the recovery of District Centres, bringing back footfall and investing in the regeneration of the local high street, and a further 6 projects focused on animating the city centre to support the delivery of the Summer in The Outdoor City proposal. Appendix 1 provides an overview of these collaborative and community led projects.</p> <p>It is also proposed that the Member led Economic Recovery Fund Steering Group will now be chaired by Cllr Paul Turpin, as Executive Member for Inclusive Economy, Jobs and Skills (responsible for District Centres) and that Cllr Julie Grocutt, as Deputy Leader and Executive Member for Community Engagement and Governance (responsible for Covid response and recovery) be invited to join the steering group.</p>		
1.4.3	<p>Welcome Back Fund</p> <p>The Welcome Back Fund builds on the Reopening High Street Safely Fund (RHSSF) allocated to councils in 2020 from government through European Structural Investment Funds. The Fund is in place until March 2022 and sees a further £520,000 for Sheffield. It aims to support communities and businesses hardest hit by the pandemic and associated restrictions, and to help the safe return of the high street. It specifically seeks to create and promote a safe environment for local trade and tourism. It encourages the running of publicity campaigns and preparation to hold events that will boost footfall and encourage people back into the high streets and thereby supporting local businesses.</p>		

This fund aligns with the commitment in the Business Recovery Plan to support businesses to reopen and stimulate demand in the local economy. Specifically, supporting the hospitality, events and tourism sector to reopen safely and build back demand to support businesses across the city.

Reflecting this, the proposed activity programme for the Welcome Back Fund, is summarised below for approval. This will also need to be agreed with funders (MHCLG).

Table 2

WBF eligibility³	Summary of activity proposed
Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely (£287,000)	Continuation of the Business Information Officers - This frontline resource has been a fundamental part of our response to Covid, engaging with businesses directly, across the city's local high streets (in district and local centres). Focused on helping businesses be Covid secure and understand government guidance, safeguarding the future of businesses with assistance in accessing grants, managing cashflow, selling online and consumer engagement. Working closely with the Local Community Response Teams in district centres to improve business community outreach with community groups and BAME business networks and support organisations. Support the high street get online – procurement of a tech solution to support businesses to reach a wider audience digitally, encouraging footfall and boosting online sales. The digital platform that will help businesses to get online for the first time, or enhance their existing online presence by allowing them to create and maintain social media accounts (Twitter / Facebook / Instagram etc) through a single application. It can also be used to set up an ecommerce platform, enabling businesses to start selling products online for the first time.
Communications to ensure reopening is managed successfully and safely (£80,000)	Continuation of our reopening safely communications using #MakeYourselfAtHome, and creation of 'Summer in The Outdoor City' artwork, campaign and media assets to showcase activity and events from across the city.
Support to promote a safe public environment for a local area's visitor economy. (£153,000)	Delivery of a staycation, marketing campaign to bring back visitors to Sheffield to experience an Outdoor City, City Break, particularly in support of the 'Summer in The Outdoor City' event activities. A small events commissioning pot to deliver further animation and events, to March 2022 where there are gaps on the program.

³ Please note there are 6 categories in the WBF for eligible spend, this table above focused on the themes against the proposed activity. [Welcome Back Fund - guidance \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

1.4.4	<p>Helping Business Adapt and Thrive</p> <p>As the economy opens up and businesses operate within the restrictions that keep us COVID-safe, the nature of the economic challenge is evolving. Many businesses are looking for new ways to operate; opening and trading safely is a top priority, yet this is often necessary but not sufficient to regain pre-COVID levels of economic activity. Businesses are also seeking to explore new markets, work more digitally and remotely and invest in new equipment to increase productivity or deliver new products.</p> <p>Business Sheffield continues to provide Covid critical advice and support, alongside a wider programme of specialist help through a team of expert business advisors to work with companies on access to financial, productivity and sustainability improvements, capital investment projects, digital and tech innovation and research and development. The team harness a range of local, national, and internal funding streams to support individual business circumstances; and play a specific role in supporting the roll out of Additional Restrictions Grant (ARG) schemes, through the Sheffield City Region Mayoral Combined Authority (SCRMCA).</p>
1.4.5	<p>Local Additional Restrictions Grant</p> <p>As part of the Additional Restriction Grant, SCRMCA devolved £1.8m to Sheffield, as we entered advanced restrictions in October, to support the development of more nuanced local schemes. To date this has been used to support the self-employed and micro businesses who have fallen through the gaps in the national and regional grant schemes.</p> <p>As we move into recovery, there is an opportunity to further support the economy through the creation of projects which stimulate demand and support businesses to adapt and thrive. As such, this report seeks approval for local ARG to support the delivery of The Summer in the Outdoor City proposal, and to work with the Business Response Group to develop a further set of projects that would kick start the green recovery, accelerate start ups as a lever to generate more businesses and jobs, and further support the growth aspirations of SMEs with appropriate grant programmes.</p>
1.4.6	<p>Low Carbon Business Support</p> <p>The Business Recovery Plan recognised the opportunity to seize the economy recovery to rebuild and renew our economy whilst becoming a cleaner and more sustainable city. It committed to explore options to stimulate demand from businesses for improvements which will reduce energy use through accessing grant funding to provide advice, and funding for improvements, to reduce their carbon footprint and reduce energy costs.</p> <p>This project will kick start that work, supporting business to adapt to climate change through improvements to their premises and processes which in turn should also improve productivity, whilst reducing their carbon footprint.</p> <p>The project is focused on SME businesses, providing expert advice on energy and resource opportunities as well as encouraging investment in low carbon, energy and resource efficiency measures through a financial incentive.</p>

	<p>The project has four key strands of activity as follows:</p> <ul style="list-style-type: none"> • Intensive Business Support – Provision of 1-2-1 intensive business support to SMEs. • Low Carbon/Energy Audits - An audit of the SME operation establishing the carbon emissions of the current operation and interventions to reduce these. A report will be produced outlining multiple measures with estimated GHG saving, cost and Return on Investment. • Low Carbon Grants – Provision of grants to implement some of the recommendations identified through the Low Carbon Audit. Grants will be provided at 50% of the cost with a maximum value of £30,000. • Marketing and Publicity – promotion of the project activities across the City Region and will include PR, case studies, campaign work, marketing collateral, and press and publicity materials. <p>This £2.3m project will operate until 30th June 2023 and is funded by European Structural Investment Funds (ESIF). The authority to enter into the funding agreement is subject to a separate report to the Co-operative Executive. This report provides the context for delivery of the project as part of city’s Business Recovery Plan.</p>
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2.	HOW DOES THIS DECISION CONTRIBUTE?
2.1	<p>Phase 1 of the Recovery Delivery Programme will deliver against the following priorities in the Business Recovery Plan (BRP);</p> <ul style="list-style-type: none"> • Supporting business and stimulating demand in the local economy • Opening our city and district centres safely and securely • Helping to stimulate the conditions to encourage more startups in the city • Stimulating investment in culture to help rebuild confidence and visitor <p>It contributes to local economic recovery, helping our businesses and our retail and hospitality centres to rebuild and grow. It directly delivers against the following outcomes and actions in the BRP.</p> <ul style="list-style-type: none"> • Our places, in the city centre, district centres and in local neighbourhoods, adapt to the changing economy • Visitors and residents will be able to visit, learn about and enjoy the cultural, leisure and green spaces that Sheffield is renowned for. • Businesses have the confidence, information, support and infrastructure they need to operate through and beyond the current crisis, to adapt to changing circumstances • Business failure rates amongst profitable and productive companies are minimised and good quality jobs are safeguarded. • Opportunities to rebuild and renew our economy whilst becoming a cleaner and more sustainable city, are seized.

3.	HAS THERE BEEN ANY CONSULTATION?
3.1	<p>This programme has been developed in consultation with the Business Response Group and involving key stakeholders and partners.</p> <p>The Sheffield Business Response Group was established at the beginning of the COVID crisis. It is made up of Sheffield’s leading business networks and support organisations, who are working together to help address the issues local businesses are facing now and into the future. The membership includes:</p> <ul style="list-style-type: none"> • Chamber of Commerce • The Culture Consortium • Unight Sheffield • The University of Sheffield • Sheffield Hallam University • Sheffield City Council • Sheffield Property Association • Sheffield Digital • The Company of Cutlers <p>The BRG meet fortnightly to work collectively to develop solutions to key issues arising from COVID 19.</p> <p>Further specific consultation has been undertaken, with respect to the ‘Summer in The Outdoor City’ campaign, including Sheffield Business Improvement District, The University of Sheffield, Sheffield Hallam University, Unight and Culture Consortium. In response to this consultation, the following findings will inform the programme of activity.</p> <ul style="list-style-type: none"> • The Night Time Economy group have highlighted they would like a theme for the night time economy with the reopening campaign and would support with content. • Consultation with University of Sheffield has resulted in an offer to help in the commissioning of the events programme as required, and harnessing University events into the ‘Summer in The Outdoor City’ programme. • Sheffield Hallam University are keen to see activities in the city to support students visit and open days. • The City Centre Sheffield Bid will be a key partner and fund two anchor events as part of the proposal – Cliffhanger and The Fringe at Tramlines

4.	RISK ANALYSIS AND IMPLICATIONS OF THE DECISION
4.1	<u>Equality of Opportunity Implications</u>
	<p>Covid 19 and the resultant economic climate has already deepened some of the inequalities in our city. This programme of activity will support local economic recovery, helping our businesses and our retail and hospitality centres to rebuild and grow, to attempt to address entrenched inequalities and mitigate some of negative impacts on businesses, jobs and communities.</p>

	<p>A number of EIA have been carried out, through the original delegations. These concluded that:</p> <ul style="list-style-type: none"> • There should be a positive impact on financial inclusion as the grants will look to protect jobs and investment in the local economy. The funding will largely support the retail and hospitality sector which have a high proportion of employees who are in the younger age group, women and/or from a BAME heritage. • Through supporting business to minimise the risk of spreading the virus which will particularly benefit those in the groups that are disproportionately affected by COVID 19 (also see Public Health implications section below). • There should also be a positive impact on community cohesion by bringing people together through the range of free activities across the city. • Individual projects and actions will take into account the needs of those with protected characteristics and will work to further their interests. <p>There are no negative equality impacts identified.</p>
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4.2 Financial and Commercial Implications

	<p>There are multiple funding sources against this activity, which have been subject to separate decisions, and have established appropriate delegations. This report is seeking endorsement from the new Co-operative Executive for the overall suite of activities outlined in this report, in support of the delivery of the Business Recovery Plan.</p> <p>The delegations to officers for each of these funding streams (listed below, with changes following the announcement of the new Executive portfolios) require Executive Member consultation, which has been in place. However, this report recognises that there is a new Co-operative Executive in place since these delegations were established, and therefore seeks to ensure that the whole of the Co-operative Executive is appraised of the approach being taken to business recovery and endorses the overall programme of activity.</p> <p>The projects outlined have been developed in line the eligibility and specific delegations attached to each fund.</p> <p>Table 3</p> <table border="1" data-bbox="343 1563 1474 2040"> <thead> <tr> <th data-bbox="343 1563 587 1601">Resource</th> <th data-bbox="587 1563 1474 1601">Delegations in place</th> </tr> </thead> <tbody> <tr> <td data-bbox="343 1601 587 2040">£2 Economic Recovery Fund</td> <td data-bbox="587 1601 1474 2040">Leader’s report delegating authority to manage and agree expenditure from the Covid 19 Economic Recovery Fund including by awarding grants, approving procurement strategies and awarding contracts to the Director of City Growth in consultation with the Cabinet Member for Business and Investment, the Director of Financial and Commercial Services and the Sheffield Covid 19 Economic Recovery Fund Steering Group, with any proposed capital schemes being reported to Capital Programme Group. The Member led, Sheffield Covid 19 Economic Recovery Fund Steering Group, to be Chaired by the Cabinet Member for Business and Investment, to oversee the use of the fund and advise both Cabinet and the Director of City Growth, in the discharging of this delegated authority.</td> </tr> </tbody> </table>	Resource	Delegations in place	£2 Economic Recovery Fund	Leader’s report delegating authority to manage and agree expenditure from the Covid 19 Economic Recovery Fund including by awarding grants, approving procurement strategies and awarding contracts to the Director of City Growth in consultation with the Cabinet Member for Business and Investment, the Director of Financial and Commercial Services and the Sheffield Covid 19 Economic Recovery Fund Steering Group, with any proposed capital schemes being reported to Capital Programme Group. The Member led, Sheffield Covid 19 Economic Recovery Fund Steering Group, to be Chaired by the Cabinet Member for Business and Investment, to oversee the use of the fund and advise both Cabinet and the Director of City Growth, in the discharging of this delegated authority.
Resource	Delegations in place				
£2 Economic Recovery Fund	Leader’s report delegating authority to manage and agree expenditure from the Covid 19 Economic Recovery Fund including by awarding grants, approving procurement strategies and awarding contracts to the Director of City Growth in consultation with the Cabinet Member for Business and Investment, the Director of Financial and Commercial Services and the Sheffield Covid 19 Economic Recovery Fund Steering Group, with any proposed capital schemes being reported to Capital Programme Group. The Member led, Sheffield Covid 19 Economic Recovery Fund Steering Group, to be Chaired by the Cabinet Member for Business and Investment, to oversee the use of the fund and advise both Cabinet and the Director of City Growth, in the discharging of this delegated authority.				

		<i>This delegation will now be held by the Director of City Growth in consultation with the Executive Member for Inclusive Economy, Jobs and Skills, who will also chair the Member led Economic Recovery Fund Steering Group.</i>
	Local Discretionary Additional Restrictions Grant	<p>Covid Response Group (CRG) decision delegating authority to the Executive Director of Resources and Director of City Growth in consultation with the Cabinet Member for Finance, Resources and Governance and the Cabinet Member for Business and Investment approve the Sheffield Restrictions Support Grant criteria.</p> <p><i>These delegations will now be held by the Executive Director of Resources and Director of City Growth in consultation with the Executive Member for Finance and Resources, and the Executive Member for Inclusive Economy, Jobs and Skills.</i></p>
	Reopening the High Street and Welcome Back Fund	Covid Response Group (CRG) decision delegating authority to the Director of City Growth, in consultation with the Executive Director of Resources, the Director of Finance and Commercial Services and the Director of Legal and Governance.
	Covid Outbreak Management Fund	<p>Cabinet Report (16th December) delegating the authority to the Executive Director Resources, in consultation with the Director of Public Health, to make the final decisions regarding the use of this fund, in consultation with the Cabinet Member for Public Health.</p> <p><i>These delegations will now be held by the Executive Director for Resources, in consultation with the Director of Public Health and the Executive Member for Sustainable Neighbourhoods, Wellbeing, Parks, and Leisure.</i></p>
	Major Events Fund	Officer decision as part of existing delegations
	<p>This report proposes that the Director of Finance and Commercial Services will work with the Head of Service for Economic Strategy and Commissioning on this delivery programme to ensure the most effective use of the above funds. This will be done with respect to any legal requirements and the eligibility and delegations set out for each funding stream. This approach will ensure we maximise available funding, by being able to direct eligible activity to the most appropriate source of funding.</p>	
4.3	<p><u>Legal Implications</u> The Council will have a suite of powers and functions available to underpin the proposals in this report, including those identified in the reports which led to the delegations outlined. As decisions are taken under those delegations any additional powers will be identified.</p> <p>Implementation may be subject to wider legal duties such as requirement to publicly procure services and works, Subsidy Control for grants and Public Sector Equality Duty. There are also likely to be regulatory requirements relating to highways, licensing and planning. These will be considered as appropriate when the delegated decisions are made</p>	

4.4	<p><u>Sustainability Implications - Tackling the climate emergency</u></p> <p>There will be opportunities to support the city’s efforts to tackle the climate emergency through the delivery of the activities outlined in this proposal.</p> <p>In delivering this programme, SCC will work with partners, businesses, communities, and event organisers to trial ways to minimise the impact on climate and the environment, including:</p> <ul style="list-style-type: none"> • Encouraging attendees to travel by bike, walking or public transport • Exploring the potential for using and showcasing the potential of renewable energy for events • Looking to minimise waste, and use of plastics • Celebrating the sustainability successes of partners and events • Encouraging and supporting events that have a focus on sustainability and responsible use of our outdoor places <p>The event programme will be used as an opportunity to engage with the people of Sheffield on the impact of climate change and how we can all play our part to protect The Outdoor City. This could include information stalls and utilising the event’s marketing and communications at key events (for example big screens etc).</p>
4.5	<p><u>Public Health Implications</u></p> <p>Supporting reopening and recovery in a Covid safe way is of primarily importance.</p> <p>Currently in Sheffield, the 4 conditions are still being met for the next step of the roadmap. Infection rates are low and decreasing, and 65% of people in Sheffield have had their first vaccine. While a new variant could yet emerge that increases our infection rates, there is a far greater understanding of how Covid spreads, including the lower risk associated with being outdoors.</p> <p>In supporting reopening, animation and event activities, Covid secure restrictions and best practice guidance will be followed. Furthermore, this schedule of activities has been designed to minimise transmission risk by ensuring;</p> <ul style="list-style-type: none"> - The focus of the programme is on outdoor events and hospitality. - The focus of the events and activities will not be about mass participation but focused on animation - COVID-secure procedures will be in place - City Centre Management team and the Place Management Plan (which outlines the command-and-control structure) will be partners in delivery of any events as part of the campaign. - The Community Covid Bus will be aligned with planned events as part of the programme, to encourage continued awareness of Covid and encouragement to take up vaccination.

	An inclusive, sustainable and growing economy is an important determinant of people's health, so it is vital that support is focused on reopening the economy safely, alongside the ongoing need to protect people from Covid.
5.	ALTERNATIVE OPTIONS CONSIDERED
5.1	<p>A number of options were tested for each of the funding streams identified in this report, as part of the original delegations outlined in table 3. Furthermore, in the development of this programme several options were considered.</p> <p>Option1: Do minimal option: SCC business support, investment and marketing functions return to 'business as usual' activity and stop providing Covid support as the economy reopens. Additional funding is not sought, and recovery projects are not developed for delivery.</p> <p>This option would not deliver against the BRP agreed by Cabinet and critically would lead to further economic distress, as businesses are not supported to reopen.</p> <p>Option 2: Do not stimulate demand to bring back footfall and visitors: SCC business support and Covid critical interventions continue but no additional funding is sought to stimulate demand, consumer confidence and tourism. Specifically, The Summer in The Outdoor City Proposal and elements of the Welcome Back Fund are not progressed.</p> <p>This option would not deliver against the specific gap in this area identify by the BRG in the BRP. It would lead to slower recovery and a protracted period where businesses maybe operating at a loss, due to reduced demand, putting businesses and jobs at risk.</p> <p>Option 3: Approve Phase 1 of the Recovery Deliver Programme, to support businesses to adapt and thrive to the new economic climate and to support the high street and hardest hit sectors by working to bring back demand, through effective marketing and communications, the 'Summer in The Outdoor City' campaign, outdoor events and animation activity to encourage people to visit their District and City Centres and support local businesses.</p> <p>This option would progress delivery of the BRP and help footfall and demand to return to highstreets and the hospitality sector quicker, delivering against the outcomes identified in this report.</p>
6.	REASONS FOR RECOMMENDATIONS
6.1	<p>The COVID pandemic has presented a number of challenges for businesses and the economy which, if not addressed, could lead to longterm issues in terms for employment, business and wages with knock-on impacts on health inequalities and people's wellbeing.</p> <p>The Sheffield COVID Business Recovery Plan set out the priorities for the city in addressing these issues and creates a framework for the Council to work</p>

	<p>alongside the business community to support the city's recovery, protecting jobs and businesses.</p> <p>The activities in the report demonstrates delivery against the BRP framework and enables critical projects to progress as Phase 1 of the city's Recovery Delivery Programme.</p> <p>The activities outlined in this report have been developed following advice and discussion with Public Health colleagues and ensure an appropriate balance between reopening the economy and encouraging people to support local businesses and doing this safely in a way that minimises the risk to people's health.</p>

Appendix 1: Economic Recovery Fund

The table highlights the scored projects in the first wave of the Economic Recovery Fund to be invited to progress with their projects, in collaboration with SCC.

	District Centre Based	Event/city animation
Large project EOIs	<ol style="list-style-type: none"> 1. Hillsborough Regeneration Project 2. Wonderful Walkley 3. Beautiful Broomhill 4. Family Friendly Firth Park 	<ol style="list-style-type: none"> 1. Community in Unity Events 2. Division Street Market 3. Covent Garden of Sheffield
Small projects	<ol style="list-style-type: none"> 1. District Centre Bear Trail Extension 2. Totley Access for All 	<ol style="list-style-type: none"> 1. Orchard Square Animation 2. Indie Music Trail 3. Tudor Square Cultural Animation

District Centre: Summary of large project expression of interests for endorsement to move forward for development and full application to be invited (£50,000-£200,000)

Title	Lead applicant	Short description of proposal
Wonderful Walkley	Walkley Business Action Group	Walkley businesses have an exciting Covid recovery plan to create a more attractive and welcoming streetscape that celebrates Walkley as part of The Outdoor City. Extending the arts trail on a route from Upperthorpe up to South Road/Howard Road via Ruskin Park, including artworks and street theatre events by local artists. Seeking to increase the capacity of local businesses/sole traders to trade outdoors through additional street/park furniture and market stalls. The project proposes improving the experience for pedestrians and cyclists visiting/shopping in the area and providing an online directory/map of Walkley ward businesses, sole traders, artists & makers. It would also fund a relaunch of the Walkley Festival on a bigger scale in 2022, building on the history of the area and our capabilities as a community.
Beautiful Broomhill	Broomhill Independent Traders Association	The Traders Association want to regenerate, re-invigorate and re-engage customers and residents with businesses in the Broomhill area. They aim to create a new sense of optimism, positivity and pride in the area for residents, businesses and shoppers. They intend to do this by undertaking a broad programme of activity. This would include making improvements to the streetscene and environment: commissioning local artists to create murals; installing vibrant planters, 'Welcome to Broomhill' signage and a community noticeboard. They would also animate the District by creating a set of seasonal events. To support engagement with the student population a welcome pack advertising the local businesses would be created and distributed.

Family Friendly Firth Park	Firth Park Business Forum	The Family Friendly Firth Park Project brings together businesses, residents, community organisations, alongside the Business Forum. Their focus is on improving the physical appearance and perception of Firth Park and create a family friendly environment. The partners want more people to visit the area and engage with local businesses and the park to discover all that lies on the doorstep. The project will create a positive place marketing campaign alongside improving the appearance, accessibility and amenities of the area as well as making community events a focal point for the project. This will encourage increased and more diverse footfall back to the area.
Hillsborough Regeneration Project	Local businesses	Businesses have a long-term vision to regenerate their District Centre, creating a vibrant place where visitors want to go and spend time. They want to make changes to the streetscene and amenities as well as through solidifying local business relationships into a formal Business Forum. The businesses have an ambitious plan to undertake place-making activity, commissioning local artists to decorate shutter fronts; provide seating and accessible toilets; installing additional seating and bins. In addition, the businesses are keen to animate the area with events and marketing activity whilst upskilling the businesses to use digital skills to boost their presence and sales.

District Centre: Summary of small projects for endorsement for further development, with a view to fund (up to £50,000)

Title	Lead applicant	Short description of proposal
District Centre Bear Trail Extension	The Children's Hospital Charity Trust	Championed by businesses in the District Centres and delivered by the CHCT, the applicants aim to build on the success of the 'Herd of Sheffield' and extend the planned Bear Trail to 4 district centres: Broomhill, Endcliffe Park, Woodseats, Firth Park, delivering footfall to local high street.
Totley Access for All	Local businesses (supported by Business Information Officer)	The applicants want to cater for the local community and create a welcoming, inclusive environment by providing seating, bins and banners displaying a 'Totley Access for All – Welcome Back'.

City Centre animation to support ‘Summer in The Outdoor City’: Summary of large project expression of interests for endorsement to move forward for development and full application to be invited (£50,000-£200,000)

Title	Lead applicant	Short description
Community in Unity	The Events Collective	The projects seeks deliver a set of free to attend large scale events and smaller satellite events, in partnership with a host of organisations, groups and businesses. The events will be delivered in a pop-up market event model set up, with entertainment covering music and arts performances, product and skills demonstrations, food and drinks traders, including bars and local produce makers. The project would provide the infrastructure and partnership to enable smaller business and event providers to be part of this programme of events. As part of the delivery, the team will endeavour to establish an Eco Operating Event Network Project to spearhead new sustainable and environmental practises for event production and live event output.
Division Street Markets	Heather Gilberthorpe-Pell	In collaboration with the businesses on Division Street, the ambition is to create a new, monthly market on the last Saturday of each month along Division Street to create safe space for consumers to buy from independent businesses based along Division Street as well as temporary stalls and traders showcasing high quality, independent makers, artists, and street food traders to complement the permanent offer. The funding would deliver a pilot series of events from June to October 2021.
Covent Garden of Sheffield	Sheffield Theatres Trust	The applicants have a long-term ambition to create a “Covent Garden of Sheffield”: a year-round attraction based in the currently under-utilised Tudor Square – an area ripe for additional footfall and activity to be cultivated. The ambition is to create a European Piazza style space. The square would be animated with free events as well as pop-up food and retail markets. Accessibility would be a core focus of delivery and events would also include those focused at specific groups, such as those living with Alzheimer’s and Autism. The project would enable a pilot, with the goal to build a year-round, sustainable attraction that becomes the centrepiece of the city, providing visitors and residents of Sheffield a year round tourist attraction with family friendly and inclusive events.

City Centre animation to support ‘Summer in The Outdoor City’: Summary of small projects for endorsement for further development, with a view to fund (up to £50,000)

Title	Lead applicant	Short description
Orchard Square animation	The Creative Guild	In collaboration with creative freelancers and Orchard Square businesses, this project would host a series of creative events, over the course of the summer in Orchard Square. Aimed at providing employment for freelance creatives, increasing revenue for the businesses in the square and increasing footfall and rebuilding consumer confidence in the city centre. The businesses will support the project and provide tie-ins during the event weekends (such as 20% off deals). The events will be a mix of craft markets, family focused art activities and music and food gigs.
Indie Music Trail	The Leadmill	<p>The Leadmill are leading a collaboration of Grassroots Music Venues in the city to create three different acoustic music trails over summer 2021. These will encompass a minimum of 30 locations across 15 independent venues, with three routes proposed.</p> <ul style="list-style-type: none"> • Sheffield City Centre (Devonshire Street / West Street through town towards Sheffield Train Station • Millenium Galleries / Hallam University Concourse, Sheffield Train Station Castlegate through to Kelham Island and Neepsend • Abbeydale Rd through to Sharrowvale and Ecclesall Road
Tudor Square animation	The University of Sheffield and Yellow Bus Events	The University of Sheffield (UoS), Sheffield Theatres, the Leadmill and Yellow Bus Events are combining to bring performance (music and theatre) to Tudor Square. Programming a mix of local talent in music, theatre and dance and co-curated by the partners over five distinct weekends from June to October. Whilst some of these are planned, the ERF contribution will deliver additional animation, and enhance and grow the programme of events. The ambition is to produce five weekends, which will include a mix of theatre, music and dance, university programming and Off the Shelf. The events aim to attract a wide audience into the city centre, and encourage a local and regional audience to come back to the City Centre. The Retail, Leisure, Hospitality and Culture sector has been significantly impacted through Covid and through this activity the project seeks to support these sectors and their supply chains, bringing back creativity and tourism in the city.

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