



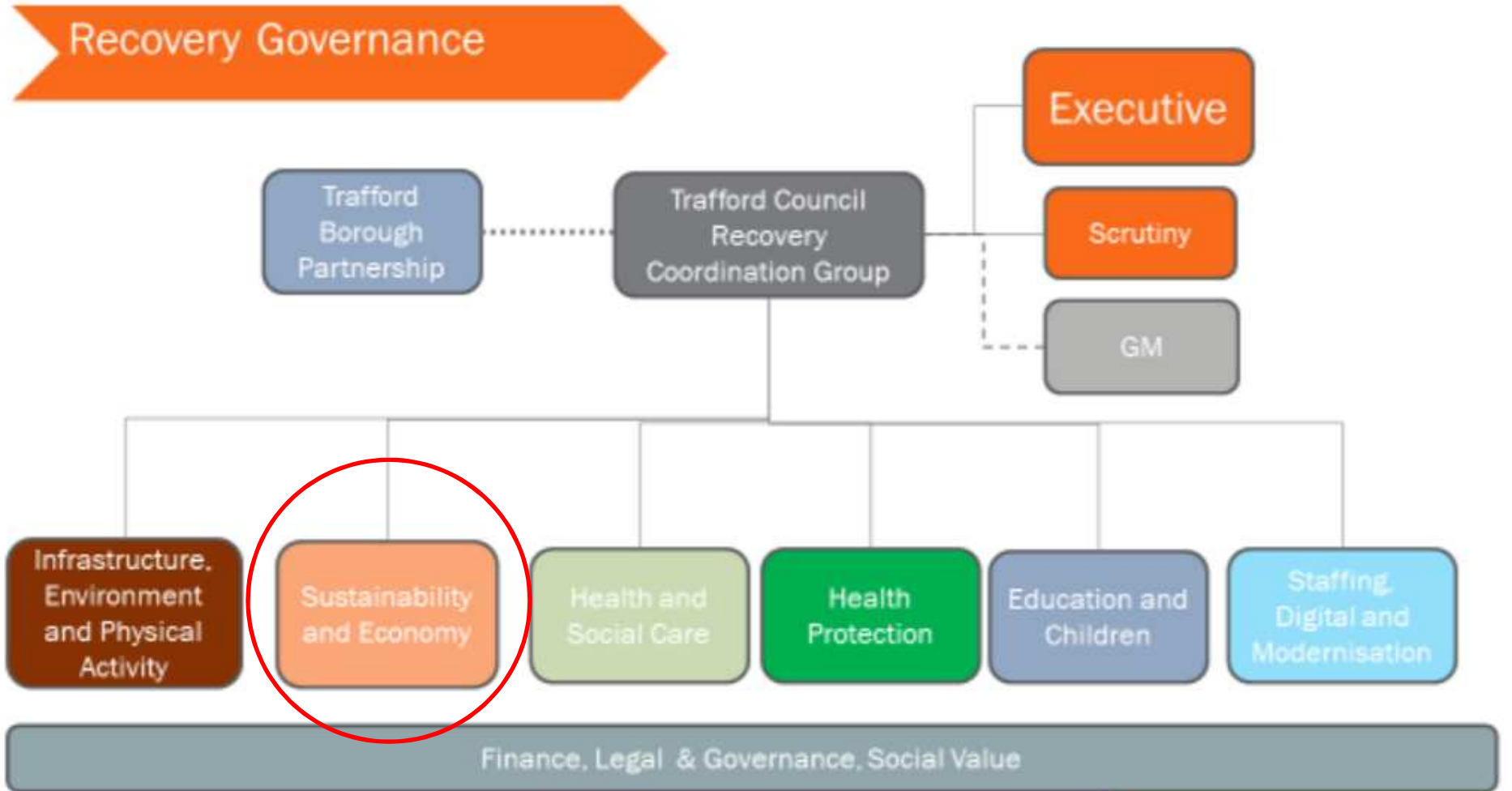
SCRUTINY COMMITTEE - ECONOMIC RECOVERY PLAN

2nd February 2021



Economic Recovery 2 February 2021

BACKGROUND



ECONOMIC RECOVERY PLAN



Needs to address and anticipate the impacts of the pandemic on the economy as it applies to Trafford.

Needs to be flexible, cover a range of measures – but with a local focus,

Pandemic did not occur in a vacuum – existing trends, pressures & opportunities still likely to shape our response, alongside existing strategies & interventions.



Business Support and Sustainable Job Creation

- Maintain and grow close contact with Trafford's businesses.
- Provide up to date guidance and advice to the business community.
- Support Trafford businesses significantly impacted by COVID.
- Provide support to self-employed and start-up businesses.
- Grow the support for VCSE organisations, promoting greater opportunity in line with our Equality Strategy



Transition Preparedness

- Commission review of Trafford Brexit Impact Assessment in light of new trading arrangements.
- Track new Single Prosperity Fund and future funding arrangements.
- Continue to implement and review the Council's Transition Preparedness Plan.



Green Economy and Sustainable Job Creation

- Support the delivery of the Trafford Climate Change Action Plan.
- Support adoption, promotion and communication of the Carbon Neutral Framework Model across the business community.
- Assess the strength of the green economy in Trafford, and its supply chain.
- Take advantage of opportunities to grow the Green Economy sector.



Sustainable Jobs and Skills Growth for local residents

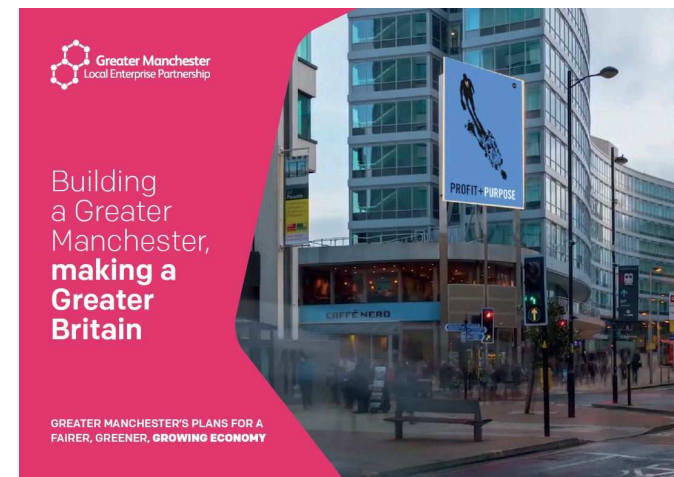
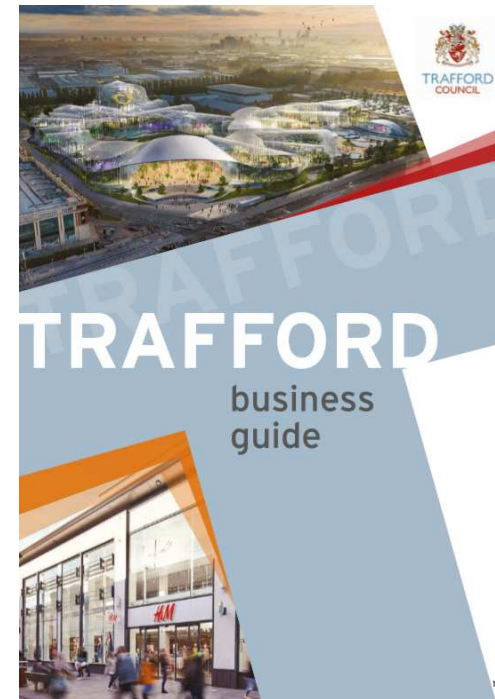
- Coordinate employment support at a local level to support unemployed residents.
- Promote Adult Education training and re-skilling / up-skilling of workforce.
- Establish a Trafford Pledge Youth Employment Task Force and use Kickstart initiative to incentivise employment for young people.
- Support delivery of the Trafford Poverty Strategy prioritising reduction and prevention over alleviation.



**KICKSTART
SCHEME**

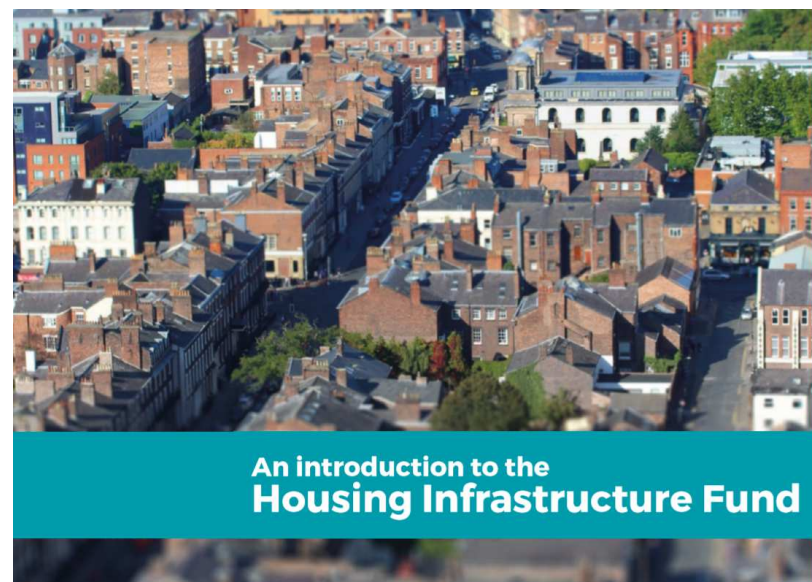
Inward Investment and Sustainable Job Creation

- Increased promotion of Trafford as an investment location.
- Creation of an Inclusive Economy that benefits a broad cross section of our communities
- Review and update Trafford Investment Guide.
- Support and drive delivery of the GM LEP Economic Vision.



Funding and Growth

- Work with Finance and Exchequer Services to track financial position with Finance and Exchequer Services relating to Business Rates and Council Tax revenues.
- Better assess impact of increased business and residential growth
- Track all available funding and bid for new funding where appropriate including Brownfield Land Fund, HIF, Single Prosperity Fund etc



Strategic Sites Development

- Ensure a sustainable future for Trafford Park.
- Support delivery of Therme and Trafford Waters opportunities.
- Support delivery of Future Carrington and wider regeneration of Partington, Carrington and Sale West.
- Support delivery of the Trafford Civic Quarter AAP, Stretford AAP to and Future High Streets Fund programme.
- Ensure all development schemes have a social value benefit.



Improved Town Centres for Residents and Businesses

- Deliver up to date guidance, advice, overall support to business impacted by Covid.
- Survey of Town Centres businesses to better understand requirements.
- Improve accessibility and overall environment in the Town Centres.
- Improve town centre marketing.
- Bring forward town centre development sites.
- Consider role and function of District and Local Centres



Increase Visitor Economy

- Work closely with 'Driving the Trafford Visitor Economy' group to support and increase the visitor economy.
- Support recovery of Trafford's visitor economy attractions.
- Support the implementation of the Cultural Strategy to increase visitors into the borough.





QUESTIONS