

Sub-Regional Covid-19 Business Intelligence

March 2021





Contents

1.	Exect	itive Summary	. 2
2.	Latest	Economic Trends	. 4
3.	Latest	CWLEP Growth Hub Insights	. 6
	3.1	CWLEP Growth Hub – Trends	. 6
	3.2	CWLEP Growth Hub - Themes	. 7
4.	Spotli	ght: Covid-19 Business Support in CW - Twelve Months On	. 8
	4.1	Reflections on the past 12 Months	. 8
	4.2	Labour Market Support	. 8
	4.3	Loans to Support Business	. 9
	4.4	Grants to Support Business	10
	4.5	Support for Employers and Employees – CW Employment Solutions	11
5.	Recor	nmendations	13
	5.1	Short Term	13
	5.2	Medium Term	14
	5.3	Long Term	15
6.	Covid	-19 Timeline – Announcements, Restrictions, and Lockdowns	. 0



1. Executive Summary

Welcome to the March edition of the Coventry & Warwickshire 'Smart Region' report. In this poignant month we spotlight the economic impacts that twelve months of Covid-19 have had on the Coventry & Warwickshire economy.

Whilst the full economic impact of the pandemic may not be fully understood for some time to come, if ever, we present what we know right now, through a range of the latest economic data, statistics, and business intelligence. We still haven't got a complete year's data for all indicators, but we are gathering a good overall picture of the economic impact of the pandemic.

The recommendations and findings in this month's report are based on intelligence gathered from CWLEP Growth Hub's contacts with local businesses, alongside survey data and information provided by Coventry City Council, Warwickshire County Council, and CWLEP.

Other sources include Coventry & Warwickshire Chamber of Commerce, Department for Work & Pensions, trade bodies and organisations such as Make UK, and other research bodies with expertise in labour market analysis.

Key Headlines

- In February 2021, the claimant count in Coventry & Warwickshire totalled **34,310 people.** Twelve months ago, in February 2020, the claimant count stood at 14,900.
- Whilst there has been an increase on the previous month, with an uptick in Universal Credit claimants, the overall claimant count total has been around the current level in Coventry & Warwickshire since May 2020.

Area	February 2020	December 2020	January 2021	February 2021
Coventry	7,525	16,425	16,195	17,155
North Warwickshire	765	1,975	1,905	2,050
Nuneaton & Bedworth	2,670	5,060	4,895	5,140
Rugby	1,495	2,965	2,990	3,180
Stratford-on-Avon	995	2,915	2,855	3,075
Warwick	1,455	3,565	3,505	3,710
Warwickshire	7,375	16,480	16,150	17,155
CWLEP	14,900	32,905	32,345	34,310

Source: Office for National Statistics

• Nationally, the claimant count stood at **2,694,760 in February 2021, up from 1,255,770 twelve months ago.**



• Local and additional restrictions grants totalled £171m in Coventry & Warwickshire up until the end of August, while £18.5m in grant funding was distributed in Coventry & Warwickshire up until the end of January 2021.

The Office for National Statistics (ONS) also reported that:

- There were 693,000 fewer workers on UK company payrolls in February 2021 than at the start of the pandemic.
- Of this fall, **63%**, or **437,000 people**, has come from those aged under 25, with 88% of the total aged under 35.
- Positively, **68,000 more people were in pay rolled employment in February 2021, when compared with February 2020.** This is the third consecutive monthly increase.
- However, the overall picture with the labour market remains unclear and the continuation of the furlough scheme is continuing to provide important support for many workers of all ages.
- Finally, business confidence appears to be improving. The Purchasing Managers Index (PMI) for manufacturing rose to 55.1 in February, from 54.1 in January (a figure above 50 represents growth). Likewise, for services the PMI increased from 39.5 in January to 49.5 in February.



2. Latest Economic Trends

Economic & Business Challenges

Nationally, GDP fell by 2.9% in January 2021, with the economy now estimated to be 9% smaller than its pre-pandemic level. The service sector was hardest hit, with services activity falling by 3.5% during the month.

GDP figures for January were better than had been previously forecast by the ONS. There are also positive signs of business confidence recovering. The West Midlands Business Activity Index increased from 41.5 in January to 51.1 in February. This growth was suggested due to the clearing of backlogs, reduced uncertainty and projects in the pipeline coming forward. Positively, this was also higher than the overall UK Business Activity Index, which increased from 41.2 in January to 49.6. Of the twelve UK regions, the West Midlands was the third highest for the Business Activity Index.

The Office for Budget Responsibility (OBR) is now forecasting faster and more sustained recovery than expected compared with its previous forecasts in November 2020, with the economy now expected to return to pre Covid-19 levels by Q2 2022. In November 2020, this was forecast as Q4 2022.

Jobs and Unemployment

The UK unemployment rate grew to 5.1% in the three months to December 2020. The OBR now expects unemployment to peak at 6.5%, some 2.2m people, in Q4 2021, and once the furlough scheme is expected to have fully come to an end. This is lower than the 7.5% previously forecast for Q2 2021 prior to the recent Budget.

ONS suggests, provisionally, that at the end of February there were 19,600 jobs furloughed in Coventry using the Coronavirus Job Retention Scheme (CJRS) and 37,900 in Warwickshire. This represents 13% of all eligible jobs, and a 2% increase on the December level. At the peak of the scheme in June 2020 there were 49,000 jobs furloughed in Coventry, 31% of the total eligible employments, with the highest level in Warwickshire occurring in Stratford District at 21,000 jobs (35% of the total).

Whilst the extension of the CJRS and self-employment support schemes have been welcomed, there is still a concern about the long-term prospects for many businesses across the economy. The retail sector alone continues to face particular challenges, as it was revealed by the Local Data Company that more than 11,500 shops nationally have closed permanently due to the effects of the pandemic, with 9,900 of these being chain outlets.

Coventry City centre has already seen the closure of big-name stores such as Ikea, Debenhams, Topshop, and Clintons closing, with brands Thorntons and TUI the latest to announce further closure of shops nationally.



UK EU Trade & Cooperation Agreement – Ongoing Challenges

Exports to the EU fell by 40.7% in January 2021, a reduction of \pounds 5.6bn, and the largest monthly decline in British trade since records began in 1997. Imports fell by 28.8%, or \pounds 6.6bn, according to the ONS.

There was a small rise of 1.7% in non-EU trade (worth around £200m), but this did not make up for the overall shortfall with EU countries, which saw exports to Ireland worse hit, with a fall of 47%. It is unclear how much of this fall in trade is due to firms stockpiling goods prior to the end of the EU exit Transition period, or the effects of the pandemic, or EU exit itself, with firms getting to grips with the new rules for trade.

There continues to be concerns that post EU exit trading arrangements with the EU are causing ongoing difficulties for UK businesses. The manufacturing body, Make UK, report this month that 74% of its members had experienced delays either in exporting to or importing from the EU.

Latest ONS Business insights (11/3/21) from the previous two weeks highlighted further areas of concern amongst West Midlands businesses of the twin impacts of Covid-19 and EU exit:

- 14.2% had their turnover decrease between 20% and 50% for the last two weeks, compared to normal expectations for this time of year, whilst 22.7% of businesses experienced a turnover decrease of up to 20%.
- 34.3% are exporting less and 24.9% are importing less than normal for the last two weeks, compared to normal expectations for this time of year.
- Positively, 46.7% businesses are using more UK suppliers.
- 25.3% of businesses experienced extra costs due to the end of the EU transition period due to increased 'red tape' and new processes.
- 63% suggest high confidence that their business will survive the next three months.

It has been announced that the Government is delaying a series of new EU border controls. The opening of a network of over 30 new customs posts was delayed until January 2022, as was the introduction of import controls on EU goods arriving in Great Britain, which were originally due to be introduced in April. The end of the deferred customs imports declaration scheme, which allows importers a grace period of six months in which to declare imports, has been put back six months to January 2022. More measures were delayed including those that govern the movement of live animals, animal products and plants. Furthermore, the UK and EU have jointly agreed a 12-month grace period for the requirement for Rules of Origin paperwork that proves eligibility for access to the single market.

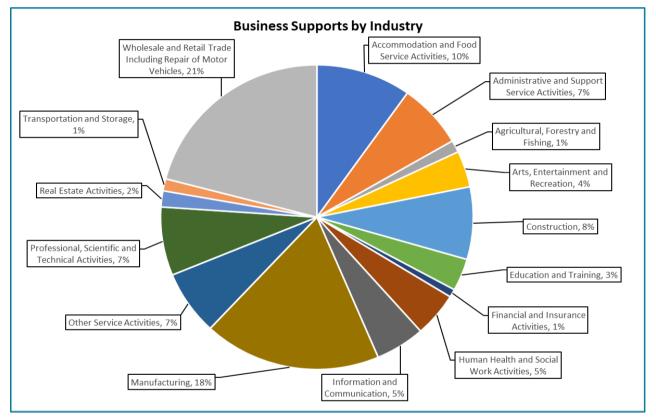


3. Latest CWLEP Growth Hub Insights

3.1 CWLEP Growth Hub – Trends

Since the start of the pandemic in March 2020 CW Growth Hub has supported 3,949 businesses and has had substantive discussions with 1,514 businesses specifically related to Covid-19 impact and EU Exit.

This month's business insights are taken from intelligence gathered from supported businesses in March 2021.



The top sectors supported by CW Growth Hub in March were **Wholesale & Retail Trade Including Repair of Motor Vehicles (21%); Manufacturing (18%); Accommodation & Food Service Activities (10%); and Construction (8%).**

The volume of businesses from the **Wholesale & Retail Trade and Manufacturing** sectors seeking help reflects the levels from these sectors that local business support systems has traditionally aided in high numbers. Meanwhile other sectors, such as **Agricultural, Forestry & Fishing**, have been somewhat less represented this month.

The size profile of the businesses supported over the past month consisted of **34%** sole traders; **43% micro businesses (2-9 employees)**; **20% small businesses (10-49 employees)**; and **3% medium sized businesses (50-249 employees)**.



There has been increase in **Micro sized enterprise**, **decreases in Sole traders and Medium sized enterprises**, and **no change in Small sized enterprise** approaching CWLEP Growth Hub compared to last month's Smart Region Report. Over one-sixth of these enquiries (17%) came from businesses that started trading in either 2020 or 2021.

3.2 CWLEP Growth Hub - Themes

EU Exit:

- An increase in the number of EU Transition related enquiries due to the ongoing West Midlands Growth Hubs collaborative support initiative.
- Ongoing support for companies that have already sought guidance with people movement and import/export issues.
- VAT and documentation continue to be the greatest area of concern.

Local Authority Grants – Companies continue to seek advice and guidance on the latest support measures. Some businesses concerned at the length of time to appraise applications.

Capital, Green, and Innovation Investment Projects – Increasing numbers of new, as well as resurrected investment projects emerging. Some businesses looking to take advantage of the recently announced 130% super deduction and therefore accelerating their investment plans. Some companies that have sought advice have been unwilling to follow up referral suggestions, invest the time in programmes or complete the paperwork/research involved.

Kickstart – Continued interest in the Kickstart scheme, although some businesses expressed dissatisfaction on the length of time to process applications.

Digital Support – Companies continue to review their strategies regarding a return to pre Covid-19 working patterns, adopting new digital capability projects to continue to allow workers to work effectively and efficiently from home. Other businesses continuing to diversify and adapt to online methods rather than return to traditional delivery methods, such as workforce training. Investments in VR, AI tech, and 3D printing are also being considered to progress new service offers.

Inward Investment – CW Growth Hub currently dealing with a number of major inward investment enquiry opportunities. Ongoing concern around employment land availability. Also increasing requests for searches for new premises across the sub-region.

Futureproofing – Some family run businesses looking at futureproofing their operations, looking at succession planning as well as investing in the skills of their existing staff they want to retain, nurture, and develop.



4. Spotlight: Covid-19 Business Support in CW - Twelve Months On

4.1 Reflections on the past 12 Months

During the Covid-19 pandemic we have looked every month (and every week at the start of the crisis) at the main economic impacts on our local economy as they have emerged in Coventry & Warwickshire. In particular, we have analysed how different sectors of our local economy have been affected, using as much up-todate data, information, and business intelligence that we have been able to find, whilst recognising that traditional economic indicators and measures often have too great a time lag to give the real-time view of the economy that was needed. Contributions to the Smart Region work throughout this time have come from the CW Growth Hub, City and County councils, other local partners, trade, and research organisations.

We will continue to explore how we can use operational, administrative, and account management data, alongside more traditional official economic statistics to highlight what is happening to different parts of our local economy as we move to the next phase of the pandemic. And we will continue to look at different impacts too, such as the evolving landscape following the UK's exit from the EU and Single Market.

If there are further sources of data or intelligence that you think could add to our presentation of what's happening to the economy in Coventry & Warwickshire, then please do get in touch.

All previous editions of the CW Smart Region report are still available on the CW Growth Hub website: <u>https://coronavirus.cwgrowthhub.co.uk/publications/</u>

The CWLEP Strategic Reset Framework and Implementation Plan can be found here: <u>https://www.cwlep.com/strategic-reset-framework</u>

4.2 Labour Market Support

In February 2021, the **claimant count in Coventry & Warwickshire totalled 34,310 people**. Twelve months ago, in February 2020, the claimant count stood at 14,900.

There were 693,000 fewer workers on UK company payrolls in February 2021 than at the start of the pandemic. Of this fall, 63%, or 437,000 people, has come from those aged under 25, with 88% of the total aged under 35.

The Coronavirus Job Retention Scheme (furlough) has been critical in supporting the local labour market throughout the past year. The number of workers on furlough

peaked in June/July in CW with 31.6% of workers on the support scheme. Numbers had been falling quickly but rose again with the introduction of the Tiers restrictions in Autumn 2020 followed by the second lockdown, and the extension to the support. With the current lockdown, nationally the furloughed workforce has risen again, from 7% to 12% of the total by the end of December. In Coventry & Warwickshire 13.2% of workers were furloughed at the end of February 2021.

	June 2020 - Total number of workers furloughed (as reported to HMRC by end of July)	Take-Up	February 2021 - Total number of workers furloughed (end of February)	Take-Up
Coventry	49,200	31.3%	19,600	12.5%
North Warwickshire	10,600	34.5%	4,300	14.0%
Nuneaton & Bedworth	19,900	31.5%	7,600	12.0%
Rugby	15,900	28.6%	6,500	11.7%
Stratford-on-Avon	21,200	35.0%	10,100	16.7%
Warwick	21,300	30.5%	9,400	13.5%
Warwickshire	88,900	31.8%	37,900	13.5%
CWLEP	138,100	31.6%	57,500	13.2%

Source: Coronavirus Job Retention Scheme statistics, HMRC

4.3 Loans to Support Business

Two main support programmes that had huge impact in supporting business have been the Business Bounce Back Loans (BBLS) and the Coronavirus Business Interruption Loan Scheme (CBILS), according to British Business Bank. Since the start of the pandemic and up to January 2021, **across the UK**, **over one million BBBL have been activated by businesses**, **with a total value of £38.8bn**. Some 8% of all BBBLs have been taken by businesses in the **West Midlands**, **with around 115,000 loans totalling £3.5bn**. The West Midlands was the second highest region in UK in take-up of the BBBL scheme.

In terms of CBILS, by January 2021 around 11,000 CBILS loans were taken in the East and West Midlands, with a value of £2.8bn. Out of these 6,000 loans went to West Midlands businesses, with a value of around £1.5bn.

In Coventry & Warwickshire, by January 2021, there were 18,600 BBLS offered with a value of £554m, and almost 1,100 CBILS loans, totalling £274m.

This totalled £828.2m for both sources of loans in CW.



	CBILS		BBLS		Total	
	No.	Value (£m)	No.	Value (£m)	No.	Value (£m)
Coventry	252	£66.7	6,498	£196.0	6,750	£262.7
Warwickshire	844	£207.2	12,186	£358.3	13,030	£565.5
CWLEP Area	1,096	£273.9	18,684	£554.3	19,780	£828.2

Source: British Business Bank, January 2021

https://www.british-business-bank.co.uk/wp-content/uploads/2021/01/CBILS-BBLS-Offered-Constituency-Region-Sector-11th-January-20215.pdf

4.4 Grants to Support Business

The following grants were provided to local councils since the start of the pandemic to support SME businesses. The schemes have changed as the pandemic evolved.

The first grouping of these is the Local Restrictions Support Grants:

- Local Restrictions Support Grant (Open) is provided to councils to administer grants to businesses that are still open but severely impacted by the Covid-19 local restrictions.
- Local Restrictions Support Grant (Closed) is provided to council to administer grants to businesses that are required to close due to Covid-19 restrictions.
- Christmas Support Grant is provided to councils to administer a one-off payment of £1,000 to eligible wet-led pubs subject to Tier 2, 3 or 4 restrictions in December 2020.
- Additional Restrictions Support Grant is provided to local areas by agreement and became an allocation. Funding can be used to fund business support activities.

	Local + Additional Restrictions Grant		
	Number of grants	Value of grants paid	
	paid (As reported	(As reported on 18	
Local Authority	on 18 January)	January)	
Coventry City Council	3,118	£7,173,296	
North Warwickshire Borough Council	738	£1,248,833	
Nuneaton and Bedworth Borough Council	814	£1,283,006	
Rugby Borough Council	1,057	£1,266,865	
Stratford-on-Avon District Council	779	£1,228,748	
Warwick District Council	3,891	£6,342,142	
CWLEP Area	10,397	£18,542,890	

Source: Department for Business, Energy & Industrial Strategy,

https://www.gov.uk/government/publications/coronavirus-grant-funding-local-authority-payments-tosmall-and-medium-businesses

The data provided are based on the latest estimates for these grants by local authorities as at 17 January 2021, and not beyond that date

Whilst these payments go beyond January 2021, at that point in time they had provided £18.5m of grant funding in Coventry & Warwickshire.

The second grouping of these were provided during the first phase of the pandemic:

- Local Authority Discretionary Grant Funding (closed August 2020)
- Small Business Grants Fund, (closed August 2020)
- Retail Hospitality & Leisure Business Grant Fund (closed August 2020)

	SBGF + LADGF		
	Number of grants	Value of grants paid	
	paid (As reported	(As reported on 18	
Local Authority	on 18 January)	January)	
Coventry City Council	4,298	£50,700,000	
North Warwickshire Borough Council	1,272	£13,781,000	
Nuneaton and Bedworth Borough Council	1,700	£19,921,000	
Rugby Borough Council	1,656	£18,749,000	
Stratford-on-Avon District Council	3,016	£34,625,500	
Warwick District Council	3,138	£33,416,000	
CWLEP Area	15,080	£171,192,500	

Source: Department for Business, Energy & Industrial Strategy,

https://www.gov.uk/government/publications/coronavirus-grant-funding-local-authority-payments-tosmall-and-medium-businesses

The data provided are based on the latest estimates for these grants by local authorities as at 17 January 2021 – these funds closed for eligibility in August 2020

Whilst these Funds closed in August 2020, they provided £171m of grant funding in Coventry & Warwickshire.

Nationally, final figures for SBGF, RHLGF, and LADGF (up to 11 November 2020) revealed that £11,686,013,397 was paid to 999,735 businesses across the United Kingdom.

4.5 Support for Employers and Employees – CW Employment Solutions

To help combat rising unemployment levels across Coventry & Warwickshire resulting from restrictions placed on businesses during the pandemic, CWLEP Growth Hub launched <u>CW Employment Solutions</u>, an online resource for employers, recruiters, job seekers and education leavers, to connect, find jobs, post vacancies and access the wealth of support measures that have been implemented across the region.



<u>CW Employment Solutions</u> sits alongside <u>'FinditinCW'</u> and provides a user-friendly post-a-job facility and job search tool, collating jobs from a wide range of employers across Coventry & Warwickshire, and offers a convenient 'front door' to the Coventry & Warwickshire Redundancy Support Service, Warwickshire Skills Hub, Coventry Employer Hub, in addition to skills and training information, apprenticeship information, tips and advice for education leavers and access to recruitment and skills events.

The service has been commissioned by Coventry & Warwickshire LEP, in partnership with Warwickshire County Council, Coventry City Council, Coventry & Warwickshire Chamber of Commerce and the FSB.

CW Employment Solutions – the story so far: Since launching in November 2020 the site has had over **26,500 visits, with 6,300 users**. Currently nearly **3,500 vacancies are on the site**.

Employment Solution is currently working with the following:

- Megalab recruiting 850 people in next 3 months;
- Covid-19 Vaccination Centre, Stoneleigh;
- UHCW Trust roles at all levels across all hospital sites; along with
- Coventry City of Culture Trust; UK Flooring Direct; HS2; Eddie Stobart; Councils in CW; CW Chamber of Commerce; Inward Investment enquirers; and CWLEP.

The site can be accessed here: <u>http://www.cwemploymentsolutions.co.uk</u>



5. Recommendations

The following recommendations have been derived from analysis of macroeconomic and business-level data and intelligence collated from Coventry & Warwickshire stakeholders.

5.1 Short Term

5.1.a

Following the publication and implementation of the first stages of the Government's roadmap towards easing restrictions, further attention is required around **developing contingencies should any of the steps be delayed due to insufficient progress with reducing Covid-19 cases and hospitalisations, and the roll-out of vaccinations**.

5.1.b

Further support is necessary for businesses in relation to EU trading arrangements. Based on feedback from Coventry & Warwickshire businesses through surveys and account management, it is clear that they will continue to need specific support after 31st March around future trading with the EU.

5.1.c

Local and national campaigns to spread more timely messaging around the costs and practicalities associated with trading with the EU. This should include up-to-date waiting times at ports/crossings, as well as the required taxes/tariffs that have been levied to businesses and customers. The following topics need immediate attention:

- IP
- Data Regulations
- Upskilling the workforce in customs declarations/processes

5.1.d

With the current lockdown restrictions, 2021 is likely to see increasing unemployment later in the spring and into the summer – with further rounds of redundancies expected as the employment support schemes comes to an end.

Partners in the region can support enhanced promotion of the recently launched Employment Solutions portal, supported by CWLEP and other local partners, to promote current and future job opportunities to both local jobseekers and employers.

Visit <u>cwemploymentsolutions.co.uk/</u>

5.1.e

A focus on training and reskilling for younger workers in particular will be needed short-term, to help reduce unemployment levels post-pandemic.

5.1.f

We have a clear opportunity during the late spring and throughout the summer 2021 to restart the visitor economy, especially with the commencement of the City



of Culture programme from mid-May. A clear strategy on how to navigate the potential barriers, such as the current domestic and international travel restrictions, will ensure that the move towards our local economic recovery is not unnecessarily stifled.

A locally focussed consumer confidence campaign could help to boost tourism in the CW economy, during the next stage of the pandemic.

5.1.g

With details now emerging around the new Levelling-Up Fund, local stakeholders in Coventry& Warwickshire will need to establish a compelling and exciting range of projects for submission to Government so we get the best for Coventry & Warwickshire.

5.1.h

Develop innovative ways of utilising empty retail and larger commercial property space particularly in town centres, as there is a shift in the availability of premises due to the restrictions and challenges that the sector has faced.

5.2 Medium Term

Additional initiatives that would benefit the local economy and the labour market in the medium term could be led by government and include:

5.2.a

Rollout of broadband – inconsistencies remain across Coventry & Warwickshire and **investment in skills** to improve computing and digital skills within the CW labour market will be critical to help employees and consumers, as well as businesses, to adapt to new technologies to expand trading relationships and establish new ones.

5.2.b

Continue to level-up on vaccine rollout and facilities for increased regular workplace and community-based testing, in order to sustain a safe working environment for businesses in the region.

5.2.c

Better promotion of local, regional, national, and international initiatives and opportunities to expand trading relationships within the UK and helping to better utilise UK suppliers, in addition to showcasing the benefits of expanding markets globally. Services such as Coventry & Warwickshire's <u>FinditinCW</u> can help businesses to find new suppliers locally and build relationships.

5.2.d

Work alongside banks/lenders and other financial and business support institutions to explore ways to relieve the volume of debt in all sectors. This will ensure diversification, investment, and growth are not held back for longer than necessary.

Examining the debt situation on a sector specific basis may prove to be a more practical way of addressing the issue, with a suggestion to adjust repayment terms if/when appropriate.

5.2.e

Greater clarity is needed on the future funding for business support infrastructure

following the end of the transition period with the EU. A greater understanding of funding available from the proposed UK Shared Prosperity Fund and the Levelling-Up Agenda is required to plan for the remainder of 2021 and beyond, to ensure these programmes can work for the businesses in this region.

In addition, firmer commitment to business support funding, not only for Growth Hubs but the wider local support landscape, would also allow for more effective planning for the long-term business support infrastructure in the region.

5.2.f

Effectively monitor and evaluate the amount of existing and future employment

land, to ensure that there is a range of stock available for all sizes and sectors, to help with the economic recovery from COVID.

5.2.g

Clarity is required on the **UK Shared Prosperity Fund and its potential impact on Coventry & Warwickshire.** Local partners and stakeholders must ensure that the Coventry & Warwickshire sub-region is able to benefit from the fund to the best it can, as the details become known.

5.3 Long Term

Businesses and the economy would benefit if both central government and local stakeholders consider and support these long-term recommendations:

5.3.a

Conduct market research to explore the best ways to further address the issues

businesses are facing following Covid-19 and post EU Transition period.

5.3.b

Drive and support initiatives to upskill the workforce, to promote diversification and boost the labour market in many sectors as the reset of the local economy occurs,



including the **promotion of 'good work' opportunities and sustainable growth which reduces economic inequalities**.

A focus on training and reskilling for all age groups will be needed long-term, to help reduce unemployment levels post-pandemic.

5.3.c

Create and implement a clear and compelling presence for 'Coventry & Warwickshire' to showcase the offer from our local area, to be used to attract future inward investment to the sub-region and deliver against our Reset Strategy. Building a strong and consistent branding and messaging style will help to strengthen

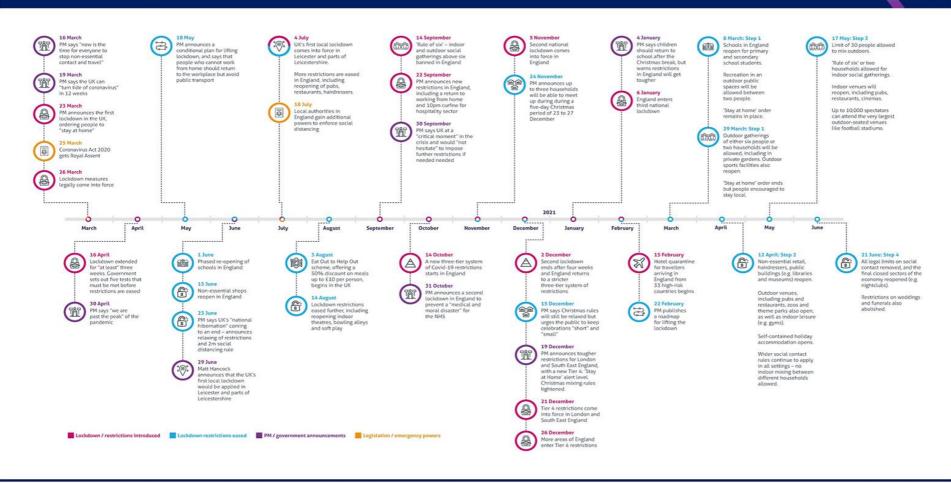
the presence for Coventry & Warwickshire.

5.3.d

Recognise and plan for a range of opportunities which will help to address market need for employment space, ensuring that there is a good supply of space available, for all sectors and all sizes in the economy throughout Coventry & Warwickshire. This will help the recovery from Covid-19 and allow business start-up, expansions, and inward investment.

6. Covid-19 Timeline – Announcements, Restrictions, and Lockdowns

Timeline of UK government coronavirus lockdowns, March 2020 to June 2021



Source: Institute for Government analysis.

CC BY-NC

lfG

Source: Lifting lockdown in 2021: the next phase of the coronavirus strategy – Institute for Government - February 2021