



LRF Communications Briefing – Covid19

09 December 2020

LRFBIZ V44– ECONOMIC RESPONSE & RECOVERY VERSION

Headlines

United Lincolnshire Health (ULH) NHS Trust Vaccine Statements

"The NHS in Lincolnshire welcomes the confirmation that a Covid-19 vaccine has been approved for roll out.

We have been working with partners across the system for many months to prepare for the arrival of the vaccine and we are proud and ready to have one of the first hubs to start vaccinations this week in the county. We would like to remind people that they should not come to the hospital for a vaccine without invitation. People will be contacted to arrange an appointment when they are invited to attend.

Vaccination is only one step in the fight against COVID 19 and we all still need to remain vigilant and follow the local COVID alert level restrictions".

United Lincolnshire Hospitals NHS Trust staff began their COVID-19 vaccination programme at the Lincolnshire hospital hub at Lincoln County Hospital yesterday. Chief Executive, Andrew Morgan, said:

"This is a really important day for the NHS. It is the start of the biggest roll-out of a vaccination programme that this country has ever seen and I think it is a turning point in our collective fight against the pandemic. We are absolutely delighted that our first patients, our first care home staff and our first members of the NHS family are being vaccinated today. This is clearly a marathon and not a sprint, but we do have to start somewhere and I am delighted that United Lincolnshire Hospitals NHS Trust is one of the first sites to begin the vaccination programme in the country."

Visit: Why vaccination is safe [here](#) and for more resources on the specific COVID-19 vaccine, click [here](#).

Key Messaging

- Vaccines reduce the spread of infectious diseases and even get rid of some altogether and since they were introduced, serious conditions like polio and tetanus have become very rare in the UK.
- Be aware that anti-vaccine stories are spread online through social media. They may not be based on scientific evidence and could put you at risk of a serious illness
- Vaccines teach your immune system how to create antibodies that protect you from diseases.
- It's much safer for your immune system to learn this through vaccination than by catching the diseases and treating them.
- Once your immune system knows how to fight a disease, it can often protect you for many years.

Business and Economic Updates

Business Lincolnshire Covid-19 Funding

Visit www.businesslincolnshire.com for the latest updates and guidance to include the [funding](#) available to business for both lockdown and tiered scenarios.

A message from the Business Secretary:

One month to go until the transition period ends. Please take action now

*"There is now less than **one month to go** until the end of the transition period. It is vital that you act now to avoid disruptions to business operations and to help you make the most of the opportunities that 2021 will bring.*

Over the last 7 weeks, I have written to you about some of the guaranteed changes that will affect businesses across the UK as we begin our new relationship with the EU.

Regardless of your business size or sector, you will need to comply with these new rules from 1 January. To find out what you need to do, I urge you to:

- Visit gov.uk/transition and use the personalised checker tool to find out what these actions are.
- Sign up to receive [business readiness bulletins](#) that will keep you up to date on any key information relating to your business.
- Make sure you check the latest [Northern Ireland Protocol guidance](#), if you move goods into, out of, or through Northern Ireland.

There will be changes to:

- the way you import and export goods;
- the process for hiring people from the EU;
- the way you provide services in EU markets.

Time is running out and the 1 January deadline is fast approaching. You need to act now.

I would like to thank you for all of your support and patience during these challenging times. Your business will play an essential role in ensuring a smooth end to these final few weeks of the transition period and the Government will continue to support businesses across the UK in every way we can."

*Yours sincerely,
Rt Hon Alok Sharma MP
Secretary of State for Business, Energy & Industrial Strategy*

EU Transition

The UK has left the EU, and the Brexit transition period comes to an end in just over 2 weeks' time. Take action now to get ready for new rules from January 2021. This bulletin is issued by the Department for Business, Energy and Industrial Strategy and provides the latest information for businesses. All information on the UK Transition can be found at www.gov.uk/transition

Quarantine Exemption for Senior Executives

Senior executives can temporarily leave quarantine in England if they are undertaking business activities which are likely to be of significant economic benefit to the UK. The Government has published new guidance on how this scheme will operate. Potentially qualifying activity includes:

- Attending a board meeting where the meeting is to take a decision on whether or not to make a new investment in a UK plant.
- Discussing a business idea where a substantial business plan has been previously developed making clear plans to set up a business and create over 50 jobs in the UK in the next year and investor needs to decide which of 2 UK sites to purchase
- Attending a company site/s to inform a decision whether or not to continue to invest in the site.
- A site inspection to decide whether or not to place a very large new order or contract with the company visited
- A site visit by a potential investor to see the operations of a company to enable them to decide at the end of the visit whether or not to invest in that company.

- A senior executive returns to the UK after undertaking a trip necessary for the ongoing business operations of his UK based firm and is personally needed to attend an urgent meeting with a potential investor in the same UK based firm who needs to visit a company site with the executive in the immediate future to enable them to decide whether or not to invest

Click [here](#) for more information.

Call for Projects!

Greater Lincolnshire LEP has been successful in securing a total of £123.7m Local Growth Funding (LGF) and a further £25.8m Getting Building Funding (GBF) from Central Government to date.

To maximise our investment potential to attract any future funding announcements, we have established a single pipeline of priority projects which is expanded and updated each year. The development of the pipeline is intended to identify short-medium term priorities which will serve as a basis to inform bid submissions for future funding opportunities.

The deadline for submissions is 15th February 2021. Click [here](#) for more information.

£1,000 Christmas grant to 'wet-led pubs'

On Tuesday 1 December, the PM announced support for pubs that predominantly serve alcohol, rather than food, through festive period. This is:

- An additional £1,000 Christmas grant for 'wet-led pubs' in tiers 2 and 3
- For Pubs that predominantly serve alcohol rather than provide food
- A one-off for December that will be paid on top on the existing £3,000 monthly cash grants for businesses. This will cover those in tiers 2 and 3 forced to reduce their operations as a result of the latest regional measures put in place to contain transmission of the virus.

For more information on the PM's statement click [here](#)

Clarification for tourism on Christmas guidance Christmas hotel measures

- To provide further clarity on the Christmas exemption for hotels and other accommodation that are allowed to open between 22 and 28 December 2020; Accommodation may open during this period for people to stay in order to be located near their Christmas bubbles.
- The regulations state under the [closure of holiday accommodation](#) *does not apply during the period beginning with 22nd December 2020 and ending with 28th December 2020.*

This exemption allows individuals and households to travel into and out of Tier 3 on the 22nd December to stay at a hotel or other accommodation and leave on the 28th December to travel home. However people travelling on the 22nd December must not see their Christmas bubble until the 23rd December when the Christmas period begins. "Christmas period" means the period beginning with 23rd December 2020 and ending with 27th December 2020 when people are allowed to meet their Christmas bubble. Likewise people travelling home from the hotel or other accommodation provider on the 28th December must not meet with their Christmas bubble again after the 27th.

Visit Lincoln Christmas Overview

Christmas may be a little different from usual this year, but www.VisitLincoln.com has all the festive activities in one place and each one is COVID-secure! Click [here](#) to read more.

Hotel Solutions has been providing its 'From Survival to Recovery' reports since May 2020 to support the visitor economy sector during the Covid-19 crisis.

These reports break down how the virus has impacted the industry, and how local authority tourism teams can best support hotels and visitor accommodation during the reopening and recovery phases. Including everything from predicted consumer behaviour to how to access government support, it's a must-read for tourism businesses in Greater Lincolnshire. Edition 7 has now been published and is available to read [here](#).

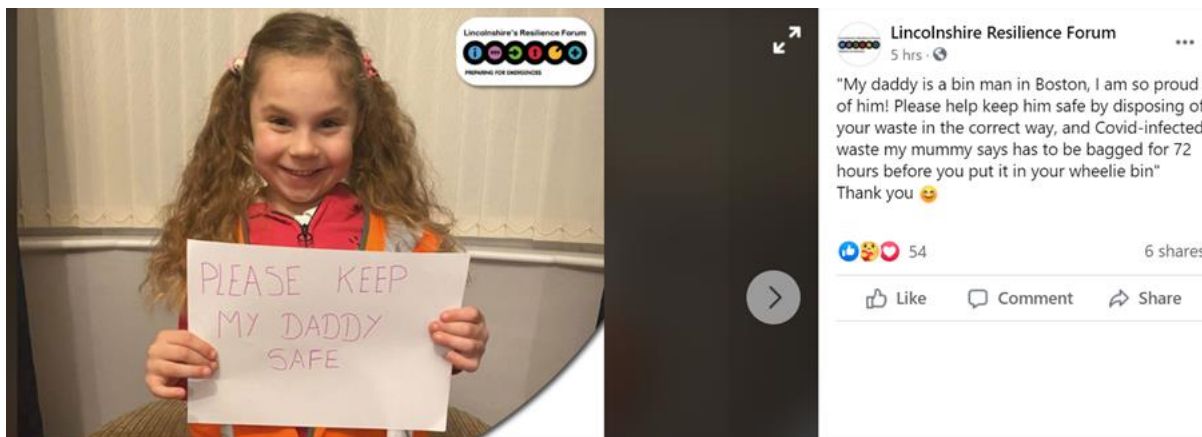
Greater Lincolnshire LEP vacancies on the Employment and Skills Advisory Panel

The LEP is recruiting four new panel members from the business sector to replace those who have reached the end of their current term, as well as a new university representative. The Panel is made up of business leaders, HR managers, education and training experts, local authority leaders and other government agencies, and meets to consider employment and skills priorities locally, including the skills of young people, the skills of those out of work and seeking jobs and the skills of the current workforce.

Click [here](#) to view the advertisement and to apply. Closing date 15th January 2021.

Positive social media messages

The LRF has received positive media interest in a post designed by Boston Borough Council



We encourage you to share and incorporate the 'human element' of key workers. Please let us know if you have any suggestions or your own success stories and we'll incorporate it into our social media plans. Visit LRF Twitter [here](#) and [Facebook](#) examples.

Freeports - Call for proposals

The Government launched its Prospectus and competitive bidding process for Freeport in November. Freeports are a flagship government programme that will play an important part in the UK's post-Covid economic recovery and has committed to establishing Freeports in each of the four nations, with the aim of around 10 Freeports across the UK.

In the Humber region, Associated British Ports (ABP) is working closely with the local authorities and the LEP's (Promoters) covering the geographic region of the Humber Estuary to coordinate a bid for a Humber Freeport. The Promoters intend to submit a bid by the Government's deadline of 5th February 2021 with shortlisted proposals expected to be confirmed by Spring 2021.

A Freeport will consist of a broad geographic region encompassing different types of facility that may benefit from the measures set out by the Government. Principally, parcels of land may be designated as either Customs Zones or Tax sites. The Promoters are therefore inviting entities to submit proposals for consideration as part of an ongoing prioritisation process to arrive at a maximum of 3 tax sites. Entities with an interest in participating as a Tax Site are invited to submit the accompanying Pro Forma ([available here](#)) to the Promoters by 9am on 14th December 2020. Proposals will be considered by the Promoters together with professional advisers and assessed against the Government's criteria.

Promoters request that interested parties complete and return the accompanying Pro Forma to Humber Freeports c/o David Gwynne (Humber.Freeports@eurusconsulting.com) by 9am on 14th December 2020.

Visit [here](#) for full details.

Construction sector productivity and innovation

New plans on how government will work with the construction sector to make sure public sector works are delivered faster, better and greener have been launched.

- New Construction Playbook details how government and industry can better work together to deliver public sector works in a more modern and efficient way
- It also outlines green initiatives for the construction industry to minimise greenhouse gas emissions of projects
- The new guidance has been developed in consultation with construction industry

Click for further details [here](#).

Test and Trace Feedback

The NHS Covid-19 App has been available to the public since 24th September 2020. Since the app's launch, DHSC has continued to make improvements including the recent technological upgrade to Google and Apple's latest API. DHSC are keen for observations and feedback on the user experience - particularly on how the tourism sector is using and engaging the app and are interested in hearing your views, based on the following questions to guide reflections on feedback:

- What impressions do you have of app uptake and use in your sector?
- What might be preventing people from downloading it, if they haven't already?
- What ideas or suggestions do you have on how the App or surrounding communications could be improved?

You can send suggestions and questions to - NHSCovid19AppStakeholders@dhsc.gov.uk

Webinars & Events

Greater Lincolnshire Jobs & Careers Fair

The Greater Lincolnshire LEP is hosting a series of online jobs and careers fairs until October 2021 with the 2nd one taking place next week; **Wednesday 16th December**.

Despite the current challenges that people and business are facing, there are local employers who are recruiting right now. The purpose of the Online Jobs and Career Fair Series is to bring people and business together in one place at the same time, so that job and training opportunities can be shared.

Click [here](#) to find out more or register as an employer or visitor.

Fixed Key Messaging

- **HANDS FACE SPACE.** Keep washing your hands, use a face covering, and keep two metres apart
- Visit [Business Lincolnshire](#) for continued support to your business
- Call the Covid helpline on 01522 782189 and select option 2 for business queries
- View the latest Government lockdown guidance [here](#)
- Feed business impacts into [Business Intelligence](#)

The Lincolnshire Resilience Forum has created a Recovery Comms Cell made up of county and district councils, NHS, and LEP/ Business Lincolnshire leads to ensure consistency of key messaging. This is not intended as a comprehensive list but to update on new and key messages relevant to economic response and recovery. Follow and tag @ [twitter LRF](#) [twitter LEP](#) [twitter Business Lincolnshire](#)

CONTACT THE TEAM – IF YOU NEED ANY HELP OR ASSISTANCE PLEASE DO NOT HESITATE TO CONTACT A MEMBER OF OUR TEAM

<p>Shaun Gibbons Chair South Holland DC shaun.gibbons@sholland.gov.uk 07870 157203</p>	<p>Tony Crowden Deputy Chair NHS tony.crowden@optum.com 07342 034035</p>	<p>Mark Stoneham Lincolnshire County Council mark.stoneham@lincolnshire.gov.uk 07901 512504</p>	<p>Julie Heath West Lindsey DC julie.heath@west-lindsey.gov.uk 07775 026257</p>	<p>Hannah Williams North Kesteven DC hannah_williams@n-kesteven.gov.uk 07500 102116</p>	<p>Emma Staff Boston Borough Council/ East Lindsey DC emma.staff@boston.gov.uk 07929 862487</p>	<p>Kate Storey Greater Lincolnshire LEP Kate.storey@lincolnshire.gov.uk 07919 166416</p>
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Lincolnshire's Resilience Forum



PREPARING FOR EMERGENCIES

