



LRF Communications Briefing – Covid19

20 January 2021

LRFBIZ V47– ECONOMIC RESPONSE & RECOVERY VERSION

Coronavirus Headlines

British public urged to assist in vaccine roll out

The public has a vital part to play in the rollout of the UK COVID-19 vaccines and are urged to join the national effort by helping family and friends aged 80 and over to get their life-saving jabs and to commit to **3 pledges** to support the roll out of COVID-19 vaccines. Further info [here](#).

1. Help out those aged 80 and over by supporting friends, family and loved ones with their appointments, as well as volunteering to help those in the community
2. Join up - sign up to clinical trials for Covid-19 vaccines and treatments
3. Stay informed - keep up to date with accurate and trusted NHS advice and make sure to share facts with friends and family

Lincolnshire NHS leading the way with first large vaccination centre

The Covid vaccination programme in Lincolnshire continues to successfully roll out, meaning the protection of the county's residents through vaccination is successfully continuing. Specifically, Lincolnshire has been:

- amongst the first in the country to start vaccinating on 8th December through our first hospital hub at Lincoln County Hospital
- amongst the first to start vaccinating through our GP-led primary care network model, with fifteen centres in operation
- amongst the first in the country to be offering the new AstraZeneca vaccination, from our latest hospital hub at Pilgrim Hospital in Boston

Lincolnshire was amongst the first in the country to open a large vaccination centre at the Princess Royal Sports Arena, Boston on 18th January 2021. The site will initially be the first and only one of its kind across the entire (East and West) Midlands area, meaning the NHS can offer many more local people their appointment sooner. The large vaccination sites, will initially be vaccinating people in the key priority groups, starting with local residents over 80 who live within 45 minutes of the site. These people will be contacted and offered the centre as a choice for their vaccination appointment and local people are asked not to contact the NHS. Visit the NHS FAQ area [here](#) for more information.

Lincolnshire Hospital Hubs:

- Lincoln County Hospital
- Pilgrim Hospital, Boston

Local vaccination centres:

- Louth Community Hospital
- Meres Leisure Centre, Grantham
- Waddington Surgery, South Lincoln
- St Marys Medical Practice, Stamford

- Franklin Hall, Spilsby
- Sidings Medical Practice, Boston
- Rustons Sports and Social Club, Lincoln
- Portland Medical Practice, Lincoln
- The Storehouse, Skegness
- Lincolnshire Showground, Lincoln
- Springfields, Spalding
- John Coupland Hospital, Gainsborough
- Marisco Medical Practice, Mablethorpe

LRF support for transport to vaccination centres

The LRF are working with LCC colleagues to ensure there is support to access in this instance:

- Any GP or Booking Team can refer individuals to (or call on behalf of patients) the Customer Transport Helpline on 0345 456 4474.
- <https://lincsbus.info/accessing-lincolnshire-transport/transport-helpline/>
- The helpline has extended its hours and now operates from 9am-6pm Mon-Fri and 9.30am-4pm on Saturday.
- The advice they give covers public transport, community transport and the countywide CallConnect on demand bus service at <https://lincsbus.info/callconnect/>

AI at the forefront of efforts to treat coronavirus patients

Patients with COVID-19 are set to benefit from faster treatment, improved outcomes and shorter hospital stays thanks to the use of the latest artificial intelligence.

- AI imaging database will improve diagnosis of patients presenting with COVID-19 symptoms
- Increased speed and accuracy in diagnosis can lead to early medical intervention and save lives

Further info [here](#).

Covid-19 vaccines rolled out to people aged 70 years and over

People aged 70 and over and the clinically extremely vulnerable to begin receiving invitations for vaccinations from 18th January enabling the NHS to further accelerate vaccinations of people most at risk. The priority remains to vaccinate top 2 cohorts first, while over 3.8 million people have received their first vaccine dose in the UK. Further info [here](#).

Business and Economic Updates

Lockdown Support Schemes

In relation to schemes for businesses that are required to close because of government policy, all local authorities are now making automated payments to businesses that they already have on their database. If you are a business which has had to close and have not yet made contact with your local authority, you should do so as a matter of urgency to ensure that the local authority has contact information.

The Government recently announced a top up payment of up to £9,000 for businesses closed due to the wave 3 lockdown. The guidance and funding for this scheme is not yet available but local authorities are working hard to ensure that they can make these payments to eligible businesses as soon as they are able to. It is expected that these payments will be made automatically to those businesses which are closed and who local authorities are already aware of, and they will be in contact with these businesses in due course. If your business has had to close and not yet made contact with your local authority, please do so as above.

[Business Grants](#)

- One-off top up grants for retail, hospitality and leisure businesses worth up to £9,000 per property to help businesses through to the Spring
- £594 million discretionary fund also made available to support other impacted businesses

The one-off top-ups will be granted to closed businesses as follows:

- £4,000 for businesses with a rateable value of £15,000 or under
- £6,000 for businesses with a rateable value between £15,000 and £51,000
- £9,000 for businesses with a rateable value of over £51,000

For more information visit www.businesslincolnshire.com

Message from the new Business Secretary, Kwasi Kwarteng -

The Brexit transition period is over and now is the time to seize the opportunities ahead

I am delighted to have been appointed Business Secretary. The last year has been extremely challenging for millions of businesses. There is, however, cause for optimism with both the roll-out of vaccines and a trade agreement with the European Union now secured. Although the transition period has ended, businesses still need to take steps to adapt to the new rules which have come into force. We continue to work closely with businesses, including contacting exporters, their representatives, and transporters to advise on the requirements for keeping goods on the move.

The checker tool on [gov.uk/transition](https://www.gov.uk/transition) will give you a personalised list of actions you need to take now, or for any further queries you can contact our dedicated [business support helplines](#). There is also specific [guidance](#) on moving goods into, out of, or through Northern Ireland. To support you through the pandemic and into recovery, you can also find out exactly what [financial support](#) your business is eligible for on gov.uk.

I am confident that the deals the UK Government has negotiated with the EU, and many other countries around the world, will provide a positive trading environment for businesses like yours to make the most of the new opportunities that this year will bring.

I wish you and your business every success for 2021.

Yours sincerely,

Rt Hon Kwasi Kwarteng MP

Secretary of State for Business, Energy & Industrial Strategy

Hospitality Minister Debate

CEO of Visit Lincoln; Charlotte Goy invites you to click [here](#) for a link to the transcript of the debate on creating a Hospitality Minister position in BEIS. This was triggered by petitions on this issue exceeding the 100,000 mark and was well attended with very strong and knowledgeable contributions by a range of MPs. The call for a Hospitality Minister was responded to by the Minister for Small Business, Consumers and Labour Markets, Paul Scully, who acknowledged and emphasised the importance of hospitality to the UK economy and local communities. He undertook to continue to work with the sector to support it through the immediate crisis and then build back stronger, but stopped short of agreeing with the need for a Hospitality Minister.

The debate ended with Catherine McKinnell MP, who introduced the petition, thanking the Minister for his response but urging him to take the idea of creating the position of Hospitality Minister to the Prime Minister as something that it is in the Government's interest to create.

Manufacturing firms focus on new products, building resilience and agility to counter risks over fears for new relationship with EU

Fears over the impact of the UK's new trading relationship with the EU and the attractiveness of the UK for both investment and talent are clouding the outlook for manufacturers as they enter 2021, according to a major survey published today by Make UK and PwC.

However, despite this, more companies believe the opportunities outweigh the risks for the ir businesses given significant investments in boosting productivity and agility, while manufacturers are also more confident about the prospects for their own companies than they are for either the global or UK economies.

The 2021 Make UK/PwC Executive survey shows that a third of companies believe the investment prospects for UK businesses will decrease having left the EU with just 18% of companies believing they

will increase. In addition, just over a quarter of companies (26%) believe exports to the EU will fall with just 16% believing they will increase. A third also believe the UK's ability to attract international talent will decrease with just 11% believing the UK will be a more attractive destination outside the EU. According to Make UK this potentially puts at risk the ambition of the Government's new immigration system which is specifically designed to encourage the best talent to come to the UK.

The survey also shows that customs delays are seen as the biggest risk to companies (47%) while concerns over national and local lockdowns were the second biggest risk (46%). Furthermore, increased costs of regulation is reported as the biggest risk by just under forty per cent (39%) while over one in 10 companies (14%) also believe a relocation of a major customer out of the UK is their biggest risk.

The full report and press statement can be found [here](#).

EU Transition

Act now to keep your business moving in 2021

The Business Minister has urged businesses who have not yet taken steps to prepare for the UK's new start since we left the EU's Customs Union and single Market, to take action now. In his message to business, the Minister highlights six key actions that many firms need to take. These 6 key actions should act as a guide for every business affected by the new rules, with more detailed, personalised advice available through the checker tool on gov.uk/transition.

1. **Goods** - if you import or export goods to the EU, you must get an [EORI number](#), make customs declarations or employ an agent to do them for you, check if your goods require extra papers (like plant or animal products) and speak to the EU business you're trading with to make sure they're completing the right EU paperwork. There are also special rules that apply to Northern Ireland. Hauliers must obtain a [Kent Access Permit](#) and have a negative COVID test before they head to port in Kent
2. **Services** - if you deliver services to the EU, you must check whether your [professional qualification](#) is recognised by the appropriate EU regulator
3. **People** - if you need to hire skilled staff from the EU, you must apply to become a [licensed sponsor](#)
4. **Travel** - if you need to travel to the EU for business, you must check whether you need a [visa or work permit](#)
5. **Data** - if your goods are protected by [Intellectual Property \(IP\)](#), you will need to check the new rules for parallel exporting IP protected goods from the UK to the EU, Norway, Iceland and Liechtenstein. You risk infringing on IP rights if you do not follow the new rules
6. **Accounting and reporting** - if your business has a presence in the EU you may need to change how you undertake [accounting and reporting](#) to ensure compliance with the relevant requirements

For more information, click [here](#) or to access the Brexit checker tool, click [here](#).

Tools, Webinars & Events

Greater Lincolnshire LEP next Careers and Jobs Fair 25th January 2021

The Greater Lincolnshire LEP is hosting a series of online jobs and careers fairs. Despite the current challenges that people and business are facing, there are local employers who are recruiting right now. Getting together physically in a traditional jobs fair is not possible at the moment and 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. The Greater Lincolnshire LEP is working in partnership with many organisations across the Greater Lincolnshire and Rutland area to make the series a success.

The next fair will be on Monday 25th January, 10am-1pm and is free to attend for exhibitors and visitors. The event will be hosted and supported by Victoria Atkins, MP for Louth and Horncastle.

Click [here](#) for more information or to register.

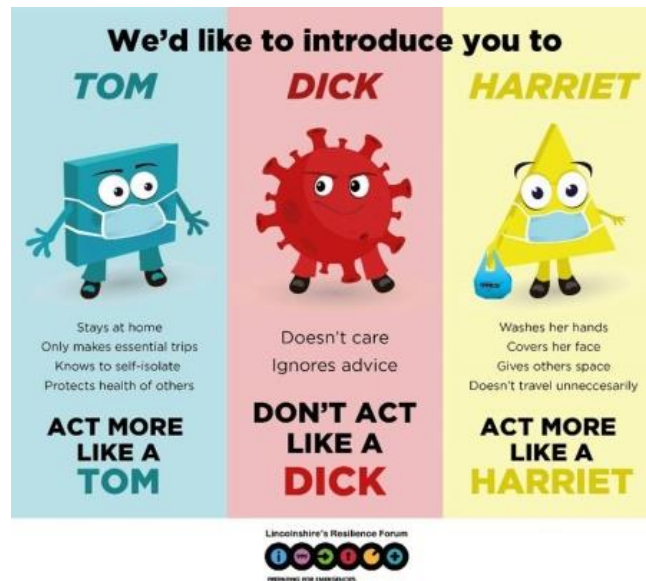
Keep your business moving: New video explainers on doing business with Europe

The Department for Business, Energy and Industrial Strategy has launched a series of new, on demand videos to help businesses familiarise themselves with the new rules and the actions they should take. Businesses can find out more about 18 topics, including importing and exporting, trade, data, and audit and accounting. [Register now](#) to immediately access the video content.

LRF Comms Team

In a recent [Government survey](#), it showed that 8% of people were responsible for 60% of the total transmission risk.

The LRF comms team has created a set of characters who represent not only the small minority who don't adhere to government guidelines, but - perhaps more importantly - those who do and are introducing Tom, Dick and Harriet on social media channels and placing them in different scenarios to highlight how behaviours, no matter how small, can have a massive impact on others in their community.



Please share on social media channels for [Facebook](#) and [Twitter](#).

Coming Soon..

Great Taste Awards 2021

Recognised as a reliable stamp of excellence among consumers, retailers and major food buyers alike, GreatTaste success can be the gateway to exciting opportunities for food and drink producers. Opens 15th February 2021... entry information coming soon. Click [here](#) for more information and to register.



Fixed Key Messaging

- **HANDS FACE SPACE**
- Approved vaccines are safe and prevent the spread of infectious diseases
- Visit [Business Lincolnshire](#) for continued support to your business
- Call the Covid helpline on 01522 782189 and select option 2 for business queries
- 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						
Shaun Gibbons Chair South Holland DC shaun.gibbons@sholland.gov.uk 07870 157203	Tony Crowden Deputy Chair NHS tony.crowden@optum.com 07342 034035	Mark Stoneham Lincolnshire County Council mark.stoneham@lincolnshire.gov.uk 07901 512504	Julie Heath West Lindsey DC julie.heath@westlindsey.gov.uk 07775 026257	Hannah Williams North Kesteven DC hannah.williams@n-kesteven.gov.uk 07500 102116	Emma Staff Boston Borough Council/ East Lindsey DC emma.staff@boston.gov.uk 07929 862487	Kate Storey Greater Lincolnshire LEP Kate.storey@lincolnshire.gov.uk 07919 166416

