



## LRF Communications Briefing – Covid19

05 May 2021

### LRFBIZ V60 - ECONOMIC RESPONSE & RECOVERY VERSION

#### Coronavirus Headlines

##### PROTECTING, PROGRESSING, PROSPERING: OUR ECONOMIC PLAN FOR GROWTH 2021

Throughout the Covid-19 pandemic, the Greater Lincolnshire LEP has worked alongside over 25 local authority, private sector, third sector, and education organisations to support the economy and business community. [The Greater Lincolnshire Plan for Growth](#) united various medium term commitments from these partnerships to outline strategic objectives that will drive the revival of our economy as we emerge from the pandemic. Visit the webpage [here](#) and go directly to the plan [here](#).

##### Public Health England - updates

There are now new 'Join the Million' and 2<sup>nd</sup> Dose assets for our '[Covid-19 Vaccine](#)' campaign encouraging the public to get vaccinated.

We are also aware that mental wellbeing may be front of mind as we approach **Mental Health Awareness Week starting on May 10th**. So for Mental Health Awareness week the LRF is updating the Every Mind Matters resources to help conversations about mental health and the things in our daily lives that can affect it and are adding more Better Health - Every Mind Matters digital including posters, social media assets, conversation starters, activation guides and more on the PHE [Campaign Resource Centre](#).

#### Business and Economic Updates

##### Learn more about local manufacturers

The new Made in Lincolnshire brochure is now live! Find out more about local manufacturers that are making Greater Lincolnshire and Rutland's economy great, whether they're making tasty treats, designing for dogs, or changing the world through game-changing technology. Click [here](#) to view.

##### Infrastructure & Investment Round Up

Please see this month's LEP e-newsletter focusing on Infrastructure & Investment [here](#). Please follow us at [@GreaterLincsLEP](#), [@businesslincs](#), [FB@GreaterLincsLEP](#) and through [LinkedIn](#), and share with your networks and audiences to promote where appropriate.

##### In this Edition:

- Spotlight on Infrastructure & Investment
- Rising Stars of the East Midlands
- Offshore Wind: booming, connecting, sustaining
- Investment opportunities in food
- Ground breaking carbon capture project
- Snapshot on game-changers
- Northern Focus
- Team Lincolnshire Humber Freeport Webinar
- Invest Midlands Conference

Next month we have a special edition highlighting some of the remarkable people driving change and opportunity. (Back copies are available [here](#).)

### New expert council formed to maximise UK investment offer

A new Investment Council will advise Government's inward investment strategy. The creation of an Investment Council will act as an advisory body on foreign investment, to improve and enhance the UK's business environment for foreign investors.

Made up of private sector senior leaders from around the globe in a variety of industries - from technology and energy to infrastructure and financial services - the Council will cement the investor lens in the Government's inward investment strategy. Read further info [here](#).

### National Living Wage and National Minimum Wage increase comes into effect

The National Living Wage has risen 2.2% to £8.91 and will be given to 23 and 24-year-olds for the first time. Coming into effect on 1<sup>st</sup> April 2021, workers are urged (including those coming off furlough) to check their pay packet to ensure they get what they are entitled to. [Find out more](#).

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## EU Transition

### Useful contacts

For continuous information, support, advice, and all things business-related visit [www.businesslincolnshire.com](http://www.businesslincolnshire.com)

To view a list of government helplines, click [here](#). Businesses in England should call 0800 998 1098.

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## Tools, Webinars & Events

### The Midlands Engine Investment Fund launches two virtual Masterclasses on Raising Finance

The first event will take place on Wednesday 12 May and will explore Debt Financing, addressing funding for start-ups and early-stage businesses, and growth finance for more established businesses.

The second Masterclass will take place on Thursday 1 July and will focus on Equity Financing, looking at how and why equity investment can support business growth, including business valuations when seeking equity finance and tips for how to pitch.

Senior Managers from the British Business Bank will be hosting the Masterclasses with fireside chats with leading debt finance providers and equity investors across the Midlands, who will be sharing their expertise and best practices.

The events are open to businesses looking to raise finance as well as advisers and the wider intermediary community supporting smaller businesses, with an opportunity to ask an expert panel questions during the webinar. [Register here](#).

#### Masterclass 1: Debt Financing

Date: Wednesday 12 May 2021

Time: 14:00 - 15:00

#### Masterclass 2: Equity Financing

Date: Thursday 1 July 2021

Time: 10:00 - 11:00

### Place Marketing and branding masterclass

On the 26th of May, the Institute of Place Management (IPM) will be hosting its second masterclass following on from the successful session on Place Leadership held in January. This masterclass will cover the topic of place marketing and branding and will be useful for anyone wanting to design effective campaigns and strategies to welcome people back as well as build longer-term engagement and attachment.

The day will be led by IPM Co-Chair, Professor Cathy Parker and IPM Directors Professor Gary Warnaby and Dr Steve Millington. They will be joined by a number of guest speakers who specialise in the field of place marketing and branding to provide up to date case studies in practice. [Click here](#) to learn more and register an interest.

### Team Lincolnshire Humber Freeport Webinar

Team Lincolnshire, in partnership with Business Lincolnshire, is hosting its next webinar dedicated to the Humber Freeport on Tuesday 11 May from 2-3.30pm. Guest speakers include a welcome by Pat Doody, Chair of the Greater Lincolnshire LEP; David Gwynne from APB/Euroconsulting; Sarah Spink CEO at Midlands Connect; and Simon Green representing both North and North East Lincolnshire. The new Freeport status for the Humber is fundamental to Greater Lincolnshire's future prosperity, fuelling the economy, increasing investment by £3.5bn and supporting 7,000 new jobs. Register for the webinar [here](#). Click [here](#) to read our special edition on Ports & Connectivity.

### Upcoming events

- **Building Effective E-Commerce Systems**  
06/05/2021 - Online. Click [here](#) for more info.
- **Aerospace Unlocking Potential - Funding and support for Aerospace SME's in Lincolnshire**  
06/05/2021 - Online. Click [here](#) for more info.
- **NBV | Starting in Business | 3 Day Online Course**  
10/05/2021 - Online. Click [here](#) for more info.
- **Bank of England Economic Update**  
11/05/2021 - Online. Click [here](#) for more info.

To discover more upcoming events, webinars, and online courses, click [here](#) to visit the Business Lincolnshire calendar. All [www.gov.uk](http://www.gov.uk) webinars and videos for organisations that trade with the EU can be found [here](#).

### 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 on Twitter @ [LRF](#) @[GreaterLincsLEP](#) @[businesslincs](#)

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

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