



LRF Communications Briefing – Covid19

12 May 2021

LRFBIZ V61 - ECONOMIC RESPONSE & RECOVERY VERSION

Coronavirus Headlines

Next steps on 17 May: the roadmap to easing COVID-19 restrictions

National targets for reducing the spread of Covid-19 have been met, the vaccination programme is proceeding satisfactorily with over 35 million people receiving at least one dose, and assessments have not been changed by the threat of variants.

Deaths and hospital admissions are at the lowest levels since July 2020, and the data supports moving to step 3 of the roadmap in England from 17 May. Key changes include, but are not exclusive to:

- 'Rule of 6' to apply indoors - six people or two households can meet indoors.
- Outdoor gatherings limited to 30 people.
- Social distancing among friends and family removed. New guidance emphasises personal responsibility.
- Pubs, restaurants, bars, cafes, and other hospitality venues can seat customers indoors. Six people or two households can visit for table service.
- Indoor entertainment (museums, theatres, cinemas etc) can open, with larger events able to resume with capacity limits and Covid-secure measures in place.
- Organised indoor sport can take place for all (includes gym classes) and must be organised by a business, charity or public body.
- All remaining outdoor entertainment can open.
- All holiday accommodation can open and domestic overnight stays are allowed in groups of up to six people or two households. Everyone can travel within Britain and stay overnight
- International travel can begin, allowing foreign holidays to 'green list' countries.
- Care home residents can have up to five named visitors and greater freedoms to make low risk visits out of the home.
- Face coverings no longer be recommended for school pupils in the classroom or communal areas at secondary schools/colleges. Twice weekly home testing remains.
- University students can return to in-person teaching

To view the full list of new Covid-19 rules and guidance as of 17 May, access the Government website [here](#).

Education & Skills

Skills and training opportunities

New laws will create a post-16 and adult education and training system that is fit for the future, providing the skills that people need for well-paid jobs and opportunities to train throughout their lifetime. The new legislative measures include:

- Enabling a new student finance system to transform the current student loans system, will give every adult access to a flexible loan for higher-level education and training at university or college, at any point in their lives.
- Employers will have a statutory role in planning publicly-funded training programmes with education providers, through a “Skills Accelerator” programme.
- The Secretary of State for Education will be given more powers to intervene in colleges that fail to meet local needs, and to direct structural change where needed to ensure the provider improves.

Further information can be found [here](#).

Business & Economy

ScaleUp & Business Continuity Week! - 17-21 May

ScaleUp Week is a week-long series of free virtual debates about the crucial issues and opportunities facing growing businesses as they navigate towards a sustainable, diverse and prosperous future. These nationwide conversations include great speakers from across the UK from a variety of backgrounds including BEIS Ministers and other politicians, business and academia, as well as a live audience Q&A. Click [here](#) to register and find out more.

Business Lincolnshire is also running a campaign and offers a fantastic Scale Up Support Programme for Rapid Business Growth. The programme is aimed at rapidly growing businesses with at least 5 employees and consists of one to one guidance, leadership and management programmes, coaching and mentoring support as well as access to National offers. Click [here](#) to find out more.

Business Continuity Awareness Week (BCAW) 2021 also runs throughout next week. Throughout BCAW, the Business Continuity Institute will be sharing some tools and information that coincides with this year’s theme: Business continuity starts with you. Get started by creating an account with the Business Continuity Institute (BCI) to enrol in webinars taking place over the course of the week. Click [here](#) to watch a short introduction to Business Continuity Planning, and [here](#) to view events and tools available across the week.

EU Transition

HMRC advises businesses importing goods from Europe

HM Revenue and Customs (HMRC) is offering advice to traders in Great Britain on how to submit their delayed customs import declarations for [non-controlled goods](#) imported from the EU. This week, the government department that is responsible for customs and tax processes, has [written to more than 200,000 customers](#) with top tips for how to be ready to make delayed import declarations, and how they can access further support. Further information can be found [here](#).

Useful contacts

For continuous information, support, advice, and all things business-related visit www.businesslincolnshire.com

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

Tools, Webinars & Events

The Greater Lincolnshire LEP Online Jobs and Careers Fair Series returns

The Online Jobs and Career Fair Series unites local people and businesses via a virtual exhibition hall, through which visitors can view job vacancies and training opportunities, engage in live chats and video calls with employers, and access career advice videos. The Greater Lincolnshire LEP is working in

partnership with various organisations across the Greater Lincolnshire and Rutland area to make the series a success.

The next event will be live on **Wednesday 26 May 2021, from 10am-1pm** hosted by Karl McCartney MP. Visitors can access the site for free by going to www.greaterlincsjobsfair.co.uk. The website is accessible 24/7 between live events to offer support and guidance. Organisations can register for a free virtual exhibition stand via www.greaterlincsjobsfair.co.uk/register.

Brexit Cluster Event - May 2021

This event is delivered by the East Midlands' Growth Hub Cluster lead, and is designed around some of the most popular searches on the ICAEW's Brexit hub. It discusses the aftermath and the road ahead after the EU Exit, and includes input from the Department of International Trade and local experts advising SMEs.

Expert speakers will focus on how SMEs can remain resilient and keep developing future opportunities. Delegates will hear first-hand from local SMEs about the obstacles they've had to overcome, and lessons learned to help support them in their future growth.

25 May - Business resilience for SMEs in the East Midlands in a post-Brexit Britain. Expert speakers will focus on how SMEs can remain resilient and keep developing future opportunities and delegates will hear first-hand from local SMEs about the obstacles overcome, and lessons learned to help support them in their future growth. Speakers include:

- **Edward Tong** - Managing Director of Tong Engineering
- **Kevin Hall** - VAT Partner at Wright Hassall LLP
- **David Hooper** - Director of Independent Freight
- **Mike Stokes** - International Trade Adviser, Department for International Trade, Lincolnshire & Rutland

Click [here](#) to find out more.

North Atlantic Seafood Forum (NASF) 2021

The NASF 2021 will be hosted virtually from 8th June to 10th June, bringing attendees a digital conference showcasing 160 top executive speakers presenting in 15 sessions on topics, including:

- Innovation & Technology
- Women in Seafood
- Young Leaders in Seafood with Seafish Industry Authority
- Global Ocean Marine Resources
- Aquaculture Feed
- Policy Making
- Global 'Industry Captains' sharing their thoughts - a 'View from the bridge'
- Salmon, whitefish, pelagic & sustainability seminars
- Prawns
- Investor seminar sponsored by Pareto.

Register your attendance now - the programme can be accessed [here](#).

Place marketing and branding masterclass

On the 26 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. [Click here](#) to learn more and register an interest.

Upcoming events

- **Digital Tools for Customer Retention** - interactive masterclass. Thursday 13 May, click [here](#) for more.
- **A Business Plan for Funding** - interactive masterclass. Wednesday 19 May, click [here](#) for more.
- **The MoCap Technology Hub Showcase** - webinar. Wednesday 26 May, click [here](#) for more.

To discover more upcoming events, webinars, and online courses, click [here](#) to visit the Business Lincolnshire calendar. All 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						
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

