

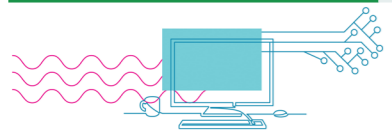
Covid-19 Economic Recovery Framework



This is where we are focusing our efforts to support the local economy, working with others to ensure the Harrogate district survives, recovers and thrives in a sustainable way.



	PRIORITY AREAS OF FOCUS	
BUSINESS & INNOVATION	Help businesses access the support and funding that they need to survive	Help businesses access the support and funding that they need to grow
	Deliver up-to-date Covid-19 information, guidance and advice to aid business survival and recovery	Deliver up-to-date business support information, guidance and advice to aid business growth
	Support local businesses to stay open/re-open safely and responsibly	Support businesses in priority sectors to grow and create jobs
	Work with businesses who are re-structuring their workforce, including making redundancies, due to the economic impact of COVID 19.	Work with businesses to ensure that they can access the people and skills that they need to grow and succeed
	Encourage our 13,000 businesses and 165,000 residents to "Think Harrogate" as a way to kick-start economic recovery	Encourage workers, investors and businesses outside the district to "Think Harrogate" as a fantastic place to work, invest and do business
	Direct support for HBC commercial tenants	Invest in Council-owned commercial premises to support business growth
PLACE & INFRASTRUCTURE	Make sure that all our town centres are clean, safe and accessible for businesses, workers and customers	Reshape our town centres to make them sustainable, safe and welcoming spaces where people want to meet and spend time
	Encourage people to use our public spaces in a safe and responsible way	Maximise the economic use of our public spaces
	Work with developers so that they can re-open their sites safely and responsibly	Accelerate the delivery of high quality homes and jobs across the district
	Prioritise work on HBC capital projects that will help aid economic recovery	Deliver a range of economic infrastructure projects across Council-owned sites and buildings to support future economic growth
	Encourage residents to stay safe and enjoy the beautiful area that we live in; promote opportunities to 'discover what's on your doorstep' and 'holiday at home'	Promote our beautiful district and all its assets as a safe and desirable place to visit and stay
	Support a small number of key events to take place safely in order to attract and encourage visitor expenditure	Develop a long term Event Strategy to position Harrogate district as an exceptional events destination
PEOPLE & COMMUNITY	Support people who are redeployed, on reduced working hours, made redundant or needing to retrain or upskill due to the economic impact of COVID 19	Increase the number of higher value, higher skilled jobs in the Harrogate district to reduce the need for out-commuting
	Ensure investment in digital infrastructure continues in order to support people to work and access services from home where they can	Ensure investment in digital infrastructure continues in order to support new business models, changing consumer behaviours and digital skills.
ENVIRONMENT & LAND USE	Encourage people to keep walking and cycling whenever they can, promoting these as a sustainable way to travel to work and school	Walking, cycling and public transport become the method of choice for both shorter, local, trips and journeys to and from further afield.
	Promote the positive impacts of lockdown on carbon reduction	Step up our carbon reduction plans
	Help residents and businesses to access statutory Council services as quickly and easily as possible to aid economic recovery	Deliver a proactive, 'open for business' approach for all our statutory services



For more information and to view the **Economic Recovery Action Plan** please visit www.harrogate.gov.uk/economicgrowthstrategy