

# Economic Recovery outputs/outcomes Q2 July to September 2021

Harrogate Borough Council continue to strengthen the road to recovery for businesses in the district

## Recover and thrive

(July 2021 - April 2022 and onward)

**£93,664,019** awarded to local businesses in support grants\* across **13,552** successful grant applications (Business Rates Grant; Discretionary Business Grant; Small Business Grant; Local Restrictions Grant suite, Closed Business Lockdown Grant; Additional Restrictions Grant, Christmas Support Payment and Restart Grant)\*as Q2 end 2021. Responded to **3,895** Business Grant enquiries from the Businessgrants@harrogate email.



**36 editions\*** of our business e-newsletter issued, providing information, advice and support. In the region of **3,286** subscribers \*as end September 2021.



**5,901** business toolkit downloads helping shops and businesses re-open safely. **1,142** business enquiries responded to by our Economy and Transport team from the business@harrogate email.



**3,895** business grant enquiries responded to by our Business Grant Support team from the businessgrants@harrogate email.



**22** SMEs supported with tailored 1:1 advice via our Growth Service, helping businesses to be awarded over £100,000 in capital grant funding for growth projects from regional programmes.



**14** SMEs supported in 'peer to peer' group forums, focussed on employee recruitment and skills development.

The refurbishment of Springfield House, Harrogate nears completion, creating an exciting **Co-Lab workspace** - a dedicated and designed office environment for businesses in the Digital and Creative Industries sector. Expected to open November 2021.

## Business and innovation

HBC have partnered with Maybe\* a social media insight platform, offering free accounts to businesses across the Harrogate district to provide training and support to improve social media engagement and digital resilience. Visit **maybetech.com**



Across the last 12 months, activity has increased from 27% to 31% by businesses in our district who use social media. This activity equates to a **2,000** increase in posts from 6,000 to 8,000, and an engagement levels increase from 75,000 to **185,000**.

The digital cycle network map **#BuyLocalByBike** for summer saw the addition of 360 images embedded into the map, and a new animated social media campaign **#GetThereByBike**. A joined up approach saw a collaborative campaign with Otley Town Partnership Farmer's Market, Harrogate Food and Drink, Brimhams Active, English Heritage, and Chapter House Theatre. Explore routes and cycle parking at **harrogate.gov.uk/bybike**



**Environmental Health** continue to work with Public Health and NYCC on outbreak management supporting businesses where Covid outbreaks have occurred. Q2 saw a reduction in COVID-19 related enquiries, down to **41**; there were **47** enquiries about planned events, **260** planning consultations for comment, and **139** requests for Temporary Event Notices.



Food premises inspection programme restarted in Q2 as did the private water supply sampling and risk assessment programme, helping businesses to continue to trade safely and to protect the health of their staff and customers.

**B2C** support campaign has been extended and continues to help local businesses navigate the Covid-19 economic climate through 1:2:1 Business consultant visits.



**#ShopLocalShopSafe** summer campaign saw free lengths of colourful bunting made available to businesses on our high streets, and a short film featuring many of our independent retailers to promote our town centres and Welcome Back local shoppers and visitors! Visit: **youtube.com/watch?v=wJ8eP0eU2ME**



## Environment and land use

### Air quality monitoring measured by Harrogate Borough Council

Nitrogen Dioxide levels monitored at sites across the district have been compared with 2019 pre-Covid figures:

In Q2 21/22 July showed a 3% reduction;

August showed a 4.5% increase and

September showed a 40% increase in Nitrogen Dioxide on 2019 levels.



## People and community

### 22,000 homes ready for service (RFS)

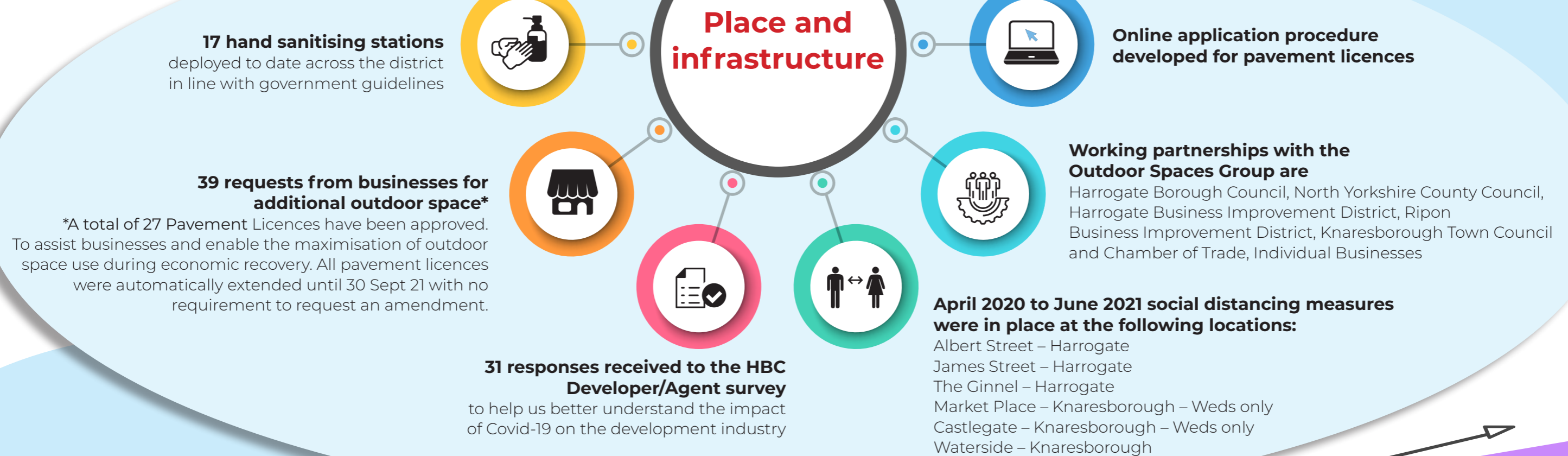
across Harrogate district as part of the CityFibre roll out.

As end September 2021, circa **90km** of fibre has been laid! Residents are now able to utilise new connectivity with TalkTalk. A further two Internet Service Providers are expected to go live imminently.



# Survive and recover

(April 2020 - June 2021)



## Business and innovation

**257 responses received to our business survey** gaining feedback on support required and challenges experienced.

**100 letters sent out to business premises with large private water supplies** e.g. caravan sites giving advice on safe water use and legionella on reopening.

Digital cycle network map **#BuyLocalByBike** launched to encourage cycling and promote existing routes in and between Harrogate and Knaresborough. Visit: [harrogate.gov.uk/bybike](http://harrogate.gov.uk/bybike)

**85 businesses** benefitting from a three month rent free period equating to **£197,000**. Currently working with businesses on an individual basis to agree personalised forms of assistance.

**B2C support campaign** designed to help local businesses navigate through the Covid-19 economic climate: Business consultant delivered 1-2-1 local business resilience, adaptability and communication visiting over 187 businesses district wide.

**Maybe\*** social media insight platform, partnered with HBC and launched in October 2020 to offer businesses within Harrogate district access to a free account.

Specifically, designed to help small businesses maximise social media impact to attract, retain and grow their customers by improving engagement of businesses in our district, and thereby increasing digital resilience.

Visit [maybetech.com](http://maybetech.com) for more information about tools and training resources at your fingertips to learn how to use social media to drive sales in the same way as the national chains do so successfully.