

Annex 2  
City of York Council's One Year  
Business Support Strategy –  
Recovery Response

Economic Growth Team

# Covid-19: Impacts

- Acceleration of existing trends – retailers moving online, growth in online shopping, increased home working;
- Economic impacts of the pandemic being disproportionately felt by B2C businesses;
- Widespread disruption to supply chains, customers and markets, and business models;
- Businesses looking to the public sector for support and place leadership;
- Growing support amongst businesses for a green economic recovery.

# Guiding Principles

- Engage with, and support, as many businesses as possible;
- The private sector and business membership groups also fill this space – collaboration essential;
- Acknowledgement that not all businesses will survive – insolvency and start-up support is important.

# Recovery Response: Business Support

## Networks

- Ensuring that York's business support offer is well understood
- Strengthening links with local networks, intermediaries and business membership groups

## Targeted Support

- Lobbying the LEPs and Government for further business support to deal with Covid-19 impacts

## Sector Development

- Understand the needs of York's business community and implement appropriate responses

## Workforce Skills & Training

- That workers at risk of redundancy have the support they need to find alternative employment
- Ensuring that skills interventions are business-led to meet local needs

# Networks

- Establish & promote a York Business Hub;
- Strengthen links with local networks, intermediaries and business membership groups;
- Continue FSB membership scheme & explore a Chamber scheme for large businesses;
- Work with York BID to further develop its business support offer for levy-payers;
- Facilitate better partnership working between CYC's Communities team and local employers to support community initiatives across York.

# Targeted Support

- Lobby for new start-up support through Government & LEPs;
- Lobby to extend public support to businesses that trade B2C;
- Develop new business start-up accommodation in the historic Guildhall building with complementary support services.

# Sector Development

- Produce sector development plans for York's economy, as defined by the 12 business intelligence sector groups;
- Work with local employers to encourage supply chain collaboration through the LEPs' regional supply chain network projects;
- In conjunction with the LEPs, promote help for businesses to reduce their environmental impact, supporting the city's climate ambitions;

# Workforce Skills and Training

- Work with local employers to identify staff at risk of or facing redundancy, and support them to find alternative employment;
- Promote York's skills and training offer to local employers, to link jobs to communities;
- Work with our universities and colleges to develop training that supports local businesses to prosper.



# Longer-term economic recovery

- Capitalise on York's innovation strengths – bio-economy, AI, digital and rail;
- Continued focus on inclusive growth and increasing household incomes across York
- Trade and investment – working with the LEPs and DIT to widen international trade links and support more businesses to export;
- Inward investment - identify high-value occupiers for the York Central site that will benefit the wider economic health of the city;
- Develop a bold marketing campaign that promotes York's visitor economy, and attracts visitors (domestic and international) back to the city.