

Stafford Borough Council

Stafford Economic Bulletin

August 2021



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WELCOME TO THE SECOND EDITION OF OUR LOCAL ECONOMIC BULLETIN



Whilst we were hoping to have our second edition available during April I wanted to hold back until information relating to grant payments awarded became available.

Our first edition highlighted our successes over the past 3 years and at the time of publication there was no news of a vaccine being definitely available nor whether such vaccine would be a success. We are in a very different place now with lockdown restrictions easing and businesses beginning the road to recovery.

For this report I wanted to inform you of the financial support our Borough businesses have been able to access and how this has enabled many of our businesses to continue to trade through unprecedented times. The past twelve months have been the most challenging for businesses across Stafford that most of us can remember.

We have however seen a number of smaller businesses open in the Borough along with the expansion of key manufacturers taking on more space.

Borough businesses have received in excess of £47 million of direct grants from SBC, an additional £111 million in business loans and £40 million in self employed income support.

We will continue to support our businesses with their growth whether that be via our contribution to the Staffordshire Back to Business support scheme or via a series of new initiatives to be launched shortly.

My teams are here to advise on funding streams and I would encourage any business in this crisis to talk to and seek advice from us.

A handwritten signature in black ink that reads "K. Tierney". The signature is fluid and cursive.

Karen Tierney
Head of Development

LOOKING FORWARD

WHAT WE ARE DOING TO SUPPORT THE RECOVERY AND RENEW STAGES

- Supporting existing businesses to reshape their marketing and business growth plans
- Helping them to build resilience in preparation for the new normal
- Working with those that are experiencing workforce disruptions such as labour shortages
- Encouraging residents who are economically inactive to start their own business

HOW ARE WE DOING THIS

- Dedicated business support officers offering one to one support
- Signposting to delivery partners who can offer specialist advice
- Deliver a package of £1.864 million in direct grant funding as follows:
 1. £150,000 to support the hiring of 30 apprentices
 2. £52,000 to match fund training costs
 3. £500,000 to support 100-150 residents to start their own business
 4. £500,000 to support tourism, hospitality and leisure venues to attract new visits to the Borough in 2022
 5. £500,000 to support new products and services being developed by our rural businesses to sell to other businesses
 6. £150,000 to support other businesses with discretionary payments

WHEN ARE WE DOING THIS

- Apprenticeships under way with 30 committed and a further 30 businesses on wait list
- Skills training allocation underway and funds are committed fully
- Start-Up campaign to launch fully on 16th August–30th September
- Tourism and Hospitality Re-launch in September - applications open from 20th September 2021 to 1st March 2022
- Rural Business to Business support launched late September

KEY DETAILS

In response to the COVID-19 pandemic, the Government announced staggered support for businesses.

MANDATORY GRANTS

The central form of support, extending itself to most businesses in the initial stages of the pandemic were the Small Business Grant Fund (**SBG**) and the Retail, Hospitality and Leisure Grant Fund (**RHLG**).

In November 2020, the Government updated its policies, announcing the introduction of additional support for businesses. These grants would again, be paid by local authorities but now, developed in line with local and national restrictions.

SBG and RHLG took the form of:

- Local Restrictions Support Grant (Sector) (**LRSG (S)**)
- Local Restrictions Support Grant (Closed) (**LRSG (C)**)
- Closed Business Lockdown Payment (**CLOSEDBUS**)
- Christmas Support Payment for Wet Led Pubs (**WETLED**)
- Local Restrictions Support Grant (Open) (**LRSG (O)**)
- Restart Grant (**RESTART**)

DISCRETIONARY GRANTS

The Additional Restriction Grant (**ARG**) initially took form as the Local Authority Discretionary Grant (**LADG**), to help business who did not qualify for the widely distributed 'Small Business' or 'Retail, Leisure and Hospitality' Grants.

In November 2020, LADG became ARG, with the purpose of providing urgently needed support to businesses seriously impacted by the national and local lockdown periods, who did not qualify for the now widely distributed 'Local Restrictions Support' Grant (**LRSG**).

FUNDING

LOCAL RESTRICTIONS SUPPORT GRANTS (COUNTY)

Local Authority	Region	Local Restrictions Support Grant (Open)		Local Restrictions Support Grant (Closed)		Christmas Support Payment	
		Number of grants paid (As reported on 17 May)	Value of grants paid (As reported on 17 May)	Number of grants paid (As reported on 27 June)	Value of grants paid (As reported on 27 June)	Number of grants paid (As reported on 11 April)	Value of grants paid (As reported on 11 April)
Cannock Chase District Council	West Midlands	216	£83,793	3,588	£7,973,818	52	£52,000
East Staffordshire Borough Council	West Midlands	44	£27,250	3,854	£9,997,337	62	£62,000
Lichfield District Council	West Midlands	-	-	2,944	£8,509,735	46	£46,000
Newcastle Under Lyme Borough Council	West Midlands	109	£23,299	2,968	£8,851,938	69	£69,000
South Staffordshire District Council	West Midlands	155	£73,550	3,254	£6,901,934	66	£66,000
Stafford Borough Council	West Midlands	436	£197,686	4,827	£11,369,801	70	£70,000
Staffordshire Moorlands District Council	West Midlands	697	£131,739	3,266	£6,425,516	88	£88,000
Tamworth Borough Council	West Midlands	-	£4,136	1,866	£4,277,920	25	£25,000

GRANTS PAID OUT DURING LOCKDOWN PERIODS (STAFFORD)

MARCH 2020 – JULY 2021

	Total number of grants paid	Total value of grants paid	Percentage of allowance spent
Current Spend			
ARG Grants	1,455	2,202,800.22	56%
ARG - O/Spent on LRSG - o		71,477.77	2%
Earmarked ARG (Business Support Activities)		1,292,000.00	33%
Re-Start	913	6,810,068.00	
Other	6,247	11,639,583.62	
Total	8,615	22,015,929.61	
Restart Allocation		6,912,207.00	
Restart remaining		102,139.00	1%
ARG Allocation			
Original		2,745,600.00	
Top Up		1,219,465.00	
		3,965,065.00	
ARG Remaining		398,787.01	0%
Previous Grants			
SBG	1,537	15,370,000.00	
RHLG le 15K RV	218	2,180,000.00	
RHLG > 15K RV	290	7,250,000.00	
LADG	81	1,116,039.00	
	2,126	25,916,039.00	
	10,741	47,931,968.61	

In taking into consideration those business sectors who were unable to access mandatory grants our team reviewed our local economies and have continually updated our policies to ensure most if not all business owners received funding.

There were two discretionary schemes – LADG and ARG – that supported the following sectors:

LADG

- Occupiers of Shared Spaces
- Market Traders
- Bed and Breakfast (Non-Ratepayers)
- Charities
- Manufacturers

ARG

- Occupiers of Shared Commercial Spaces (SS)
- Regular Market Traders (MT)
- Suppliers of Goods & Services to Business Mandated to Close (B2B)
- Taxi-Drivers (TAXI)
- Small Businesses and Self -Employed Traders Operating From Dwellings (SELF EMP)
- Other Businesses (OTHER)

OCCUPIERS OF SHARED SPACE

Non ratepayers in commercial premises

Sectors supported:

- Hospitality
- Personal Care
- In-Person Services
- Sports & Recreation

REGULAR MARKET TRADERS

Stafford Indoor Market

SUPPLIERS OF GOODS AND SERVICES TO BUSINESSES MANDATED TO CLOSE

- SME's
- Less than 250 employees and £50 million turnover
- Not mandated to close
- Commercial or domestic premises
- Minimum 30% loss of turnover

Sectors supported:

- Manufacturing
- Engineering
- Leisure and Hospitality
- Events
- Retail Providers
- Catering

TAXI DRIVERS

Taxis and private hire drivers licensed to operate in Stafford Borough

SMALL BUSINESSES AND SELF -EMPLOYED TRADERS OPERATING FROM DWELLINGS (SELF EMP)

- Self employed individuals, sole traders and small limited companies
- Residents of the borough (dwelling)
- Minimum 30% loss of turnover

Sectors supported:

- Driving Instructors
- Beauticians
- Dog Groomers
- Musicians
- Tradespeople
- Consultants

OTHER

Sectors supported:

- Hospitality
- Animal Care
- Construction
- Entertainment

Total ARG applications paid

588 (57%)

Total ARG rejected applications

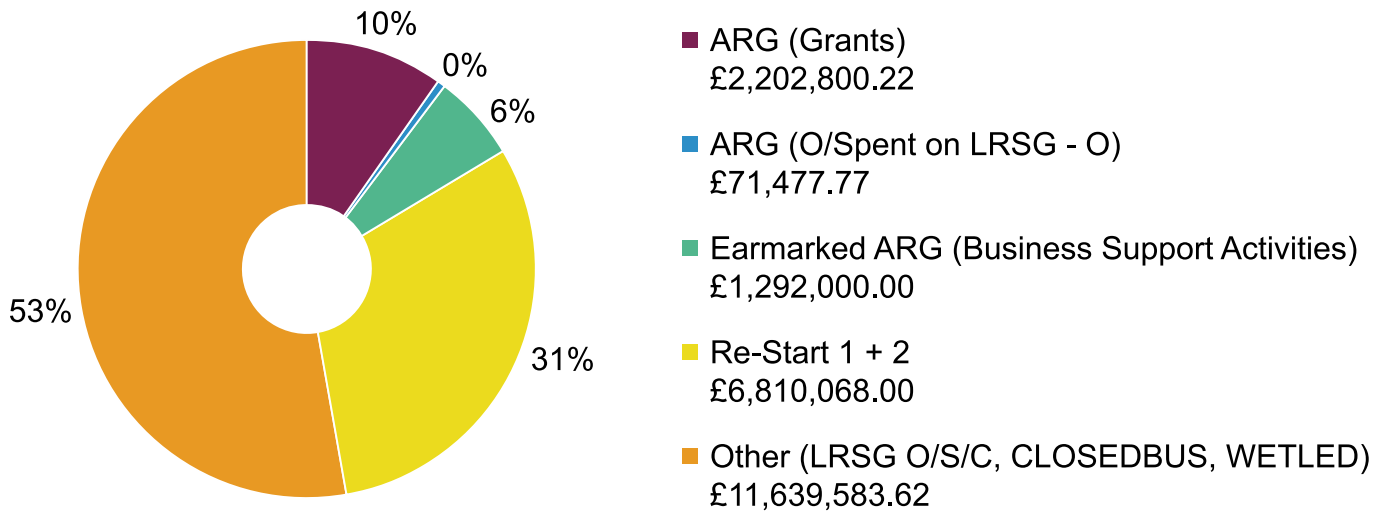
443 (43%)

Total Grant Payments

10,741 (£47,931,968.61)

MANDATORY & DISCRETIONARY SPEND TO DATE

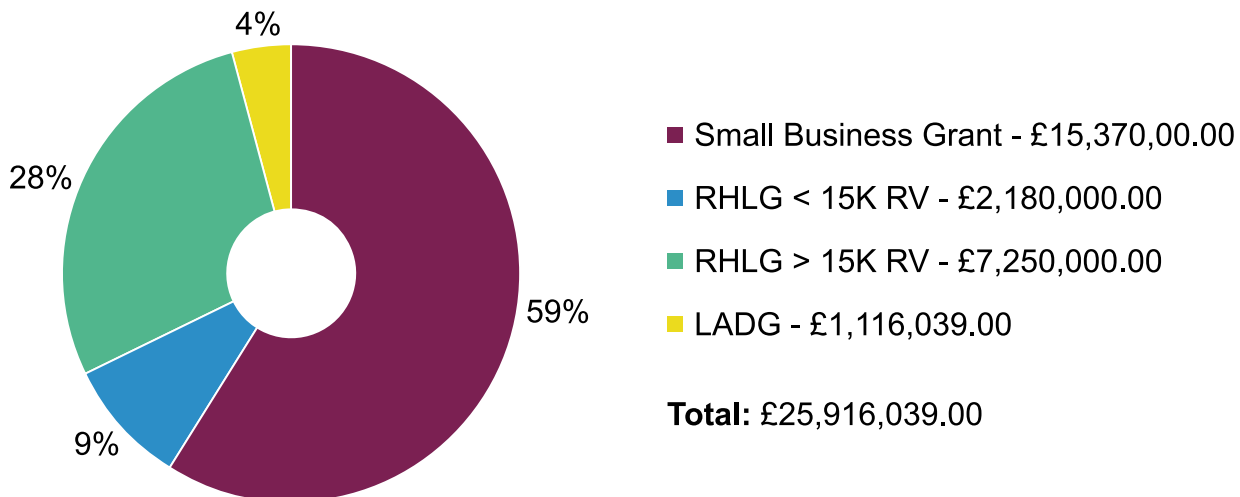
(5/11/2020 – 30/6/2021)



Total: £22,015,929.61

PREVIOUS MANDATORY & DISCRETIONARY SPEND

(MARCH 2020 – JULY 2020)



Total: £25,916,039.00

TOTAL SPEND

In addition to the direct grant funding delivered by the council, Stafford Borough businesses also took advantage of various loan schemes. These schemes (CBILS, CLBILS and BBLs) closed to new applications on the 31 March. The figures in the table for 31st May represent the final dataset with all applications received by end-March, which have now been processed.

CORONAVIRUS BUSINESS INTERRUPTION LOAN SCHEME (CBILS) AND THE BOUNCE BACK LOAN SCHEME (BBLs) STATISTICS

Constituency	CBILS		BBLs		TOTAL	
	Number of Loans Offered	Value of Loans Offered (£)	Number of Loans Offered	Value of Loans Offered (£)	Number of Loans Offered	Value of Loans Offered
Burton	94	19,793,958	1,800	52,831,717	1,894	72,625,675
Lichfield	91	16,941,556	1,781	51,077,851	1,872	68,019,407
Tamworth	119	35,404,678	1,612	47,623,498	1,731	83,028,176
Cannock Chase	90	19,273,531	1,602	46,260,210	1,692	65,533,741
Stone	55	11,604,993	1,597	47,062,473	1,652	58,667,466
South Staffordshire	65	15,072,530	1,578	46,381,395	1,643	61,453,925
Stafford	69	10,528,405	1,468	41,887,171	1,537	52,415,576
Newcastle-under-Lyme	69	17,096,032	1,295	39,677,826	1,364	56,773,858
Staffordshire Moorlands	50	7,507,782	1,224	35,158,515	1,274	42,666,297
Staffordshire	702	153,223,465	13,957	407,960,656	14,659	561,184,121

In addition to the £2000 Self-Employed Grants that the council distributed, individuals were able to claim further funding. The table below shows the number of individuals claiming the Self-Employment Income Support Scheme grant up to 9 May 2021.

County and district / unitary authority	Total no. of claims made to 09/05/21	Total no. of individuals to 09/05/21	Total value of claims made to 09/05/21 (£)
Staffordshire County	102,700	33,300	289,400,000
Cannock Chase	14,100	4,500	42,000,000
East Staffordshire	13,400	4,400	34,100,000
Lichfield	12,500	4,100	37,500,000
Newcastle-under-Lyme	13,600	4,400	37,900,000
South Staffordshire	13,900	4,500	39,800,000
Stafford	13,900	4,600	39,800,000
Staffordshire Moorlands	13,000	4,400	36,100,000
Tamworth	8,100	2,500	22,200,000

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“I just wish to thank your department for helping me to receive the Self Employment Grant which I received today.”

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“We would just like to thank you very much for being so very helpful in supporting our application for various claims and grants.”

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“Thank you for providing much needed support to our business, this is a huge relief and means we can continue trading.”