

CHESHIRE & WARRINGTON LEP COVID-19 RESPONSE UPDATE

week ending 10th July #13

ACCELERATE PROGRAMME LAUNCHED PROVIDING UP TO 100% FUNDED TRAINING



Find out about the training available at
www.candwgrowthhub.co.uk/accelerate

Re-opening Cheshire & Warrington

Visit <https://www.visitcheshire.com/enjoying-cheshire-now> for information on tourism, retail and hospitality businesses that are now open!

VIRTUAL JOBS FAIR

FREE ONLINE DIGITAL JOBS FAIR.

CHESHIRE & WARRINGTON WORKS 4 U

THURSDAY 16TH JULY 10AM ON LEARNLIVE

- Register now for 'Cheshire & Warrington Works For You' and take the next step in your career.
- Multiple employers/job vacancies and apprenticeships will be taking part.

CHANCELLOR'S STATEMENT

The Chancellor delivered his fiscal statement on 8th July aimed at protecting and creating jobs, kick-starting the economy and giving confidence to business and consumers.

A LEP summary of the policy decisions can be viewed here

<http://www.871candwep.co.uk/content/uploads/2020/07/Fiscal-Statement-08-0720.pdf>

Welcoming the Chancellor's focus on job protection and creation, Clare Hayward, Chair, commented: "The LEP is working with partners as we prepare an ambitious economic recovery strategy. It's a strategy that is jobs focused so that we can quicken the rate of recovery for our region and mitigate against rising unemployment. We have created a taskforce so we are ready to support furloughed and redundant workers to get back in to work. We will need to create new jobs, so will be working closely with government to ensure job creation programmes can deliver for Cheshire and Warrington."

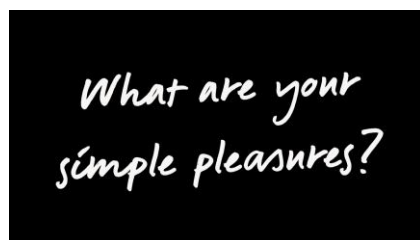
Virtual Jobs Fair takes place 16th July
in partnership with JobCentrePlus,
multiple employers taking part.

Register at

<https://learnliveuk.com/cheshire-works-4-u-event/>

SUPPORTING RETAIL, TOURISM & HOSPITALITY

Campaign for Cheshire & Warrington - From #ourcheshire to #yourcheshire



- Marketing Cheshire play a key role in helping businesses in the visitor economy to reopen safely, whilst delivering campaigns that aim to give confidence to consumers to return to our towns, open spaces and attractions.
- Throughout the initial lockdown period, #OurCheshire kept Cheshire & Warrington at the forefront of consumer minds, to form a new-found appreciation for our place and encourage future staycation planning.
- Now that our city, towns, villages, and businesses are beginning to re-open, #OurCheshire evolves into #YourCheshire to show we are now ready to safely welcome visitors once again.
- We will align Cheshire's offer with our new priorities. Visiting friends and relatives, staying nearby, exploring the place with fresh eyes.
- We will invite people to share using the hashtag 'your Cheshire'

NEW DISCOVERIES	FRESH PERSPECTIVES	DO MORE OF WHAT YOU LOVE (in Cheshire & Warrington)	KNOW BEFORE YOU GO
Content style: Make new discoveries in Cheshire every day. Experience new events, new walking routes, new product launches, new business openings.	Content style: You already know and love Cheshire. Why should you return? Re-discover favourite places from fresh perspectives! Turn fresh morning walks up Helsby Hill to cosy evening sunsets. Find a hidden corner of a favourite site – we will help you with ideas!	Content style: More long walks, more bike rides, more feeding the ducks, more strawberry picking. From your back garden to our gardens. Do more of what you love in Cheshire.	Content style: Your favourite places to visit may have changed the way they operate. Buy tickets, book a table, avoid queues, and know how to visit safely: check visitcheshire.com for the latest information. Connect into Visitengland national campaign and industry standard 'we're good to go'

- #SimplePleasuresChester launched and has achieved 127,599 impressions so far through the Visit Chester and Cheshire Instagram account, as well as a number of shares and engagement from partners.
- New photography is underway for the next phase of the campaign and actively encourage visits to Chester.

BUSINESS GROWTH HUB

- The latest Growth Hub [newsletter](#) can be viewed online, it goes to 17,000 businesses and provides the latest information on CV19 support for businesses in our area.
- Business support remains focused on reopening and recovery and helping businesses to navigate the changes in the schemes available, as well as new initiatives that have been developed such as Mentoring For Growth's [Rapid Response Mentoring](#), a 12-week mentoring programme that helps guide SME's through the crisis.

