

Local Economic Recovery

Playbook for action

Robert Pollock and Peter Wilding, Social Finance

Playbook for Action

‘Gather emerging best practice on local economic recovery planning to support local leaders chart a pathway through the crisis’

- 22 authorities interviewed
- Analysis of local recovery plans
- +10 covid impact seminars
- Desk based research
- Sensemaking workshop
- LGA First magazine

Key findings

- Very uncertain outlook, economic and social impacts of pandemic vary considerably by locality
- Local place leadership essential to shape and delivery national recovery

Recovery Plans

- Pragmatic, innovative and ambitious
- Collaboration and agility with partners
- Jobs, inequality, wellbeing, and sustainability
- Acceleration of capital investment - unlike 2008/09

Top 10 tips: from places for places



Place-Based leadership

Lead and communicate with vision to create shared purpose



Recovery is a long-term process

Needs will vary in the short, medium and long-term



Be inclusive

Bring together your levers, stakeholders and key changemakers



Do the basics really well

Builds trust and momentum with partners and local communities



Data is key

Regular insights to check progress and inform decisions

Top 10 Tips: from places for places (2)



What's your story

Develop a distinctive place narrative that is easy to communicate



Act entrepreneurially & increase your risk appetite

Accelerate capital plans and leverage investment aligned to place



Don't reinvent the wheel

Build on existing economic strategies but look for new opportunities



Work 'hand in glove' with the private sector

Develop projects to support local sectors, SMEs, and good jobs



The local economy doesn't end at your border

Collaborate with your neighbours on the big issues

Key conclusions

- Best recovery plans:
 - developed inclusively with communities and partners
 - communicate a place narrative and shared purpose
 - address the different phases of recovery
 - adapt as new evidence, needs and opportunities emerge
 - identify resources for delivering projects
- Read the playbook: <https://www.local.gov.uk/local-economic-recovery-planning>
- Busy?.... share the 'Top 10 tips' and 'Recovery Checklist' with colleagues