



ECONOMIC
RECOVERY

INVEST IN SHROPSHIRE

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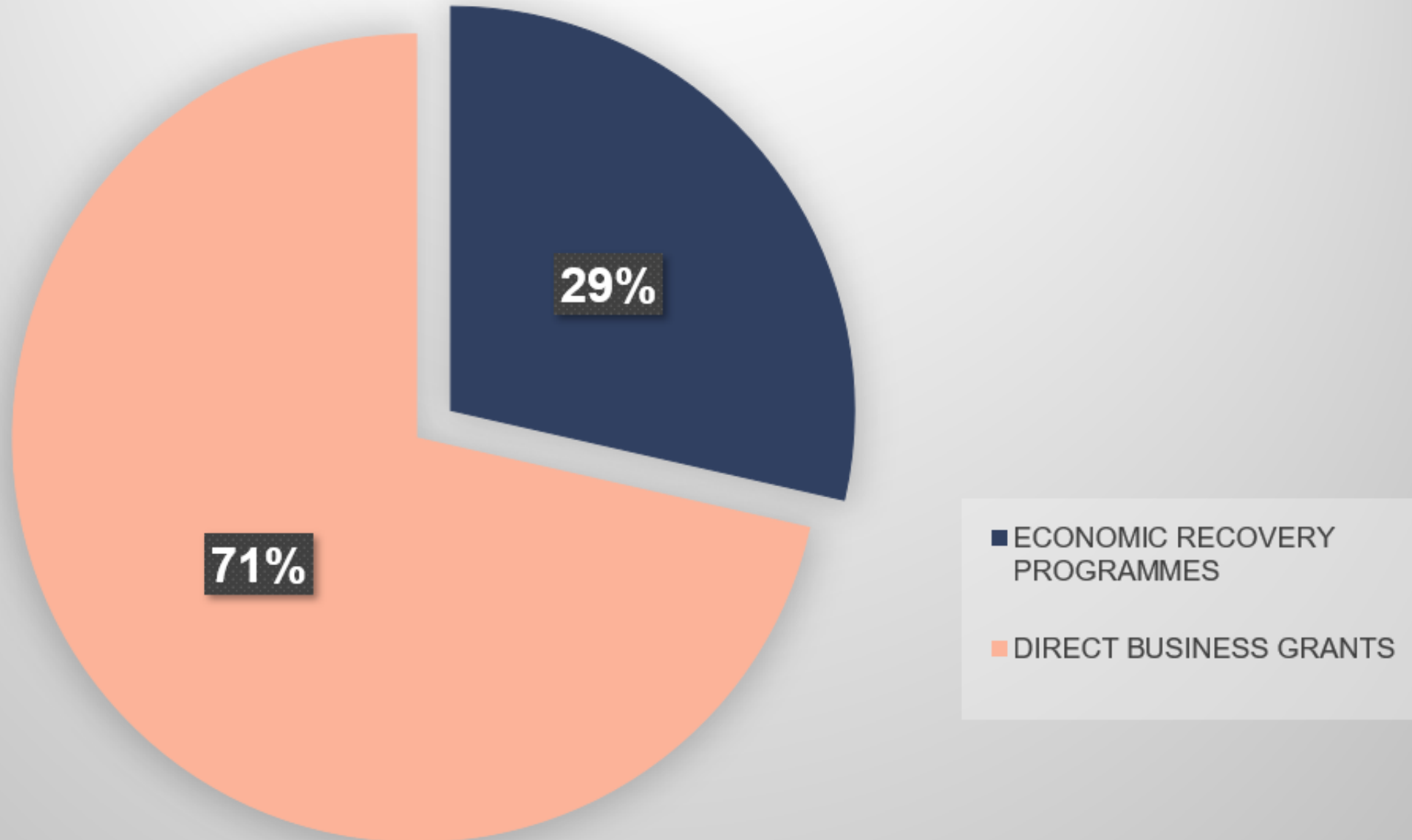
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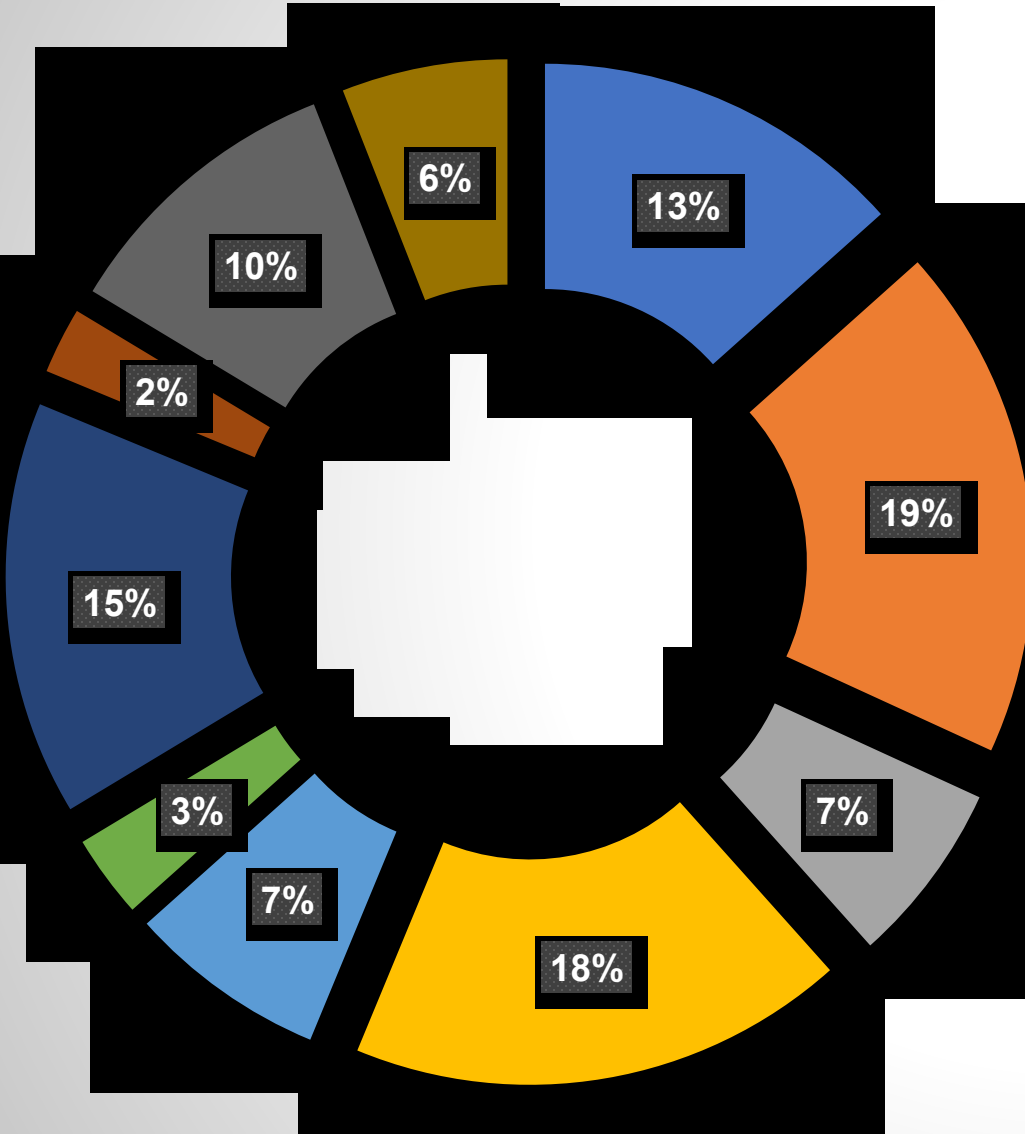
A £3.2m Economic **Recovery** Programme,
focused around a number of key themes,
to **meet local economic need**
and provide **Shropshire-wide** business
outcomes



Split between Economic Recovery Programme and direct business grants



Split by Programme Type



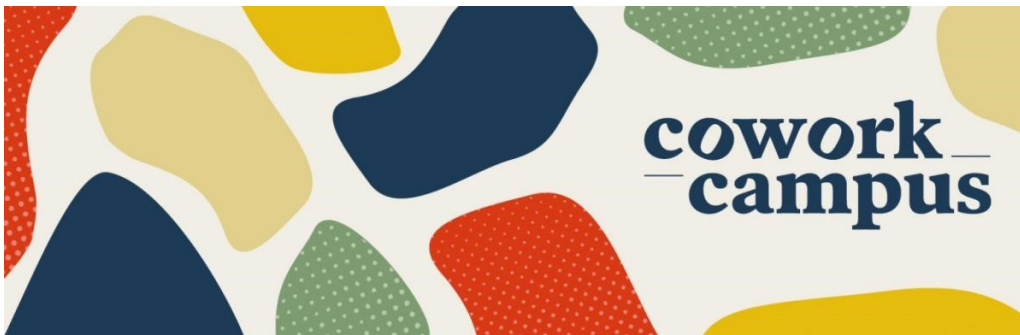
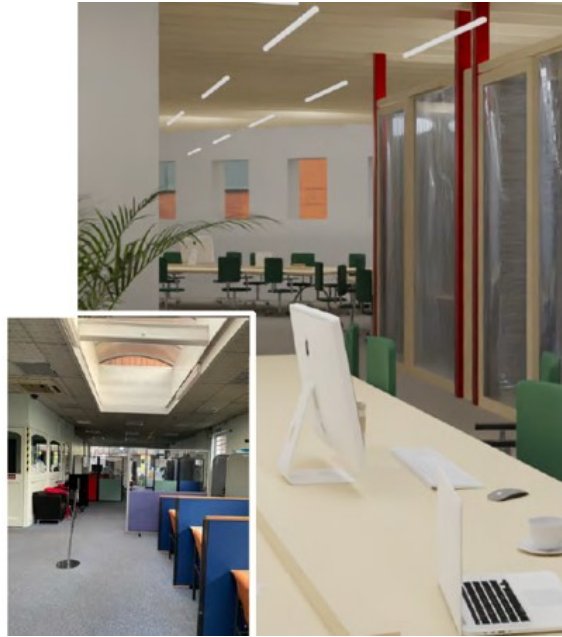
- FOOTFALL & TOWN CENTRE USAGE (CAR PARK) - 13%
- BUSINESS SUPPORT - 19%
- SKILLS & APPRENTICESHIPS - 7%
- CO-WORKING - 18%
- SECTOR DEVELOPMENT & SUPPORT - 7%
- CIRCULAR ECONOMY / SOCIAL ENTERPRISE / CARBON-ZERO - 3%
- TOURISM & PLACE MARKETING - 15%
- BUSINESS PARK PROGRAMME / INFRASTRUCTURE - 2%
- SHREWSBURY (WITH MATCH FUNDING FROM BID IDENTIFIED) - 10%
- WINDFALL PROJECTS - 6%

Programme Principles

- **Identified outcomes** – business growth, expansion & development, increase in visitor numbers
- Provide **legacy**
- Promote **circular economy**
- Agile to react to **emerging need**
- Focus on skills & **work readiness**
- **Fast delivery** to hit funding spend deadlines

Emerging Projects.....

CO-WORKING



Responding to the new way of working by creating office spaces fit for the future across Shropshire

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CIRCULAR ECONOMY - REPAIR ACADEMY

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Alive After 5

Themed weekends

Extending the summer season



Shrewsbury & Shropshire staycation campaign



**PLACE MARKETING
CAMPAIGNS**

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