



## NEWS RELEASE

25 May 2021

### **Ground-breaking partnership to provide Covid-19 recovery support for Norfolk**

**Norfolk County Council and New Anglia LEP are part of an ambitious cross-border project that will deliver a unique package of Covid-19 recovery support for local businesses and people.**

The C-CARE (Covid Channel Area Response Exchange) initiative, funded by the Interreg France (Channel) England programme which has allocated €2.2m for C-CARE in Norfolk, is set to reach businesses and people that have been hit hardest in the pandemic.

Drawing on a range of expertise from local government, enterprise and tourism in the UK and France, the project will support people at risk of exclusion from the labour market and businesses at risk of closure.

C-CARE aims to reach 4,500 people and almost 2,000 businesses through its pilot initiatives which include skills training to help individuals find new routes into employment or starting a business, and advice and grants aimed at helping companies reset their business models in response to the pandemic.

In Norfolk the project will work to support over 600 people into employment or self-employment and provide support for up to 800 businesses. New Anglia LEP will also be supporting individuals and businesses in Suffolk.

It is hoped that the insights and evidence gathered from both sides of the Channel will feed into local plans for Norfolk, to aid recovery and resilience planning and ensure measures are in place to support businesses and people adapt to future pandemics or economic shocks.

The package of support covers four strands of activity:

1. **Respond, Reflect, Report** will enable partners, stakeholders and other Channel projects to review initial Covid-response, gather good practice and bring together lessons learnt in order to shape a new package of Covid-19 response and recovery actions
2. **C-CARE Support for Social Inclusion** will deliver targeted support to more than

4,547 individuals to develop new skills and tools to help them into employment or start a business

3. **C-CARE Support for Business Recovery** will provide direct support to over 1,947 businesses via advice, vouchers and grants aimed at helping sectors hard-hit by the pandemic to develop new business models to respond market changes and ensure a green, inclusive and sustainable economic recovery.
4. **C-CARE Reset and Redesign** will develop blueprints for future town centres to improve long term prospects for businesses and work on new ways to tackle social exclusion.

The C-CARE initiative provides additional support to local businesses and people on top of Norfolk County Council's existing support and assistance measures.

Cllr Graham Plant, Norfolk County Council's Cabinet Member for Growing the Economy, said: "We want to ensure that the people of Norfolk and our businesses have the best chance to recover from Covid-19, and that's why we're proud to be part of this unique partnership.

"We hope that the lessons learned will feed into our future plans for Norfolk, which are aimed at bringing growth and prosperity for the region."

Chris Starkie, Chief Executive of New Anglia Local Enterprise Partnership, said: "This programme will offer valuable support for the self-employed as they look to recover from the impact of the Covid-19 pandemic. The Challenge Fund, which will support innovative ideas for our local towns as they adapt to our 'new normal', will make sure that we build places where resilient and dynamic businesses can flourish."

The C-CARE project received €6.7million from the European Regional Development Fund via the Interreg France (Channel) England programme. The 3-year project runs until June 2023.

## ENDS

The C-CARE project has a total budget of €6.7m, which is funded by the European Regional Development Fund via the Interreg France (Channel) England Programme, of which , of which , of which €2.2m is allocated for Norfolk.

The partner organisations involved in the project are:

- UK: Kent County Council, Norfolk County Council, New Anglia LEP and Plymouth City Council
- France : Conseil Départemental du Finistère, Pas-de-Calais Tourisme and Campus d'Enseignement Supérieure et de Formation Professionnelle.

For more information about the C-CARE project visit: [Covid Channel Area Response Exchange | Interreg \(channelmanche.com\)](https://newanglia.co.uk/the-c-care-covid-channel-area-response-exchange/) or New Anglia LEP project page: <https://newanglia.co.uk/the-c-care-covid-channel-area-response-exchange/>

To find out more about general Covid-19 support in Norfolk please visit the Norfolk County

Council website: <https://www.norfolk.gov.uk/care-support-and-health/health-and-wellbeing/adults-health/coronavirus>

### **About the Interreg FCE program**

Interreg France (Channel) England is an EU programme set up to foster economic development in the south and east of the UK and north of France by funding innovative projects which have a sustainable and economic benefit.

It focuses on a range of specific objectives including supporting innovation, improving the attractiveness of the Channel area and developing low carbon technologies.

The programme has reached its funding commitment target and as of March 2021, €217.5 million euros have been committed to 51 projects, involving 420 project partners from public institutions to SMEs and regional authorities. The projects focus on different sectors of the economy ranging from agri-food sector to med-tech and tourism.

More information: [www.channelmanche.com](http://www.channelmanche.com)

### **For political comment**

For details of cabinet members, committee chairs and agendas, please see:

[[www.norfolk.gov.uk/cabinetandchairs](http://www.norfolk.gov.uk/cabinetandchairs)][www.norfolk.gov.uk/cabinetandchairs](http://www.norfolk.gov.uk/cabinetandchairs)

Group leaders' and councillors' contact details are available at:

[[www.norfolk.gov.uk/countycouncillors](http://www.norfolk.gov.uk/countycouncillors)][www.norfolk.gov.uk/countycouncillors](http://www.norfolk.gov.uk/countycouncillors)

### **For further information please contact:**

**Communications Team at Norfolk County Council**

**Tel: 01603 228888**

**Email: [pressoffice@norfolk.gov.uk](mailto:pressoffice@norfolk.gov.uk)**