

**WORK PROGRAMME – ECONOMIC DEVELOPMENT**

<b>EASTERN PLATEAU RURAL DEVELOPMENT PROGRAMME</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/Success measures</b>
Support to the Rural Economy	Investment/grant programme	Programme finishes in December 2013	Paul Pullin with programme manager Kari Hall	£1.2 M spent £1.65m allocated £15K remains 38 individual projects supported
Development of strategy for a new Eastern Plateau programme	Application for transition funding to create a bridge between the exiting programme and an application for a new programme	Funding bid to be submitted in 2014	As above	Successful funding application

<b>LOCAL STRATEGY</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/success measures</b>
Support the economic vitality of Hertford	Building the capacity of the Hertford Futures partnership to facilitate the delivery of outputs and exploration of	October 2013	Paul Pullin	Deliverable projects identified in Business Plan

	Community Interest Company status for the partnership			
Support the economic vitality of Bishops Stortford	Identify strategy for contributing to the viability of the town to include empty shops, markets and key sites	To be agreed	Paul Pullin	To be agreed
Use the Employment Land Review update of 2013 to identify options for improving Industrial Estates in East Herts	The report will be taken to Corporate Business Scrutiny	June 2013	Paul Pullin	To be agreed

<b>RURAL BUSINESS ADVICE</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/success measures</b>
Help improve performance of micro and start up rural business	Face to face advice	Completes in 9/13	Paul Pullin – delivery by Richard Hardiman	Success to be measured by combination of output delivery and evidence customer satisfaction

<b>MY INCUBATOR</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/success measures</b>
Growth of start up through business incubation	Provision of space, facilities and advice by WENTA the delivery agents	Delivery has started, East Herts has provided investment during 2012/13	Paul Pullin	198 East Herts businesses supported to date

<b>RETAIL MARKETS AND FARMERS MARKETS</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/success measures</b>
Develop plans to help make Bishops Stortford market more competitive	Trader consultation	Autumn 2013	Paul Pullin/Tilly Andrews	Agreed plan

<b>Farmers Markets/Markets</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/success measures</b>
Support farmers market producers and add value to offer of Hertford Town Centre	Continue to operate the market and introduce initiatives on market days under the Love Your Local Market branding	Ongoing	Paul Pullin/Tilly Andrews	Retention of trader numbers at the monthly market
Develop plans to help make Hertford market more competitive	Test the feasibility of stall relocation	Winter 2013	Paul Pullin/Tilly Andrews	Retention of traders

<b>TOURISM</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/success measures</b>
Support growth in the tourist industry locally	Build capacity of town tourism group and continue to promote East Herts at major regional and national events	November 2012	Tilly Andrews	Data showing growth in visitor economy

<b>GET EAST HERTS WORKING</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/Success measures</b>
Access to work programme for the young unemployed and the long term unemployed	LSP partnership support to Jobcentreplus	Summer 2014	Paul Pullin	Numbers of residents into work

<b>LOCAL ENTERPRISE PARTNERSHIP</b>				
<b>Goal</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Lead officer/s</b>	<b>Outcome/Success measures</b>
Achieve local economic benefit through countywide partnership approach	Input to Partnership Board, Programme Boards and exploration of funding opportunities	ongoing	Paul Pullin	Benefit to local projects e.g My Incubator
Ensure East Herts economic interests are reflected in the LEP Growth Strategy	Non Key Decision report to members	June 2013	Paul Pullin	