

**ECONOMIC DEVELOPMENT VISION AND ACTION PLAN FOR EAST HERTS 2016/17-2019/2020 – March 2016 Update**

Priority Theme/ Outcome	Baseline performance and contextual data		Key actions for Year One (2016/17)	Progress as at March 2016
<p><b>A business friendly council</b> <i>We will ensure we are supporting businesses as 'customers' of council services as well as listening to the needs of the business community</i></p>	Measure	2015 Data	<ul style="list-style-type: none"> <li>Commission business needs analysis and detailed evidence base focusing on:                             <ul style="list-style-type: none"> <li>Demand for employment and commercial space (by geography and sector), particularly focusing on Bishop's Stortford and demand for new business incubation space and 'second stage' space for new businesses seeking to grow</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Consultancy firm SQW have been commissioned through the LEP to undertake a business needs analysis around Bishop's Stortford. We are expecting this to conclude before 31 March 2016. The findings will feed into the review of business start up provision (as per the below) and also into the wider planning framework for Bishop's Stortford</li> </ul>
	Business counts	Enterprises in East Herts: 7,625 Local Units in East Herts: 8,505		
	Total number of jobs in East Herts	69,000	<ul style="list-style-type: none"> <li>Create landing pages for businesses on the Council website consolidating all information and services in one place (Business rates, planning, regulatory functions, procurement, customer profiles etc)</li> <li>Maintain membership in and sponsor key events such as the Federation of Small Business (FSB) annual awards/ Chamber of Commerce (CoC) awards</li> <li>Support the "Better Business for All" partnership between Regulatory authorities in Hertfordshire</li> </ul>	<ul style="list-style-type: none"> <li>Initial content revised and updated – see this link: <a href="http://www.eastherts.gov.uk/article/27662/Business-and-Economy">http://www.eastherts.gov.uk/article/27662/Business-and-Economy</a> Next stage is to consolidate further information from regulatory functions as a precursor to create more self-service functionality for services business may require. This will be picked up as part of the work programme for the Director leading transformation and channel shift</li> <li>We continue to maintain membership of these organisations and sponsor key events. The FSB and CoC provide us with access to business representatives and the ability to gather opinion on particular issues. Although we recognise neither give us a comprehensive view on the business community they are useful proxies. At the 2015 FSB awards East Herts businesses did well. Foxholes Farm near Hertford won the Service Excellence Award and the owner won Business Person of the Year. An apprentice from Mahon Digital in Ware was also named runner-up apprentice of the year. Although such events have a marginal impact on overall economic development, they are important for raising awareness and demonstrating that East Herts Council supports local businesses</li> <li>We continue to take part in Better Business for All, led by HCC (Trading Standards) with input from the LEP and regulatory services in District Councils (eg. Environmental Health and Licensing). The 2016/17 business plan is focused on continuing to raise awareness of legal, compliance and regulatory matters for businesses and signposting to support. A pavement licence pilot was also due to start in East Herts (setting up an agency agreement between HCC and East Herts to licence tables/ chairs/ street furniture placed on a public highway). This is still in discussion with HCC.</li> </ul>
	Transaction/ processing times for business queries/ request for service to be resolved	Performance as at January 2016: 98.17% (annual target is 98.5%)		
	Qualitative feedback from businesses	This will be reported as and when through consultation with the FBS and CoC depending on the issue in question. The most recent consultation was summer 2015 and business views were fed into the evidence base for the vision		
<p><b>Enabling entrepreneurs and business start ups</b> <i>We will encourage wealth creation in the district and ensure businesses can access a wide range of locally sourced services</i></p>	Measure	2015 Data	<ul style="list-style-type: none"> <li>Sponsor the CVS "dragons den" event for entrepreneurs in schools</li> <li>Work with the Local Enterprise Partnership's (LEP) on the "growth hub" (an enterprise network for local businesses to source support services such as finance, HR, training etc)</li> </ul>	<ul style="list-style-type: none"> <li>This year's scheme has finished and the award presentation takes place 21 March at Hertford Theatre.</li> <li>Growth hub has been running almost 6 months. The LEP have yet to report formally on its operations but are due to provide regular information from 2016/17 onwards regarding businesses that are being supported in the county. We will capture any information regarding East Herts businesses from 2016/17</li> </ul>
	Net number of new businesses in district (enterprises in 2015 less enterprises in 2014):	505		
	Key WENTA indicators:	WENTA measure	2015/16 data	<ul style="list-style-type: none"> <li>2 year SLA with WENTA (15/16-16/17) to deliver business start up advice and support (virtual and face to face) and incubation space. Based in Herts Regional College (Ware Campus)</li> <li>Review business start up provision and identify</li> </ul>

	Number of New Clients seen resident in East Herts District including outreach locations	Annual target: 100 Sep – Feb actual: 44	opportunities to improve support	<p>September 2015</p> <ul style="list-style-type: none"> <li>○ Delivered a workshop on Business Planning with Event Management Students 21st May &amp; 4th June</li> <li>○ Working with Herts Mind Network to increase referrals</li> </ul> <ul style="list-style-type: none"> <li>● Review will begin once SQW report has arrived. SLA with WENTA runs out August 2017 by which time East Herts will need to have identified new commissioning objectives and outcomes for supporting business start ups. This is a crucial component of the economy in East Herts and an area which could be further focused on in future. The WENTA contract is small scale and the review will identify options. This could include (for example) provision of more business incubation space in different locations, small loans/ grants for business start ups or a more comprehensive engagement programme with schools</li> </ul>														
Number of people seen in outreach locations in East Herts District included in above	Annual target: 25 Sep – Feb actual: 7																	
Number of East Herts District residents or businesses based in East Herts District signing up to use the My Incubator base	Annual target: 12 Sep – Feb actual: 8																	
Number of East Herts District residents or businesses based in East Herts District accessing workshops	Annual target: 40 Sep – Feb actual: 24																	
<p><b>Supporting the rural economy</b></p> <p><i>We will maximise investment into the rural economy and ensure it remains competitive</i></p>	<table border="1"> <thead> <tr> <th>Measure</th> <th>2015/16 data</th> </tr> </thead> <tbody> <tr> <td>No. of East Herts businesses successful in applying to RDP</td> <td>0</td> </tr> <tr> <td>Amount of £ invested in East Herts through the RDP</td> <td>0</td> </tr> <tr> <td>No. of new jobs in East Herts created through the RDP</td> <td>0</td> </tr> </tbody> </table>	Measure	2015/16 data	No. of East Herts businesses successful in applying to RDP	0	Amount of £ invested in East Herts through the RDP	0	No. of new jobs in East Herts created through the RDP	0		<ul style="list-style-type: none"> <li>● Deliver the Eastern Plateau Rural Development Programme (RDP) administering EU structural funds (total fund of €1.8m), to rural businesses for increasing productivity, farm diversification, tourism, cultural and heritage activity (NB. Although the ‘Eastern Plateau’ does not cover urban areas and towns in East Herts, businesses based in Buntingford are eligible to apply for RDP funds)</li> </ul>	<ul style="list-style-type: none"> <li>● This is a 4 year programme with a lengthy application process and there is no expectation of how much should be given in grants on an annual basis. Currently the team have identified 26 outline applications from businesses, mostly against the programme’s second priority area of “support for micro and small business and farm diversification”. The Local Area Group will be meeting in April and will consider 4/5 applications for decision. One of these applications is for a business located in East Herts</li> </ul>						
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<p><b>Vibrant Town Centres</b></p> <p><i>We will ensure our town centres meet the needs and wants</i></p>	<table border="1"> <thead> <tr> <th>Measure</th> <th>2015/16 data</th> </tr> </thead> <tbody> <tr> <td>Town centre footfall (thus far we only have</td> <td>2015/16 Quarter 1: 10,143 distinct clients</td> </tr> </tbody> </table>	Measure	2015/16 data	Town centre footfall (thus far we only have	2015/16 Quarter 1: 10,143 distinct clients		<ul style="list-style-type: none"> <li>● Develop a planning framework for Bishop’s Stortford, focusing on Old River Lane and key adjoining town centre sites and develop a masterplan for Old River Lane</li> <li>● Ensure employment land and needs are included</li> </ul>	<ul style="list-style-type: none"> <li>● Consultants were appointed early March by the Old River Lane Steering Group to begin developing the planning framework</li> <li>● Tibbalds have produced a report on behalf of Planning Policy (East Herts) making</li> </ul>										
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<i>of our residents and visitors</i>	information from Bishop's Stortford on a Thursday and Saturday)	with a daily average of 419 clients  2015/16 Quarter 2: 12,861 distinct clients with a daily average of 518 Clients  2015/16 Quarter 3: 12,901 distinct clients with a daily average of 523 clients	with site development assessments (eg. Hertford Urban design study) and District Plan	recommendations for a joint approach to improve the town centre with the Town Council and HCC (Herts Highways)							
			<ul style="list-style-type: none"> <li>Undertake feasibility work with town centre businesses on implementing Business Improvement Districts</li> </ul>	<ul style="list-style-type: none"> <li>Appetite for BIDS from the business community in Bishop's Stortford, Ware and Hertford is being soft tested</li> </ul>							
			<ul style="list-style-type: none"> <li>Work in conjunction with town and parish councils to deliver special events and specialist markets (eg. farmer's markets) to increase footfall in the town centres</li> </ul>	<ul style="list-style-type: none"> <li>Town centre markets being discussed at Community Scrutiny 15 March.</li> </ul>							
<p>Please note we are exploring options for measuring footfall in our five major towns in a more robust way. This will require additional investment however. Business case may be considered as part of BID discussion progress.</p>											
<b>Supporting the visitor economy</b> <i>We want to raise the profile of local attractions and support businesses in their supply chain</i>	<table border="1"> <thead> <tr> <th>Measure</th> <th>2014 data</th> </tr> </thead> <tbody> <tr> <td>Expenditure in visitor economy</td> <td>£197m</td> </tr> <tr> <td>Expenditure on overnight stays</td> <td>£64m</td> </tr> <tr> <td>Expenditure on day visits</td> <td>£132m</td> </tr> </tbody> </table>	Measure	2014 data	Expenditure in visitor economy	£197m	Expenditure on overnight stays	£64m	Expenditure on day visits	£132m	<ul style="list-style-type: none"> <li>Undertake 2016 value and volume study (for the district as a whole but also focusing on the 5 towns)</li> <li>Work with Visit Herts to increase the profile of local attractions and support businesses in their supply chains</li> </ul>	<ul style="list-style-type: none"> <li>Visit Herts will be undertaking this study (based on the Cambridge Economic Impact Model) for the county as a whole. East Herts will support this and ensure specific information about East Hert's towns are captured. This will also include the 'business barometer' which provides monthly qualitative information on how the visitor economy is fairing</li> <li>East Herts are an 'investor partner' for Visit Herts and hosted their first Board meeting 10<sup>th</sup> February 2016. Visit Herts are currently focused on building the Hertfordshire brand and a digital platform to advertise and raise awareness of local attractions. The Big Weekend also took place 12/ 13 March. Of the 50 or so attractions that took part in this event, only a handful were from East Herts. This needs to be improved for next year</li> </ul>
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<b>Lobbying for the right infrastructure</b> <i>We will work with key partners to ensure East Herts can support growth in the right places at the right times</i>	Investment (£) in transport infrastructure within the district (measure to be developed)	<ul style="list-style-type: none"> <li>Work with partners such as the LEP, County Council and London Stansted Cambridge Consortium (LSCC) on identifying infrastructure requirements for the A10/ M11 corridor and bring them to fruition</li> </ul>	<ul style="list-style-type: none"> <li>Growth commission interim report launched 8<sup>th</sup> March, alongside West Anglia Taskforce prospectus. Full report and business case due to government in the summer. Key element is the commission's support for 4 tracking the rail line to Broxbourne by 2024 as pre-cursor to Crossrail 2.</li> </ul>								