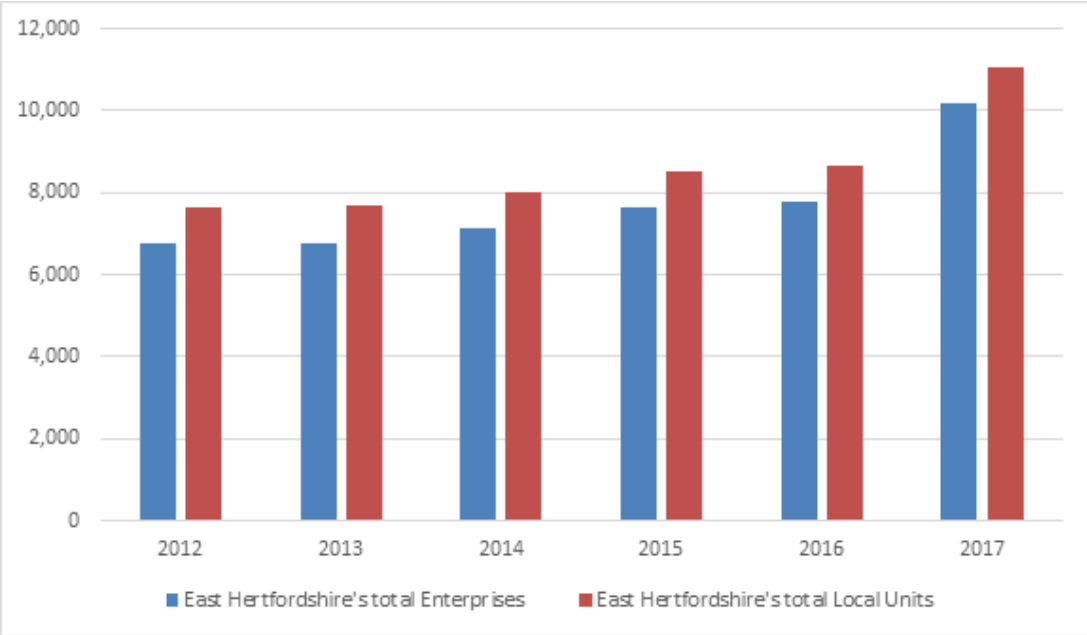


ECONOMIC DEVELOPMENT VISION AND ACTION PLAN FOR EAST HERTS 2016/17-2019/2020 – UPDATE FOR SEPTEMBER 2018

| Priority Theme/<br>Outcome   | Performance and data and metrics   | Outstanding actions                    | Progress as at September 2018          |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
|--|--|--|--|--|------|--------|--------|------|--------|--------|------|--------|--------|------|--------|--------|------|--------|--------|------|---------|---------|--|---|
| <p><b>A business friendly council</b><br/><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>                                      | <p>Businesses registered with an East Herts address:</p>  <table border="1"> <caption>Businesses registered with an East Herts address (2012-2017)</caption> <thead> <tr> <th>Year</th> <th>East Hertfordshire's total Enterprises</th> <th>East Hertfordshire's total Local Units</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>~6,800</td> <td>~7,500</td> </tr> <tr> <td>2013</td> <td>~6,800</td> <td>~7,500</td> </tr> <tr> <td>2014</td> <td>~7,200</td> <td>~8,000</td> </tr> <tr> <td>2015</td> <td>~7,500</td> <td>~8,500</td> </tr> <tr> <td>2016</td> <td>~7,800</td> <td>~8,800</td> </tr> <tr> <td>2017</td> <td>~10,200</td> <td>~11,000</td> </tr> </tbody> </table> <p>The number of businesses in the district has seen a slow but steady increase in the past five years indicating East Herts remains an attractive place to start a business. It is worth noting however that due to the prevalence of small and micro-businesses only around 4,700 of the total number of businesses are eligible to pay business rates (the rest are under the required threshold to do so)</p> <p>There was a significant spike in the number of businesses registered in 2017 compared to 2016 (a net increase of 2000). Upon closer investigation it appears that there are 3 businesses in the district (2 in Hertford and 1 in Sawbridgeworth) who offer business registration and address services. It is likely that that a number of the businesses registered through these companies are operating elsewhere nationally (possibly internationally) and includes gig economy related activity (ebay traders, deliveroo drivers etc)</p> | Year                                   | East Hertfordshire's total Enterprises | East Hertfordshire's total Local Units | 2012 | ~6,800 | ~7,500 | 2013 | ~6,800 | ~7,500 | 2014 | ~7,200 | ~8,000 | 2015 | ~7,500 | ~8,500 | 2016 | ~7,800 | ~8,800 | 2017 | ~10,200 | ~11,000 | <ul style="list-style-type: none"> <li>Implement Discretionary Business Rate Discount Grant Scheme. Scheme approved to run over 2 years (2017/18 and 2018/19) so comes to an end 31 March 2019.</li> </ul> | <ul style="list-style-type: none"> <li>The purpose of this scheme is to support businesses who wish to expand in the district but may need a small incentive to do so. £150,000 has been allocated from the New Homes Bonus Reserve to support businesses with an (up to) 50% discount on their rates liability for one year if they are considering relocating, opening up a new site or expanding their current site in the district.</li> <li>23 applications made so far. 13 have been approved, 1 has been rejected and 9 are still under consideration. Total amount awarded is around £37,000 with a further 25,000 pending. Grants have gone to:             <ul style="list-style-type: none"> <li>Mr Barber, Bishop's Stortford &amp; Hertford</li> <li>Mr Tanaka's, Hertford</li> <li>Tri virtual, Bishop's Stortford</li> <li>P&amp;B Furniture, Bishop's Stortford</li> <li>Post Office (South Street), Bishop's Stortford</li> <li>The Party Box, Bishop's Stortford</li> <li>Elements, Bishop's Stortford</li> <li>Star Food &amp; Wine, Ware</li> <li>Wolfelec Ltd, Bishop's Stortford CM23 3YT</li> <li>Ware Express Food and Wine</li> <li>Kierrander &amp; co, Bishop's Stortford</li> <li>Herts Allstars, Little Hadham</li> </ul> </li> <li>Generally applications have tended to come from retail and town centre businesses</li> <li>The scheme had a relatively slow start in its first year as it was new and many businesses were unaware of its existence. Equally there were challenges in awarding the grant as it essentially works as a credit on to a business rates' account. Often this falls over 2 years so requires 2 separate calculations and adjustments. A recent audit into the process coupled with more publicity around the scheme has increased the volume of applications. A full review of the scheme and its effectiveness at encouraging business growth will take place after its close (April 2019).</li> </ul> |
| Year   | East Hertfordshire's total Enterprises   | East Hertfordshire's total Local Units |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| 2012   | ~6,800   | ~7,500                                 |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| 2013   | ~6,800   | ~7,500                                 |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| 2014   | ~7,200   | ~8,000                                 |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| 2015   | ~7,500   | ~8,500                                 |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| 2016   | ~7,800   | ~8,800                                 |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| 2017   | ~10,200  | ~11,000                                |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| <b>ADDITIONAL/ REVISED ACTIONS AND MEASURES</b>  |  |  |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |
| <ul style="list-style-type: none"> <li>Evaluate the Discretionary Business Rate Discount Grant Scheme (measured by total amount allocated through the scheme and qualitative feedback about how it has made a difference)</li> </ul> |  |  |  |  |      |        |        |      |        |        |      |        |        |      |        |        |      |        |        |      |         |         |  |   |

| Priority Theme/<br>Outcome  | Baseline performance and contextual data   |  |  | Outstanding actions   | Progress as at September 2018  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|---|--|--|--|---|--|-------------------|-----------------------|----------------|------------------------------------|------------------------|--|-----------------------------|------------|-----|----------|-------------|--------------|----------------------------|----------|--------------------|----------|----------------------|--------|---------------------|---------------|------------------------------|--------|--|
| <p><b>Enabling entrepreneurs and business start ups</b><br/><i>We will encourage wealth creation in the district and ensure businesses can access a wide range of locally sourced services</i></p>  | Launchpad performance:   |  |  | <ul style="list-style-type: none"> <li>Run the Launchpad pilot for 12 months and evaluate its effectiveness</li> <li>Sponsor the Broxbourne and East Herts CVS "dragons apprentice" event for entrepreneurs in schools (secondary and primary)</li> </ul> | <ul style="list-style-type: none"> <li>The Launchpad opened in October 2017 as a 12 month pilot to test demand for business incubator services in the Bishop's Stortford area. It was also designed to test the council's ability to run this kind of scheme 'in house' rather than doing it through a third party. More details about the facility can be found here: <a href="https://launchpadstortford.co.uk/">https://launchpadstortford.co.uk/</a></li> <li>The business model underpinning the Launchpad is essentially provision of hotdesking space for individuals or micro-businesses. The first 3 months are offered free and thereafter usage is £50 p/m for 1 day, £100 for 2.5 days, £150 full time and £200 for a permanent desk with extras (such as room bookings) on top. It should be noted however that the Launchpad is not a commercially driven initiative. It is a subsidised service aimed at supporting business growth and wealth creation in the district.</li> <li>Targets were agreed at the start of the project however given it was a new venture they were somewhat arbitrary. Generally the performance of the Launchpad has been strong. Throughput has far exceeded expectations and feedback from the users has been positive. In most cases the facility has supported individuals who are based at home/ town centre coffee shops and whom need a more professional working environment in which to operate. This has captured both business owners in their start up/ early phase as well as individuals working for larger companies in London who have the option of working at home. The overall conclusion is that there is demand for business incubator space, the Launchpad has addressed a market failure (ie. lack of start up space) and the council is playing an active role in addressing this</li> <li>Income has been below target. However as per above this is not a commercial endeavour. Income for the full 12 months is expected to be in the region of £10,000 - £12,000. We believe the July figure is also not fully reflective as there have been some issues with billing and invoicing customers. It also worth noting that, given the first 3 months of use are free, the income profile over the first year is uneven (going from zero until month 4 building up to around £1250 at month 12). A more reasonable expectation is for income per annum to be in the region of £15,000. In addition at the time of writing a number of the 74 businesses who have signed up had not passed the 3 month milestone.</li> </ul> |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | <b>Measure</b>   | <b>Annual Target</b>                           | <b>Performance as at end July (10 months)</b>  |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Number of businesses using the facility for more than 3 months   | 20   | 34   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Total income from businesses using the facility (£)  | 20,000   | 7,737  |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Number of enquiries for use  | No target                                      | 169  |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Number of businesses signed up   | No target                                      | 74   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Business use by sector/ type/ size   | No target                                      | Strongest prevalence is in creative industries followed by independent contractors/ employees. There are also reasonable numbers of individuals in finance and accounting, manufacturing, retail charity and copywriting |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Demographics data about users  | No target                                      | 37.5% female users, 62.5% male   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | Dragon's Apprentice – money raised for local charities:  |  |  |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
|   | <table border="1"> <thead> <tr> <th>Senior School</th> <th>Team Name</th> <th>Charity Partner</th> <th>Profits raised (£)</th> </tr> </thead> <tbody> <tr> <td>Freman College</td> <td>Muscle Warriors</td> <td>Muscle Help Foundation</td> <td>1,808.44</td> </tr> <tr> <td>Herts and Essex High School</td> <td>Team herts</td> <td>YCT</td> <td>1,500.00</td> </tr> <tr> <td>Sele School</td> <td>Team Inferno</td> <td>Bury Rangers All Inclusive</td> <td>1,152.37</td> </tr> <tr> <td>Simon Balle School</td> <td>Team SBS</td> <td>Herts Young Homeless</td> <td>781.36</td> </tr> <tr> <td>Richard Hale School</td> <td>Cruse Control</td> <td>Cruse Bereavement Care Herts</td> <td>402.00</td> </tr> </tbody> </table> | Senior School                                  | Team Name  |   |  | Charity Partner   | Profits raised (£)    | Freman College | Muscle Warriors                    | Muscle Help Foundation | 1,808.44                                       | Herts and Essex High School | Team herts | YCT | 1,500.00 | Sele School | Team Inferno | Bury Rangers All Inclusive | 1,152.37 | Simon Balle School | Team SBS | Herts Young Homeless | 781.36 | Richard Hale School | Cruse Control | Cruse Bereavement Care Herts | 402.00 |  |
| Senior School   | Team Name  | Charity Partner                                | Profits raised (£)   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| Freman College  | Muscle Warriors  | Muscle Help Foundation                         | 1,808.44   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| Herts and Essex High School   | Team herts   | YCT  | 1,500.00   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| Sele School   | Team Inferno   | Bury Rangers All Inclusive                     | 1,152.37   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| Simon Balle School  | Team SBS   | Herts Young Homeless                           | 781.36   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| Richard Hale School   | Cruse Control  | Cruse Bereavement Care Herts                   | 402.00   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
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| Primary School  | Team Name  | Charity Partner                                | Profits raised (£)   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| Watton at Stone Primary School  | Rising Star Stags  | Breathe Easy Hertford                          | 869.23   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |
| St John the Baptist Primary School  | SJB Dragons  | Hoddesdon Community Society of Performing Arts | 338.33   |   |  |                   |                       |                |                                    |                        |  |                             |            |     |          |             |              |                            |          |                    |          |                      |        |                     |               |                              |        |  |

|   |                                |                 |                  |                 |  |  |
|---|--------------------------------|-----------------|------------------|-----------------|--|--|
|   | Raplh Sadleir School           | Ralphie Raisers | Guideposes       | 803.57          |  |  |
|   | Sacred Heart RC Primary School | Santas Dragons  | Local Social CIC | 244.19          |  |  |
|   | Thunderidge CE Primary School  | Flower Power    | Ware in Bloom    | 96.55           |  |  |
|   | <b>TOTAL</b>                   |                 |                  | <b>7,996.04</b> |  |  |
| <b>ADDITIONAL/ REVISED ACTIONS AND MEASURES</b>   |                                |                 |                  |                 |  |  |
| <ul style="list-style-type: none"> <li>• Continue to run the Launchpad and extend the opening hours beyond 17:30 in the evening. A number of users would find this more beneficial to their working patterns and we believe this will increase usage.</li> <li>• Consider extending the Launchpad brand to another venue in Hertford or Ware following the closure of the WENTA run facility at Hertford Regional College in August. WENTA still have a grant from the EU to run business start up and advice services in the district until January 2019 and will be using the Launchpad as their base. Discussions with potential partners for a facility are underway.</li> <li>• Preparing a strategy to 'lift and shift' the Launchpad facility into a new venue as the Old River Lane project progresses</li> </ul> |                                |                 |                  |                 |  |  |

| Priority Theme/<br>Outcome  | Baseline performance and contextual data   | Outstanding actions | Progress as at September 2018 |   |    |                                       |           |  |   |   |          |  |   |
|---|--|---------------------|-------------------------------|---|----|---------------------------------------|-----------|--|---|---|----------|--|---|
| <p><b>Supporting the rural economy</b><br/><i>We will maximise investment into the rural economy and ensure it remains competitive</i></p>  | <p>Rural Development Programme Performance:</p> <table border="1" data-bbox="617 457 1308 737"> <thead> <tr> <th>Measure</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>Number of successful grant applications</td> <td>25</td> </tr> <tr> <td>Total value of grant applications (£)</td> <td>1,511,423</td> </tr> <tr> <td>Number of East Herts businesses that have successfully applied</td> <td>8</td> </tr> <tr> <td>Total amount invested in East Herts (£)</td> <td>243, 316</td> </tr> </tbody> </table> <p>The 8 businesses in East Herts who have been successful in obtaining EU funds are:</p> <ul style="list-style-type: none"> <li>• Kaiapoia Consulting</li> <li>• Highbury Farm</li> <li>• Cybertools</li> <li>• Brickendon Glamping</li> <li>• Celtic Harmony</li> <li>• Charcoal Retort</li> <li>• Hyde Hall Farm</li> <li>• Walkern Hall Farm</li> </ul> <p>The total amounts allocated range from £3000 to £65,000 and the grants have been used to fund activities such as purchasing glamping pods and purchasing more environmentally friendly agricultural equipment (eg. Drilling tools that minimise soil disruption)</p> | Measure             | Performance                   | Number of successful grant applications | 25 | Total value of grant applications (£) | 1,511,423 | Number of East Herts businesses that have successfully applied | 8 | Total amount invested in East Herts (£) | 243, 316 | <ul style="list-style-type: none"> <li>• Deliver the 2016 – 2019 Eastern Plateau Rural Development Programme (RDP) administering EU structural funds (total fund of €1,889,280)</li> <li>• Support the work of the Digital Innovation Zone.</li> </ul> | <ul style="list-style-type: none"> <li>• The RDP is a facilitated EU grant programme covering the “Eastern Plateau” (the non-urban areas of East Herts, North Herts, Uttlesford and Epping Forest) and East Herts act as the accountable body. The objectives are to support rural businesses with increasing productivity, farm diversification, tourism, cultural and heritage activity. Businesses are required to provide match funding to qualify for the grant</li> <li>• Following the referendum result to leave the EU there have been concerns about the status of these EU funds however the Rural Payments Agency (the body acting on behalf of the Ministry for Housing and Local Government to oversee the programme nationally) have confirmed all funds are guaranteed until the UK’s departure from the EU (April 2019). The programme co-ordinators have therefore sped up the process to ensure monies are allocated by that time. All the grants have to be contracted by that date and spent by 2020. We anticipate our overall programme will end in December 2019.</li> <li>• The entire grant has now been allocated.</li> <li>• Other areas nationally have struggled to spend their allocations and the Rural Payments Agency have therefore redistributed grant allocations from different areas rather than lose it. The Eastern Plateau is the second highest performer in terms of grant applications and as a result was awarded an extra £202,356. There is a pipeline of 6 projects waiting to be evaluated so there is no risk of not spending it (1 from East Herts)</li> <li>• Epping Forest Council are leading this work which consists of a consortia of partners from the public, private and voluntary sectors</li> <li>• Progress has been made on identifying what the strategy would focus on, specifically around digital infrastructure requirements for new developments and how to continue securing investment in broadband for rural areas</li> <li>• The Leader of East Herts is on the Digital Innovation Zone Board and symposium was held in June 2018 to bring together all the relevant partners and discuss how to work more collaboratively, as well as bid for central government funds to support further investment in digital infrastructure in our rural areas.</li> </ul> |
| Measure   | Performance  |                     |                               |   |    |                                       |           |  |   |   |          |  |   |
| Number of successful grant applications   | 25   |                     |                               |   |    |                                       |           |  |   |   |          |  |   |
| Total value of grant applications (£)   | 1,511,423  |                     |                               |   |    |                                       |           |  |   |   |          |  |   |
| Number of East Herts businesses that have successfully applied  | 8  |                     |                               |   |    |                                       |           |  |   |   |          |  |   |
| Total amount invested in East Herts (£)   | 243, 316   |                     |                               |   |    |                                       |           |  |   |   |          |  |   |
| <b>REVISED ACTIONS &amp; MEASURES</b>   |  |                     |                               |   |    |                                       |           |  |   |   |          |  |   |
| <ul style="list-style-type: none"> <li>• Ensure the digital innovation zone strategy is delivered</li> <li>• Investigate domestic opportunities for funding for rural businesses after the UK departs the EU</li> </ul> |  |                     |                               |   |    |                                       |           |  |   |   |          |  |   |

| Priority Theme/<br>Outcome  | Baseline performance and contextual data  |  |  |                                       | Outstanding actions   | Progress as at September 2018  |   |   |  |   |
|---|---|--|--|---------------------------------------|---|--|---|---|--|---|
| <p><b>Vibrant Town Centres</b></p> <p><i>We will ensure our town centres meet the needs and wants of our residents and visitors</i></p> | <p>Thanks to the data being produced by the Value and Volume Survey (produced using the Cambridge Economic Model through Visit Herts) we now have a standard set of metrics to use for town centres with trend data (see below). Unfortunately there is a significant lag with the date (over 1 year) and the latest data (2017) has yet to be published.</p> |  |  |                                       | <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> </ul> | <ul style="list-style-type: none"> <li>The Old River Lane project is now gaining momentum following the approval of the multi-storey car park application in July 2018. A development partner for the whole ORL site is being sought through a procurement process and we hope will be appointed by April 2019.</li> <li>The indicative masterplan for Old River Lane identifies an arts and entertainment centre, residential units, car park spaces and up to 20,000 sq foot of retail. This is one of the council's major projects and will play a crucial role in improving Bishop's Stortford as a destination as well as increasing the range of social and leisure services for residents.</li> </ul> |   |   |  |   |
|   | Town & Measure  | 2014/15  | 2015/16  | 2016/17                               |   |  | <ul style="list-style-type: none"> <li>Ensure employment land and needs are included with site development assessments (eg. Hertford Urban design study) and District Plan</li> </ul> | <ul style="list-style-type: none"> <li>Action on-going. An additional 5 Ha of employment space has been identified at Harlow and Gilston Garden Town within the District Plan due to anticipated economic growth around the Innovation Corridor. However bringing these sites to fruition is an on-going challenge given residential development is generally more attractive to developers. This can be observed through the trend in recent years for current employment land to be converted into residential use (often under permitted development rights)</li> <li>One of the major challenges for the council's economic development agenda is ensuring a reasonable balance of housing growth and employment space to ensure East Herts has viable places and communities rather than exporting workers to London and elsewhere.</li> <li>The Economic Development team appointed a new officer in late 2017 to work on this agenda alongside planning policy, helping co-ordinate research and qualitative demand data from businesses about demands for employment sites (specifically sector, size and type of space)</li> </ul> |  |   |
|   | <b>Bishop's Stortford</b>   |  |  |                                       |   |  |   |   | <ul style="list-style-type: none"> <li>Support a Business Improvement District being set up in Bishop's Stortford</li> </ul> | <ul style="list-style-type: none"> <li>A ballot with town centre businesses was held over Summer of 2018 and the outcome was a "yes" vote. A BID company will now be set up for an initial 4 year term, levying an extra. 1.5% on business rates' liability (meaning the company will have an annual income of around £150,000)</li> <li>A business plan has been produced by the board focusing on 3 priorities for the town: <ul style="list-style-type: none"> <li>Improving parking and accessibility (eg. Free periods and using parking marshals at Christmas/ busy periods)</li> <li>Backing business (providing more support to businesses around joint purchasing, legal support, training and mentoring)</li> <li>Marketing and events (promoting the town and increasing footfall)</li> </ul> </li> <li>The council will work with the BID company to help realise the business plan objectives as much as is possible.</li> </ul> |
|   | No. of day trips<br>No. of overnight trips<br>Total number of nights<br>Average length of stay<br>Total value of visits (£)   | 559,000<br>52,500<br>320,000<br>6.10<br>48,563,000       | 537,000<br>54,400<br>324,000<br>5.96<br>49,939,000 | <i>*data currently being produced</i> |   |  |   |   |  |   |
|   | <b>Hertford</b>   |  |  |                                       |   |  |   |   |  |   |
|   | No. of day trips<br>No. of overnight trips<br>Total number of nights<br>Average length of stay<br>Total value of visits (£)   | 587,000<br>40,100<br>266,000<br>6.63<br>43,800,000       | 566,000<br>43,500<br>325,000<br>7.47<br>45,242,000 | <i>*data currently being produced</i> |   |  |   |   |  |   |
|   | <b>Sawbridgeworth</b>   |  |  |                                       |   |  |   |   |  |   |
|   | No. of day trips<br>No. of overnight trips<br>Total number of nights<br>Average length of stay<br>Total value of visits (£)   | 200,000<br>18,100<br>91,000<br>5.03<br>15,937,000        | 192,000<br>19,400<br>93,000<br>4.79<br>16,412,000  | <i>*data currently being produced</i> |   |  |   |   |  |   |
|   | <b>Ware</b>   |  |  |                                       |   |  |   |   |  |   |
|   | No. of day trips<br>No. of overnight trips<br>Total number of nights<br>Average length of stay<br>Total value of visits (£)   | 365,000<br>41,300<br>182,000<br>4.41<br>32,302,000       | 351,000<br>45,100<br>186,000<br>4.12<br>33,558,000 | <i>*data currently being produced</i> |   |  |   |   |  |   |
| <b>Buntingford</b>  |   |  |  |                                       |   |  |   |   |  |   |
| No. of day trips<br>No. of overnight trips<br>Total number of nights<br>Average length of stay<br>Total value of visits (£)             | 196,000<br>10,200<br>71,000<br>6.96<br>13,574,000   | 188,000<br>10,400<br>73,000<br>7.02<br>13,999,000        | <i>*data currently being produced</i>              |                                       |   |  |   |   |  |   |
| <b>East Herts overall</b>   |   |  |  |                                       |   |  |   |   |  |   |
| No. of day trips<br>No. of overnight trips<br>Total number of nights<br>Average length of stay<br>Total value of visits (£)             | 3,698,000<br>224,000<br>1,298,000<br>5.79<br>252,560,000  | 3,573,000<br>236,000<br>1,371,000<br>5.81<br>262,007,000 | <i>*data currently being produced</i>              |                                       |   |  |   |   |  |   |

The general trend seems to be fewer day visits to our towns but more overnight trips. The value of visits has increased in each of the towns also. This data provides a useful baseline to see if things like the Bircherley Green redevelopment in Hertford and the Old River Lane development in Bishop's Stortford make any significant difference to town centres.

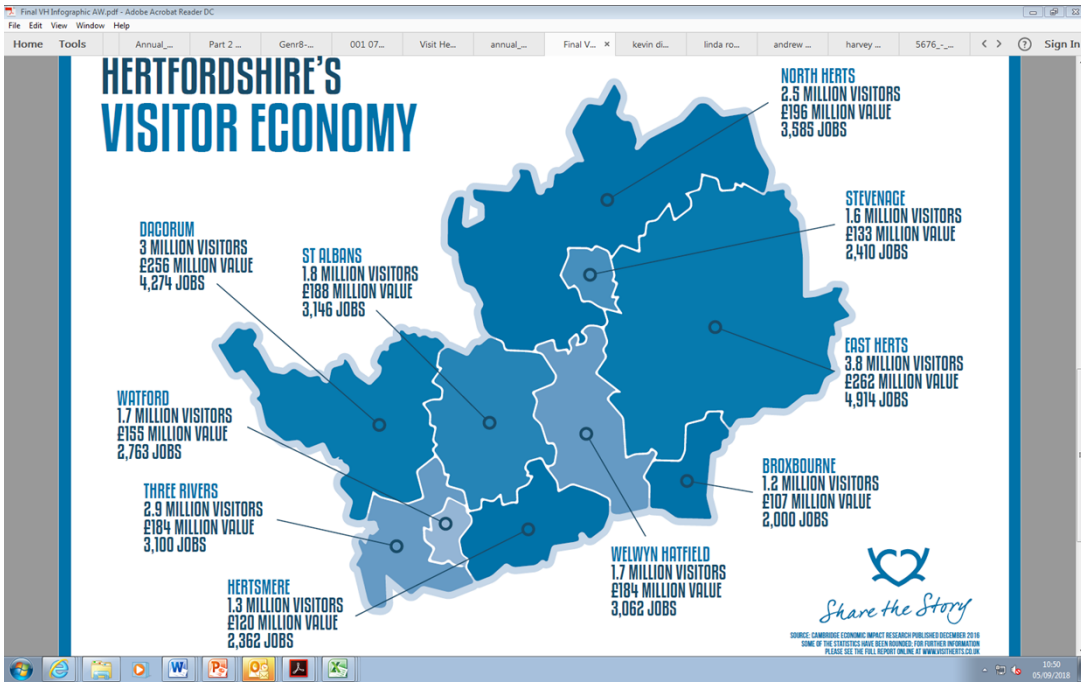
Vacancy rates:

|                    | 30 September 2017 | 31 March 2018 | 31 July 2018 |
|--------------------|-------------------|---------------|--------------|
| Bishop's Stortford | 11.0              | 8.7           | 7.8          |
| Hertford           | 8.5               | 8.6           | 9.7          |
| Sawbridgeworth     | 8.6               | 8.7           | 7.3          |
| Ware               | 10.6              | 9.0           | 8.2          |
| Buntingford        | 7.4               | 8.6           | 7.1          |

It has only been in the past 18 months that we have found an accurate and consistent way of measuring vacancies in our town centres. As above this will provide a useful baseline to look at future trends. These figures are slightly higher than national reporting as it includes office space in town centres as well as retail units so gives a more rounded view of how town centres are performing. We know that the increase in vacancies within Hertford is due to the Bircherley Green development.

REVISED ACTIONS & MEASURES

- Many policy initiatives have been suggested nationally concerning high streets since the Portas Review (which now seems largely discredited). More recent policy papers (eg. Grimsey) have suggested various other interventions and officers will be bringing a discussion paper to the Portfolio Holder on possible actions the district council can take to support the viability of our town centres. A Digital High Street Audit was piloted in Hertford. It found that just over 50% of businesses maintain a good or excellent online presence. These findings are compounded when accounting for the proportion of good and higher ratings made up of national chains, 35% of town centre businesses having are both truly local and have a good or excellent online presence.

| Priority Theme/<br>Outcome  | Baseline performance and contextual data   | Outstanding actions  | Progress as at September 2018  |
|---|--|--|--|
| <p><b>Supporting the visitor economy</b><br/><i>We want to raise the profile of local attractions and support businesses in their supply chain</i></p>  | <p>Data comes from the Value and Volume survey (see figures under “vibrant town centres” theme). As above we are waiting for the 2017 data however the countywide figures for 2015/16 illustrate the importance of the visitor economy to East Herts:</p>  <p>In addition to above Visit Herts produces a monthly Business Barometer which provides more regular, qualitative feedback from businesses on the visitor economy to supplement the Value and Volume data (albeit on a countywide as oppose to a district basis). Reports can be accessed here: <a href="https://www.visitherts.co.uk/business-barometer/">https://www.visitherts.co.uk/business-barometer/</a></p> | <ul style="list-style-type: none"> <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>• We have Service Level Agreement in place with Visit Herts (value £5k per annum) to deliver tourism and destination management services. The following web page has been developed: <a href="https://www.visitherts.co.uk/see-and-do/destinations/east-hertfordshire/">https://www.visitherts.co.uk/see-and-do/destinations/east-hertfordshire/</a></li> <li>• Visit Herts also undertake a range of other activities on including:</li> <li>• Herts Big Weekend campaign (a domestic campaign for Hertfordshire residents only) increased campaign participation year on year by almost 70% in 2018. Participating East Herts businesses included: Tewin Bury Farm Hotel, Foxholes Farm, Yew Tree Alpacas, Hanbury Manor, Henry Moore Studio and Gardens, Hertford TIC (walking tours), Lussmanns (Hertford and four others in Herts), Much Hadham Forge Museum, Ventura Wildlife Park in Ware, Paradise Wildlife Park. Lussmanns and Tewin Bury Farm Hotel had not taken part and were both in the campaign’s “top ten most popular attractions” in 2018.</li> <li>• Visit Herts is taking part in three Discover England international campaigns <ul style="list-style-type: none"> <li>○ Gourmet Gardens Trail (development of 2017’s Gardens and Gourmet project) aimed at near Europe – Netherlands and Germany.</li> <li>○ US Connections aimed at US travel trade (e.g. tour operators who influence and package tours for the end user)</li> <li>○ East of England Touring Route – aimed at two target visitor types in Germany arriving via car ferry or flying in to Stansted/Luton</li> </ul> </li> <li>• It is worth noting aim of all above three programmes is to direct international visitors to choose England as a destination rather than London or to persuade them to visit England in addition as part of a visit to London. Generally venues from East Hertfordshire are well represented.</li> <li>• The Deputy Leader of East Herts is a Board Member of Visit Herts and the next networking event takes place on 20<sup>th</sup> September at Tewin Bury Farm.</li> <li>• Skills Workshops. With the support of the Hertfordshire LEP and HCC teams Visit Herts ran its first Skills for Hospitality Workshop in January 2018, this has been followed up on a two-monthly basis, involving hoteliers, training providers (with a focus on apprenticeships and Level 4 &amp; 5 education opportunities) and recruitment specialists as part of VH’s Hoteliers’ Forum which is attended by hoteliers from throughout Hertfordshire including East Herts.</li> <li>• The 2018 Visit Herts Tourism awards deadline closes in September however attractions from East Herts which were finalists in the 2017 Visit Herts Tourism awards include: <ul style="list-style-type: none"> <li>○ Emerald Cottages, Ware, were finalists for the Rest Your Head Award</li> <li>○ Down Hall Hotel were finalists for the Big Sleep Award</li> <li>○ Henry Moore Foundation were finalists for the Hidden Gem Award).</li> </ul> </li> </ul> |
| <b>REVISED ACTIONS &amp; MEASURES</b>   |  |  |  |
| <ul style="list-style-type: none"> <li>• SLA with Visit Herts was initially for 2 years (2015/16 and 2016/17). We will extend the SLA for a further 3 years (until 31 March 2020) given they have also won a 3 year contract with Herts LEP to continue delivering a destination management service for the county</li> </ul> |  |  |  |

| Priority Theme/<br>Outcome   | Baseline performance and contextual data  | Outstanding actions  | Progress as at September 2018   |
|--|---|--|---|
| <p><b>Lobbying for the right infrastructure</b><br/><i>We will work with key partners to ensure East Herts can support growth in the right places at the right times</i></p> | <p>We do not have specific measures around infrastructure investment however an update on some of the major transport related projects in the district include:</p> <ul style="list-style-type: none"> <li>• £30m investment in the A120 bypass and flood alleviation scheme. Planning permission granted January 2017, work expected to begin summer 2019 and project due to be complete 2020.</li> <li>• £20m investment on A602 between Stevenage and A10 which started in Aug 2017, with first two phases completed in summer 2018, with construction on the remaining phase due to commence in summer 2019.</li> <li>• Investment in strategic infrastructure on A414 corridor, including Hertford, which will be developed through LTP4, which was published May 2018.</li> <li>• Planning permission has been granted for the new Junction 7a on the M11 as well as improvements to Gilden Way in Harlow. Main contract work due to begin mid 2019 with completion due in 2021.</li> <li>• 5<sup>th</sup> platform to be delivered at Stevenage station to enable services from/to Hertford North/Watton-at-Stone (which will be truncated after timetable changes related to the delayed Thameslink operations now due to commence in May 2019) to connect with Stevenage. Following Hendy Review, which excluded this scheme from the current Control Period 5 (CP5 – 2014-2019), delivery programme has currently been delayed until at least CP6 (2019-2024), although lobbying continues to expedite this scheme.</li> <li>• In line with Government policy, supporting best use of existing runways at airports in close proximity to the District (at Stansted and Luton) to bring economic benefits to residents, provided that these are successfully mitigated in the context of environmental impacts.</li> </ul> | <ul style="list-style-type: none"> <li>• Work with partners such as the LEP, County Councils and London Stansted Cambridge Consortium (LSCC) on identifying infrastructure requirements for the A10/M11 and A414 corridors and bring them to fruition</li> </ul> | <ul style="list-style-type: none"> <li>• Action on-going. LSCC has re branded itself as the Innovation Corridor. The focus is on Crossrail 2 (which is gaining support), and 4 tracking of the line up to Broxbourne from central London (irrespective of Crossrail 2 implementation) and improvements to the West Anglia routes. We remain supportive of their objectives with the Leader of the Council speaking at their annual general meeting. We have positively engaged with HCC, Essex CC, Highways England and other related bodies in seeking to identify suitable infrastructure mitigations to ameliorate the effects of development proposed in the emerging District Plan (due to be adopted 11th September 2018)</li> <li>• We have actively responded and engaged in the County Council's LTP4 process (published May 2018) and will continue to engage in the development of supporting documents and implementation schemes, particularly those in respect of infrastructure that facilitates delivery of sustainable transport opportunities, as appropriate, and will seek to bid for Sustainable Travel Town status for Hertford and Bishop's Stortford.</li> <li>• We worked with HCC and other partners to bid for £151m of 'Housing and Infrastructure Fund' (HIF) funding to improve the existing River Stort crossing and provide a new crossing and to deliver the sustainable transport corridor. The bid has been approved to proceed to the next stage, which is to develop a business case for the proposals. If successful the funding will enable partners to accelerate the delivery of this infrastructure and ensure that it is designed to an optimum standard to maximise the sustainable transport offer. Contributions from developers will be recycled into the delivery of the wider infrastructure for the Garden Town.</li> <li>• We have responded to the planning application for expansion to 43mppa at Stansted Airport, and will continue to engage on outstanding matters and issues relating to the District going forward.</li> <li>• We have responded to the non-statutory consultation on proposals to expand Luton airport to between 36 and 38mppa and will continue to engage as proposals develop.</li> <li>• We have also been engaged in discussions with Network Rail and operators (West Anglia and GTR) over their consultations for timetable and route changes and will continue involvement as these develop.</li> <li>• We continue to lobby for a 5<sup>th</sup> platform to be delivered at Stevenage station to enable services from/to Watton-at-Stone/Hertford North (which will be largely truncated after timetable changes related to the delayed introduction of aspects of Thameslink due to commence in May 2019) to connect with Stevenage.</li> <li>• We are assisting in exploring options with Network Rail and Greater Anglia to facilitate platform lengthening to support longer trains due to be introduced on the Hertford East branch line in 2019.</li> <li>• We are working with Greater Anglia, Hertfordshire County Council and Broxbourne Borough Council with the aim of introducing a Community Rail Partnership on the Hertford East Branch line.</li> </ul> |
| <b>REVISED ACTIONS &amp; MEASURES</b>  |   |  |   |
| <ul style="list-style-type: none"> <li>• None identified</li> </ul>  |   |  |   |