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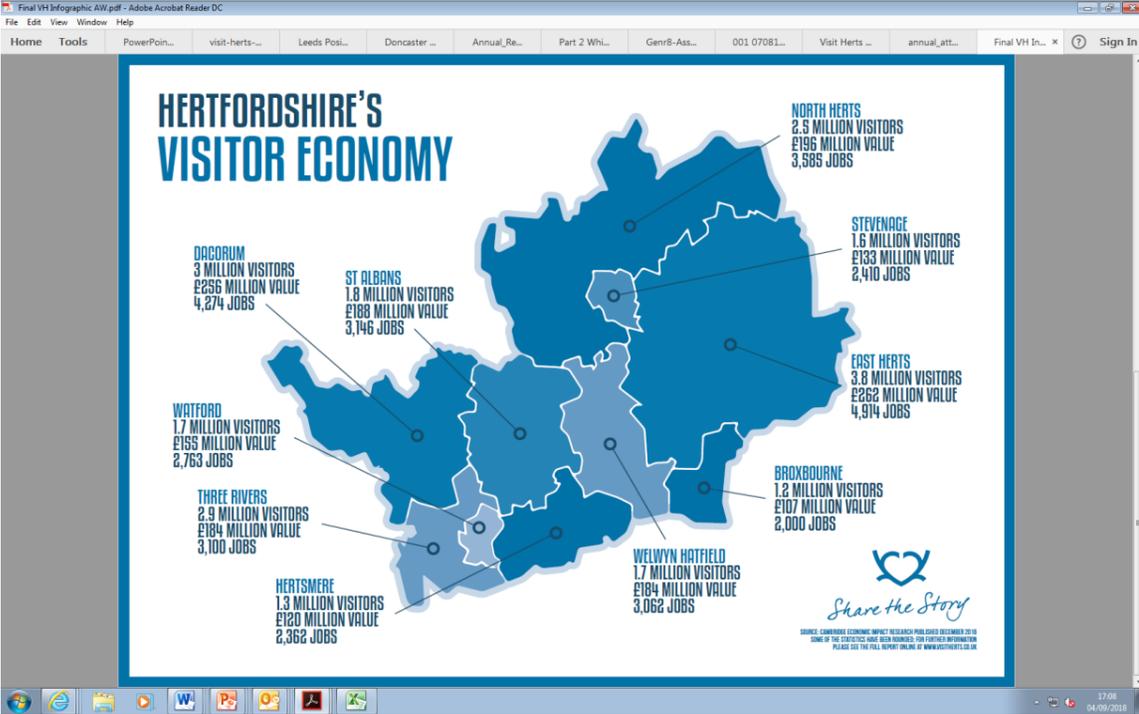
ECONOMIC DEVELOPMENT VISION AND ACTION PLAN FOR EAST HERTS 2016/17-2019/2020 – UPDATE FOR OCTOBER 2019

| Priority Theme/ Outcome | Original Actions from 2016/17 | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|------|--|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|--------|------|-------|
| <p>A business friendly council <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> | <ul style="list-style-type: none"> • Commission business need's analysis and detailed evidence base focusing on: <ul style="list-style-type: none"> ○ Demand for employment and commercial space (by geography and sector), particularly focusing on Bishop's Stortford ○ Demand for new business incubation space and 'second stage' space for new businesses seeking to grow ○ Sector or specific industry opportunities for East Herts (e.g. creative/R&D) • 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.) • Increase self-service options and create user accounts for local businesses to access council services in once place for key council services (aligned to customer services strategy) • Maintain membership in and sponsor key events such as the Federation of Small Business (FSB) annual awards/ Chamber of Commerce awards • Support the "Better Business for All" partnership between Regulatory authorities in Hertfordshire | | | | | | | | | | | | | | | | | | | | | |
| | Progress as at October 2019 | | | | | | | | | | | | | | | | | | | | | |
| | <p>Our new website has an improved user experience and we have on-line accounts for business paying rates and landlords paying council tax. We continue to support the Better Business for All partnership which is focusing on events for regulatory services (licensing, trading standards etc.) to offer more coherent and joined up support for the business community. In 2017 the partnership undertook a mystery shop exercise in East Herts to look at robustness of responses to business enquiries. Feedback from this session helped inform the new website content. The council historically has sponsored the countywide FSB awards as well as food and drink awards however since 2018 we have stopped funding these pending a review. Instead we have sponsored the new Bishop's Stortford Independent newspaper awards and the Bishop's Stortford Means Business networking event. We feel sponsorship of these events has given the council more profile in the local area.</p> <p>Our main achievement on direct support for businesses has been the introduction of the discretionary business rate grant scheme which was launched in April 2017. This offered up to 50% discount off one year's worth of rates liability to encourage new businesses to set up in the district. A total of 18 businesses benefitted, mostly in the retail sector, with total grants given out of £84k. An evaluation of the scheme was provided to Executive on 8th October this year and it was agreed to continue funding the scheme until the full £150,000 (originally allocated by Executive in February 2017) is allocated. More details on the businesses that have benefitted can be found here: http://democracy.eastherts.gov.uk/ieListDocuments.aspx?Cid=119&Mid=3516&Ver=4&J=3</p> | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Year</th> <th style="text-align: center;">No. of VAT registered businesses in the district</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">2010</td><td style="text-align: center;">6,815</td></tr> <tr><td style="text-align: center;">2011</td><td style="text-align: center;">6,605</td></tr> <tr><td style="text-align: center;">2012</td><td style="text-align: center;">6,750</td></tr> <tr><td style="text-align: center;">2013</td><td style="text-align: center;">6,765</td></tr> <tr><td style="text-align: center;">2014</td><td style="text-align: center;">7,120</td></tr> <tr><td style="text-align: center;">2015</td><td style="text-align: center;">7,625</td></tr> <tr><td style="text-align: center;">2016</td><td style="text-align: center;">7,790</td></tr> <tr><td style="text-align: center;">2017</td><td style="text-align: center;">10,170</td></tr> <tr><td style="text-align: center;">2018</td><td style="text-align: center;">9,015</td></tr> </tbody> </table> <p>The number of businesses registered in the district has seen a spike in recent years (and indeed preliminary figures for 2019 – as yet unconfirmed – indicate numbers are back above 10,000). However upon closer investigation it appears that there are a large number of shell companies and businesses registered to 3 specific addresses in Hertford and Sawbridgeworth (clearly to a company offering business registration services). The likelihood is that many of these will be operating elsewhere in the UK or internationally (e.g. Uber drivers, eBay traders, etc.). The business profile in the district remains heavily skewed towards the small and micro sized. At the last count, just 20 of the businesses registered above had more than 250 employees.</p> | Year | No. of VAT registered businesses in the district | 2010 | 6,815 | 2011 | 6,605 | 2012 | 6,750 | 2013 | 6,765 | 2014 | 7,120 | 2015 | 7,625 | 2016 | 7,790 | 2017 | 10,170 | 2018 | 9,015 |
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| <p>Enabling entrepreneurs and business start ups <i>We will encourage wealth creation in the district and ensure businesses can access a wide range of locally sourced services</i></p> | <ul style="list-style-type: none"> • 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) • Review business start-up provision and identify opportunities to improve support • Sponsor the CVS “dragons den” event for entrepreneurs in schools • 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.) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Progress as at October 2019 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <p>The review of business start-up provision and ceasing of the SLA with WENTA led to the Launchpad being piloted in Bishop’s Stortford. This is 1800 sq. ft. of flexible working space in Charrington’s House which opened in late 2017 as a consequence of the council not being able to let space commercially on the ground floor. We trialled opening this as an ‘easy in, easy out’ hot-desking and business start-up facility to test demand. Since it opened we have had over 150 users through the door who get an initial free period of use, then pay either £50 - £150 p/m for on-going use depending on need. Feedback is very positive as it is the only facility of its kind in the area and tends to attract a mixture of individuals. Some wish to start a new businesses, some have their own business but are trading from their home and want a professional business address or a facility to meet clients and some who work for large multi-national organisations but are based at home and want to use a more professional working environment. Due to its popular demand we opened a satellite Launchpad in partnership with Ware Town Council based at Ware Priory in July 2019 (700 sq. ft. of flexible working space accommodating 12 desks and small meeting space).</p> <p>The Launchpad has become our anchor project in economic development, helping us provide direct support to businesses, addressing a gap in the market and enabling us to build up expertise and capacity to run flexible working spaces. The Launchpad is now firmly established on the business support pathway in the district, getting referrals from the Herts Growth Hub and other business support organisations.</p> <p>We continue to support the Dragon’s Apprentice scheme in conjunction with the CVS which encourages young people at secondary and primary level to generate income from seed funding of £100, with the profits going to a local charity. There is also a junior programme scheme which 5 junior schools in the district have signed up to. Previous Councillors who have been involved are Cllrs Jeff Jones, Linda Haysey, Jan Goodeve, Graham McAndrew, Angela Alder and Norma Symonds. The senior scheme this year raised a total of £3,956.10 which is slightly less than last year.</p> <p>More details can be viewed here: http://www.cvsbeh.org.uk/our-projects/dragons-apprentice-challenge/</p> | <table border="1"> <thead> <tr> <th>Measure</th> <th>Annual Target</th> <th>2018/19 Performance</th> <th>2019/20 Performance to date</th> </tr> </thead> <tbody> <tr> <td>Number of businesses using the facility for more than 3 months</td> <td>20</td> <td>78</td> <td>42</td> </tr> <tr> <td>Total income from businesses using the facility (£)</td> <td>20,000</td> <td>20,243</td> <td>22,041</td> </tr> <tr> <td>Business use by sector/ type/ size</td> <td>No target</td> <td colspan="2">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</td> </tr> <tr> <td>Demographics data about users</td> <td>No target</td> <td colspan="2">37.5% female users, 62.5% male</td> </tr> </tbody> </table> | Measure | Annual Target | 2018/19 Performance | 2019/20 Performance to date | Number of businesses using the facility for more than 3 months | 20 | 78 | 42 | Total income from businesses using the facility (£) | 20,000 | 20,243 | 22,041 | 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 | | | | | | |
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| | | | <p>The Ware Launchpad opened in August 2019 so it is too early to tell how many users will sign up for 3 months. At the time of writing 9 clients are using the facility as part of the free trial period.</p> <p>The teams who took part in the 2018/19 Dragon’s Apprentice Challenge were as follows:</p> <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>Guiding Lights</td> <td>Guideposts Trust UK</td> <td>1,357,90</td> </tr> <tr> <td>Herts and Essex High School</td> <td>Initiate</td> <td>??</td> <td>2,778.12</td> </tr> <tr> <td>The BS High School</td> <td>Carers Connected</td> <td>Carers in Herts</td> <td>60.75</td> </tr> <tr> <td>Simon Balle School</td> <td>SBAS 1</td> <td>Herts Young Homeless</td> <td>161.89</td> </tr> <tr> <td>Chauncy</td> <td>The Maljets</td> <td>Southern Maltings</td> <td>955.31</td> </tr> </tbody> </table> | Senior School | Team Name | Charity Partner | Profits raised (£) | Freman College | Guiding Lights | Guideposts Trust UK | 1,357,90 | Herts and Essex High School | Initiate | ?? | 2,778.12 | The BS High School | Carers Connected | Carers in Herts | 60.75 | Simon Balle School | SBAS 1 | Herts Young Homeless | 161.89 | Chauncy | The Maljets | Southern Maltings | 955.31 |
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| Supporting the rural economy <i>We will maximise investment into the rural economy and ensure it remains competitive</i> | <ul style="list-style-type: none"> 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 Support communities in rural areas with accessing infrastructure for super-fast broadband by working with the “Connecting Counties” programme and raising awareness of other options | | | | | | | | | | | |
| | Progress as at October 2019 | | | | | | | | | | | |
| | <p>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. The programme launched in 2015 and closed in early 2019. The entire grant has now been allocated and the programme is in the process of ensuring the funds are spent and accounted for according to EU rules.</p> <p>It is hard to estimate the exact amount of EU funding that has come into the district as it comes via different routes. However the Herts LEP has overseen £32m of EU funding across the county under the current 2015-2019 programme. After Brexit no further EU funding will be received however a “shared prosperity fund” will be set up to replace this. EU structural funding has largely been directed towards the less affluent parts of the union and therefore the UK has traditionally been a net contributor as oppose to benefactor from funding. Within that Hertfordshire (or the East of England region as EU funding tends to operate on a regional basis) has been relatively low priority when compared to other areas, statistically more deprived areas (e.g. Cornwall is estimated to be the largest beneficiary of EU funding). It is anticipated that the shared prosperity fund will also prioritise areas according to need however no details of the scheme have been released.</p> <p>The Connected Counties is an initiative jointly funded by Local Government, Local Enterprises Partnerships and Openreach to deliver superfast broadband investment across Hertfordshire and Buckinghamshire. More information can be found here: http://www.connectedcounties.org/</p> <p>The Hertfordshire programme is now into its third round of funding and aims to have 98% coverage of the county by 2021. The County continues to investigate a range of avenues for expanding and providing coverage across Hertfordshire. BT Openreach who have been the principal delivery partner for Connected Counties have faced some criticism in the past by targeting the more commercially viable areas thus not delivering good value for money from the taxpayer. As the programme has continued some of the more rural, isolated areas have yet to be connected (i.e. those that are least attractive from a commercial perspective), although a high number of rural areas have been able to be included in the programme, taking East Herts superfast coverage from around 65% in 2014 to 94.5% now. Although large parts of the district have been covered under the programme, accessing superfast broadband remains an issue for some of the more sparsely populated areas.</p> <p>East Herts have also become members of the Digital Innovation Zone: an informal grouping of 11 different public (including local authorities, NHS trusts, education providers), private and voluntary sector partners across the areas of East Herts, Epping Forest, Harlow, Broxbourne and Uttlesford. It’s chaired by Epping Forest District Council who also act as the lead agency in driving forward its agenda and loosely fits under the LSCC umbrella. The DIZ exists in response to the ‘smart cities’ agenda which focuses on ensuring large urban areas are digitally enabled to take advantage of new and emerging technologies around logistics, healthcare, transport, social trends and working patterns. There is currently no equivalent for smaller towns and rural areas. There is a risk that these communities will miss out on digital infrastructure investment. The DIZ provides a platform for these areas across West Essex and Eastern Hertfordshire to stronger case to government for investment in digital infrastructure.</p> | <table border="1" data-bbox="1837 533 2528 810"> <thead> <tr> <th>RDP Measures</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>1,713,959</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>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 (risk is that any unspent monies will be returned to the EU after the day of Brexit). The Eastern Plateau is the second highest performer in terms of grant applications and as a result was awarded an extra £202,356. 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). 25 businesses across the area have benefitted however the 8 businesses in East Herts who have been successful in obtaining EU funds are:</p> <ul style="list-style-type: none"> Kaiapoia Consulting Highbury Farm Cybertools Brickendon Glamping Celtic Harmony Charcoal Retort Hyde Hall Farm Walkern Hall Farm <p>Current examples of DIZ activity include:</p> <ul style="list-style-type: none"> Creation of a digital strategy outlining a vision for the future area LFFN investment in healthcare (GP surgeries) Funding bid to MHCLG for to the LFFN pot for additional broadband investment | RDP Measures | Performance | Number of successful grant applications | 25 | Total value of grant applications (£) | 1,713,959 | Number of East Herts businesses that have successfully applied | 8 | Total amount invested in East Herts (£) | 243, 316 |
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| Vibrant Town Centres <i>We will ensure our town centres meet the needs and wants of our residents and visitors</i> | <ul style="list-style-type: none"> Develop a planning framework for River Lane and key adjoining town centre sites and develop a masterplan for Old River Lane Ensure employment land and needs are included with site development assessments and the District Plan Undertake feasibility work with town centre businesses on implementing Business Improvement Districts Work in conjunction with town and parish councils to deliver special events and specialist markets (e.g. farmer's markets) to increase footfall in the town centres | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | <p>There has been significant progress on the Old River Lane project since this vision was launched. The indicative masterplan for Old River Lane identifies an arts and entertainment centre, residential units and a mix of commercial and retail space. 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. Progress is of course subject to the outcome of the current judicial review on the multi-storey car park.</p> <p>With regards to this theme generally the council can play a more significant role in overall place shaping to help keep town centres vibrant (as oppose to responding to global changes in how people shop). The Old River Lane is a good example of this, as is the planned investment in Hartham Leisure Centre and Castle Park, all of which will help the offer from Bishop's Stortford is a mixture of retail, leisure and entertainment helping it stay relevant as a destination. A similar approach is being taken in Hertford with planned investment in the Theatre and Hartham Common Leisure Centre.</p> <p>Considerable work was undertaken regarding a BID in Bishop's Stortford. A ballot with town centre businesses was held over Summer of 2018 and the outcome was a "yes" vote. A BID company was subsequently set up, levying an extra. 1.5% on business rates' liability (meaning the company will have an annual income of around £150,000 to help improve the town centre). A business plan has been produced by the board focusing on 3 priorities for the town:</p> <ul style="list-style-type: none"> Improving parking and accessibility (e.g. Free periods and using parking marshals at Christmas/ busy periods) Backing business (providing more support to businesses around joint purchasing, legal support, training and mentoring) Marketing and events (promoting the town and increasing footfall through events such as the recent Gindependence day) <p>Tentative conversations have been had with traders in Hertford about forming a BID in order to provide some stronger governance and a more coherent voice around town centre issues. Independently however the town centre traders have decided to form their own trade association to represent their views. This has been driven largely by concerns around Bircherley Green. Town centre vacancy percentages can be found below:</p> | | | <p>The following data is taken from the value and volume survey and shows spend in our 5 towns over recent years.</p> <table border="1" data-bbox="1715 632 2724 1801"> <thead> <tr> <th>Town & Measure</th> <th>2014/15</th> <th>2015/16</th> <th>2016/17</th> </tr> </thead> <tbody> <tr> <td>Bishop's Stortford</td> <td></td> <td></td> <td></td> </tr> <tr> <td>No. of day trips</td> <td>559,000</td> <td>537,000</td> <td>618,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>52,500</td> <td>54,400</td> <td>56,600</td> </tr> <tr> <td>Total number of nights</td> <td>320,000</td> <td>324,000</td> <td>322,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>48,563,000</td> <td>49,939,000</td> <td>55,167,000</td> </tr> <tr> <td>Hertford</td> <td></td> <td></td> <td></td> </tr> <tr> <td>No. of day trips</td> <td>587,000</td> <td>566,000</td> <td>641,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>40,100</td> <td>43,500</td> <td>47,600</td> </tr> <tr> <td>Total number of nights</td> <td>266,000</td> <td>325,000</td> <td>318,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>43,800,000</td> <td>45,242,000</td> <td>51,040,000</td> </tr> <tr> <td>Sawbridgeworth</td> <td></td> <td></td> <td></td> </tr> <tr> <td>No. of day trips</td> <td>200,000</td> <td>192,000</td> <td>221,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>18,100</td> <td>19,400</td> <td>19,800</td> </tr> <tr> <td>Total number of nights</td> <td>91,000</td> <td>93,000</td> <td>91,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>15,937,000</td> <td>17,457,000</td> <td>18,412,000</td> </tr> <tr> <td>Ware</td> <td></td> <td></td> <td></td> </tr> <tr> <td>No. of day trips</td> <td>365,000</td> <td>351,000</td> <td>404,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>41,300</td> <td>45,100</td> <td>46,300</td> </tr> <tr> <td>Total number of nights</td> <td>182,000</td> <td>186,000</td> <td>191,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>32,302,000</td> <td>33,558,000</td> <td>38,485,000</td> </tr> <tr> <td>Buntingford</td> <td></td> <td></td> <td></td> </tr> <tr> <td>No. of day trips</td> <td>196,000</td> <td>188,000</td> <td>216,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>10,200</td> <td>10,400</td> <td>10,900</td> </tr> <tr> <td>Total number of nights</td> <td>71,000</td> <td>73,000</td> <td>70,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>13,574,000</td> <td>13,999,000</td> <td>15,409,000</td> </tr> <tr> <td>East Herts overall</td> <td></td> <td></td> <td></td> </tr> <tr> <td>No. of day trips</td> <td>3,698,000</td> <td>3,573,000</td> <td>4,280,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>224,000</td> <td>236,000</td> <td>250,000</td> </tr> <tr> <td>Total number of nights</td> <td>1,298,000</td> <td>1,371,000</td> <td>1,369,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>252,560,000</td> <td>262,007,000</td> <td>275,354,000</td> </tr> </tbody> </table> | | | Town & Measure | 2014/15 | 2015/16 | 2016/17 | Bishop's Stortford | | | | No. of day trips | 559,000 | 537,000 | 618,000 | No. of overnight trips | 52,500 | 54,400 | 56,600 | Total number of nights | 320,000 | 324,000 | 322,000 | Total value of visits (£) | 48,563,000 | 49,939,000 | 55,167,000 | Hertford | | | | No. of day trips | 587,000 | 566,000 | 641,000 | No. of overnight trips | 40,100 | 43,500 | 47,600 | Total number of nights | 266,000 | 325,000 | 318,000 | Total value of visits (£) | 43,800,000 | 45,242,000 | 51,040,000 | Sawbridgeworth | | | | No. of day trips | 200,000 | 192,000 | 221,000 | No. of overnight trips | 18,100 | 19,400 | 19,800 | Total number of nights | 91,000 | 93,000 | 91,000 | Total value of visits (£) | 15,937,000 | 17,457,000 | 18,412,000 | Ware | | | | No. of day trips | 365,000 | 351,000 | 404,000 | No. of overnight trips | 41,300 | 45,100 | 46,300 | Total number of nights | 182,000 | 186,000 | 191,000 | Total value of visits (£) | 32,302,000 | 33,558,000 | 38,485,000 | Buntingford | | | | No. of day trips | 196,000 | 188,000 | 216,000 | No. of overnight trips | 10,200 | 10,400 | 10,900 | Total number of nights | 71,000 | 73,000 | 70,000 | Total value of visits (£) | 13,574,000 | 13,999,000 | 15,409,000 | East Herts overall | | | | No. of day trips | 3,698,000 | 3,573,000 | 4,280,000 | No. of overnight trips | 224,000 | 236,000 | 250,000 | Total number of nights | 1,298,000 | 1,371,000 | 1,369,000 | Total value of visits (£) | 252,560,000 | 262,007,000 | 275,354,000 |
| Town & Measure | 2014/15 | 2015/16 | 2016/17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bishop's Stortford | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of day trips | 559,000 | 537,000 | 618,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of overnight trips | 52,500 | 54,400 | 56,600 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of nights | 320,000 | 324,000 | 322,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total value of visits (£) | 48,563,000 | 49,939,000 | 55,167,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hertford | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of day trips | 587,000 | 566,000 | 641,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of overnight trips | 40,100 | 43,500 | 47,600 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of nights | 266,000 | 325,000 | 318,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total value of visits (£) | 43,800,000 | 45,242,000 | 51,040,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sawbridgeworth | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of day trips | 200,000 | 192,000 | 221,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of overnight trips | 18,100 | 19,400 | 19,800 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of nights | 91,000 | 93,000 | 91,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total value of visits (£) | 15,937,000 | 17,457,000 | 18,412,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ware | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of day trips | 365,000 | 351,000 | 404,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of overnight trips | 41,300 | 45,100 | 46,300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of nights | 182,000 | 186,000 | 191,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total value of visits (£) | 32,302,000 | 33,558,000 | 38,485,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Buntingford | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of day trips | 196,000 | 188,000 | 216,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of overnight trips | 10,200 | 10,400 | 10,900 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of nights | 71,000 | 73,000 | 70,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total value of visits (£) | 13,574,000 | 13,999,000 | 15,409,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| East Herts overall | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of day trips | 3,698,000 | 3,573,000 | 4,280,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No. of overnight trips | 224,000 | 236,000 | 250,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total number of nights | 1,298,000 | 1,371,000 | 1,369,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total value of visits (£) | 252,560,000 | 262,007,000 | 275,354,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1" data-bbox="463 1688 1596 1892"> <thead> <tr> <th></th> <th>Sep 2017</th> <th>March 2018</th> <th>July 2018</th> <th>Jan 2019</th> <th>July 2019</th> </tr> </thead> <tbody> <tr> <td>Bishop's Stortford</td> <td>11.0</td> <td>8.7</td> <td>7.8</td> <td>8.6</td> <td>7.6</td> </tr> <tr> <td>Hertford</td> <td>8.5</td> <td>8.6</td> <td>9.7</td> <td>10.9</td> <td>11.6</td> </tr> <tr> <td>Sawbridgeworth</td> <td>8.6</td> <td>8.7</td> <td>7.3</td> <td>6.9</td> <td>4.4</td> </tr> <tr> <td>Ware</td> <td>10.6</td> <td>9.0</td> <td>8.2</td> <td>10.1</td> <td>8.6</td> </tr> <tr> <td>Buntingford</td> <td>7.4</td> <td>8.6</td> <td>7.1</td> <td>2.1</td> <td>4.6</td> </tr> </tbody> </table> | | Sep 2017 | March 2018 | July 2018 | Jan 2019 | July 2019 | Bishop's Stortford | 11.0 | 8.7 | 7.8 | 8.6 | 7.6 | Hertford | 8.5 | 8.6 | 9.7 | 10.9 | 11.6 | Sawbridgeworth | 8.6 | 8.7 | 7.3 | 6.9 | 4.4 | Ware | 10.6 | 9.0 | 8.2 | 10.1 | 8.6 | Buntingford | 7.4 | 8.6 | 7.1 | 2.1 | 4.6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sep 2017 | March 2018 | July 2018 | Jan 2019 | July 2019 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bishop's Stortford | 11.0 | 8.7 | 7.8 | 8.6 | 7.6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hertford | 8.5 | 8.6 | 9.7 | 10.9 | 11.6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sawbridgeworth | 8.6 | 8.7 | 7.3 | 6.9 | 4.4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ware | 10.6 | 9.0 | 8.2 | 10.1 | 8.6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Buntingford | 7.4 | 8.6 | 7.1 | 2.1 | 4.6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Priority Theme/ Outcome | Original Actions from 2016/17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|-------|----------|-------|------|-------------|-------------|--------------|-------|-----------|-------------|--------------|-------|---------|-------------|--------------|-------|--------------|-------------|--------------|-------|-----------|-------------|--------------|-------|-----------------|-------------|--------------|-------|------------|-------------|--------------|-------|------------|-------------|--------------|-------|-----------|-------------|--------------|-------|---------|-----------|--------------|-------|
| <p>Supporting the visitor economy <i>We want to raise the profile of local attractions and support businesses in their supply chain</i></p> | <ul style="list-style-type: none"> Undertake 2016 value and volume study (for the district as a whole but also focusing on the 5 towns) Work with Visit Herts to increase the profile of local attractions and support businesses in their supply chains | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <p>Progress as at October 2019</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <p>We have Service Level Agreement in place with Visit Herts to deliver tourism and destination management services as part of a wider joint 2018 - 2021 contract with the LEP and 9 other district councils. Their website can be found here: https://www.visitherts.co.uk/</p> <p>The visitor economy is an important and often overlooked part of the East Herts economy. The district benefits the most in terms of spend and number of visitors. A number of businesses in the district are also 'investor partners' and Visit Herts will promote their business directly as a consequence. Some of the major events they run include:</p> <ul style="list-style-type: none"> The Big weekend: discounted visits to major attractions every spring which is preceded by large amounts of marketing nationally and internally. Businesses taking part in East Herts in 2019 included Foxholes Farm, Hanbury Manor Marriott Hotel and Country Club, Henry Moore Studios and Gardens, Historic Hertford- Guided Walks, Tewin Bury Farm Hotel, Ventura Wildlife Park and Yew Tree Alpacas Gourmet Gardens Trail which is aimed at visitors from Netherlands and Germany. This focuses on combining high quality food and garden experiences. Focusing on food and open spaces. East Herts participants include Hanbury Manor, Tewin Bury Farm, and The Falcon (Buntingford) US Connections aimed at US travel trade. US Connections is a Discover England Fund project led by Destination Plymouth alongside 13 partners including Visit Herts. The project aims to develop and test a series of new, immersive, bookable itineraries for the US market to tempt tourists to visit regions of England outside of London. The Explorers Road which aims to bring together attractions, accommodation options, places to eat and activities to create a route that is culturally rich and quintessentially English. East Herts businesses involved include The Old Barge (Hertford), Black Horse (Hertford), Tewin Bury Farm, Henry Moore Studios and The Salisbury Arms (Hertford). | <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>  <table border="1"> <caption>HERTFORDSHIRE'S VISITOR ECONOMY (2015/16)</caption> <thead> <tr> <th>Town</th> <th>Visitors</th> <th>Value</th> <th>Jobs</th> </tr> </thead> <tbody> <tr> <td>North Herts</td> <td>2.5 million</td> <td>£196 million</td> <td>3,585</td> </tr> <tr> <td>St Albans</td> <td>1.8 million</td> <td>£188 million</td> <td>3,146</td> </tr> <tr> <td>Watford</td> <td>1.7 million</td> <td>£155 million</td> <td>2,763</td> </tr> <tr> <td>Three Rivers</td> <td>2.9 million</td> <td>£184 million</td> <td>3,100</td> </tr> <tr> <td>Hertsmere</td> <td>1.3 million</td> <td>£120 million</td> <td>2,362</td> </tr> <tr> <td>Welwyn Hatfield</td> <td>1.7 million</td> <td>£184 million</td> <td>3,062</td> </tr> <tr> <td>Broxbourne</td> <td>1.2 million</td> <td>£107 million</td> <td>2,000</td> </tr> <tr> <td>East Herts</td> <td>3.8 million</td> <td>£262 million</td> <td>4,914</td> </tr> <tr> <td>Stevenage</td> <td>1.6 million</td> <td>£133 million</td> <td>2,410</td> </tr> <tr> <td>Dacorum</td> <td>3 million</td> <td>£256 million</td> <td>4,274</td> </tr> </tbody> </table> <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: https://www.visitherts.co.uk/business-barometer/</p> | Town | Visitors | Value | Jobs | North Herts | 2.5 million | £196 million | 3,585 | St Albans | 1.8 million | £188 million | 3,146 | Watford | 1.7 million | £155 million | 2,763 | Three Rivers | 2.9 million | £184 million | 3,100 | Hertsmere | 1.3 million | £120 million | 2,362 | Welwyn Hatfield | 1.7 million | £184 million | 3,062 | Broxbourne | 1.2 million | £107 million | 2,000 | East Herts | 3.8 million | £262 million | 4,914 | Stevenage | 1.6 million | £133 million | 2,410 | Dacorum | 3 million | £256 million | 4,274 |
| Town | Visitors | Value | Jobs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| North Herts | 2.5 million | £196 million | 3,585 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| St Albans | 1.8 million | £188 million | 3,146 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Watford | 1.7 million | £155 million | 2,763 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Welwyn Hatfield | 1.7 million | £184 million | 3,062 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Broxbourne | 1.2 million | £107 million | 2,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Stevenage | 1.6 million | £133 million | 2,410 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Priority Theme/ Outcome | Original Actions from 2016/17 | |
|--|---|--|
| Lobbying for the right infrastructure We will work with key partners to ensure East Herts can support growth in the right places at the right times | <ul style="list-style-type: none"> • 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 • Liaise with the LEP to understand strategic needs of businesses in East Hertfordshire and lobby for East Herts interest | |
| | Progress as at October 2019 | |
| | <p>The LSCC has re branded itself as the “Innovation Corridor”. The focus has very much been on Crossrail 2, and 4 tracking of the line up to Broxbourne from central London (irrespective of Crossrail 2 implementation) and improvements to the West Anglia rail routes. We remain supportive of their objectives with the Leader of the Council speaking at their annual general meeting. Positive engagement took place with HCC, Essex CC, Highways England and other related bodies in seeking to identify suitable infrastructure requirements to support the District Plan (adopted in October 2018).</p> <p>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.</p> <p>The Hertfordshire LEP has published their draft local industrial strategy to which we have responded. It can be found here: https://www.hertfordshirelep.com/local-industrial-strategy/</p> | |