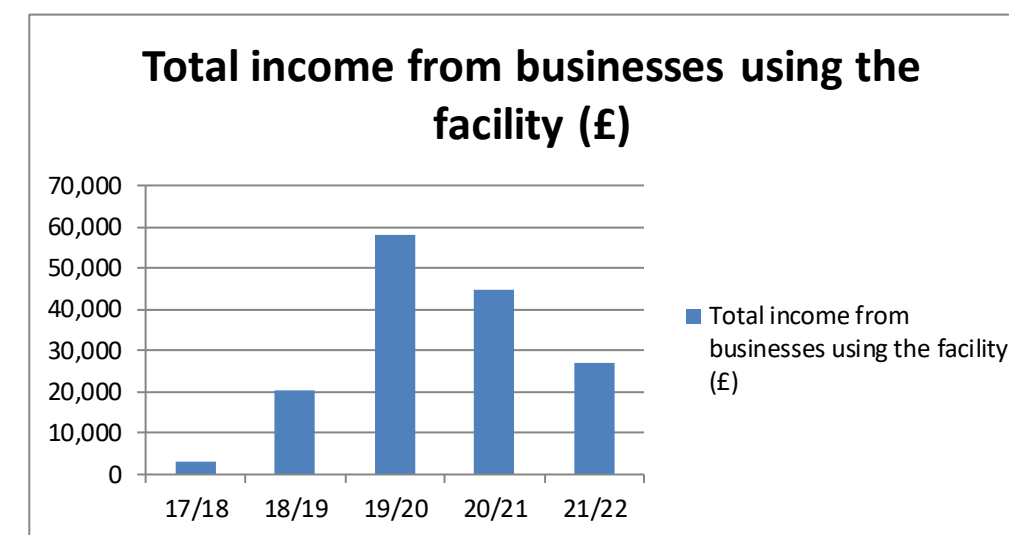
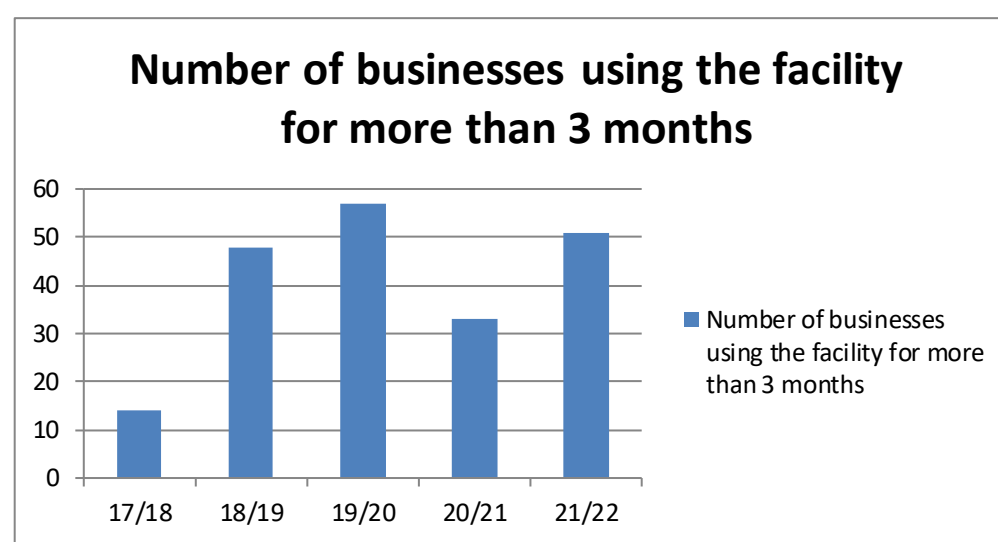


Corporate Plan Action	Update and performance data																										
<p>Deliver the 3 year ERDF Funded SME Competitiveness project focusing on expanding the Stortford and Ware Launchpads and supporting the bio-science, social enterprise and Airport MRO sectors. Target Completion Date: Autumn 2023</p>	<p>Number of businesses using the facility for more than 3 months</p> <table border="1"> <caption>Number of businesses using the facility for more than 3 months</caption> <thead> <tr> <th>Year</th> <th>Number of businesses</th> </tr> </thead> <tbody> <tr> <td>17/18</td> <td>15</td> </tr> <tr> <td>18/19</td> <td>45</td> </tr> <tr> <td>19/20</td> <td>55</td> </tr> <tr> <td>20/21</td> <td>35</td> </tr> <tr> <td>21/22</td> <td>50</td> </tr> </tbody> </table>	Year	Number of businesses	17/18	15	18/19	45	19/20	55	20/21	35	21/22	50	<p>Number of business using the facilities is back to almost pre-lockdown levels. We currently have 51 paying businesses with 89 active users of both facilities. The numbers are slightly skewed now and we have many more businesses with multiple employees using the facilities (including corporates). Overall usage is far higher than 19/20 even without meeting room bookings which have not come back to previous levels. The split between facilities currently stands at 46 businesses using Bishop's Stortford and 5 using Ware. In addition to these numbers we have several trial members on a months trial across both facilities.</p>													
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	<p>Total income from businesses using the facility (£)</p> <table border="1"> <caption>Total income from businesses using the facility (£)</caption> <thead> <tr> <th>Year</th> <th>Total income (£)</th> </tr> </thead> <tbody> <tr> <td>17/18</td> <td>5,000</td> </tr> <tr> <td>18/19</td> <td>20,000</td> </tr> <tr> <td>19/20</td> <td>55,000</td> </tr> <tr> <td>20/21</td> <td>40,000</td> </tr> <tr> <td>21/22</td> <td>25,000</td> </tr> </tbody> </table>	Year	Total income (£)	17/18	5,000	18/19	20,000	19/20	55,000	20/21	40,000	21/22	25,000	<p>Income down due to LP being closed for a lot of 20/21. Income now rising and heading well above pre-lockdown levels. We predict this will be close to 10k per month by December 2021. 21/22 figures for 4 months to July. Launchpad has strengthened its offering by adding several new meeting pods and office spaces which will allow it to maximise revenue in the time left at Charringtons House. By adding these extra facilities it will strengthen the Launchpad offering and allow a smoother financial transition to new premises in the near future.</p>													
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	<p>The project aims to support businesses in the three sectors of social enterprise, bio science and Maintenance, Repairs & Operations (MROs) linked to Stansted airport. Businesses in these sectors will be provided with either 12 hours of business workshops or a small capital grant of between £3000 and £5000 Since the last update the Economic Development team has completed a tendering process for the delivery of training workshops and the dispersal of small capital grants and appointed in January 2021 Deyton Bell, to support the delivery of this project. Since officially launching the project to businesses in April 2021 one business has been supported with diagnostic advice and the application of a small capital grant. The low delivery number can be attributed to:</p> <ul style="list-style-type: none"> • One of the three sectors (MROs for Stansted airport) has been disproportionately impacted by the global pandemic • It being common for projects to have a slow uptake at the start as marketing of the project builds up within the relevant sectors • Business owners being understandably reluctant to engage in non-BAU activity like the investment of their time (by attending workshops) or investing additional funds (required to obtain the small capital grant) This hesitancy is evident not only on this project but also ones in neighbouring Essex managed by Deyton Bell • Since the last update four claims have been submitted to the funder resulting in the release of £87,309 of funds to the council <p>Recently we have been looking on expanding the offering to other sectors such as aerospace, creative (including TV and Film) and digital, life sciences, manufacturing, financial services, modern methods of construction and Agri-Tech.</p>																										
<p>Find alternative accomodation for the BS Launchpad. Target Completion Date: 31 March 2022</p>	<p>We are in discussions with Legal & General over 8000 sq ft of recently vacated space above Jackson Square. This increased space would give us room to add much needed small offices and increase revenues significantly. Other properties that are being considered include the former Burton store on South St and also the office space attached to the car park at Nortgate End. An options appraisal will be going to the Council's Leadership Team on 14th September for consideration before being shared with the Portfolio Holder. Currently there is no target date to have vacated Charrington's House but once the masterplan and SPD are in place and a planning application on the ORL site submitted this will be agreed.</p>																										
<p>Provide support for local business representative organisations including Chambers of Commerce and the Bishop's Stortford BID. Target Completion Date: On-going</p>	<p>Support for the Herts Chamber of Commerce continues along with the Bishop's Stortford BID. Membership of the Bishop's Stortford Chamber of Commerce is currently under review. We also continue to support the Hertford Hub through the Welcome Back Fund will be providing support for stakeholders in Hertford (day time businesses, night time businesses, town council, county council and others to develop an vision and action plan for the town). £10k has been allocated for this work and it will be independently facilitated.</p>																										
<p>Work in partnership with the LSCC (Innovation Corridor) and Central Zone Alliance to lobby for inward investment. Target Completion Date: on-going</p>	<p>We continue to support the LSCC/ Innovation Corridor and the Leader of the Council continues to be a Board Member. The Central Zone Alliance (composed of 7 local authorities in the middle section of the corridor) have also employed a Economic Development Manager to raise the profile of this area in the wider strategy. An investment strategy and prodspectus for the CZA has been produced and the Manager is currently in dialogue with GSK about their plans for the Ware site and marketing the space to businesses through the corridor. More details on the LSCC can be found here: https://innovationcorridor.uk/ We also continue to support the Digital Innovation Zone whose major project currently is the role out of the Local Full Fibre Network to GP surgeries. Of the 26 surgeries based in East Herts and Broxbourne have now had this infrastructure rolled out to them. More information can be found here: https://diz.org.uk/</p>																										
<p>Work with Visit Herts to ensure local businesses and venues are supported. Target Completion Date: on-going</p>	<table border="1"> <thead> <tr> <th>Visitor Economy Measure</th> <th>2014</th> <th>2015</th> <th>2017</th> <th>2019</th> </tr> </thead> <tbody> <tr> <td>No. of day trips</td> <td>3,698,000</td> <td>3,573,000</td> <td>4,280,000</td> <td>4,231,000</td> </tr> <tr> <td>No. of overnight trips</td> <td>224,000</td> <td>236,000</td> <td>250,000</td> <td>251,000</td> </tr> <tr> <td>Total number of nights</td> <td>1,298,000</td> <td>1,371,000</td> <td>1,369,000</td> <td>1,445,000</td> </tr> <tr> <td>Total value of visits (£)</td> <td>252,560,000</td> <td>262,007,000</td> <td>275,354,000</td> <td>292,922,000</td> </tr> </tbody> </table>	Visitor Economy Measure	2014	2015	2017	2019	No. of day trips	3,698,000	3,573,000	4,280,000	4,231,000	No. of overnight trips	224,000	236,000	250,000	251,000	Total number of nights	1,298,000	1,371,000	1,369,000	1,445,000	Total value of visits (£)	252,560,000	262,007,000	275,354,000	292,922,000	<p>The date here comes from the Cambridge Model Economic Study which is done every 2 years. The most recently available data is for 2019 and was published in late 2020. Whilst that shows growth in all metrics related to the visitor economy/ tourism for East Herts this is a pre Covid picture and largely irrelevant. The hospitality, events and entertainment sectors were the most significantly impacted due to the pandemic. Visit Herts continue to operate as a Destination Management Company on behalf of its local authority funders (8 district councils including East Herts and HCC via the LEP) as well as individual businesses. In East Herts the funding partners are Tewnbury Farm, Henry Moore Studios, Paradise Wildlife Park and Hanbury Manor. During the last 18 months Visit Herts have predominantly focused on providing advice and guidance to businesses on measures needed to re-open safely and meet Covid secure requirements. In the past 6 months they have begun to focus more on "Welcome Back" messages to promote businesses. The website currently has 31 attractions for East Herts listed along 11 accomodation listings. They have posted 115 social media messages in the past 6 months featuring East Herts businesses, published in 2020, garnering over 100,000 impressions and over 5,500 engagements. Their annual promotion (the Big Weekend) was cancelled last year however will return this year for the "bigger weekend" - promoting incentives to visit businesses in the local area. Prior to the pandemic data showed that 5,497 jobs in the district were reliant on tourism, accounting for 7% of total employment for that year, underpinning the importance of this sector to East Herts. More details can be found here: https://www.visitherts.co.uk</p>
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<p>Work in partnership to support recovery of town centres and deploy 'Welcome Back' funding</p>	<p>Footfall per town (daily average in the month)</p> <table border="1"> <thead> <tr> <th>Town</th> <th>Sep-20</th> <th>Dec-20</th> <th>May-21</th> </tr> </thead> <tbody> <tr> <td>Buntingford</td> <td>1484</td> <td>702</td> <td>1076</td> </tr> <tr> <td>Sawbridgeworth</td> <td>1336</td> <td>778</td> <td>1286</td> </tr> <tr> <td>Ware</td> <td>7206</td> <td>6010</td> <td>6076</td> </tr> <tr> <td>Hertford</td> <td>16504</td> <td>11240</td> <td>8089</td> </tr> <tr> <td>Bishops Stortford</td> <td>19134</td> <td>16100</td> <td>11160</td> </tr> </tbody> </table> <p>Footfall data is taken from a manual count in Ware, Buntingford and Sawbridgeworth. These were taken at different points of the day and week to produce a daily average. Data from Hertford and Bishop's Stortford comes from the number of wi fi connections registered</p>	Town	Sep-20	Dec-20	May-21	Buntingford	1484	702	1076	Sawbridgeworth	1336	778	1286	Ware	7206	6010	6076	Hertford	16504	11240	8089	Bishops Stortford	19134	16100	11160	<p>The Reopenng the High Streets Safely is nearly complete and was largely spent on Communications, safety equipment such as sanitisers and gel, signage and planters. Under the subsequent Welcome Back Funding, £132,000 was allocated to East Herts in May 2021 to directly support the safe return of shoppers and visitors to high streets. Funding restrictions mean it can only be spent on non-capital items. We are using the funding to provide short term items such as temporary furniture or fittings, additional seating, cleaning, planters and plants, banners, communcation/ promotion of events that will encourage people to visit their high streets. We are also undertaking longer term initiatives such as activity monitoring systems and consultancy iniatives that help public and private sector organisations to collaborate to provide a medium longer term vision and plan for their town centres. The majority of this money is now allocated and all five towns along with the parishes of Aston, Stanstead Abbots, Datchworth, Little Berkhamstead, Hertford Heath and Albury will be benefitting from additional street furniture, equipment and cleaning.</p>	
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<p>Implement grant scheme to support businesses taking up vacant retail, commercial and industrial premises. Target Completion Date: 31 March 2022</p>	<p>The Economic Development team is responsible for the promotion and dispersal of a £100,000 grant programme to support businesses in the district move into vacant premises. It is envisaged that along with supporting businesses during a time of recovery from the pandemic, this funding will minimise the number of vacant commercial premises in our towns. The funding is available from July 2021 to March 2022. It has been promoted through the usual social media and e-newsletter channels and so far we have had a handful of enquiries. Eligible businesses will be able to claim up to £5,000 of costs associated with moving into new premises Grants of up to £5000 to take on empty premises in the district. Applications opened 1st July and scheme will run to end of March 2022. We have received 12 enquiries and are processing 5 applications, which we expect to be approved and paid early September. The application form can be found on our website: https://www.eastherts.gov.uk/premises-grant</p>																										

<p>Deliver the Jobsmart employment support programme. Target Completion Date: 31 March 2022</p>	<p>This scheme launched in 2020 to compliment existing employment support schemes available via Job Centre+ . It is delivered by the Council for Voluntary Services and jointly commissioned by East Herts and Brxbourne Councils. Referrals were initially very low in East Herts however since April this has changed significantly. Working with our partners and using intelligence from the local Citizens Advice Bureau, we have identified 'hotspots' across the district where there have been increases in the number of claimants of up to 500%. This information is being used to target our services to support the maximum number of people with training and volunteering opportunities as well as supporting them back into employment. At the end of July 21 the scheme was delivering from 3 hubs in East Herts, with plans to deliver the project from additional community buildings going forward, and had supported 218 clients in East Herts. Other achievements include:</p> <ul style="list-style-type: none"> • 115 clients enrolled on training courses • 12 clients supported into volunteering <ul style="list-style-type: none"> • 9 clients into employment • 180 clients actively job searching <ul style="list-style-type: none"> • 180 CVs reviewed • 73 interviews undertaken by participants • 3 volunteers recruited onto the project 	
<p>Other issues</p>	<p>Contextual information</p>	
<p>Town Centres</p>		<p>Vacancy levels stable overall with small fall in retail vacancies in town centres. Small retail units in high demand across the district. Larger units such as the former Burton and Zizzi units in Stortford have had little interest at this stage and may need some alterations to re-let. There is a high demand for small offices all around the district. Larger Office space is slower moving and there is significant amount of empty office space in town centres which does not appear as being offered to the market by the owners. Flexible small office providers such as ourselves (Launchpad) and the Town House in Hertford are currently full. Footfall (see above) is stable but not to Aug/Sept 20 (or Dec 20) levels, yet especially in Bishops Stortford and Hertford, where hospitality is a major component of the activity . We are investing in activity monitoring systems for the main five towns and this is expected to be deployed by the end of September.</p>
<p>Employment</p>		<p>Claimant count data shows a significant increase since the start of the pandemic. These levels have been pretty consistent for the past 12 months however since April and the re-opening of most hospitality businesses and easing of restrictions the situation has improved. However in March 2020 the number of people claiming out of work benefits in East Herts was 1135 and latest data (June) shows it to be 3070 so still significantly above pre-pandemic levels. There were still 5300 people on furlough in the district at the end July (compares to a peak of 17,000 at the height of the pandemic). The highest category of businesses with employees on furlough was Transportation and Storage.</p>
<p>Bishop's Stortford Means Business (BSMB)</p>	<p>We are continuing to support the BSMB this year and will be working with internal and external partners to showcase all the great things we have done and are doing in Bishop's Stortford. This will include Launchpad, launchpad 2, Grange Paddocks and all the economic support the council has given to businesses throughout the pandemic.</p>	
<p>Employment Land Policy</p>	<p>Employment land policy – New SPD for employment land, under development with EHC Planning to realign our policies and strategy to the post Covid environment and forthcoming changes to the planning regulations. Strengthen existing policies and take a more proactive and strategic approach to commercial space in the context of sustainable market towns fit for the future.</p>	

Launchpad data To July

	17/18	18/19	19/20	20/21	21/22
Number of businesses using the facility for more than 3 months	14	48	57	33	51
	17/18	18/19	19/20	20/21	21/22
Total income from businesses using the facility (£)	3,155	20,243	58,000	44,579	27,153



Town centre vacancy data

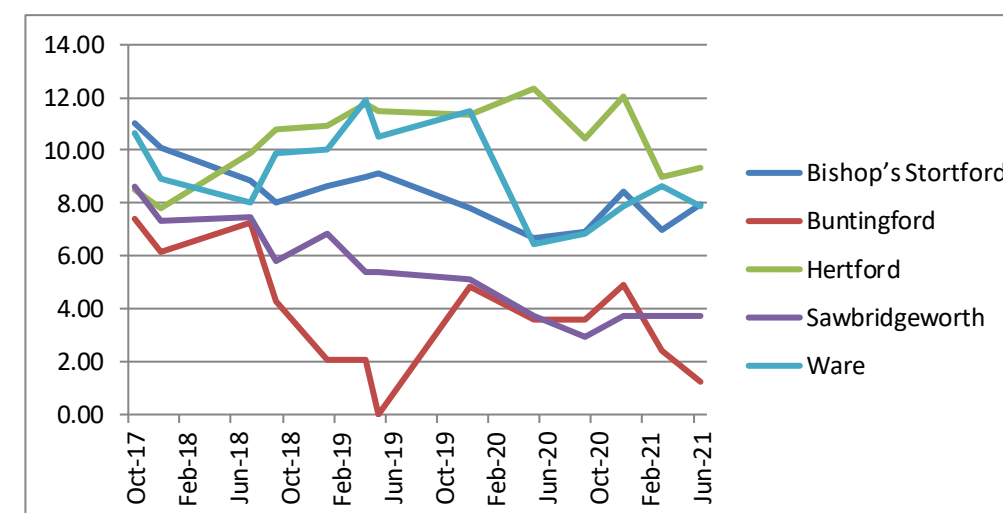
	Oct-17	Dec-17	Jul-18	Sep-18	Jan-19	Apr-19	May-19	Dec-19	May-20	Sep-20	Dec-20	Mar-21	Jun-21
Bishop's Stortford	11.03	10.07	8.88	8.00	8.62	8.99	9.10	7.85	6.68	6.95	8.44	7.00	7.95
Buntingford	7.41	6.17	7.23	4.30	2.08	2.08	0.00	4.82	3.61	3.60	4.88	2.43	1.22
Hertford	8.50	7.81	9.87	10.80	10.94	11.73	11.46	11.32	12.34	10.46	12.02	8.99	9.35
Sawbridgeworth	8.63	7.35	7.46	5.80	6.85	5.41	5.41	5.15	3.70	2.94	3.70	3.70	3.70
Ware	10.65	8.93	8.01	9.90	10.05	11.90	10.53	11.48	6.45	6.87	7.88	8.62	7.92

Bishops Str Buntingfor:Hertford Sawbridge:Ware
7.847534 4.819277 11.32075 5.147059 11.47541

visitor economy data

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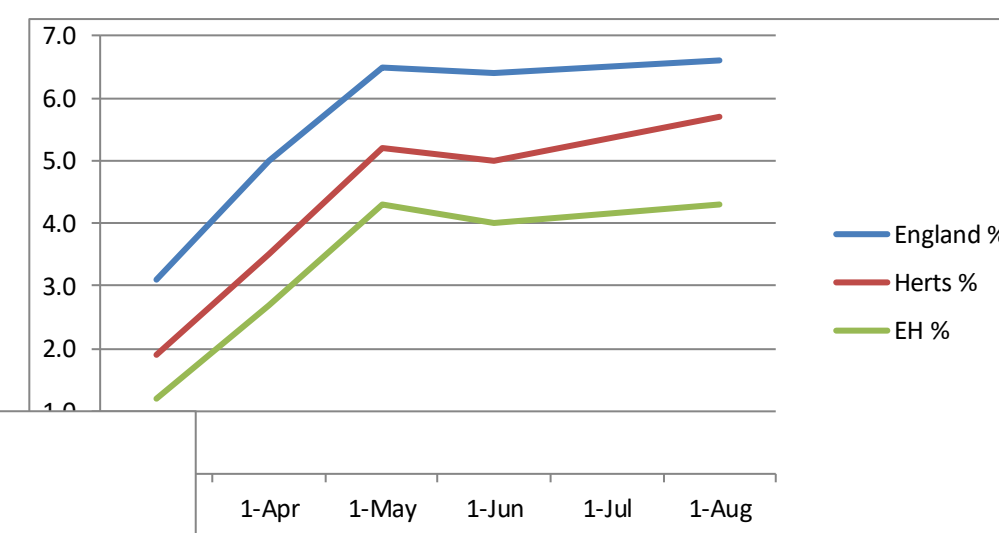
this data is available



RDP Measures	
Number of successful grant applications	25
Total value of grants awarded (£)	2,236,000
Number of East Herts businesses that have successfully applied	8
Total amount invested in East Herts including match funding from the private sector (£)	801,000

Employment count

	12-Mar	12-Apr	12-May	12-Jun	12-Aug
England %	3.1	5	6.5	6.4	6.6
Herts %	1.9	3.5	5.2	5.0	5.7
EH %	1.2	2.7	4.3	4	4.3



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