
Economic Development Update and Future Delivery

Purpose

1. The purpose of the paper is to provide an update on Economic Development delivery.
2. This is not a key decision but is brought to the Portfolio holder meeting for information.

Recommendations

3. It is recommended that the Portfolio holder notes progress to date on economic development actions.

Reasons for Recommendations

4. The report seeks to bring attention to the economic actions achieved and future delivery activities as agreed in the Portfolio holder meeting of December 2013, the Economic Strategy and relevant service plans.

Background

5. On-going economic development activity includes a suite of business support measures, improving broadband, supporting tourism as a growing economic sector and refreshing the economic growth strategy for South Cambridgeshire. The Council also continues to participate in strategic partnerships such as the Greater Cambridge Greater Peterborough Local Enterprise Partnership (LEP) and the London Stansted Cambridge Consortium (LSCC) in the furtherance of these aims.

LEP: *Enterprise Zone Wave 2*

6. The Council continues to work closely with the LEP, DCLG, developers and partners to ensure the best economic and social benefit is achieved with regards to the implementation of the Cambridge Compass Enterprise zone. Since the last Portfolio holder meeting on 25 January, 2016, the following has taken place:
 - (a) An operational meeting for the three Local Authorities with the LEP on 4 February to discuss the implementation of the Enterprise Zone
 - (b) Meeting with the LEP and landowners to work on investment plans, MoUs and implementation actions for each party on 4 March 2016
7. Officers will also be working with the LSCC, Cambridge Network, the LEP and developers to achieve the economic and employment benefits and potential of the sites. The Council will be participating on the Steering Group as well as each of the individual enterprise zone site project boards. Future steps will also include working on inward investment with the LEP, the Cambridge Promotions Agency (Cambridge Network) and UKTI as well as partners around apprenticeships and skills specifically in relation to the Enterprise zone and the South Cambridgeshire sites therein.
8. South Cambridgeshire District has a significant part in the Enterprise zone. The Portfolio holder and officers will continue to update and participate in the delivery of the Enterprise

zone. A paper will be taken to a future Cabinet meeting to discuss the MOU, governance and Business Rate implications.

London Stansted Cambridge Consortium (LSCC)

9. Since the last portfolio holder meeting the LSCC work streams detailed in the previous report, are ongoing. These are listed in brief below as well as any subsequent delivery:
 - (a) **LSCC Growth Commission** – which aims to outline a 30-year vision for the area. Further details can be found at: www.lsccgrowthcommission.co.uk
 - (b) **a three Year Plan:** The LSCC draft operations plan was considered at the 27 November 2015 board meeting, with a final report due to the board meeting in March 2016.
 - (c) **West Anglian Task Force:** The taskforce is building the case for improved rail provision along the London Stansted Cambridge corridor. The economic impact will be in delivering more jobs in the high-skill, high growth sectors with nearly one in seven of all the jobs in the UK (circa 4 million) being within a 10km radius of the corridor and thereby stimulating jobs growth and the economy for the District as a result. Since the last report, on 26 February 2016, SCDC co-ordinated a workshop with local business partners and the WATF. It was an opportunity to understand the concerns and constraints of businesses and possible detrimental effects (given the predicted 7% growth rate of employment in the greater Cambridge area) if the case is overlooked and not acted upon. An interim report will be published on 8 March 2016 with a full report due in June 2016.
 - (d) **Inward Investment:** The Board recently agreed an Investment protocol with the aim of supporting major clusters such as that of life sciences and attracting and maintaining needed international investment. Subsequently the Council has participated in developing marketing collateral for use at MIPIM, including highlighting the newly designated Cambridge Compass Enterprise zone sites of Cambourne, Northstowe and Waterbeach in the brochure.
10. The work described here is on-going and the Portfolio holder will update on relevant progress at subsequent portfolio holder meetings.

Improved Broadband and Digital Connectivity

11. The Council continues to participate in the 'Connecting Cambridgeshire' rural broadband delivery programme, which has successfully completed the first phase of the superfast fibre broadband rollout to 97,000 premises county-wide and which has announced further plans to ensure no community misses out. Take up of superfast broadband in South Cambridgeshire villages has been amongst the fastest in the county and country. Around 27,690 homes and businesses in South Cambridgeshire that would not have been able to get broadband otherwise can now upgrade to high speed fibre broadband.
12. Nevertheless, as discussed at the last portfolio holder meeting, there is more to be done and the next two years will see the fibre broadband roll-out reaching some of the most challenging rural areas of the district and county with other technologies such as wireless and satellite being used to close the gaps by 2020. Further details on the programme of works for the district is available in Appendix 1 and through <http://www.connectingcambridgeshire.co.uk/>
13. South Cambridgeshire District Council also assisted in the roll-out of Connecting Cambridgeshire's 'Women and Broadband Challenge' project. £49,300 of funding from the Government Equalities Office was awarded to continue providing practical help for women-led businesses to make the most of technology through the Destination Digital project. The

award was used in a county-wide roadshow that commenced in autumn 2015. The Council worked to stimulate take up in the district by promoting this information through the website and publications as well as through hosting an all-day workshop at South Cambridgeshire Hall on 5 February 2016. The event was a great success with the 1-2-1 advice sessions fully booked and the seminar on website development oversubscribed. In delivery, the Council also used the opportunity to develop the South Cambs business register by acquiring more businesses to sign-up to it, at the event.

Business Support

14. SCDC continues to work proactively to execute a suite of Business Support measures aimed to help businesses in the District.

Business Support Workshops

15. The Council, in partnership with Huntingdonshire District Council continues to deliver a successful business support workshop programme through NWES, enterprise agency. The programme commenced in January and runs to April 2016.
16. At the time of reporting eight workshops had been held, with an average attendance of 8 – 10 persons per workshop and feedback has been positive. Included in the support are free 1-2-1 advice with a specialist business advisor, following workshop attendance. Delivered in partnership, the programme allows for comprehensive support and joined-up delivery. The full programme and further details of future workshops can be found at: <http://www.nwes.org.uk/advice-and-training/how-to-grow-your-business/business-support-workshops-cambs>

Support to the Rural Economy

17. Following the previous reports, a successful workshop was held in Gamlingay on 21 January 2016. The event was successful and well attended, with 25 delegates participating, who through professional facilitation with a business advisor, identified a number of key needs and actions to assist local businesses in matters such as:
 - (a) developing local supply chains
 - (b) employment needs (e.g. business and development site directories and a business support planning guide)
 - (c) networks of support via the formation of a business association, both virtually (mobile phone app) and a group to discuss events and matters of interest to the local business community (e.g. linking employers with employees and apprenticeships).
 - (d) connectivity: to allow for communication of business needs through the development of a mobile phone app, for which funding has been successfully obtained via the Greensand Ridge LAG (Local Action Group) and Forward Gamlingay
 - (e) development of a service directory from the local business directory
 - (f) a local service website (called “Gamlingay.com”) to include an accreditation scheme for local businesses service suppliers.
18. A second workshop is planned for 17 March 2016, which take the identified actions further in the fields of planning, business support and apprenticeships. These actions also look to assist in the development of the economic element of the Neighbourhood Plan. Officers involved in the Partnerships team and Economic Development and Planning will continue to develop the locality work in Gamlingay and an update will be provided at future meetings.

Tourism

19. "Visit Cambridge and Beyond", the official tourism service for Cambridge City, South Cambridgeshire and the surrounding area commenced trading in the form of a Destination Management Organisation (DMO) and will commence trading as Visit Cambridge on 1 February 2016. This public/private partnership aimed at securing a stable model able to maximise the benefits of business and leisure tourism to the area. The Council has been involved in these plans and participates via the Portfolio holder on the board, supported by Economic Development actions at officer level. The Council will continue to attend the board meeting and work to achieve the successful delivery of the new tourism delivery structure, a fast growing economic sector which benefits the District directly and has the potential to offer further sustainable investment and jobs.

Economic Strategy Update

20. The Council plans to refresh the Economic Development Strategy for the forthcoming period 2016 - 2020. The update would include a review of the current strategy and look to include future actions and activity, incorporating the role of key strategic delivery partners (e.g. LEP, LSCC) and partners as well as delivery arrangements (e.g. Greater Cambridge City Deal, NPPF requirement). This would allow for joined-up delivery and the Council to take forward its economic activity and involve all relevant stakeholders, including members, which we will look to achieve as efficiently as possible, exploring the use of methods (e.g. Peterborough method used in Environmental Health Service). Refer to a separate paper on this matter. – Further details are available in a separate report.

Implications

21. In the writing of this report, taking into account financial, legal, staffing, risk management, equality and diversity, climate change, community safety and any other key issues, the following implications have been considered: -

Financial

22. The Economic Development Budget has a budget of £35,600 for business support and related activity. The tourism budget, currently £25,000 is due to decrease to £17,500 in 2016/17 and then further to between £8,000 - £12,000 p.a. (refer to the separate 2015 paper on this item). The cost of the business support workshops (c. £15,000) is within the current budget and a cost of £10,000 has been identified for the Economic Strategy Update. The LEP annual membership fee is set for 2016/17 at £17,769 and the LSCC at £10,000pa.

Consultation responses (including from the Youth Council)

23. No formal consultation has taken place.

Effect on Strategic Aims

24. Economic Development has a central place within the Council's Vision that says, 'Our District will demonstrate impressive and sustainable economic growth'. One of the Corporate Plan's 12 objectives is to 'Make the district an even more attractive place to do business'.

Background Papers

Where [the Local Authorities \(Executive Arrangements\) \(Meetings and Access to Information\) \(England\) Regulations 2012](#) require documents to be open to inspection by members of the public, they must be available for inspection: -

- (a) at all reasonable hours at the offices of South Cambridgeshire District Council;
- (b) on the Council's website; and
- (c) in the case of documents to be available for inspection pursuant to regulation 15, on payment of a reasonable fee required by the Council by the person seeking to inspect the documents at the offices of South Cambridgeshire District Council.

South Cambridgeshire District Council Enterprise Zone wave 2, Expression of Interest, 7 August 2015 and GC_GP Cambridge Compass Application 18 September 2015.

South Cambridgeshire District Council Economic Strategy (2010 – 2015)

Planning and Economic Development Portfolio holder Meetings, 11 June 2015, 09 September 2015 and 25 January 2016.

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