

## Appendix 1

### SUMMARY OF COUNCIL ACTIONS AND PROGRESS TO DATE

Active			
Actions	Timescale	Budgeted	Progress to date and evaluation
<p>1. Hardship Rate Relief:</p> <ul style="list-style-type: none"> <li>Reviewed the existing policy to facilitate the award of rate relief to assist businesses at imminent risk of failure and to ensure a fair allocation process and agreed budget.</li> <li>Continued publicity has been employed through the economic newsletter, website, meetings and contact with businesses.</li> </ul>	Available over 2010/11	£25,000	<p>Scheme available. A marked increase in applications has occurred.</p> <p>6 requests awarded 1 request is pending award 5 requests are expected</p> <p>Cost of awarded hardship rate relief to 28/02/2010 is approximately £12, 800.</p> <p><b>Future Action proposed:</b></p> <p>Continue the scheme.</p>
2. Freeze fees for taxi licensing, trade refuse collection and other environmental health services as recommended by the Portfolio Holder 27 January 2009	Available over 2009/10	£15,500 Actual cost: £17, 150	In place – Completed.
3. Lobby Minister for Local Government regarding NNDR and Minister for Energy regarding fuel poverty issues.	February 2009	-	Minister's response received.

<p>4. Economic Development Programme</p> <ul style="list-style-type: none"> <li>• ‘How to Win Contracts’ event with other public authorities at the Belfry Hotel, Cambourne</li> <li>• Business Seminar on surviving the economic downturn at Duxford IWM</li> <li>• Business Support Growth Fund with vouchers of £1,000 each launched and delivered with Business Link. This offers direct specialist business support for businesses affected by the recession.</li> </ul>	<p>4 June 2009</p> <p>1 July 2009</p> <p>September 2009 – March 2011 or until cash value is achieved.</p>	<p>£3,000</p> <p>£5,000</p> <p>£50,000</p>	<p>Completed. Attended by 100 businesses (target 70-80). Positive feedback received on practical value of the event.</p> <p>Completed. Positive feedback received on practical value of the event.</p> <p>On track</p> <p>The current voucher activity is shown in the table below:</p> <table border="1" data-bbox="1415 630 1915 702"> <thead> <tr> <th>Issued</th> <th>Activated</th> <th>Redeemed</th> </tr> </thead> <tbody> <tr> <td>27</td> <td>21</td> <td>18</td> </tr> </tbody> </table> <p>The vouchers are providing a wide selection of assistance and this is broken down into the following:</p> <table border="1" data-bbox="1415 798 2049 1045"> <thead> <tr> <th>Assistance Sought</th> <th>Number of Companies</th> </tr> </thead> <tbody> <tr> <td>Website Development</td> <td>10</td> </tr> <tr> <td>Training</td> <td>3</td> </tr> <tr> <td>Coaching</td> <td>2</td> </tr> <tr> <td>Marketing Assistance</td> <td>12</td> </tr> <tr> <td><b>TOTAL ASSISTED</b></td> <td><b>27</b></td> </tr> </tbody> </table> <p>10 of these organisations were also new to the Business Link East service, showing added value in that the programme has delivered additional businesses to be assisted by means of Business Link</p> <p><b>Future Action:</b> Further marketing with Business Link and partners in January 2010 has resulted in additional interest. Marketing will be on-</p>	Issued	Activated	Redeemed	27	21	18	Assistance Sought	Number of Companies	Website Development	10	Training	3	Coaching	2	Marketing Assistance	12	<b>TOTAL ASSISTED</b>	<b>27</b>
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<ul style="list-style-type: none"> <li>• Business competition (“Dragon’s Den”- style) to stimulate business start-up. Delivered in partnership with the Chamber of Commerce, Business Link and the private sector.</li> </ul>		<p>£10,000 for SCDC Total value of £30, 000 with sponsorship.</p>	<p>going with Chambers, FSB and partners. Current.</p> <ul style="list-style-type: none"> <li>○ Business Link, Chamber of Commerce and private sector sponsorship underway.</li> <li>○ Legalities being investigated and programme of events to support businesses to prepare for the competition.</li> <li>○ Business workshops are being developed with Business Link</li> <li>○ Guidance notes have been developed which include assistance, criteria, eligibility and legal aspects.</li> <li>○ A marketing programme has been developed between SCDC, the newspaper and the panellists</li> <li>○ Management of the competition milestones and programme in hand.</li> </ul> <p>Time table and programme include:</p> <p>16 March – competition start, launched with Cambridge News and partners Workshops – 19th April at Cambourne SCDC offices - 17 May at Cambourne SCDC offices Competition Close - 10 June Shortlisting from written applications: 16 June 2010 Final event 30 June</p> <p>Refer to Appendix 2 and 3 for the Guidelines and competition application forms.</p>
<p>5. Develop financial options to help development continue at Orchard Park</p> <ul style="list-style-type: none"> <li>• Plot C3 transferred to affordable housing from market sales. BPHA funded by HCA, with support by SCDC.</li> </ul>	<p>April 2009</p>	<p>HCA funding provided</p>	<p>All three house-builders are back on site, and higher level of reservations than last year.</p>

<ul style="list-style-type: none"> <li>Persimmon Homes commenced work on Plot B1, as result of transfer to C3 to BPHA. Martin Grant has commenced work on Plot D.</li> <li>Application for HCA Kickstart funding submitted</li> <li>Further work planned with partners on the private rented sector and self-build/eco housing options.</li> <li>Study commissioned for innovative delivery models with meeting set up about a private rented initiative.</li> </ul>	<p>May 2009</p> <p>June 2009</p> <p>October 2009 – March 2010</p> <p>November 2009</p>		<p>Completed. Application not successful</p> <p>City Council considering land disposal options for K1, March 2010 including self-commissioned housing</p> <p>PRSi discussions with house builders and HCA proved scheme unviable</p>
<p>6. Provide rent-free space for CAB at SCDC</p>	<p>March 2009</p>	<p>Within existing budgets</p>	<p>Offered – but unlikely to take up offer without financial grant to cover additional costs for CAB</p>
<p>7. SCDC staff:</p> <ul style="list-style-type: none"> <li>Financial well being event to signpost staff to appropriate organisations who can offer counselling and practical advice for themselves and family members</li> <li>Offer short-term projects to existing staff rather than agency staff</li> </ul> <p>Revise the staff relocation terms so that the sums available can be used flexibly, without increasing the total claimed.</p>	<p>April 2009</p> <p>February 2009</p> <p>December 2009</p>	<p>£2,000</p> <p>Potential saving</p> <p>Potential saving if new staff can be retained whilst</p>	<p>In place, completed</p> <p>In place, ongoing</p> <p>Work has commenced</p>

Human Resources organised publicity on PPC (Positive People Company) to aid staff in the recession. Support is offered through counselling on various matters.	August 2009	unable to sell former home	Action completed
8. Aim to pay suppliers within 20 days and 80% within 10 days.  Aim to pay 70% of undisputed invoices within 10 working days	February 2009 – ongoing  2010/11	Up to 10 days interest on sums paid	<b>Future actions:</b> <ul style="list-style-type: none"> <li>• Sign up to the prompt payment code.</li> <li>• That the <b>electronic system</b> of invoicing be investigated as a means to achieve improved cash flows.</li> </ul>
9. Small businesses that are identified as likely to benefit from rate relief will be targeted and encouraged to apply for this benefit	September 2009	Within approved budgets	Completed.  Letter sent to businesses and communications in the current Economic News Bulletin.
10. Improve ways of helping firms relocate to South Cambridgeshire, including property search and identification systems and associated marketing and /investment attraction.	Ongoing to March 2011	£10,000	Current  Meetings held with Invest East of England regarding inward investment. Meetings and discussions also held with the tourism office, neighbouring councils, businesses and commercial agents to develop a tool/mechanism for improved investment.  A commercial property database is being developed with colleagues to show available commercial space and market the District
11. Planning Policy SPD/DPD to be produced to strengthen support for economic development	Ongoing March 2011TBC	From existing resources	Current  To be included within the review of core strategy.

12. Support to local volunteer centres experiencing increased demand for placements as a result of the recession.	October – March 2010 2009	£5,000	Completed  2 Local Volunteer centers have received funding allowing for additional support through volunteering as a mechanism to both develop skills for employability following redundancy. Similarly, organisations that might otherwise be understaffed benefit.
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