



**Report To:** Economic Development Portfolio Holder 9 September 2015  
**Lead Officer:** Director for Planning and New Communities/  
Director Health and Environmental Services

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## **Economic Development Update and Future Delivery**

### **Purpose**

1. The purpose of the paper is to provide an update on Economic Development delivery in the past six months and to note future planned economic activity for the 2015/16 service period.
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 (2010 - 2015) and relevant service plans.

### **Background and Considerations**

#### ***Strategic Partnerships***

5. The Council has continued to participate in strategic partnerships such as the Greater Cambridge Greater Peterborough Local Enterprise Partnership (LEP) and the London Stansted Cambridge Consortium (LSCC).

#### ***LEP: Enterprise Zone Wave 2 application***

6. South Cambridgeshire District Council has submitted an Expression of Interest for the LEP to consider for inclusion in an application to central government for the Enterprise Zone Wave 2 - programme.
7. The background to this is that the Government, in July 2015, invited LEPs in England to submit a single, multi-sited application for each LEP area. The aim of this round is to focus on rural areas and smaller towns.
8. The incentives offered include the LEP retaining 100% of the business rate growth, with a business rate discount for occupiers. LEPs will be required to lead delivery with Local Authorities and demonstrate a strong commitment to simplified planning approaches through Local Development Orders or Planning Performance Agreements. The guidance suggests that Enterprise Zones focussed on supporting start-ups, inward investment or companies moving to an area would get competitive advantage, and also that proposals need to be able to demonstrate an uplift in value.

9. The Council wishes to take forward the vision to accelerate employment in the north and areas of the District, which has been slower to realise commercial potential in areas such as Cambourne and Orchard Park. Enterprise zone status could enable accelerated delivery of jobs alongside homes, delivering sustainable communities and supporting the economic strategy for areas such as Northstowe. For this reason we put forward four sites to the Enterprise Zone Expression of Interest, being:
- **Northstowe**, as a new town, with clear deliverable economic objectives demonstrated in its own Economic Strategy
  - **Cambourne** the 14,56ha west site with 5.66ha for employment as well as an extension to the current business park; adding value to the existing village and business park;
  - **Cambridge Research Park: Waterbeach**, forming a catalyst for the success delivery of the new town (of 8,000 – 9,000 homes) - a national priority, through employment opportunities in the Research park; and
  - **Smaller Local sites** able to support a step change in economic delivery. These include business sites in Gamlingay; Iconix Park, Pampisford; and Buckingham Business Park.

Refer to Appendix 1, (Wave 2 Enterprise Zone application, 7 August 2015) for further details of the Expression of Interest.

10. Since submitting the Expression of Interest, SCDC officers have been working with GC\_GPEP to develop a robust multi-site bid as part of the final LEP application. Other areas in the GC\_GPEP geography have also submitted areas for consideration for Enterprise zone status, as a single application. To this extent the bids will need to be consistent in approach. The GC\_GP LEP will decide sites to be finally submitted based on the Enterprise Zone criteria and evaluation for the GC\_GP area, submitting a bid to Government by the 18 September 2015 deadline. In September/October, Government will test the application, which will be competitive against other areas, needing to demonstrate commercial viability and deliverability by 31 March 2022. Successful applications are expected to be announced in November 2015.

#### ***London Stansted Cambridge Consortium (LSCC)***

11. South Cambridgeshire District Council continues to play a strong role in the LSCC. In June 2015, the Council participated in the 3<sup>rd</sup> Annual LSCC conference, focusing on innovation & growth, suggesting how we participate as a partner in the growth agenda and how we attract international investment. Speaking to the former extent, officers have also been participating in developing the proposition for the Life Sciences across the corridor, as well as the 30-year growth strategy.

#### ***Improved Broadband and Digital Connectivity***

12. The Council continues to participate in the 'Connecting Cambridgeshire' rural broadband delivery programme. At the time of the time of this report (August 2015), over 84,000 properties had been enabled so far, with a target of 97,000 premises by the end of 2015. South Cambridgeshire has achieved 27% or 27,600 interventions, leading the way in terms of the roll-out in Cambridgeshire. (Please refer to Appendix 2 for further information.)
13. Connecting Cambridgeshire is on track to exceed its original target (above) by bringing high speed fibre broadband to almost 100,000 premises by the end of 2015. However, there are challenges and planning is now underway to extend the roll-out using additional Government funding and BT investment to improve broadband coverage for harder to reach areas in

2016-2017. The programme is working with BT 'Openreach', local councils and broadband champions to find the best solutions to connect as many places as possible.

14. In terms of liaison with parishes in the District (raised at the previous portfolio meeting), SCDC works closely with Connecting Cambridgeshire, as the lead partner delivering the Superfast Broadband programme in the County, to keep Parishes, Members and local broadband champions informed and up to date. Connecting Cambridgeshire has an established communications system to keep the aforementioned parties informed. For example, an email letter (refer to Appendix 2D) is sent to each Parish when superfast fibre broadband goes live in their area offering a generic article for newsletters and /or website, postcards and posters and inviting them to feedback. This communications protocol includes regularly responding to queries and proactively contacting parishes where there are coverage issues to manage expectations on timescales and so forth. The team are also available to speak at meetings to explain the situation and answer arising queries.
15. Take-up of fibre broadband is above average across the county at over 24% (refer to appendix 2C) and rising rapidly, showing the high demand for faster Internet access so that people can work from home, shop, socialise and find services online. The higher than expected take-up of the high speed technology (over 20%) means £5.3million is being made available by BT via Broadband Delivery UK for Connecting Cambridgeshire to reinvest in extending high speed broadband to even more premises.
16. One hundred South Cambridgeshire businesses have received Destination Digital grants for equipment and training and 126 have been awarded connection vouchers up to £3,000 to install superfast broadband.
17. In addition, Connecting Cambridgeshire has been awarded a further £49,300 'Women and Broadband Challenge' funding from the Government Equalities Office to continue providing practical help for women-led businesses to make the most of technology through its Destination Digital project. The award will be used to launch a county-wide roadshow this autumn offering drop-in clinics with digital advice and training for women who want to run their own businesses or to work more flexibly. It will also help businesswomen get better broadband connections to support their work. South Cambridgeshire is working to promote this take up by promoting this information through the website and bi-monthly newsletter.
18. The Council will continue to work in close partnership with 'Connecting Cambridgeshire' both at senior and officer level to achieve the best superfast broadband delivery for the District.

### ***Business Support***

#### ***Business Support Workshops and Webinars***

19. SCDC continues to work proactively to executed a suite of Business Support measures aimed to help business in District.
20. Following the success of the previous workshop series and the need for further support, the Council is looking to commission a business support workshop programme across adjoining Local Authority boundaries. Huntingdonshire District Council has expressed interest in a collaborative approach and the process of joint procurement is being agreed, which South Cambridgeshire District Council will lead. The workshops are intended to be similar in style to the current SCDC workshop/webinar programme with an even split of locations across the two local authority areas and the possibility of webinar training, pending the tender.
21. Workshop topics proposed are:
  - (a) Business planning – a stepped approach with a workshop on a basic session and a more advanced session

- (b) Social media – basic and advanced
  - (c) Improving Profit
  - (d) Finding customers
  - (e) Finance – including raising funding, costing & pricing
  - (f) Staying ahead of competitors
22. A budget of £15,000 has been allocated from each Local Authority, with the aim of delivering 10 – 12 workshops/webinars. Following the imminent tender process, appointment of a contractor and allowing for lead time for induction and marketing, it is expected that the programme will commence in the Winter and complete by April 2016.
23. ***Support to the Rural Economy***
24. Following the successful, final pilot village area workshop delivered in Watebeach earlier in 2015, activity has commenced in Gamlingay. These actions seek to assist in the development of the economic element of the Neighbourhood Plan. This links to Planning and New Communities Service Plan focus on economic strategies of new settlements and villages in the District.
25. To date, the locality work in Gamlingay has commenced with a meeting to discuss implications of a planning proposal affecting employment; as well as consideration and attendance of a Neighbourhood Plan parish meeting. Furthermore, to kick-start business engagement, a meeting with developer businesses, who operate in the village, took place in July 2015. The local member led meeting explored business needs in the village, particularly relating to development sites, infrastructure (e.g. broadband, roads) and skills. Priorities and challenges for businesses were identified with key actions going forward to support businesses, employment and the economic needs of the village (e.g. a business and development site directories and a business support planning guide (update)). This information will be used to develop actions (e.g. facilitated workshops with a business specialist) within the next 6 months+. Gamlingay's Locality work involves the Planning Policy and Communities & Partnerships teams. Such village workshop programmes will also be held in Histon & Impington and Sawston Parishes thereafter.
26. The 'BikeBus Explorer' pilot has been extended with funding from the SDCDC Communities & Partnerships team budget and additional funding from the Local Sustainable Transport Fund. The service requires longer to consolidate ridership but has shown an increase in ridership over the course of the summer. However, it must rise still further if the service is to become sustainable in the longer term. A joint promotional campaign is now underway with the National Trust's Wimpole Estate during August and in September, they are offering a £1 discount on a hot drink at the Wimpole Estate's Old Rectory or Stable Block café to visitors arriving by BikeBus. Co-promotions with other key partners are now coming forward, most recently with Cambridge Health at Work (Cambridge University Hospitals Trust's Occupational Health Service) and further opportunities are being sought from businesses along the route. The BikeBus service is now supported by its own facebook page, "BikeBus Explorer Cambridgeshire".

## **Tourism**

27. "Visit Cambridge and Beyond", the official tourism service for Cambridge City, South Cambridgeshire and the surrounding area, currently led by Cambridge City Council is transforming into a Destination Management Organisation (DMO). This will be a 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 the first shadow board meeting took place in August 2015, attended by the Portfolio holder. The Council will continue to attend the board meeting and work to achieve the successful delivery of the new tourism delivery structure, due to launch in early 2016.

## **Implications**

28. 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***

29. The Economic Development Budget has a budget of £30,600 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 paper on this item). The cost of the business support workshops (c. £15,000, pending tender) is within the current budget.

### **Consultation responses (including from the Youth Council)**

30. No formal consultation has taken place.

### **Effect on Strategic Aims**

31. 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**

#### **Northstowe Economic Strategy**

([https://www.scambs.gov.uk/sites/default/files/documents/Economic%20Development%20Strategy\\_0.pdf](https://www.scambs.gov.uk/sites/default/files/documents/Economic%20Development%20Strategy_0.pdf))

#### **Economic Development Strategy (2010 – 2015)**

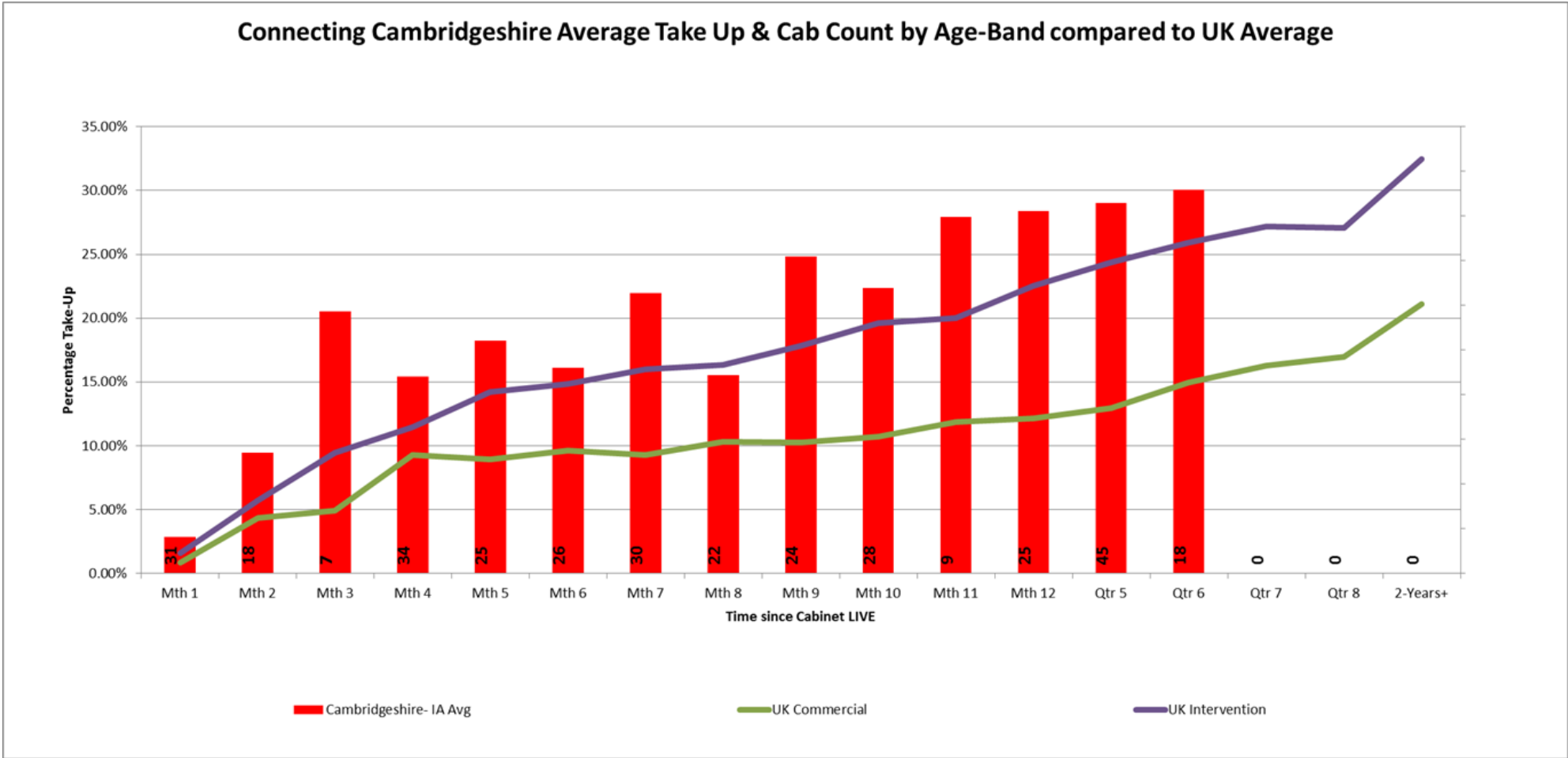
<https://www.scambs.gov.uk/sites/default/files/documents/Economic%20Development%20Strategy.pdf>

### **Planning and Economic Development Portfolio holder Meetings, 11 December 2013, 24 July, 2013 and 10 December 2014.**

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Appendix 2A – Take-up of fibre services across all live Connecting Cambridgeshire cabinets



## Appendix2B Roll-out progress by area.

**Green** = Roll-out complete **Yellow** = Roll-out in progress White = to be done in later phases

Districts	Parish
<b>Cambridge</b>	Cam - Abbey
	Cam - Arbury
	Cam - Castle
	Cam - Coleridge
	Cam - East Chesterton
	Cam - King's Hedges
	Cam - Market
	Cam - Newnham
	Cam - Petersfield
	Cam - Queen Edith's
	Cam - Trumpington
	Cam - West Chesterton
	<b>East Cambridgeshire</b>
Bottisham	
Brinkley	
Burrough Green	
Burwell	
Cheveley	
Chippenham	
Coveney	
Downham	
Dullingham	
Ely	
Fordham	
Haddenham	
Isleham	
Kennett	
Kirtling	
Littleport	
Lode	
Mepal	
Prickwillow	
Reach	
Snailwell	
Soham	
Stetchworth	
Stretham	
Sutton	
Swaffham Bulbeck	
Swaffham Prior	
Thetford	
Wentworth	
Westley Waterless	
Wicken	
Wilburton	
Witcham	
Witchford	
Woodditton	
<b>Fenland</b>	March
	Benwick
	Chatteris
	Christchurch

	Doddington
	Elm
	Gorefield
	Leverington
	Manea
	Newton (F)
	Parson Drove
	Tydd St Giles
	Whittlesey
	Wimblington
	Wisbech
	Wisbech St Mary
<b>Huntingdonshire</b>	Abbots Ripton
	Abbotsley
	Alconbury
	Alconbury Weston
	Barham and Woolley
	Bluntisham
	Brampton
	Brington and Molesworth
	Broughton
	Buckden
	Buckworth
	Bury
	Bythorn and Keyston
	Catworth
	Colne
	Conington (H)
	Covington
	Diddington
	Easton
	Ellington
	Elton
	Farcet
	Folksworth and Washingley
	Glatton
	Godmanchester
	Grafham
	Great Gidding
	Great Gransden
	Great Staughton
	Haddon
	Hail Weston
	Hamerton and Steeple Gidding
	Hemingford Abbots
	Hilton
	Holme
	Holywell
	Houghton and Wyton
	Huntingdon
	Kimbolton
	Kings Ripton
	Leighton
	Little Gidding
	Little Paxton
	Morborne
	Needingworth

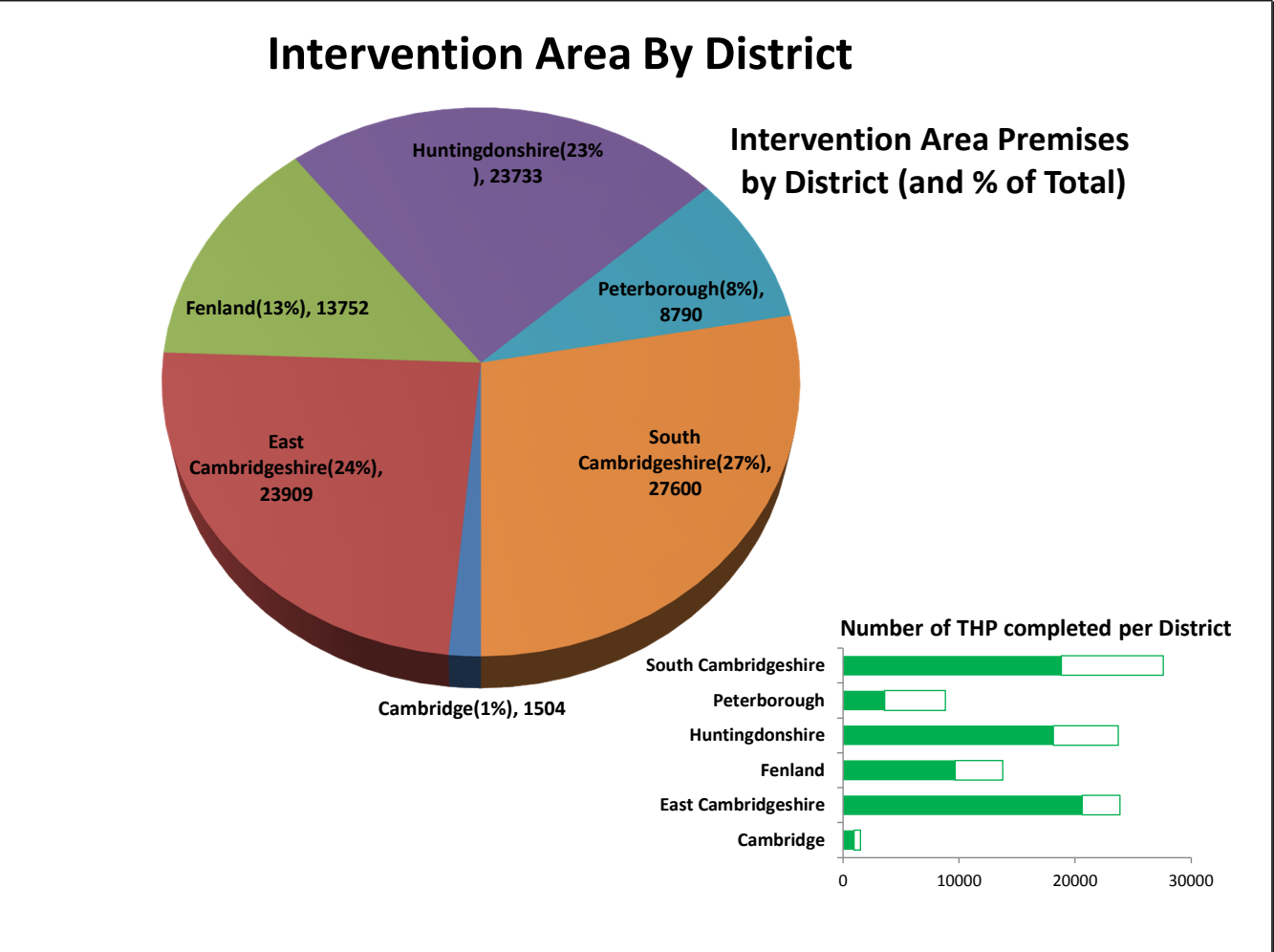


	Offord Cluny and Offord D'Arcy
	Old Hurst
	Old Weston
	Orton Waterville
	Perry
	Pidley cum Fenton
	Ramsey
	Sawtry
	Sibson-cum-Stibbington
	Somersham
	Southoe and Midloe
	Spaldwick
	St Ives
	St Neots
	Stow Longa
	The Stukeleys
	Tilbrook
	Toseland
	Upton and Coppingford
	Upwood and the Raveleys
	Warboys
	Waresley-cum-Tetworth
	Winwick
	Wistow
	Wood Walton
	Woodhurst
	Wyton-on-the-Hill
	Yaxley
	Yelling
<b>Peterborough</b>	Ailsworth
	Bainton
	Barnack
	Borough Fen
	Bretton
	Castor
	Deeping Gate
	Etton
	Eye
	Fengate
	Glington
	Hampton Hargate and Vale
	Helpston
	Marholm
	Maxey
	Newborough
	Non Parished - Peterborough
	Northborough
	Orton Longueville
	Peakirk
	Southorpe
	Sutton(P'boro)
	Thorney
	Thornhaugh
	Ufford
	Upton
	Wansford
	Wittering

<b>South Cambridgeshire</b>	Abington Pigotts
	Arrington
	Babraham
	Balsham
	Bar Hill
	Barrington
	Bartlow
	Barton
	Bassingbourn cum Kneesworth
	Boxworth
	Carlton
	Castle Camps
	Caxton
	Comberton
	Cottenham
	Croxton
	Croydon
	Dry Drayton
	Duxford
	Elsworth
	Eltisley
	Fen Ditton
	Fen Drayton
	Fowlmere
	Foxton
	Fulbourn
	Gamlingay
	Girton
	Grantchester
	Graveley
	Great Abington
	Great and Little Chishill
	Great Eversden
	Great Shelford
	Great Wilbraham
	Guilden Morden
	Hardwick
	Harlton
	Harston
	Haslingfield
	Hatley
	Hauxton
	Heydon
	Hildersham
	Hinxton
	Histon
	Horningsea
	Horseheath
	Ickleton
	Kingston
	Landbeach
	Linton
	Litlington
	Little Abington
	Little Eversden
	Little Gransden
	Little Shelford

	Little Wilbraham
	Lolworth
	Longstanton
	Melbourn
	Meldreth
	Milton
	Newton (S)
	Oakington and Westwick
	Orchard Park
	Orwell
	Over
	Pampisford
	Papworth Everard
	Papworth St Agnes
	Sawston
	Shepreth
	Shingay cum Wendy
	Shudy Camps
	Stapleford
	Steeple Morden
	Stow cum Quy
	Swavesey
	Tadlow
	Teversham
	Thriplow
	Toft
	Waterbeach
	West Wickham
	West Wrating
	Weston Colville
	Whaddon
	Whittlesford
	Willingham
	Wimpole

**Appendix 2C: Intervention Area By District**





## Appendix 2D

Dear Parish/Town Council Clerk,

Connecting Cambridgeshire is pleased to confirm that fibre broadband has gone live in your area, which means residents can upgrade to get faster Internet access. We would be grateful if you could raise the following information at your next meeting.

- A coverage map can be seen on the Connecting Cambridgeshire website at [www.connectingcambridgeshire.co.uk](http://www.connectingcambridgeshire.co.uk) with useful advice on how to get superfast broadband and answers to common queries.

The best way for people to check if their premises are connected to a better broadband service is to try to order a fibre broadband package through an Internet Service Provider.

The broadband speed delivered depends on a number of factors including the length of the line from the cabinet, the line quality, and the equipment and internal wiring within premises. There may be some premises connected to an upgraded cabinet that are simply too far away to receive a fibre service and some residents may have to wait a little longer to get improved broadband in areas that are harder to reach.

- We hope you can help us to inform local residents and businesses where fibre is now available and how they can upgrade to superfast broadband.

To support this, we enclose a taster pack of posters and postcards. We can also supply generic articles, which may be useful for your village newsletter, community website or Facebook pages to spread the word. Do let us know what you need.

- We hope you can also help us to make businesses in your district aware that they can apply for Government connection vouchers up to £3000 towards the cost of installing superfast broadband through our Destination Digital business support scheme. The funding is available on a first-come, first-served basis, so businesses should apply as soon as possible at [www.destinationdigital.info](http://www.destinationdigital.info)
- We are happy to support local meetings or events to promote take up of fibre broadband and are also looking for good stories to share on the website about how better broadband is benefiting communities and businesses across Cambridgeshire.

You can contact the Connecting Cambridgeshire team by email, or call 01223 703293 if you need further information.

Kind regards

Connecting Cambridgeshire team