Report No: G60/17

Eden District Council Commercial Services Portfolio

12 June 2017

Portfolio Plan 2016-2017 Outturn

Portfolio:	Economic Development			
Report from:	Assistant Director Commercial Services			
Wards:	Wards: All Wards			
OPEN PUBLIC ITEM				

1 Purpose

1.1 To set out the outturn against the targets in the 2016-2017 Economic Development Portfolio Plan set out at Appendix 1.

2 Recommendation

The outturn against the targets in the 2016-2017 Economic Development Portfolio Plan is noted.

3 Report Details

- 3.1 The Council has a Corporate Plan for 2015-2019, which was agreed by Council at its meeting on 17 September 2015. Individual Portfolio Plans set out in more detail the remit and particular priorities and activities. Where appropriate, measureable targets are set by which achievement may be assessed and reported. The 2016-2017 Economic Development Portfolio Plan was agreed at the Economic Development Portfolio meeting on 12 September 2016. The Portfolio Plan was agreed later in 2016 than expected due to a change in Portfolio Holders.
- 3.2 Where any target has not been met, there is an explanatory note.

4 Policy Framework

- 4.1 The Council has four corporate priorities which are:
 - · Decent Homes for All
 - Strong Economy, Rich Environment
 - Thriving Communities
 - Quality Council
- 4.2 This 2016-2017 Economic Development Plan assists the Council in meeting its agreed priorities and actions. Most of the items included support the Strong Economy, Rich Environment corporate priority.

5 Consultation

5.1 Portfolio plans are the means of implementing the Council Plan. All delivery actions in the Council's Portfolio Plans are directly linked to the priorities, objectives and strategic actions contained in the Council Plan. The Council Plan 2015-2019 was subjected to a period of extensive public and internal consultation throughout its development, between July 2014 and September 2015.

6 Implications

6.1 Financial and Resources

6.1.1 Any decision to reduce or increase resources or alternatively increase income must be made within the context of the Council's stated priorities, as set out in its Council Plan 2015-2019 as agreed at Council on 17 September 2015.

6.1.2 There are no proposals in this report that would reduce or increase resources.

6.2 Legal

6.2.1 There are no legal implications arising from this report.

6.3 Human Resources

6.3.1 There are no human resources implications arising from this report.

6.4 Statutory Considerations

Consideration:	Details of any implications and proposed measures to address:
Equality and Diversity	There are no equality implications arising out of this report.
Health, Social Environmental and Economic Impact	The activities set out within the report are intended to have a positive impact in terms of health, social cohesion and in particular for the Eden economy.
Crime and Disorder	No implications
Children and Safeguarding	No implications

6.5 Risk Management

Risk	Consequence	Controls Required
Targets agreed and monitored during the year are not attained.	Poor performance and objectives not achieved	The 2016-2017 Economic Development Portfolio Plan was monitored on a half-yearly basis, in November 2016.

7 Other Options Considered

7.1 No other options have been considered.

8 Reasons for the Decision/Recommendation

8.1 The 2016-2017 Economic Development Portfolio Plan ensures that the Economic Development Portfolio Holder is able to focus on key priorities and objectives included in the 2016-2017 Economic Development Portfolio Plan. The outturn report allows the review of actions over the past year and highlights any areas of under performance.

Tracking Information

Governance Check	Date Considered
Chief Finance Officer (or Deputy)	27.05.17
Monitoring Officer (or Deputy)	31.05.17
Assistant Director	31.05.17

Background Papers: Reports CD30/16

Appendices: Appendix 1- 2016-2017Economic Development Portfolio Plan

Outturn

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Appendix 1 **Objective EE1:** Provide an appropriate planning framework which facilitates sustainable development and attracts inward investment.

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised target date
EE1a: Work to integrate opportunities for economic development which build on the unique environment of the District	Identify commercial opportunities to bring income to the Council which can be used to further the aims of the economic development service.	Develop a Commercial Strategy for the Council by December 2016. Develop a protocol for investing in assets to generate an income by December 2016.	A Commercial Strategy is being drafted for the informal Economic Development Portfolio for November with a view to being agreed by full Council in December.	A Commercial Plan covering the period 2017 – 2020 was agreed by Council in March 2017 and now forms part of the Council's Policy Framework.	The Commercial Plan was agreed in March 2017 rather than December as it needed to also incorporate the Investment Protocol within the document.
	Create a range of business support measures to develop jobs and growth in key locations around the District.	Maintain and promote offer for businesses to meet the Chief Executive/Leader/Economic Development Portfolio Holder within 2 weeks of initial contact.	This is ongoing and has been taken up by a number of businesses.	This is an ongoing action and meetings have taken place with a range of businesses and will continue to do so.	
	Utilise 'Evolutive' internet based system for inward investment enquiries.	No. of enquiries maintained or increased year on year.	Number of property enquiries so far in 2016 is 10. There were 26 enquiries in total last year.	The number of total property enquiries over the year was 20. This has been bolstered by at least 15 individual property enquiries coming through	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised target date
				to officers directly.	
EE1c: Identify land					
for employment, development and support business growth	Promote the Apprenticeship scheme to local employers.	15 apprentice placements per year.	A new agreement has been entered into with Appleby Heritage Centre to provide the Apprenticeship Scheme in partnership with the Council.	14 new apprentices with 11 employers	A change of administrator for the apprenticeship scheme led to a very slight dip in performance.
	Target Food and Drink sector to create quality jobs.	Hold 2 employer engagement events over the term of the Portfolio Plan.	This has been undertaken through extensive consultation in developing the Food and Farming Enterprise Zone work.	Ongoing development of food network and launch proposed Food Enterprise Zones, there have been numerous consultation opportunities held with food and farming businesses.	
	Utilise Appleby Conservation Area 'at risk' status to attract investment.	Secure funding from Historic England if applicable.	Application for Heritage Action Zone status has been made and the Council has been informed it has been	The Council has been successful in its bid for Appleby to become a Heritage Action Zone. The project will span over five years and entail a £1.7	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised target date
			shortlisted.	million investment for Appleby.	
	Carry out a feasibility study and if found useful put in place Food and Farming Local Development Order(s) (LDO) in specific location(s).	Aim for a minimum of two LDOs in place by the Summer/Autumn of 2016 if found feasible. If found feasible, market the opportunities throughout the term of the Portfolio Plan.	The draft LDO seeks to place orders on all of Eden's employment sites as identified by the emerging Local Plan. Aiming for the LDOs to be in place in the Autumn.	Final Local Development Order report being prepared for consideration by Executive	The LDOs will be recommended on more areas than was originally considered which has led to more work but with far better anticipated outcomes.

Action Plan - 2016-17 for Economic Development Portfolio

Objective EE2: Engage and support businesses to innovate, grow and seek to maximise higher wage employment.

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
EE2a: Continue with our 'Invest in Eden' website and business marketing and support offers, including the Eden Business	Ensure monitoring of the Eden Business Support Fund takes place on a quarterly basis.	Take up of the fund. Income generated per year.	Almost £300,000 of the £500,000 has been applied for, this is far quicker progress than was expected.	The second half of the year was quiet with only 1 new enquiry in Q4. The total loans agreed at present is £295,000.	
Support Fund, to attract high quality businesses to locate and expand in the area	Develop locational advantage of Penrith by exploitation of transport links.	Target three meetings with tour operators to "sell" Penrith as a destination and/or an overnight stop.	Enquiries are taking place to identify most suitable tour operators.	Meetings take place with the Eden Tourism Network on a regular basis who have strong links in with tour operators.	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
EE2b: Engage with Eden's four market towns and the Chambers of Trade to increase their vitality, including the Townscape Heritage Initiative in Alston and the Penrith Business Improvement District (BID).	Supply Officer support to THI Assist with development of Nenthead Chapel Carry out feasibility studies of High Mill	 Ensure in place with active needs for the year. Attend update meetings and assist where possible. Work closely with Historic England (HE) to complete the feasibility and surveys by Summer 2016. 	Officer and financial resources continue to be made available. Attendance has taken place at key meetings including the Leader and Portfolio Holder. This has been delayed due to the need to engage with the Alston Moor Partnership into the feasibility study process.	Officer and financial support have continued to be made available. Support is available for the project when requested. Architects have been appointed to undertake the feasibility studies which will be completed by Summer 2017.	Including the Alston Moor Partnership brings about further finance into the feasibility study so although a delay has been incurred, the feasibility study can be more comprehensive.
	Appleby • Develop Library as a Business Hub	Keep progress with Cumbria County Council (CCC) in motion to ensure their enthusiasm for this does not falter.	Agreement entered into with County Council regarding funding arrangements to 2018. ACE have signed SLA to deliver range	The library continues to be used as a business hub. Consideration is being given to how these scheme could be developed further.	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	Help ACE create Flood Recovery Plan	ACE plan and support for Appleby. Neighbourhood Plan to be monitored for completion by end of June.	of business support outcomes. Neighbourhood Plan start delayed due in part to EDC staffing changes. Start estimated Autumn 2016.	ACE have developed a business database in Appleby and are ready to use this with the District Council to develop the business support service further. This will be an action the next Portfolio Plan.	
	Kirkby Stephen Business Training Christian Head Car Park for Coaches	 Anticipate first take up by June then develop progress on. Keep progress going. 	Scheme delayed following local procurement. Demand assessment to be completed end October 2016 followed by delivery Jan to Mar 2017. Decision by County Council expected Autumn 2016.	Business training concept developed for launch on 13 June 17. The District Council is supporting a new Community Plan for the area and has liaised closely with the Town Council as to the future use and management of the Car Park.	This was linked in to the financial support for the Chamber of Commerce – it was key that an agreement was developed between the Chamber of Commerce and the District Council to ensure there was no overlap of provision within Kirkby Stephen.

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	Penrith • Promote Pilot Gifted Eden Market	Gifted Market in Penrith held once a month with a minimum of twenty traders present at each Market.	Markets held as scheduled but due to reduction in traders the pilot was brought to an end in October.	N/A as pilot is no longer running. Previously reported in the mid-year outturn.	
	Assist audit of Business Improvement District (BID)	Audit provides key information to take forward a 're-vote' if a need is found.	Report on options for a renewal to Economy Portfolio Holder on 10 October.	Audit of the BID has taken place and the report has been received. The actions arising from the report will be undertaken to work towards a revote.	
	 Have in place and monitor Service Level 	Number of events	To date through the SLA with Penrith Town Council, the	The SLA was reviewed	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	Agreement (SLA) with Penrith Town Centre for signature Events.	supported through the District Council's contribution. SLA monitored and reported back twice per year.	Eden Food and Farming Festival and Marmalade Festival has been supported. A review of the SLA is due to take place in November 2016.	and considered successful and a new SLA has been signed for the next financial year.	
EE2c: Engage with partner organisations to support the rural economy	Work with the Local Enterprise Partnership (LEP) to secure finance that assists and supports the rural economy to be sustainable and thrive.	Access external finances each year to support the rural economy to flourish, noting that this is dependent on what finances are available.	A growth bid has been made for circa £4 million to enact the contents of the Masterplan Vision for part of Askham Bryan's Newton Rigg land.	The LEP received only £12.7 million of a requested £165m from Growth Deal 3. The Newton Rigg project was not allocated any funding from this pot.	
	Manage a fund of £75,000 from Cumbria LEP for tactical events and marketing to support flood recovery in Eden	All events/marketing completed by end of September 2016. All funding distributed and evaluation completed by end of December 2016.	Events supported to date include the Summer Pudding Festival in Appleby, the Pooley Bridge re-opening and events around Ullswater. There is still some finance available for a	The programme has delivered a number of key events across the flood affected areas in Eden and the money has been received from the LEP.	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
			further event.		
	Use Cumbria Growth Hub as a primary means of business support	No. of referrals.	Target postponed until agreement reached between Government and Cumbria Chamber on Business Support measures.	Funding agreement completed to deliver 85 'assists' over 12 months from June 2017.	
	Supply Officer support to the Rural Development Programme for England (RDPE) (Local Action Groups) LAGS.	Attendance at LAGS.	Economic Development Officers attend LAGS quarterly.	Economic Development Officers have continued to attend meetings and represent the Executive for the Solway Border and	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
				Eden LAG.	

Action Plan - 2015-16 for Economic Development Portfolio

Objective EE3: Work with partners to promote and develop an economically and environmentally sustainable tourism product in order to attract visitors with a range of interests.

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
EE3a: Promote and develop the key themes of cycling, walking, local history and local food and support arts and cultural events to support the economy and encourage all year round visitors to Eden.	Promote the key themes through the development of the Visit Eden website, publications and social media channels.	Growing number of unique page visits to the website, print published and distributed, increase in followers/likes on social media.	1st April 2015 to September 11 2015: Visit Eden Pageviews: 408,243 1 April 2016 to September 11 2016: Visit Eden Pageviews: 374,422 Decrease: 33,821 Facebook likes September 2015: 405 Facebook likes September	11 September 2016 to 31 March 2017. Pageviews: 322,576 Facebook likes as at 31 March 2017: 915 – an increase of 134 from September 2016. Twitter followers as at 31 March 2017: 5,642 – an increase of 553 from September 2016. Guide produced in December and being actively distributed via media campaign, lead generation, social media and TIC	The general decrease in page views has been put down to the impact of the flooding which occurred in December 2015. However, the website page view figures show an increase when a direct comparison is made with a like for like snapshot of calendar year dates rather than financial year reporting dates: 1 Jan – 14 May 2016: 261,171 page views 1 Jan- 14 May 2017: 282,228 page views

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
			Increase: 376 Twitter followers September 2015: 3,526 Twitter followers September 2016: 5,089 Increase: 1,563 Production of 2017 Eden Holiday Guide well underway with increased no. of advertisers /pages. Due to be published Dec 2016	requests and PR.	There is an emerging upward trend again for page views in the first quarter of 2017 which is encouraging.
	Through partnership working, seek to maximise financial contributions to achieve greater marketing	At least 2 partnership projects undertaken in the year.	Ullswater Way launched (EDC, CCC,	Eden Tourism is now a partner in the Westmorland Dales	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	potential and outcomes for Eden as a visitor destination.		LDNPA, Cumbria Tourism, Ullswater Association, Ullswater Steamers National Trust, Cumbria Waste Management). Cycling guides reprinted with funding from the See More Sustainable Transport Fund. Lakes and Dales Loop Cycleway launched, starting point Penrith (EDC, CCC, See	Heritage Lottery funded (HLF) Landscape Partnership scheme with the Yorkshire Dales National Park Authority, Friends of the Lake District & other partners. Round 1 bid has been successful in drawing in £300,000 for development phase including tourism and interpretation elements for the Orton area. Round 2 bid to draw in £3million will be submitted in July 2018. Eden Tourism has been successful in securing £22k funding from Historic	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
			More Programme, LDNPA, Cumbria Tourism)	England. The 2 year project includes the production of 4 trail leaflets, interpretation panels at Eden's 4 TICs and a heritage trail app. Leaflet production is now in progress.	
	Work with Eden Tourism Network (ETN) to ensure effective business engagement for Eden Tourism activities and new initiatives.	Hold 4 meetings each year at venues throughout the District.	Two well attended meetings held, at Brough and Abbott Lodge, Clifton.	A further two meetings have been held with the ETN and a programme of meetings to include presentations is being scheduled over the next 12 months.	
	Maintain Penrith Tourist Information Centre's (TIC) reputation as an important destination centre promoting Penrith, the Eden Valley and surrounding region. Continue to support Appleby	Ensure responsibilities within the SLA's are adhered to; Maintain high levels of customer service at Penrith TIC, monitored through appraisal process.	Meetings take place with Upper Eden Visitor Centre and Appleby Tourist	Regular SLA meetings have taken place with representatives of Upper Eden Visitor Centre and Appleby	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	TIC and the Upper Eden Visitor Centre in Kirkby Stephen through Service Level Agreements and the TIC element of Alston Local Links.	Develop new products and income streams to enhance the visitor experience.	Information Centre on a regular basis. New Fine Lines Arts portfolio of Penrith merchandise stocked Expanded range of edible New Fine Lines Arts portfolio of Penrith merchandise stocked Expanded range of edible souvenir products introduced e.g. Romneys Mintcake	Tourist Information Centre. Regular meetings with staff at Penrith TIC have included monitoring of customer feedback. Several emails have been received from service users complementing the staff's work. Extensive range of Penrith related merchandise being sold as part of partnership with Fine Line Arts. Range includes calendar, coasters, key rings and greetings cards. TIC now stocks wide range of Romneys of Kendal products —	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
			top sellers are mint cake and box sets of fudge and mint chocolate.		
	To develop new income stream for Penrith TIC through selling advertising space on computer operated SMART Board and additional TV screen.	By March 2017 to have generated an additional £2K of income.	New TV advertising available within Penrith TIC featuring paid advertising.	Advertising revenue generated was £536 in the 2016/17 financial year.	Uptake on advertising packages has been slower than expected despite frequent promotion of service to local businesses. More businesses are due to sign up in 2017/18.
	Ensure re-accreditation of the Penrith and Eden Museum takes place successfully.	Reaccreditation achieved by December 2016.	Accreditation preparation work well underway. Formal report due for November	The re-accreditation application was submitted on time and the outcome is awaited from the Arts Council. Expected July 2017. A report	There has been a delay by the Arts Council in assessing applications due to some internal changes within the organisation.

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
			2016.	will then be presented.	
EE3b: Promote and support events including the Eden Food and Farming Festival, Halloween Festival, Winter Droving, Penrith Triathlon and attract regional and national events to Eden, such as the Tour of Britain.	Support Penrith to hold at a minimum three key events each year through the provision of officer support and financial assistance for the next three years.	Put forward a growth bid in the 2017/18 budget setting process to support events over the next three years financially as follows: £24K in 2017/18 £23K in 2018/19 Monitor the SLA twice per year with Penrith Town Council.	EDC was a funding partner for the 2016 Tour of Britain, Cumbria stage 5 September. SLA is monitored twice per year.	Events supported include the Winter Droving, Eden Food and Farming Festival and the Marmalade Festival. All events had a strong economic impact for the Town. An SLA has been drafted for 2017/18 and signed by both parties.	
	On behalf of the Eden Tourism Network, organise the 5th Tourism Summit in	Tourism Summit organised with at least 100 attendees with regional	2016 Tourism Summit took place on the	The 2017 Summit is now in progress. A venue has been	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	October 2016.	and national speakers in attendance.	19 Oct at Tebay Services Hotel. Key national & regional speakers were secured with the event attracting over 100 attendees.	sourced and the line- up of speakers is to be finalised. Workshop sessions are currently being planned.	
	Operate the Tourism Grant Scheme to support new events and promotional initiatives.	All budget allocated year on year.	Grants awarded include: Dales High Way, Ullswater Way, South Tynedale Railway, Shap Old Courthouse Visitor Information Point.	Additional grants awarded include: Daff Fest – Ullswater valley. All the budget was fully allocated in 2016/17.	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
	Organise Eden specific	Events are held in the	Planning for	A successful Eden	
	events to highlight English Tourism Week.	Spring of each year of the Council Plan term.	Eden Tourism Week 2017 begins in December 2016.	Tourism week in March included a launch at the Sharrow Bay hotel to celebrate the food offer in Eden. Invited guests met local food producers and businesses. Many local businesses participated in the week and created special offers for visitors. The tourism team joined the North Lakes Hotel to experience working	

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
				life in this environment. The event secured considerable press coverage and helped to raise the profile of Eden as a tourism destination.	

Action Plan - 2015-16 for Economic Development Portfolio

ObjectiveTC6: Support improved communication with and for rural communities including the roll-out of high speed Broadband.

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Reason for any under performance and revised date when target will be met
TC6b: Support improved Broadband, including Phase 2 of Connecting Cumbria so that Eden's communities have access to Superfast Broadband and we will signpost businesses and communities to options for developing their own broadband schemes where necessary.	Continue to make information available to communities who may be unable to benefit from the commercial roll-out of superfast broadband delivery.	Information and opportunities promoted through appropriate channels.	Information continues to be made available as to how to secure broadband through various different methods.	Information continues to be made available and is updated when new opportunities for provision arise.	
	Promote opportunities for businesses to benefit from incentives that may become available such as the business broadband voucher scheme when and if they become available.	Information and opportunities promoted through appropriate channels.	When and if suitable opportunities arise the Council will play a full role in promoting the opportunities in a similar approach to how it promoted the Broadband Voucher Schemes.	The Council played a key lobbying role in the quicker development of Superfast Broadband on Eden Business Park as a result of a request from businesses,	

Objective EE1: Provide an appropriate planning framework which facilitates sustainable development and attracts inward investment

Strategic action	Delivery action	Target/measure	Progress at 30 September 2016	Outturn - progress at 31 March 2017	Under performance reason/revised target
EE1c: Identify land for employment development and support business growth. (also in Economic Development Portfolio Plan 2016-17)	Progress the Local Plan to adoption as this identifies employment land.	Local Plan moves through to Adoption.	Local Plan hearings taking place.	The progress of the Local Plan's adoption continues to move forward. Consultants have been appointed to bring forward options for development at Old London Road and the land adjacent to Rheged.	Further evidence-based work on the draft Local Plan has proceed with a view to addressing concerns raised by both participants and the Local Plan Inspector. The additional work relates to principally to housiong need and housing allocations. A public consultation process took place in March and April 2017 and further local plan hearings took place in early May 2017. It is considered likely that the plan will proceed to adoption in late 2017.

EE1d: Consider the	Support	Percentage of	Ongoing.	Ongoing.	
needs and wishes of	Neighbourhood	neighbourhoods			
local communities with	Planning.	supported in their			
regard to		Neighbourhood			
development.		Planning aspirations as			
		a proportion of those			
		requesting support.			