

**Eden District Council**  
**Commercial Services Portfolio**  
**13 November 2017**

## **Commercial Services Portfolio Plan Update 2017-2018**

|                         |  |
|-------------------------|--|
| <b>Portfolio:</b>       | Commercial Services                    |
| <b>Report from:</b>     | Assistant Director Commercial Services |
| <b>Wards:</b>           | All Wards                              |
| <b>OPEN PUBLIC ITEM</b> |  |

### **1 Purpose**

- 1.1 To set out the progress to date of the actions contained within the Commercial Services Portfolio Plan.

### **2 Recommendation**

That the progress against the Portfolio Plan actions for 2017-2018 attached to this report as Appendix 1 are noted.

### **3 Report Details**

- 3.1 The Council has a Council Plan for 2015-2019.
- 3.2 This Portfolio Plan sets out in more detail the remit and the particular priorities and activities for this Portfolio and sets, where appropriate, measureable targets by which achievement may be assessed and reported. Also included are details of the 2017-2018 budgets assigned to this Portfolio and the strategies and plans which underpin the Portfolio work.
- 3.3 This report sets out the progress that has been made against each of the actions contained within the Portfolio Plan. Where the actions are not on target an explanation has been provided as to why the actions are not on target.

### **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 Portfolio Plan primarily meets 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 The Financial implications are set out in the budget for the Portfolio Plan.

### **6.2 Legal**

- 6.2.1 There are no Legal implications arising from the report.

### **6.3 Human Resources**

- 6.3.1 There are no Human Resources implications arising from the report.

### **6.4 Statutory Considerations**

| <b>Consideration:</b>                            | <b>Details of any implications and proposed measures to address:</b>  |
|--|---|
| Equality and Diversity                           | There are no equality issues arising out of this report.  |
| Health, Social Environmental and Economic Impact | The activities set out within the Plan are intended to have a positive impact in terms of health, social cohesion and the Eden economy. |
| Crime and Disorder                               | There are no crime and disorder implications arising from this report.  |
| Children and Safeguarding                        | There are no child protection implications arising from this report.  |

### **6.5 Risk Management**

| <b>Risk</b>  | <b>Consequence</b>                                     | <b>Controls Required</b>  |
|--|--|---|
| Failure to monitor and report the progress of portfolio plans. | Public, financial or reputational harm to the Council. | Effective corporate planning procedures in place, including monitoring and reporting. |

## **7 Other Options Considered**

- 7.1 No other options have been considered.

## **8 Reasons for the Decision/Recommendation**

- 8.1 The Plan ensures that the Commercial Services Portfolio Holder is able to focus on key priorities and objectives for the year ahead. Monitoring the Portfolio Plan on a regular basis ensures actions are being undertaken in a timely manner.

### **Tracking Information**

| <b>Governance Check</b>                  | <b>Date Considered</b> |
|--|------------------------|
| <b>Chief Finance Officer (or Deputy)</b> |                        |
| <b>Monitoring Officer (or Deputy)</b>    |                        |
| <b>Assistant Director</b>                |                        |

**Background Papers:** None

**Appendices:** Appendix 1- Commercial Services Portfolio Plan and Six month update of actions

**Contact Officer:** Oliver Shimell, Assistant Director Commercial Services  
01768 212143

## Appendix 1

|                                      |   |
|--------------------------------------|---|
| <b>Portfolio Plan</b>                | Commercial Services Portfolio Plan  |
| <b>Priority/priorities (general)</b> | Strong Economy, Rich Environment<br>Thriving Communities  |
| <b>Priority/priorities (detail)</b>  | Supporting a strong economy that benefits from and values Eden's rich natural and built environment.<br><br>Working in partnership, enabling communities to be active, secure, healthy and connected. |
| <b>Year</b>                          | <b>2017-18</b>  |
| <b>Portfolio Holder</b>              | Councillor Mike Slee  |
| <b>Lead Officer</b>                  | Oliver Shimell (Assistant Director Commercial Services)   |

This Portfolio Plan is a summary of key activities and priorities for 2017-18 and the resources available to meet them.

### Responsibilities and Budget of the Portfolio

| <b>Service/Function</b>            | <b>£</b>        | <b>Department</b> | <b>Section</b>      |
|------------------------------------|-----------------|-------------------|---------------------|
| Economic Development and Promotion | 403,010         | Governance        | Commercial Services |
| Markets                            | 11,320          | Governance        | Commercial Services |
| Tourism Promotion                  | 125,200         | Governance        | Commercial Services |
| Tourist Information Centres        | 83,020          | Governance        | Commercial Services |
| Town Centres                       | 100,610         | Governance        | Commercial Services |
| Museum                             | 80,060          | Governance        | Commercial Services |
| Arts and Leisure                   | 121,130         | Governance        | Commercial Services |
| <b>Total</b>                       | <b>£924,350</b> |                   |                     |

## Commercial Opportunities

The Council has an agreed Commercial Plan which covers the period 2017–2020. The Commercial Plan sets out the principles the Council will work to in addressing unknown factors in the Council's Medium Term Financial Plan and seeks to generate and/or save £1 million by the end of the Plan's term. In the table below are actions which the Portfolio Holder may choose to undertake to help achieve that goal, in accordance with the three investment principles.

| Principle  | Actions   |
|--|---|
| <b>Investing for a social return</b>             | <ul style="list-style-type: none"><li>• Investment of officer and financial resource in the Alston Townscape Heritage Initiative and Appleby Heritage Action Zone Projects.</li><li>• Eden Apprenticeship Scheme.</li></ul>   |
| <b>Investing for financial and social return</b> | <ul style="list-style-type: none"><li>• The Eden Business Support fund provides loans to local businesses with the interest paid on the loans shared between the Council and a Not for Profit organisation.</li></ul>   |
| <b>Investing for a financial return</b>          | <ul style="list-style-type: none"><li>• Identification of commercial opportunities that provide a return to the Council as set out in the Commercial Plan 2017-2020.</li><li>• Using our Evolutive property system to scan for commercial properties that could provide a financial return for the Council.</li></ul> |

## Outside Bodies

|   |
|---|
| Alston Moor Partnership   |
| Cumbria Tourism Executive Board   |
| Eden Tourism Network  |
| Penrith Partnership   |
| Yorkshire Dales National Park (connected to the Portfolio Holder but not represented by the Portfolio Holder) |
| Lake District National Park (connected to the Portfolio Holder but not represented by the Portfolio Holder)   |

## Key Policies and Plans Relevant to this Portfolio

|  |
|--|
| Council Plan 2015-2019   |
| Eden Economic Growth Strategy 2016-18                            |
| Apprenticeship Agreement   |
| Eden Business Support Fund Formal Agreement                      |
| Eden Local Plan  |
| Commercial Plan 2017 – 2020 (Supported by Annual Delivery Plans) |
| Heritage Action Zone Agreement                                   |

## Action Plan - 2017-18 for Commercial Services Portfolio – Six Month Update

**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 2017  | Outturn - progress at 31 March 2018 | 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. | Identify at least five commercial opportunities providing a return of at least 3%. Where possible, seek Member approval to take forward three of the opportunities identified. Develop list of commercial opportunities and prioritise them by September 2017. | On Target<br>Corney Square Shops – Member approved.<br>Angel Lane Retail Portfolio acquisition – seeking Member approval (full Council November).<br>Charging for EIR requests - Resources Portfolio Holder approved – September 2017. |                                     |  |
|  | Develop and regularly update the Commercial Plan's Annual Delivery Plan which seeks to identify £1 million of                               | Abridged version of the Annual Delivery Plan developed and submitted to Members by September 2017.   | On Target<br>Two Annual Delivery Plans written – one public version and one officer version.   |                                     |  |

| Strategic action   | Delivery action   | Target/measure   | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised target date  |
|--|---|--|---|-------------------------------------|---|
|  | income and/or savings by 2020.  |  | Public version was considered and agreed by the Executive on 5 September 2017.  |                                     |   |
| EE1c: Identify land for employment development and support business growth | Work with site advisors to progress Old London Road and Redhills sites over their 12 month contract.      | Milestones achieved within the agreed contract. Contract ends in April 2018.                             | Not on target<br>A planning application is being developed for the Old London Road site. This will comprise of seven, high quality, small light industrial units. Land at Redhills will have its value tested by approaching the open market. |                                     | The development of Old London Road is likely to be delayed as the area of land to be built upon is being used to transport building materials over in the building of housing on Folly Lane. This was not agreed before the Old London Road project was agreed. |
|  | Hold an event to launch the Local Development Orders (LDO) in Eden. Market the availability/opportunities | Seek Executive approval to formally consult on the draft LDOs by September 2017. Formally adopt the LDOs | On Target<br>Executive approved the commencement of formal consultation   |                                     |   |



| Strategic action | Delivery action  | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised target date |
|------------------|--|--|--|-------------------------------------|--|
|                  | available through the LDOs.  | by the Executive by October/November 2017. Hold an event to launch the LDOs in Eden. Market the potential and opportunities available through the LDOs from November 2017.   | in September. A report will be brought back to November to formally agree the LDO areas subject to what consultation is received. An event(s) can then be held to promote the LDO sites. |                                     |  |
|                  | Explore opportunities to further develop the Newton Rigg Masterplan focussing on assisting businesses to relocate to or set up on the site in partnership with Askham Bryan College. | Submit a revised Project Plan (using existing Heads of Terms); for approval by Askham Bryan by end September 2017.<br>Agree with Askham Bryan appointment process of preferred consultants to assist with business case to | On Target<br><br>The Council is working alongside Askham Bryan on future developments at their site. Current investigations are underway to explore the                                  |                                     |  |

| Strategic action | Delivery action | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised target date |
|------------------|-----------------|--|--|-------------------------------------|--|
|                  |                 | <p>develop the site by end September 2017.</p> <p>Submit outline planning application, if appropriate, by the end of December 2017.</p> <p>If there is an appetite from partners, complete demand assessment ready for marketing the site in March 2018.</p> | <p>provision of new accommodation for students on the site.</p> <p>The partnership may agree to seek a development partner if there can be agreement devised as to how this project will be taken forward.</p> |                                     |  |

| Strategic action | Delivery action  | Target/measure   | Progress at 30 September 2017 | Outturn - progress at 31 March 2018 | Reason for any under performance and revised target date  |
|------------------|--|--|-------------------------------|-------------------------------------|---|
|                  | Work with the Council's existing Leisure Contract providers to ensure that the Leisure Contract becomes sustainable and seek opportunities where a surplus could be identified from the site(s) for both the Council and the Leisure Contractor. | <p>Identify break clauses within the Contract in order to develop a timetable for sustainable activities to be explored by the end of December 2017.</p> <p>Generate options for further sustainable activities on the sites by the end of March 2018.</p> | Not on target                 |                                     | The Commercial Services Team have been advised that a full understanding of the current finances associated with the contract is being gathered within the Leisure and Communities Team and work cannot commence on the next steps until this information is known. |

## Action Plan - 2017-18 for Commercial Services 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 2017   | Outturn - progress at 31 March 2018 | 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 Support Fund, to attract high quality businesses to locate and expand in the area | Ensure monitoring of the Eden Business Support Fund takes place on a quarterly basis.   | Take up of the fund.<br>Income generated per year and since the scheme has been running.<br><br>At 31 March 2017 - £295,000 of loans are approved.<br><br>Income to date:<br>2015/16 £2, 606.13<br>2016/17 £5,829.40 | On Target<br><br>Quarterly reports continue to be provided for the Commercial Services Portfolio Holder on a quarterly basis. |                                     |   |
|   | Produce a Marketing and Promotion Plan to support the Economic Development Strategy of the Council to develop jobs and growth in key locations around the District. | Produce bi-annual reports on progress implementing the Marketing and Promotion Plan to the Commercial Services Holder.   | On Target<br><br>Draft Marketing Plan produced.<br>First monitoring report due January 2018                                   |                                     |   |

| Strategic action | Delivery action   | Target/measure  | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|---|---|-------------------------------------|---|
|                  | Further develop the Invest in Eden Marketing materials and produce a promotional video. | Revision and updating of marketing materials by end of October 2017. Video produced by end of March 2018. | On target<br>Revised marketing materials produced. New display equipment produced. Video commissioned with Mulholland Media for completion 1 June 2018 – this was necessary to allow the video to take in to account different events through the year. |                                     |   |
|                  | Promote the Eden Apprenticeship Scheme to local employers. Between March 2012 and       | At least 15 apprentice placements per year.<br>Monitor the agreement in place on a quarterly basis        | On target<br>The scheme is performing well and delivering above   |                                     |   |

| Strategic action  | Delivery action   | Target/measure   | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|---|---|--|---|-------------------------------------|---|
|   | March 2017 the scheme has generated 77 Apprenticeship places and helped 67 employers.   | and report to the Portfolio Holder.  | expectations. There are currently 26 apprentices placed with businesses and a number of businesses have agreed placements and are advertising for apprentices at the moment. The scheme continues to be monitored on a quarterly basis. |                                     |   |
| EE2b: Engage with Eden's four market towns and the Chambers of Trade to increase their vitality, including the Townscape Heritage Initiative (THI) in Alston and the Penrith Business | <b>Alston</b> <ul style="list-style-type: none"> <li>Provide financial support of £3,000 to enable buying in specialist Conservation Officer advice to advise on THI grant</li> </ul> | <ul style="list-style-type: none"> <li>Report to Portfolio Holder on take up of this provision in March 2018.</li> </ul> | On Target<br>Eden have provided this finance to Alston Moor Partnership for specialist conservation advice. This role will be handed over to the new  |                                     |   |

| Strategic action     | Delivery action   | Target/measure  | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|----------------------|---|---|---|-------------------------------------|---|
| Improvement District | <p>applications for property.</p> <ul style="list-style-type: none"> <li>Carry out feasibility study into the regeneration of the High Mill Site as instructed by the Executive on 1 March 2016.</li> </ul> | <ul style="list-style-type: none"> <li>Report to Executive in September on options and seek recommendation for way forward.</li> </ul>                          | <p>internal Conservation Officer at the end of the external contract.</p> <p>On Target</p> <p>Feasibility Study produced and reported to the Executive in September with agreed recommendations to take forward. A further report is due in January 2018.</p> |                                     |   |
|                      | <p><b>Appleby</b></p> <ul style="list-style-type: none"> <li>Enter into a Service Level Agreement with Appleby Community Enterprises (ACE) to facilitate a business</li> </ul>                              | <ul style="list-style-type: none"> <li>Business support and training needs identified by end of October 2017. Delivery started by end of March 2018.</li> </ul> | <p>On target.</p> <p>Appleby Library remains available as business hub. Arrangement with Cumbria Chamber to deliver business advice has necessitated a</p>  |                                     |   |

| Strategic action | Delivery action  | Target/measure   | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met  |
|------------------|--|--|---|-------------------------------------|--|
|                  | <p>support and training programme.</p> <ul style="list-style-type: none"> <li>• Work alongside Historic England to deliver the Heritage Action Zone programme in Appleby.</li> </ul> | <ul style="list-style-type: none"> <li>• Meeting the project timescales and indicators as set out in the delivery plan. Project Officer and Conservation Officer should be appointed by end of July and Area Grant Scheme in place.</li> </ul> | <p>revised draft Agreement with ACE. Discussions ongoing for delivery start in March 2018.</p> <p>Project Officer and Conservation Officer were appointed in July and started in August. A tender document is being drawn up to commence the Area Grant Scheme Project.</p> |                                     | <p>There is a slight delay on the original project timescales set out in the delivery plan as they were based on a Project Officer being in place earlier.</p> |



| Strategic action | Delivery action  | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|--|--|--|-------------------------------------|---|
|                  | <ul style="list-style-type: none"> <li>Investigate the feasibility of devolving the Appleby Market Service to Appleby Town Council.</li> <li>Draw up brief for a tourism signage scheme in Appleby and agree with partners.</li> </ul> | <ul style="list-style-type: none"> <li>Feasibility report produced and considered by Portfolio Holder by October 2017.</li> <li>Brief drawn up to establish costs and funding application submitted by March 2018, if applicable.</li> </ul> | <p>On Target</p> <p>Feasibility work has commenced and been reported to the Portfolio and a meeting has been held with Appleby Town Council.</p> <p>This work needs to be done in conjunction with the Appleby HAZ project. One of the HAZ projects is to review the existing tourism signage. Once this project is done, then this work can be started.</p> |                                     |   |

| Strategic action | Delivery action  | Target/measure  | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|--|---|--|-------------------------------------|---|
|                  | <p><b>Kirkby Stephen</b></p> <ul style="list-style-type: none"> <li>Enter into a Service Level Agreement with Upper Eden Community Interest Company for them to lead on an updating of the Upper Eden Community Plan.</li> </ul> | <ul style="list-style-type: none"> <li>Refresh of Community Plan completed by March 2018. Bi-annual report on progress to the Commercial Services Portfolio Holder and Communities Portfolio Holder.</li> </ul> | <p>On Target</p> <p>Service Level Agreement has been signed, refresh of the Upper Eden Community Plan has commenced.</p> |                                     |   |

| Strategic action | Delivery action   | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|--|--|-------------------------------------|---|
|                  | <p>Business training and support programme</p> <ol style="list-style-type: none"> <li>1) Organise and deliver local, legally required courses such as First Aid and Food Hygiene</li> <li>2) Work with The Edge funded training project to promote and deliver a range of training courses identified in the recent demand assessment.</li> <li>3) Deliver a 1-1 business support service in a Business Hub at Kirkby Stephen Business Park through an</li> </ol> | <ul style="list-style-type: none"> <li>• Bi-annual report on progress to the Commercial Services Portfolio Holder. Deliver training to 30 businesses by March 2018.</li> </ul> | <p>On Target</p> <p>Programme launched in June. Ongoing delivery funded and part funded courses to meet business needs with local partners and through The Edge and Kendal College.</p> <p>1-1 business support delivered in Kirkby Stephen Business Hub. Monitored through SLA. First monitoring report due October 2017.</p> |                                     |   |

| Strategic action | Delivery action   | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|--|--|-------------------------------------|---|
|                  | <p>SLA with Upper Eden Community Interest Company.</p> <p>Work with partners in Kirkby Stephen to investigate feasibility of starting the Encounter Eden project through a 'Phase one' project.</p> | <ul style="list-style-type: none"> <li>Work towards submitting a funding application by January 2018. Bi-annual report on progress to the Commercial Services Portfolio Holder.</li> </ul> | <p>On target</p> <p>The Council have contributed towards a feasibility study which is currently ongoing. The results of this feasibility will identify whether a funding application should be submitted in January.</p> |                                     |   |

| Strategic action | Delivery action   | Target/measure   | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|--|---|-------------------------------------|---|
|                  | <b>Penrith</b> <ul style="list-style-type: none"> <li>Assist with renewal ballot of the Penrith Business Improvement District (BID).</li> </ul> | <ul style="list-style-type: none"> <li>Seek a formal Council resolution as to whether the Council wishes to formally support the renewal of the Penrith BID by relevant timescales.</li> </ul> | <p>On Target</p> <p>The Executive has formally agreed for the Council to carry out the ballot at its meeting in October. Council will be asked to consider whether it wishes to vote for another BID term at its meeting in November.</p> |                                     |   |

| Strategic action | Delivery action | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|-----------------|--|--|-------------------------------------|---|
|                  |                 | <ul style="list-style-type: none"> <li>From 12/06/17 BID to undertake 6 weeks consultation with BID levy payers. EDC to be consulted by BID via Members briefing on the 21 June. EDC to provide Base Line Statement of services to BID.</li> <li>From 17/07/17 – BID submission of formal notification (84 days' notice) to EDC.</li> <li>EDC to appoint external organisation to hold ballot and to give 42 day notification to voters by 20/10/17.</li> <li>Ballot day 30/11/17</li> </ul> | <p>On Target<br/>BID consulted and a Members' Briefing was held. Baseline of services was provided by the Council on time.</p> <p>On Target<br/>Complete</p> <p>On Target<br/>EDC has appointed Electoral Reform Services to hold the ballot.</p> <p>On Target</p> |                                     |   |

| Strategic action | Delivery action   | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|--|--|-------------------------------------|---|
|                  | <ul style="list-style-type: none"> <li>Have in place and monitor SLA with Penrith Town Centre for Signature Events</li> </ul> | <p>All finance (£24,000 in 2017/18) is spent on relevant events each year. A six month progress meeting is held and a progress report is shared with the Portfolio Holder.</p> | <p>On Target</p> <p>Two events have been held to date – Eden Food and Farming Festival and Penrith Goes Orange. The third event will be the Winter Droving due to take place at the end of October. All finance is forecasted to be spent.</p> |                                     |   |
|                  | <ul style="list-style-type: none"> <li>Investigate the potential for alternative uses and occupiers for</li> </ul>            | <p>3 options will be considered for use of the building:</p>   | <p>The Penrith Town Council has set up a community</p>   |                                     |   |

| Strategic action   | Delivery action   | Target/measure  | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|--|---|---|---|-------------------------------------|---|
|  | the Two Lions Pub in Penrith.   | <ol style="list-style-type: none"> <li>1. Community sponsored use</li> <li>2. EDC led commercial use</li> <li>3. Independent Commercial use</li> </ol> <p>Community group has been asked to submit a project proposal for consideration by 24 July 2017.</p> <ul style="list-style-type: none"> <li>• Economic Development Support Officer will continue to liaise with partners to consider commercial opportunities.</li> </ul> | <p>group later than they expected. The District Council has offered support to the Group if required. The District Council is also liaising with a private organisation who bring back similar buildings into mixed use. This option will be considered alongside what the community group develop.</p> |                                     |   |
| 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 | <p>Work closely with the LEP to input Eden requirements into funding schemes.</p> <p>Promote funding schemes available through the LEP</p>  | <p>On Target</p> <p>All LEP funding is promoted through the Council's</p>   |                                     |   |



| Strategic action | Delivery action   | Target/measure   | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|--|--|-------------------------------------|---|
|                  | be sustainable and thrive.  | via Invest in Eden website and to business support enquiries.  | Invest in Eden website.  |                                     |   |
|                  | Provide business support to businesses via an agreement with Cumbria Chamber of Commerce. | Provide support for 40 business start-ups. Provide support to 25 SMEs. Provide support to 20 non ERDF eligible businesses/start-ups. To be monitored quarterly from June 17. | On Target<br>The first quarterly report has been produced and outputs are on target to be met. |                                     |   |

## Action Plan - 2017-18 for Commercial Services 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 2017  | Outturn - progress at 31 March 2018 | 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. | Westmorland Dales Heritage Lottery Fund (HLF) Landscape Partnership Scheme Development Phase: <ul style="list-style-type: none"> <li>Update and funding request to Portfolio Holder.</li> </ul> | <ul style="list-style-type: none"> <li>Informal report/briefing note presented by end July 2017 to Commercial Services Portfolio meeting.</li> </ul> | On Target<br>Briefing note presented at an Informal Portfolio meeting. |                                     |   |

| Strategic action | Delivery action   | Target/measure   | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|--|---|-------------------------------------|---|
|                  | <ul style="list-style-type: none"> <li>Working with the Yorkshire Dales National Park Authority &amp; other partners, work up detailed project proposals for the Tourism &amp; Interpretation elements of the scheme during the development phase.</li> </ul> | <ul style="list-style-type: none"> <li>Detailed project proposals under the themes of Discovering the Westmorland Dales; Drove Roads &amp; Distinctly Westmorland Dales worked up by end of March 2018 ready for submission in Round 2 bid (July 2018).</li> </ul> | <p>The Tourism &amp; Interpretation Working Group (of which EDC Eden Tourism is an active member) meets regularly to discuss and work up projects in the Development phase.</p> <p>Liaison is underway with external partners to work up the project details.</p> |                                     |   |

| Strategic action | Delivery action   | Target/measure  | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|---|--|-------------------------------------|---|
|                  | Eden Tourism has been successful in securing £22k funding from Historic England. The 2 year project, in conjunction with Historic England, includes the production of 4 trail leaflets, interpretation panels at Eden's 4 TIC's and a heritage trail app. The project will be undertaken with input from the Eden Tourism Network heritage group. | Production of 4 service centre leaflet trails by end of 2017. Progress work on interpretation panels and heritage app in conjunction with Historic England and the Eden Tourism Network heritage group. | On Target<br>Leaflets will be printed by the end of 2017. Initial consultation has taken place regarding interpretation panels. App production is progressing. |                                     |   |
|                  | Explore options for making Penrith TIC more sustainable through reconfiguration, increase in retail opportunities and investigations into expansion to incorporate a commercial venture e.g. café operated through a lease.   | Research options and report back to the Portfolio Holder by December 2017.  | On Target<br>Research has commenced with informal report due in December 2017.   |                                     |   |

| Strategic action | Delivery action  | Target/measure  | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|--|---|---|-------------------------------------|---|
|                  | Monitor and report on the SLAs in place with Kirkby Stephen Visitor Information Centre and Appleby TIC with a view to seeing how they can become more sustainable over the course of the year. | <p>Maintain regular meetings and liaison with Appleby Town Council and Upper Eden Community Interest Company.</p> <p>Discuss future grant funding options with concerned bodies in preparation for new funding regime from 2018/19.</p> | <p>Regular SLA meetings ensure effective dialogue continues with Upper Eden Visitor Centre and Appleby TIC.</p> <p>Meetings held with concerned bodies in July to make them aware of proposed new funding from 2018/19.</p> |                                     |   |
|                  | Penrith and Eden Museum - liaise with the Arts Council over any outstanding requirements or information requests in connection with re-accreditation, taking action where needed.              | Penrith and Eden Museum is awarded full re-accreditation with the Arts Council by the end of December 2017.   | Awaiting outcome of re- accreditation application. The Arts Council has notified applicants of a backlog in assessing applications. Curators have requested to be kept up to date with situation.                           |                                     |   |

| Strategic action  | Delivery action  | Target/measure  | Progress at 30 September 2017  | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|---|--|---|--|-------------------------------------|---|
|   | Progress Women of Cumbria partnership project and exhibition. Liaise with partners, lenders and community groups. Research, development and sourcing of Lorna Graves exhibition. | Penrith and Eden Museum delivers Lorna Graves exhibition and Women of Cumbria community project. 2 local groups are successfully engaged with the project and outputs contribute to an artist banner and banner procession in March 2018. | Awaiting Update.   |                                     |   |
| EE3b: Promote and support events including the Eden Food and Farming Festival, Winter Droving, Marmalade Festival, May Day celebrations in Penrith and attract regional and national events to Eden, such as the Tour of Britain. | Well attended Annual Tourism summit to be developed and held on 18 October 2017.   | To deliver a Summit to incorporate a selection of speakers in the morning and 3 afternoon workshops. Attract 100 delegates to the event.  | On Target<br>The event has been widely publicised and has a good number of people wishing to attend. |                                     |   |

| Strategic action | Delivery action   | Target/measure  | Progress at 30 September 2017   | Outturn - progress at 31 March 2018 | Reason for any under performance and revised date when target will be met |
|------------------|---|---|---|-------------------------------------|---|
|                  | Organise events to mark Visit England's annual English Tourism Week that takes place in March 2018. | <p>Create and deliver a launch event involving national and local tourism representatives.</p> <p>Ensure a range of Eden tourism businesses to take part in national initiative.</p> <p>Promote launch and local offers to visitors and local community via social media and traditional media platforms.</p> | <p>Plans have commenced to mark the 2018 English Tourism week.</p> <p>Representatives from across Eden's tourism industry will be invited to become involved.</p> |                                     |   |

## Action Plan - 2017-18 for Commercial Services 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 2017   | Outturn - progress at 31 March 2018 | 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 on the website will be updated by the end of December 2018 with a range of methods that communities and businesses can secure their own superfast broadband connection. | On Target<br>Information is publicised and options for further grants are being considered e.g. Rural Broadband Infrastructure grant. |                                     |   |
|  | Act as a point of liaison between communities and businesses and the Connecting Cumbria Project to highlight areas that still require superfast broadband coverage. | Where required, highlight the needs of communities and businesses to access superfast broadband through relevant channels.  | On Target – as above  |                                     |   |