



Economic Development Service Delivery Plan 2023 to 2024

Overview of the service

The Economic Development service (ED) is responsible for facilitating improvement of the district's economy including related skills and employment prospects. It achieves this by:

- project and program management of a number of growth delivery projects and corporate objectives such as the CPCA's market towns programme
- facilitation of skills and employment projects working with the CPCA and other stakeholders
- being the first point of contact for those seeking funding or business advice services Working to encourage inward investment to the area, for example, new businesses or infrastructure funding
- working with partners to develop digital infrastructure and accessibility, for example, public WiFi networks, future IoT technologies and mobile coverage
- working with organisations such as the Chamber of Commerce, FSB and local businesses/organisations as part of our business engagement activity
- managing the e-space business centres at Littleport and Ely
- developing economic strategy and priorities through collaboration with the CPCA and local monitoring of the district's economy

Cost of service

The service, inclusive of E-space operations, is £107,877.

Staffing Information

Economic Development Manager (full time)

Economic Development Officer (full time)

E-space Centre Manager (full time)

E-space Administrator (full time)

Forward planning for Councillors

Proposed item	Proposed date of decision	Committee
As required	As required	Finance and Assets
Half year report 2023 to 2024	November 2023	Finance and Assets
End of year report 2023 to 2024	March 2024	Finance and Assets
Service Delivery Plan 2024 to 2025	March 2024	Finance and Assets

Economic Development Service Delivery Plan 2023 to 2024

This Service Delivery Plan describes what Economic Development service will be doing to deliver continuous improvement (service objective). Each performance measure relates to the Council's strategic outcomes and Corporate Plan 2022 to 2023.

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Targeted monitoring and data analysis of East Cambs economy.

Link to Corporate Plan: Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Develop a compliant economic development data collection/project system to enable the Council to identify and communicate with all businesses, economic stakeholders and related institutions by 2024 to 2025	As identified, annually	New performance measure.	Economic Development Manager

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Business Support. Foster relationships with local businesses and stakeholders. Assist businesses and organisations find investment and support programmes (capital and revenue). Business advice, funding, mentoring and general support.

Link to Corporate Plan: Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Develop working relationships with partners and organisations to help promote and deliver business support programmes and investment initiatives	As identified, annually	Facilitated 30 Business Growth Grants creating 111 new jobs including 18 apprentices. Facilitated 20+ High Street Support Grants (£100,000+funding).	Economic Development Manager Economic Development Officer
Maintain direct contact with key businesses and related stakeholders	As required, annually	In excess of 150 meetings with stakeholders/business organisations. Collaborated closely with county and town councils to commence projects such as Soham-Wicken Fen cycleway. Work with government departments such as Defra, DLUHC in respect of bids/support programmes. Work with Ely and East Cambs Chamber of Commerce. Attended 5 Board meetings and additional networking events with local members Worked with business park operators to engage on various advisory matters, for example, Lancaster Way, Potters Space.	Economic Development Manager Economic Development Officer

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Retain active presence on Enterprise Zone steering group (retain Chair/lead role)	As identified, annually	Chaired EZ steering group meetings. Maintained regular contact with the business park owners/operational team.	Economic Development Manager
Further develop relationships with skills and employment providers and related agencies	As identified, annually	<p>Set up and work with stakeholder groups including education providers, CPCA, County, Jobcentre, employment agencies.</p> <p>Facilitated workshops for skills and employment opportunities, such as Google Garage workshop October 2022, Skills Fair October 2022, Multiply Roadshow February 2023.</p> <p>East Cambs skills and business support Hub formation with Library service, Cambridgeshire Skills and BIPC. Pilot launched in Summer 2022. Funding secured for ongoing development in 2023 to 2024.</p> <p>CPCA Skills and Employment Strategy joint development of East Cambs local strategy.</p>	<p>Economic Development Manager</p> <p>Economic Development Officer</p>
Work with businesses, stakeholders and partners to facilitate/signpost available funding and support packages	As required, annually	All requests, enquires or opportunities were evaluated and dealt with across the year.	<p>Economic Development Manager</p> <p>Economic Development Officer</p>
Identify, prepare and submit capital or revenue funding applications on behalf of the Council or its partners	As required, annually	<p>All requests, enquires or opportunities were evaluated and dealt with across the year.</p> <p>Market town programme award £1.24million investment.</p> <p>UKSPF award £839,850.</p> <p>Growth Hub award £40,000+.</p> <p>REPF award £652,511+.</p> <p>LUF2 £5.3million bid for Littleport.</p>	<p>Economic Development Manager</p> <p>Economic Development Officer</p>
Signpost the business community for all matters relating to advice, grants and other business support	As required, annually	All requests, enquires or opportunities were evaluated and dealt with across the year.	<p>Economic Development Manager</p> <p>Economic Development Officer</p>

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Work with other services across the Council.

Link to Corporate Plan: Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Maintain the council's business website pages and measure website traffic	As identified, annually	Business support pages on the ECDC website have been rationalised, up dated and made more navigable.	Economic Development Manager Economic Development Officer
Work with other Council services such as Planning and Infrastructure to facilitate an understanding of economic drivers and impacts, for example, consult on major commercial planning applications	As required, annually	Consulted on seven major planning applications including preapplication and meetings with businesses. Total potential inward investment value in excess of £200million.	Economic Development Manager Economic Development Officer
Engage with all stakeholders on UK shared prosperity fund 2023 to 2025 where necessary to ensure delivery and monitoring requirements are met	As necessary, annually	Cross Council engagement to shape programme of interventions for UK SPF application. Successfully allocated £840,000 district wide interventions for community projects.	Economic Development Manager Economic Development Officer

Council's Strategic Outcome: Safe, vibrant and inclusive communities. Community sustainability.

Economic Development Service's Strategic Objective: Local skills strategy implementation. Work with CPCA on development of adult education and FE projects.

Link to Corporate Plan: Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Work with CPCA to help them/stakeholders deliver ECDC's skills and employment actions for short, medium and long-term interventions	As required, annually	Developed East Cambs skills and employment strategy/action plan integrated into CPCA's skills and employment strategy. Short term – establishes a skills hub. Medium term - facilitates adult education. Long term - addresses post 16 'Cold Spot' provisions across the district.	Economic Development Manager Economic Development Officer

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Be influential in determining digital investment priorities in our communities.

Link to Corporate Plan: Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Attend and contribute to the Connecting Cambridgeshire project board (quarterly) and Camb-Wifi governance board and further develop and monitor local policy/strategic plans for East Cambridgeshire	Quarterly, annually	Attended and contributed to the Connecting Cambridgeshire project board (quarterly) with ECDC digital investment priorities captured in a district plan. Briefing presented to our members in Autumn 2022 by Connecting Cambs.	Economic Development Officer

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Continue delivery of affordable commercial space for the district at our E-Space business centres.

Link to Corporate Plan: Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Sustainably manage the E Space serviced business centres in addition to the council's business units (2) on the Cambridgeshire Business Park, Ely	As required, annually	Sustainably managed the E Space serviced business centres in addition to the council's business units (2) on the Cambridgeshire Business Park, Ely.	Economic Development Manager E-Space Manager
Ensure occupancy remains at or above the 80% viability threshold	80%, annually	Occupancy achieved. 90%+ throughout 2022 to 2023.	Economic Development Manager E-Space Manager
Subject to successful funding application initiate project for E-space North extension with start Q1 2023 to 2024 and completion by 2024 to 2025	As required, annually	Successfully bid for £925,000 of MTP funding to develop the E-space North facility.	Economic Development Manager E-Space Manager

Council's Strategic Outcome: Be an excellent employer.

Economic Development Service's Strategic Objective: Continue to develop highly trained staff to support service delivery and drive forward our corporate priorities. Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.

Link to Corporate Plan: Sound financial management. Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 – 2023	Owner and co-owners
Support the continued professional development of the team to ensure that they are meeting personal and professional career development opportunities by attending eight training events by March 2024	8 training events, annually	Engagement across service team to review/update training skills	Economic Development Manager
100% of appraisals undertaken by 31 March 2024	100%, annually	100%. All staff appraisals and requested training completed on time.	Economic Development Manager
Regularly review higher level corporate risks including: <ul style="list-style-type: none">contractual and regulatory compliance, such as procurement and grant fundingH&S at our external site	Monthly, annually	Carried out all necessary fire drills at E-space. Reviewed all contractual/Llgal agreements connected with funding programmes, procurement, leases and service provision.	Economic Development Manager E-Space Manager

Council's Strategic Outcome: A clean, green and attractive place.

Economic Development Service's Strategic Objective: Undertake activities which help to mitigate/adapt to climate change.

Link to Corporate Plan: Cleaner, greener East Cambridgeshire.

Performance measure	Target and reporting timescale	Baseline/output from 2022 – 2023	Owner and co-owners
Monitor the net impact/improvement of fitting solar PV to E-space North in order to help inform: <ul style="list-style-type: none">what additional energy efficiency measures could be most effectively deployedwider decision making, in terms of potential roll out of PV across the Councils estate	As identified, annually	EDO regularly attends climate meetings and is active member of the councils Green Team. Installation of Solar PV on E-space North as part of the Councils Climate action programme.	Economic Development Manager Economic Development Officer

