

Economic Development services end of the year report 2022 to 2023

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2021 to 2022	Owner and co-owners	Outcome or output 2022 to 2023
Evidence Based Study of the economic landscape - work with external consultants to build a multi-level report focussing on the district's business and commercial economy	Social and community infrastructure	Summer 2022, annually	New performance measure.	Economic Development Manager	100% achieved. Evidence based study with recommendations completed in June 2022. Additional work completed in October 2022. High quality LUF/SPF/REPF funding applications made possible by this underpinning work.
Develop working relationships with partners and organisations to help promote and deliver business support programmes and investment initiatives	Social and community infrastructure	As identified, annually	New performance measure.	Economic Development Manager	100% achieved. Facilitated 30 Business Growth Grants creating 111 new jobs including 18 apprentices. Facilitated 20+ High Street Support Grants (£100,000+ funding).
Maintain direct contact with key businesses and related organisations, such as The Chamber of Commerce, FSB, Cathedral Business Group, Business Park operators, BIPC, strategic business investors and large scale/impact commercial businesses/developers	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager	100% achieved. In excess of 150 Meetings with stakeholders/business organisations. Collaborated closely with town councils to deliver 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. Various actions and engagement opportunities followed up including engagement Governments local improvement skills plan (LSIP). Worked with business park operators to engage on various advisory matters, for example, Lancaster Way, Potters Space.
Retain active lead presence on Enterprise Zone (EZ) steering group	Social and community infrastructure	As identified, annually	New performance measure.	Economic Development Manager	100% achieved. Chaired EZ steering group meetings. Maintained regular contact with the business park owners/operational team.

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Develop relationships with skills and employment providers and related agencies	Social and community infrastructure	As identified, annually	New performance measure.	Economic Development Manager	<p>100% achieved.</p> <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, for example, 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>
Work with businesses, stakeholders and partners to facilitate/signpost available funding and support packages	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager Economic Development Officer	<p>100% achieved.</p> <p>All requests, enquires or opportunities were evaluated and dealt with across the year.</p>
Help prepare and submit capital or revenue funding applications on behalf of the Council or partners, for example, Littleport's Market Town Programme (£1m 2022 to 2023), LUF/SPF projects (Summer/Autumn 2022), CPCA Skills and Employment funding across FE/Adult education projects 2022 to 2023	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager Economic Development Officer	<p>100% achieved.</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>
Be the first point of contact for the business community, for matters her business support initiatives	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager Economic Development Officer	<p>100% achieved.</p> <p>All requests, enquires or opportunities were evaluated and dealt with across the year.</p>
Improve of the council's business website pages and introduce simplification of 'navigation' so that	Social and community infrastructure	By Autumn 2022, annually	New performance measure.	Economic Development Manager Economic Development Officer	<p>100% achieved.</p> <p>Business Support Pages on the ECDC website have been rationalised, up dated and made more navigable.</p>

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visitors can more easily find information/advice					
Continue management of a number of growth delivery projects and Corporate Objectives, for example, the CPCA's market town programme (Ely/Soham Current £2m investment	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager Economic Development Officer	100% achieved. Market town programme for Ely, Littleport and Soham. All programmes under ECDC control have been allocated, and are being project managed. Projects targeted to complete between 2023 to 2025.
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	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager Economic Development Officer	100% achieved. Consulted on seven major planning applications including preapplication and meetings with businesses. Total potential inward investment value in excess of £200million. Cross Council engagement to shape programme of interventions for UK SPF application. Successfully allocated £840,000 district wide interventions for community projects.
Develop a district wide skills and employment strategy, linked to the CPCA and underlying funding streams	Social and community infrastructure	As required, annually	New performance measure.	Economic Development Manager	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. Led stakeholder groups on initiatives such as the Ely Skills and Employment Hub to the wider district and community (through 2022 and 2023). Worked with the CPCA to identify options for a further education facility within the district and identify funding potential for a potential adult education facility in Soham (2022 to 2023). Worked with organisations such as the BIPC and Library service to roll out support facilities across the district (ongoing since Spring 2022).
Increase the availability of gigabit capable broadband to premises in the district; provide analysis and performance quarterly	Social and community infrastructure	Quarterly from Autumn 2022, annually	New performance measure.	Economic Development Manager Economic Development Officer	100% achieved. 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.

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Work with stakeholders to: <ul style="list-style-type: none"> complete expansion of free public Wi-Fi' networks in market towns (Summer 2022) improve 2G cellular signal and 5G coverage 	Social and community infrastructure	As identified, annually	New performance measure.	Economic Development Manager Economic Development Officer	90% complete. Ely/Soham/Littleport public Wi-fi network's completed (March 2023). Established East Cambs a priority for cold-spot mobile coverage. (2G) – priority area. Reprioritised, with focus on 2g/5g cold spots until resources become available.
Deliver digital signage/wayfaring project throughout Ely in conjunction with City of Ely Council	Social and community infrastructure	Autumn 2022, annually	New performance measure.	Economic Development Manager Economic Development Officer	Digital signage programme slightly delayed by procurement difficulties, now due for completion May 2023.
Attend and contribute to the Connecting Cambridgeshire project board (quarterly) and develop local policy/strategic plans for East Cambridgeshire	Social and community infrastructure	Quarterly attendance, annually	New performance measure.	Economic Development Manager Economic Development Officer	100% achieved. Active participation with Connecting Cambs of programme board.
Sustainably manage the E Space serviced business centres, in addition to the council's business units (2) on the Cambridgeshire Business Park, Ely by: <ul style="list-style-type: none"> continuing to invest in sustainable/energy reduction projects with Solar PV project in 2022 ensuring occupancy remains at or above 80% evaluating future development of the E-space centre concept with recommendations for future improvements (2022 to 2023) 	Social and community infrastructure	As identified, annually	New performance measure.	E-Space Manager	100% achieved. E-space continues to thrive and has maintained its expected capacity throughout. Careful management of operational costs and investments have added to its over achievement. Occupancy 90%+. Substantial project to extend the Littleport facility, became the joint focus of our LUF2 bid. This has subsequently now been replaced/prioritised with grant offer for £925,000 from the CPCA to develop the project and awaits confirmation match funding from the REPF application.

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Continually review risks associated within the service and projects that it is involved	Sound financial management Social and community infrastructure	Ongoing, annually	New performance measure.	Economic Development Manager E-Space Manager	100% achieved. Examples: managed budgets, market town programme, multiple stakeholders to deliver contractual agreements, managing high value procurement contract awards with procurement team and monitoring constraints. Assessed threats and where necessary implemented remedial activity, for example, health and safety at business centres.
Regularly review/update training and skills requirements within the team	Sound financial management	As identified, annually	Ongoing.	Economic Development Manager E-Space Manager Economic Development Officer	100% achieved. Budget training for E-Space Manager and EDM. Necessary Online E-learning Courses (all staff). MHFA Course by EDO.
Complete staff appraisals annually and within the timeframe set by HR	Sound financial management	As required, annually	New performance measure.	Economic Development Manager	All appraisals completed.
Contribute to the preparation of, and subsequent implementation of, the Council's Climate and Environment Action Plan	Cleaner, greener East Cambridgeshire	As identified, annually	New performance measure.	Cross-council activity	100% achieved. 24 Electronic Vehicle Charging Points due to be installed across three car parks in March 2023. Regular Climate Committee attendance. Solar PV on E-Space North due in March 2023.

