

Economic Development Service Delivery Plan 2022 - 2023

Overview and direction of the service

The Economic Development Service (ED) is responsible for facilitating improvement of the district's business economy and 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 e.g. new businesses or infrastructure funding
- Working with partners to develop digital infrastructure and accessibility. e.g. 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

With the onset of the pandemic in early 2020, the ED team priorities shifted to business support, to best insulate the local economy from the effects of lockdowns and disruption (business survival). This was practically achieved through a series of coordinated national and local government interventions, including management and disbursement of business support grant schemes throughout our district.

With the end of restrictions, the ED team has re-evaluated its focus to develop a relevant series of interventions aimed at facilitating recovery and sustainable economic growth, set out below.

The new service delivery plan provides for a measured return to ED's traditional role of gathering and maintaining a detailed understanding of the area's economic environment, with targeted onward provision of support services and necessary infrastructure. This will be aimed at enabling a broad range of employers, employees, investors, businesses, enterprises and service providers to establish, develop and prosper in our area.

This has already led the ED team to restructure, with focus upon new initiatives, such as shifting towards working with the CPCA to utilise their stronger resources and expertise. For example, signposting direct business support to services such as their 'Growth Works' hub. Also, working alongside other Council led initiatives, to deliver environmentally friendly projects such as solar PV on E-Space North and electronic vehicle charging points within the district car parks.

The ED team has identified an absolute need to go beyond the 'fundamentals' of the district's local economy and acquire a detailed understanding of the underlying economic growth and resilience issues, within sectors and our geographical areas.

As a result, an independent evidence-based study has been started. This will identify how the local economy is emerging and will define issues that the council needs to consider to help facilitate recovery and economic growth. This work will for example link to inward investment and the recent Government proposals on levelling up. It will also link into the CPCA's revised Skills and employment strategy and broader economic recovery plans.

This study will be completed during the Summer of 2022, but core themes already identified relate to skills and employment, digital economy, place-based business interventions e.g. new commercial space and related infrastructure needs. Alignment with corporate objectives and access to inward investment (funding) will additionally provide a real time map of economic hotspots and proposed Council interventions

Cost of service

The service, inclusive of E-space operations, is budgeting a net cost of £40,500 in 2022/23

Staffing information

1 x Business Development Manager (service lead),
1 x E-space Centre Manager,
1 x Economic Development Officer,
1 x E-space administrator.

Forward planning for Councillors

Proposed date of decision	Item	Service Area	Committee
As required	As required	Economic Development	Finance and Assets Committee

Strategy map - 2022/2023



Commitments towards our Vision

Economic Development - Service Delivery Plan 2022-2023

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
Evidence Based Study of the economic landscape	Continue to support and enable our local businesses and communities	<p>Target: Work with external consultants to build a multi-level report focussing on the districts business and commercial economy.</p> <p>Reporting Timescale: Summer 2022</p>	New	BDM – Martin Smith
Business Support Foster relationships with local businesses, and stakeholders	Continue to support and enable our local businesses and communities	<p>Target: Develop working relationships with partners and organisations to help promote and deliver business support programmes and investment initiatives.</p> <p>Maintain direct contact with key businesses and related organisations e.g. The Chamber of Commerce, Federation of Small Businesses (FSB), Cathedral Business Group, Business Park operators, Business and Intellectual Property Centre (BIPC), strategic business investors and large scale/impact commercial businesses/developers.</p> <p>Retain active lead presence on Enterprise Zone steering group.</p> <p>Develop relationships with Skills and Employment providers and related agencies.</p> <p>Reporting Timescale: Annually</p>	New	BDM – Martin Smith
Business Support Assist businesses and organisations find investment and support programmes (Capital and Revenue).	Continue to support and enable our local businesses and communities	<p>Target: Work with businesses, stakeholders and partners to facilitate/signpost available funding and support packages.</p> <p>Help prepare and submit capital or revenue funding applications on behalf of the Council or partners e.g. Littleport's Market Town Programme (£1m 2022/23), Levelling Up Fund (LUF)/Shared Prosperity Fund (SPF) projects (summer/autumn 2022), CPCA Skills and Employment funding across FE/Adult education projects 2022/2023.</p> <p>Reporting timescale: Annually</p>	New	BDM – Martin Smith EDO – Nick Lancaster

<p>Business Advice, funding, mentoring and general support</p> <p>Project management</p> <p>Work with other services across the Council</p>	<p>Continue to support and enable our local businesses and communities</p>	<p>Target: Be the first point of contact for the business community, for matters relating to advice, grants and other business support initiatives. (Continuous).</p> <p>Improve of the council's business website pages and introduce simplification of 'navigation' so that visitors can more easily find information/advice (By autumn 2022).</p> <p>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).</p> <p>Work with other Council services such as Planning and Infrastructure to facilitate an understanding of economic drivers and impacts e.g. consult on major commercial planning applications.</p> <p>Reporting Timescale: Annually</p>	<p>New</p>	<p>BDM – Martin Smith</p> <p>EDO - Nick Lancaster</p>
<p>Skills and Employment</p> <p>Develop and maintain ongoing skills and employment strategies or programmes.</p>	<p>Work with the Combined Authority to develop the Employment & Skills Strategy</p>	<p>Target: Develop a district wide skills and employment strategy, linked to the CPCA and underlying funding streams (Autumn 2022).</p> <p>Lead stakeholder groups on initiatives such as the <i>Ely Skills and Employment Hub</i> to the wider district and community (Through 2022/2023).</p> <p>Work 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 (2022/23).</p> <p>Work with organisations such as the BIPC and Library service to roll out support facilities across the district. Ongoing since Spring 2022).</p> <p>Reporting Timescale: Annually</p>	<p>New</p>	<p>BDM – Martin Smith</p>
<p>Digital Infrastructure</p> <p>Improve availability of superfast broadband speeds</p>	<p>Work with delivery partners to secure superfast broadband for our district</p>	<p>Target: Increase the availability of gigabit capable broadband to premises in the district. Provide analysis and performance quarterly.</p> <p>Reporting timescale: Quarterly from Autumn 2022.</p>	<p>New</p>	<p>BDM – Martin Smith</p> <p>EDO - Nick Lancaster</p>

<p>To help prepare Smart Rural, Town and City infrastructure needed for businesses and communities to succeed and deliver sustainable growth</p>	<p>Continue to support and enable our local businesses and communities</p>	<p>Target: Work with stakeholders to;</p> <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. utilise LoRa gateways and create an IoT network with sensors. deliver digital signage/wayfaring project throughout Ely in conjunction with City of Ely Council. (autumn 2022). <p>Reporting Timescale: Annually</p>	<p>New</p>	<p>BDM – Martin Smith EDO – Nick Lancaster</p>
<p>Digital Infrastructure Be influential in determining digital investment priorities in our communities</p>	<p>Continue to support and enable our local businesses and communities</p>	<p>Target: Attend and contribute to the Connecting Cambridgeshire project board (quarterly) and develop local policy/ strategic plans for East Cambridgeshire.</p> <p>Reporting Timescale: Annually</p>	<p>NEW</p>	<p>BDM – Martin Smith EDO – Nick Lancaster</p>
<p>Business Support Continue to delivery of affordable commercial space for the district at our E-Space business centres</p>	<p>Continue to support and enable our local businesses and communities</p>	<p>Target: Sustainably manage the E Space serviced business centres, in addition to the council's business units (2) on the Cambridgeshire Business Park, Ely.</p> <p>Continue investment in sustainable/energy reduction projects with Solar PV project in 2022.</p> <p>Ensure occupancy remains at or above 80%.</p> <p>Evaluate future development of the E-space centre concept with recommendations for future improvements (2022/23).</p> <p>Reporting Timescale: Annually</p>	<p>New</p>	<p>E-Space Manager – Andy Jones</p>
<p>Risk Management Ensure that the Council's Corporate risks are managed effectively and mitigations are put in place to reduce impact</p>	<p>As required</p>	<p>Target: To continually review risks associated within the Service and projects that it is involved.</p> <p>Reporting Timescale: Annually</p>	<p>New</p>	<p>BDM – Martin Smith E-Space Manager – Andy Jones</p>
<p>People People Continue to develop highly</p>	<p>As Required</p>	<p>To regularly review/update training and skills requirements within the team.</p>	<p>New</p>	<p>BDM – Martin Smith E-Space Manager – Andy Jones</p>

<p>trained staff to support service delivery and drive forward our corporate priorities</p>		<p>Ensure that staff appraisals are completed annually and within the timeframe set by HR.</p>		<p>BDM – Martin Smith</p>
<p>Clean, green and attractive place Undertake activities which help to mitigate / adapt to climate change</p>	<p>Cleaner, Greener East Cambridgeshire</p>	<p>To contribute to the preparation of, and subsequent implementation of, the Council's Climate and Environment Action Plan.</p>	<p>NEW</p>	<p>Cross-council activity</p>