



**Hinckley & Bosworth
Borough Council**

FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING

SCRUTINY COMMISSION

27 JUNE 2019

WARDS AFFECTED: ALL WARDS

Hinckley & Bosworth Economic Regeneration Strategy 2016-2020 Action Plan Update

Report of Director (Environment and Planning)

1. PURPOSE OF REPORT

- 1.1 To provide Members with an update on work undertaken in the last 12 months, including ongoing initiatives, in order to fulfill the aims of the Action Plan of the Economic Regeneration Strategy 2016 – 2020.

2. RECOMMENDATION

- 2.1 That Members:
- a. Note and endorse the economic regeneration work undertaken and outcomes achieved.
 - b. Endorse the ongoing work.

3. BACKGROUND TO THE REPORT

- 3.1 The overall aim of the Economic Regeneration Strategy 2016 - 2020 is to promote economic well-being for all local businesses and residents across the whole of the borough.

4 UPDATE ON PROJECTS

4.1 Key Aim 1- Local Investment in Place

The details behind this aim can be found in the Appendix to this report

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| Summary and Highlights of Local Investment in Place |
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| <ul style="list-style-type: none">• A full refresh of the Investor Prospectus was undertaken in September 2018. |
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- MIRA Technology Park, now Europe's largest automotive research and development cluster, has 35 major companies, 40 testing laboratories and construction is underway on an autonomous vehicle test track.
- A Hinckley Town Centre public realm masterplan has been commissioned and is scheduled to be completed summer 2019.
- The LEADER programme has contracted £1,059,297.10 worth of projects with 23 projects totalling £571,185.29 for the Hinckley and Bosworth area.
- The LEADER funded Destination Heritage project is organising an exhibition in October at the Atkins building that will tell the story of Ada Lovelace, the mother of modern computing and coding.
- An Expression of Interest for the Future High Streets Fund has been made for the Market Bosworth Market Place and Town Centre Redevelopment Project.

4.2 Key Aim 2- Local Investment in Business

The details behind this aim can be found in the Appendix to this report

Summary and Highlights of Local Investment in Business

- Through the Collaborate programme a total of 6 Hinckley and Bosworth businesses received grants totalling £141,854 the second highest grants total across Leicestershire after Leicester City. The Digital Growth Programme awarded grants to 13 Hinckley and Bosworth businesses the highest number of grants given per district in Leicestershire.
- The Council obtained a new GDPR compliant business database with over 600 contact emails for promotional signposting activity.
- The Primary Engineer Programme, linking schools with engineers to increase awareness is progressing well.

4.3 Key Aim 3: Local investment in People

The details behind this aim can be found in the Appendix to this report

Summary and Highlights of Local Investment in People

- A Local Employment & Training Strategy and an Employment & Skills Charter has been drawn up with IM Properties in respect to its development at Hinckley Park adjacent Junction 1 of the M69. The site has a dedicated zone for smaller B1 and B2 occupiers seeking bespoke design and build solutions.
- With a local company WK Construction Ltd who are the groundworks contractor for the Hinckley Park site, and the college, a new trial Groundworks Training Initiative has been set at this location.
- The council has organised a successful programme of apprenticeships, placements and interns working across departments
- A careers speed networking event for Hinckley and Bosworth Secondary Schools is being planned for June 2019 to be held at MIRA Technology Institute. A cross-border event promoting STEM subjects is being organised for the autumn term.
- The LEADER programme has supported 5 projects in the rural services priority.

4.4 Key Aim 4: To work in Partnership to Fulfil the Economic Potential of the Area

The details behind this aim can be found in the Appendix to this report

Summary and Highlights of Working in Partnership

- Working in partnership to promote business support packages and grant opportunities available to local businesses.
- A response was made to the Leicestershire Local Industrial Strategy Call for Evidence to help shape future priorities.
- Regular meetings take place with Earl Shilton and Barwell Town Teams to discuss relevant regeneration and economic development items. The team are also represented on Hinckley BID and Market Bosworth Business Group.

5 EXEMPTIONS IN ACCORDANCE WITH THE ACCESS TO INFORMATION PROCEDURE RULES

5.1 The report is to be taken in open session.

6 FINANCIAL IMPLICATIONS [CS]

6.1 None arising directly from this report. Any future council projects require approval in accordance with financial procedure rules.

7. LEGAL IMPLICATIONS [MR]

7.1 None

8. CORPORATE PLAN IMPLICATIONS

8.1 The Economic Regeneration Strategy has synergy with the Corporate Plan's vision as a 'Place of Opportunity'. Particularly under 'Prosperity' by 'Supporting the regeneration of our town centres and villages' and 'Boosting economic growth and regeneration by encouraging investment that will provide new jobs and places to live and work all over the borough' and under 'Place' by 'improving the quality of existing homes and enable the delivery of affordable housing'.

9. CONSULTATION

9.1 The Economic Regeneration Strategy was subject to public consultation as part of it's' adoption back in 2016 and is published on the council's website

10. RISK IMPLICATIONS

10.1 It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.

10.2 It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

10.3 The following significant risks associated with this report / decisions were identified from this assessment:

| Management of significant (Net Red) Risks | | |
|---|--------------------|-------|
| Risk Description | Mitigating actions | Owner |
| None | | |

11. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

11.1 Projects put forward in the Economic Regeneration Strategy generally have a good spread over the whole of the Borough and this includes the rural areas e.g. the LEADER programme

12. CORPORATE IMPLICATIONS

12.1 By submitting this report, the report author has taken the following into account:

- Community Safety implications – none directly as a result of this report
- Environmental implications – various projects identified in this report will have a positive impact
- ICT implications - none directly as a result of this report
- Asset Management implications - none directly as a result of this report
- Procurement implications - none directly as a result of this report
- Human Resources implications - none directly as a result of this report
- Planning implications – planning matters will be dealt with, when appropriate, through regeneration projects being brought forward
- Data Protection implications - none directly as a result of this report
- Voluntary Sector – the voluntary sector is supported through a number of initiatives identified in this report

APPENDIX

Details of Projects and Initiatives to Fulfil the Key Aims of the Action Plan

Key Aim 1- Local Investment in Place

Action: Promote the Investor Prospectus and its sites at business events and meetings with developers

- The document has been promoted at business events and through the economic development pages of the council's website. A selection of sites was included in a brochure that went to MIPIM 2019.

Action: To regularly update the Investor Prospectus

- The website pages for the Investor Prospectus are continually updated with a full refresh of the document completed September 2018. The Nailstone Colliery site has been rebranded from MIDAS 22 to Interlink South with the Investor Prospectus updated accordingly.

Action: To promote the MIRA Technology Park and Enterprise Zone

- Promotion of MIRA Enterprise Zone in the Councils Investor Prospectus. The site now has 35 major companies on its technology park. The Technology Park now has 40 testing laboratories and an autonomous vehicle test track is under construction.

Action: Continue to work with the Town Centre Manager and Hinckley Business Improvement District in respect to town centre related initiatives and events

- The Hinckley Town Centre Public Realm & Road Schemes Working Group has commissioned a public realm masterplan for the town centre and this will be completed in summer 2019. This document will help direct future Section 106 monies and funding regimes to support appropriate projects. A grant of £15,000 towards the production of this masterplan has been secured from the Leicester & Leicestershire Enterprise Partnership.

Action: Ongoing work with North Warwickshire Borough Council in respect to the delivery of the LEADER programme for the rural areas of the borough

- As at March 2019 the LEADER programme had contracted £1,059,297.10 of the £1,276,796.00 grant funding available. This includes 23 projects for the Hinckley and Bosworth area totalling £571,185.29.

Action: Promotion of a Destination Management Plan

- In October 2018 the two boroughs received funding from the LEADER programme to employ a consultant to work with local heritage groups in order to educate and raise awareness of the heritage assets across the areas.
- An exhibition is being planned for October 2019 at the Atkins building that will tell the story of Ada Lovelace, the mother of modern computing and coding. Businesses based in the borough, which are directly involved with computing/coding or rely on technology to run a successful company have been contacted to see how they might become involved.

Action: Continue to deliver the Environmental Improvement Programme

- During the 2018/19 programme 17 schemes were successfully delivered including heritage street nameplates, blue plaques, boundary wall improvements and commemorative benches. The 2019/20 programme is looking to support 16 schemes.

Action: Submit an application to the Heritage Lottery Fund's Townscape Heritage Initiative Fund

- A first round application to the Heritage Lottery Fund Townscape Heritage fund programme was submitted in December 2017 for Hinckley town centre and the decision given in May 2018. Unfortunately the application was not successful but this was due to a lack of funding in the HLF 'pot' and not a reflexion of the quality of the bid. In fact the feedback was that the Hinckley bid was of a high quality. The work to put this bid together will not be wasted because it informs other related work.

Action: To collaborate with North West Leicestershire District Council to bring forward the new employment site near Bardon

- Liaison on key sites coming forward at quarterly Leicestershire Economic Development Officers Network meetings. Direct exchange with North West Leicestershire economic development officers on inclusion of the 'Mountpark Bardon II' site in MIPIM literature.

Action: To work with tourism bodies in relation to tourism matters

- The one year project 'Delivering the North Warwickshire & Hinckley & Bosworth Destination Management Plan' was completed in June 2018. This consultant led project saw the establishment of the Bosworth Rural Tourism Group, which continues to flourish with over 25 members.

Action: Implement the Town Centres' Vision document in respect to sites highlighted in Hinckley, Earl Shilton, Barwell and Market Bosworth

- The delivery plans for both Barwell and Earl Shilton follow on from the original Town Centre's Vision document that was produced at the end of 2015. Sites and projects have been identified. A bid to the Future High Streets Fund has been made in respect of Market Bosworth.
- In Hinckley two major food stores totalling over 3000 sq.m of retail space are being developed and due to open later this year. The former Co-op in Upper Castle Street has reopened as Jaspers of Hinckley. Middlefield Lane Hinckley is to be redeveloped for 54 affordable units.
- A vibrant business group has been established in Market Bosworth.

Action: Bring forward employment sites and facilitate quality 'move on' space for businesses wishing to expand

- The new Employment Land and Premises Study is due to be completed in September 2019.

Action: To promote infrastructure projects in order to open up employment and residential sites and to improve the free flow of traffic on the borough's roads

- An Infrastructure Delivery Plan which will identify required infrastructure and delivery mechanisms over the next Plan period (2016-2036) will be produced in parallel with the current Local Plan Review process.
- The Council continues to work with the A5 Partnership Group to help facilitate an A5 Expressway with support from local MP and with the Leicester and Leicestershire Authorities as well as the LLEP towards a Strategic Growth Plan. This plan is a prospectus for Government in facilitating major infrastructure projects between 2031-2050 across the county.

Key Aim 2- Local Investment in Business

Action: Signpost access to business support programmes

- Frequent promotion of business support services, particularly the LLEP Business Gateway, using the Councils Social Media platforms using #Hinckleybusiness.
- Particular schemes being promoted are the Collaborate and Digital Growth programmes. Collaborate supports small and medium-sized enterprises across Leicestershire in key economic sectors offering business support and grants. A total of 6 Hinckley and Bosworth businesses received grants totalling £141,854.00 which was the second highest grants total across Leicestershire after Leicester City. The Digital Growth programmes aims to support growing businesses to explore and introduce new and emerging ICT products and services into their business to improve competitiveness and productivity via workshops, business advice and grant funding. A total of 13 Hinckley and Bosworth businesses received grants which is the highest number of grants given per district for Leicester and Leicestershire.
- A flyer providing information about #Hinckleybusiness and the LLEP Business Gateway was included with this year's business rate demands to over 3000 businesses.

Action: Facilitate and promote business events by working in partnership on subjects chosen through collaboration with local businesses

- Business events were held during the Leicester Business Festival in respect to the promotion of market towns and during the Coventry and Warwickshire Business Festival an event about exporting, held at Triumph included a museum tour.

Action: To facilitate a business directory

- In February 2019 the Council obtained a new GDPR compliant business database with over 600 contact email addresses for promotional activity.

Action: To regularly update the economic regeneration pages of the Borough Council's website

- Relevant economic regeneration webpages are checked and updated routinely.

Action: Work with funding regimes to enable the promotion of relevant grants programme for SMEs

- Regular promotion of grant programmes through Social Media including the establishment of #Hinckleybusiness and the new business database.

Action: Establish relationships with and an understanding of the needs of both existing and new businesses especially related to their skill requirements and To investigate what type of businesses are likely to be attracted to the area in the future and to establish a skills base that will meet the needs of these businesses

- The Hinckley & Bosworth Employment & Skills Taskforce continues to improve the engagement between schools, colleges, businesses, Job Centre Plus and LLEP.
- The Primary Engineer Programme, to link schools with engineers to increase awareness (pupils and teachers) of Engineering in order to capture the enthusiasm of and inspire children, whilst still at primary school, in all aspects of Science, Technology, Mathematics and Literacy is progressing well.
- Cadent held an awards ceremony for apprentices made up of young people with special educational needs through its EmployAbility scheme, and the council was represented at the awards.

Action: To help to improve the supply of technically trained staff to fulfil the needs across business sectors

- A survey to establish the number of apprentices that the larger companies in the borough are taking on was undertaken in February 2019.

Action: To enable the provision of courses on the best use of superfast broadband opportunities

- The Leicester and Leicestershire Digital Growth Programme, which is regularly publicised through the business database and social media, supports this action.

Action: Provide an account management service in respect to the planning process to help businesses to submit good quality applications

- The Council provides a pre-application advice service whereby a planning officer reviews a development proposal prior to a planning application being submitted to the Council, identifying issues early in the process.
- The Council offers a Planning Performance Agreement where the Council commits to dealing with the pre-application, planning application and pre-commencement conditions as a priority with dedicated officers.

Key Aim 3: Local investment in People

Action: To support people wishing to set up in business and those working from home and to encourage residents and businesses to explore the opportunities that faster broadband can bring

- The Leicester and Leicestershire Digital Growth Programme aims to support growing businesses to explore and introduce new and emerging ICT products

and services into their business to improve competitiveness and productivity with 108 Hinckley and Bosworth SMEs enrolled on the programme so far.

- The Hinckley Park IM Properties site has a dedicated zone for smaller B1 and B2 occupiers seeking bespoke design and build solutions.

Action: To work with local schools to ensure pupils have an understanding of local employment and training opportunities and in particular to engage with the LLEP Enterprise Adviser Network

- The council programme for apprenticeships, placements and interns during 2018/ 2019 comprises:

Apprentices:

- 9 apprentices at the end of 2018/2019 and an additional 2 starts since the 1st April 2019
- Currently there are 11 apprentices

Apprentices are in the following areas:

- Electrician Level 3
- Housing and Property Management Level 3
- Business Administration, Level 2
- AAT Accountancy Level 3
- Horticulture Level 2
- Construction Technical and Professional: Town Planning Technical Support Level 3
- Paralegal Level 3
- Construction Technical and Professional: Built Environment and Design Level 3

Placement and Interns 2018/2019:

- 11 school work experience placements
- 8 DWP placements of up to 8 weeks per placement
- 1 student on the Cadent EmployAbility scheme
- 1 Internship in Legal
- 1 student environmental health officer placement

- Hinckley & Bosworth Enterprise Skills Taskforce Action has supported South Charnwood School's business network events.
- An event for schools was held at Neovia in April 2019.
- Officer attendance at the Leicestershire careers speed networking event for schools to speak with businesses and organisations to learn their career paths. The latter was organised by the LLEP Enterprise Adviser Network during the Leicester Business Festival.

Action: To promote specific sector job opportunities at schools and colleges in order to improve perceptions and attract young people into employment in these sectors

- A career speed networking event for Hinckley & Bosworth Secondary Schools is being planned for June 2019 to be held at the MIRA Technology Institute.
- An cross-border event promoting STEM subjects to teenagers is being organised for the autumn term at MIRA Technology Institute

Action: To work with education providers and businesses to match courses and apprenticeships to local business needs including any replacement demand requirement

- The LLEPs new Skills for the Future 2018-2030 report was published in December 2018.

Action: To work with construction companies and developers on local sites to encourage them to take on local people for jobs, apprenticeships and work placements

- A Local Employment & Training Strategy and an Employment & Skills Charter has been drawn up with IM Properties in respect to its development at Hinckley Park, Junction 1 of the M69, and the council is working closely with them to ensure local jobs and training opportunities during both the construction phase and once the buildings, to include a new DPD facility, are operational. In particular regular meetings are held with IM Properties and their employment consultant to check on progress to meet the Local Employment & Training Strategy drawn up with them. In December 2018 IM and Winvic Construction, the main building contractor, organised a 'Meet the Buyer' event hosted at Harrowbrooks Training Centre in partnership with North Warwickshire & South Leicestershire College. 57 people attended from 31 supply chain businesses. With a local company WK Construction Ltd who are the groundworks contractor for the site, and the college, a new trial Groundworks Training Initiative has been set up on the site.
- Working with the Construction Industry Training Board to benefit from their expertise in this area.

Action: To work with local people on community regeneration projects

- The LEADER programme has supported 5 projects in the rural services priority including contributions towards; Markfield Parish Council community centre refurbishment, Sport in Desford sports court, Market Bosworth Community Library visual equipment, Twycross Zoo changing places toilet and Market Bosworth memorial gardens.

Key Aim 4: To work in Partnership to Fulfil the Economic Potential of the Area

Action: To ensure a broad range of support packages are available to local businesses, particularly micro and small enterprises

- A broad range of business support packages and grant opportunities are available and promoted to local businesses including;
LLEP Business Gateway,
Leicester Employment Hub,
Digital Growth Programme,
Collaborate Growing Business Together,
Manufacturing Growth Programme, and
Green Belle.

Action: To develop strong partnership relationships, which have the capacity to lever in funding where required to deliver both large and small scale projects

- Attendance at quarterly Leicestershire Economic Development Officers Network meetings to share good practice, identify joint working opportunities, new and emerging funding opportunities and maintaining constructive communications between the Leicester, Leicestershire and Rutland authorities.
- A Market Towns sub-group at which Leicestershire market towns work together to produce more wide-scale projects that have the increased capacity to attract external funding.
- A consultation response to the Local Industrial Strategy Call for Evidence was made to the LLEP to help shape future priorities.

Action: Support and work with Hinckley BID, Hinckley Chamber of Trade, Earl Shilton Town Team, Barwell Parish Council and other Parish Councils in respect to initiatives and events

- Regular meetings take place with the Town Teams at Barwell and Earl Shilton where the relevant regeneration and economic development issues are discussed. Similarly the Council Major Projects team are represented on Hinckley BID and Market Bosworth Business Group.

Background papers: - Hinckley & Bosworth Economic Regeneration Strategy 2016-2020
- Hinckley & Bosworth Economic Regeneration Strategy 2016-2020
Background and Action Plan

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