

**SCRUTINY COMMISSION - 14 March 2013**

**ECONOMIC REGENERATION STRATEGY ACTION PLAN UPDATE**

---

**REPORT OF DEPUTY CHIEF EXECUTIVE (COMMUNITY DIRECTION)**

**WARDS AFFECTED: ALL WARDS**

**1. PURPOSE OF REPORT**

To provide Members with an update on work undertaken over the last 12 months, including ongoing initiatives, in order to fulfill the aims of the Action Plan of the Economic Regeneration Strategy 2009 – 2014

**2. RECOMMENDATION**

That the Scrutiny Commission:

- (i) Notes and endorses the economic regeneration work undertaken
- (ii) Endorses the ongoing programme of work

**3. BACKGROUND TO THE REPORT**

- 3.1 The following table highlights the main areas of work undertaken and the relationship with the aspirations identified in the Economic Regeneration Strategy's Action Plan, mainly through the work of the Regeneration team in partnership but also via other departments within the Council

**ACTION PLAN UPDATE**

**Economic Regeneration Strategy 2009 – 2014**

**Action Plan Update December 2012**

Key:

S – Short term = 1 year; M – Medium term = 3 years; Long term = 3 – 5 years

Hinckley & Bosworth BC role:

Ld – Lead; P - Partner

**Strategic Objective 1**

**Develop a targeted approach to supporting businesses, which have the potential to establish, expand and relocate within the borough**

| Action   | Latest Progress   |
|--|---|
| <p>Provide dedicated business support to growth businesses within the Atkins Factory <b>M/L Ld</b></p>     | <p>The intention has been to nurture newly established businesses through ongoing work with the Federation of Small Businesses, Business Builder, a new business support service for Leicestershire, a joint venture between the commercial arm of the Chamber of Commerce and De Montfort University etc.</p> <p><b>Key Outcome:</b> Established a partnership with the Business Builder Business Support Service in December 2011<br/>Involvement with Better Business for All Partnership, a partnership between businesses and regulatory services aimed at reducing the regulatory burden and promoting growth</p>   |
| <p>Develop a local 'call and care' programme targeted towards strategic local businesses <b>S/M Ld</b></p> | <p>Work is ongoing with MIRA in respect both to its Enterprise Zone status and the implementation of the Regional Growth funding (RGF). Now that planning permission has been granted for the High Technology Park work is progressing with MIRA in order to implement the proposals for the site.</p> <p>Work is ongoing with Leicestershire County Council and Caterpillar in respect to implementing a footpath link from the A47 to the Caterpillar site</p> <p><b>Key Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Negotiations on draft Local Development Order for MIRA now underway and final draft for consultation is expected at end March 2013</li> <li>• Business Innovation &amp; Skills RGF Offer letter received and first draw down claim was submitted on 15 January 2013</li> <li>• Road improvements and sustainable transport package currently being procured</li> <li>• Enterprise Zone Steering Group established and Bill Cullen is Chair</li> </ul> |
| <p>Work with business forums and associations<br/><b>S Ld</b></p>  | <p>The Council's Regeneration Officer regularly attends meetings/events of the Hinckley Town Centre Partnership, the Hinckley Business Association, the Earl Shilton Business Forum. and the regeneration team supports the Barwell Business Association.</p> <p>The <b>Economic Initiatives budget</b> has paid a sponsorship towards the <b>Hinckley BID Business Centre</b></p>  |

|  |   |
|--|---|
|  | <p>A contribution from the <b>Economic Initiatives budget</b> has been given for an updated <b>shopping guide for Earl Shilton</b>, produced by the Earl Shilton Business Forum.</p> <p><b>Key Outcome:</b> <b>Business forums and associations supported both through attendance at meetings and through financial assistance for projects</b></p>   |
| <p>Establish what are the needs of local businesses</p> <p><b>S Ld</b></p>   | <p>The Cross-border Delivery Partnership (comprising the Boroughs of Hinckley &amp; Bosworth, North Warwickshire and Nuneaton and Bedworth) held a <b>business breakfast meeting at Atkins on 25 April 2012</b>, to inform businesses of the A5 Strategy and to discuss any problems that local companies are experiencing in terms of employees accessing their places of work. In addition the innovative solutions being explored by Caterpillar to address such issues was explained.</p> <p>The CBDP continues to have regular meetings with Board members from MIRA who sit on both the Leicester &amp; Leicestershire Local Enterprise Partnership (LLEP) and the Coventry &amp; Warwickshire CBDP in order to further promote projects in the cross-border area.</p> <p>A supply chain scoping exercise in respect to the Enterprise Zone is being prepared.</p> <p>BE Group is currently undertaking an employment land and premises update study for the Borough, due for completion in Spring 2013.</p> <p><b>Key Outcome:</b> <b>At the beginning of 2012 the Cross-border Delivery Partnership established a Cross-border Employment &amp; Skills Partnerships. Two Task &amp; Finish Groups, one to match skills to jobs and the other to look at physical accessibility to jobs and training have been established. The former is working towards the establishment of a local Apprenticeship Training Agency and the latter has commenced a mapping exercise in respect to current transport options.</b></p> |
| <p>Develop a targeted approach to supporting businesses which have the potential to establish, expand and relocate within the borough <b>S/M P</b></p> | <p>In partnership with the County Council a survey, to assess the land and property requirements of businesses in Earl Shilton and Barwell to align with the possibilities that the Sustainable Urban Extensions will offer to businesses together with skills requirements, was commissioned from Greenborough.</p> <p>Through recommendations in the Earl Shilton and Barwell Employment &amp; Skills Study an initiative being pursued is to create vacancy boards to:</p> <ul style="list-style-type: none"> <li>• Actively promote employment sites in Earl Shilton and Barwell and sites coming forward as part of the SUE.</li> <li>• Raise awareness of local jobs and skills through promotion and events.</li> </ul>  |

|   |  |
|---|--|
|   | <p>The Hinckley Investor Prospectus (see below), is also helping to achieve this action's aim.</p> <p>The council is promoting and supporting improved broadband provision for businesses throughout the borough</p> <p><b>Key Outcome:</b> The final report by Greenborough has been received</p>   |
| <p>Develop Creative Hinckley and strengthen the offer they make to local creative businesses and individuals <b>S P</b></p>   | <p>The Atkins creative business space continues to thrive. The Economic Initiatives budget contributes to the membership of Creative Leicestershire.</p>   |
| <p>Support the development of an inward investment strategy and marketing plan which supports local priorities <b>M P</b></p> | <p>The Hinckley Investor Prospectus launched in March 2011, continues to attract enquiries from development companies</p>  |
| <p>Assist businesses during the current economic downturn</p> <p><b>S P</b></p>   | <p>In March 2009 the Council established a new <b>fast payment pledge</b> to local businesses. Local businesses who supply goods and services to the Council will receive payment within 10 days.</p> <p><b>Key Outcome:</b> 'Help with Business Rate Bills' - The Council has issued 'mail shots' and press releases to encourage businesses to apply for Small Business Rate Relief, defining the criteria required. The Business Rates Team is responsible for the process rather than businesses having to appoint independent rating advisers for the service. It should be noted that <b>Small Business Rate Relief recipients have steadily increased</b>. Currently, there are 2,918 business ratepayers, of which:</p> <ul style="list-style-type: none"> <li>• 1,043 recipients at 1<sup>st</sup> April 2009 (934 receiving 'Small Business Rate Relief' with 109 entitled to the 'Lower Multiplier' only)</li> <li>• 1,060 recipients at 1<sup>st</sup> April 2010 (1,004 receiving 'Small Business Rate Relief' with 56 entitled to the 'Lower Multiplier' only)</li> <li>• 1,094 recipients at 1<sup>st</sup> April 2011 (1,029 receiving 'Small Business Rate Relief' with 65 entitled to the 'Lower Multiplier' only)</li> <li>• 1,861 recipients at 1<sup>st</sup> April 2012 (1,109 receiving 'Small Business Rate Relief' with 752 entitled to the 'Lower Multiplier' only)</li> <li>• <b>1,922 recipients at 31<sup>st</sup> December 2012 (1,162 receiving 'Small Business Rate Relief' with 760 entitled to the 'Lower Multiplier' only)</b></li> </ul> |

|  |  |
|--|--|
|  | <p>The 'Localism Bill' received Royal Assent on 15<sup>th</sup> November 2011. It removes the legal requirement for ratepayers to submit an application to claim Small Business Rate Relief. The 'Order' also removes the single occupancy criteria for ratepayers to have their bills calculated using the small business multiplier in 2012-13 onwards.</p> <p>The 6<sup>th</sup> December 2012 'Autumn Statement' announced that the Government would continue with the more generous level of Small Business Rate Relief for a further year, commencing 1<sup>st</sup> April 2013. Eligible ratepayers will continue to receive relief at 100% on properties with rateable values of not more than £6,000 with a tapered relief of between 100% and 0% for properties with rateable values between £6,001 and £12,000 for that period.</p> <p>Officers have worked with the Hinckley Business Association that has arranged speakers with subjects appropriate to working in difficult economic times.</p> |
|--|--|

## Strategic Objective 2

### Develop an effective portfolio of sites and premises to meet the demands of business

| Action   | Latest Progress  |
|--|--|
| The development of sites and premises allocations DPD <b>S Ld</b>                                | The Site Allocations and Development Management Policies DPD - the date for the pre-submission consultation document is programmed for August/September 2013.  |
| Develop an Area Action Plan for Hinckley Town Centre <b>S Ld</b>                                 | Following the successful examination of the document by the Inspector, the Hinckley Town Centre Area Action Plan was formally adopted by the council on 21 March 2011.   |
| Deliver Town Centre projects identified in AAP <b>M/L Ld</b>                                     | The Town Centre Regeneration Support Project, which ceased at the end of March 2011, and over-achieved on all its objectives, worked towards bringing forward these sites and work is still ongoing.   |
| Deliver Hinckley Town Centre Public Realm strategy <b>S/M Ld</b>                                 | Upper Castle Street scheme was completed in 2008 (£250k investment).   |
| Secure Development Agency support for Hinckley Town Centre and borough wide projects <b>S Ld</b> | <p>EMDA funding of £215,000 for bringing forward the Town Centre Masterplan Sites secured and spent on bringing forward the masterplan sites.</p> <p><b>Key Outcomes</b> from this project together with ongoing work include:</p> <p><b>Atkins</b> - completed and the adjacent new facility for North Warwickshire &amp; Hinckley College opened in September 2011.</p> <p><b>The Crescent (Bus Station site) - The Tin Hat Regeneration</b></p> |

|   |   |
|---|---|
|   | <p>Partnership obtained planning consent for this £80m mixed-use scheme. <b>The Compulsory Purchase Order was approved in April 2012.</b> Discussions are still underway over the detailed delivery programme. Tin Hat is now procuring contractors for the work which will be phased. Work is also being carried out to ensure local people are given employment opportunities during construction and once the area is operational.</p> <p>The two <b>major pre-lets to Sainsbury's and Cineworld</b> have been secured by Tin Hat.</p> <p><b>Rugby Road/Hawley Road</b> – The Hinckley Hub is due to be completed in March/April 2013. Key partners for sharing this new civic hub facility include Job Centre Plus.</p> <p><b>Civic Offices Site</b> - In November 2012 the council agreed to relocate the leisure centre to Argents Mead. Secondary spend within Hinckley town centre from users who visit the leisure centre is considerable. Retaining the leisure centre within the town centre will support the economic growth and sustainability of the town centre.</p> <p>The development on the Argents Mead site (the current council offices) will maintain and enhance the green space ensuring the facility is sensitively designed to fit and add value to the park.</p> <p>The council is currently seeking a partner to enter into an agreement to design, build, operate and maintain the councils' leisure centre through an OJEU procurement process using the competitive dialogue process. It is anticipated the partnership will be for a period of up to 20 years commencing in April 2015</p> <p><b>Regent Street</b> - Feasibility design options for the re-introduction of traffic scheme completed and town centre businesses have been consulted and overall are in favour of the proposal.</p> <p><b>Key Outcome:</b> <b>Town Centre Regeneration Support Project, 2008 - 2011 over-achieved on all its agreed objectives agreed with EMDA by fully delivering the Atkins project, producing the Hinckley Investor Prospectus and progressing the Bus Station development and other sites.</b></p> |
| <p>Make strategic property investments i.e. Atkins Factory Site <b>S Ld</b></p> | <p>The Atkins creative innovation centre and high spec offices, gallery, meeting spaces and café opened on 28 September 2010.</p>   |
| <p>Establish a commercial property database</p> <p><b>S P</b></p>               | <p>The Hinckley Town Centre Partnership created a business directory in August 2010 listing all the BID members</p> <p>Leicester &amp; Leicestershire Local Enterprise Partnership has a database for commercial premises and sites including those in Hinckley &amp; Bosworth, on its website.</p>   |

|  |   |
|--|---|
| Support an employment land study across the HMA <b>S P</b>   | Completed in October 2009 by Pavec. A new study by Pavec commissioned and the draft report has been received by the Planning & Infrastructure Group and should be signed off by the end of January 2013 |
| Support the development of key strategic development sites across the borough including MIRA, Mallory Park, Twycross, Nailstone Colliery, Timkins etc <b>M P</b> | Working closely with MIRA as described above<br><br>The Tourism Partnership works closely with Twycross Zoo, Mallory Park, and the National Forest.   |
| Ensure suitable grow-on/move on premises <b>L P</b>  | The Greenborough report will be used to assist businesses in Barwell and Earl Shilton in respect to opportunities in the proposed Sustainable Urban Extensions.   |
| Provide for a balanced supply of sites to suit small, medium and large businesses <b>M P</b>   | The current work being undertaken by BE Group's Employment Land and Premises study will assist with this objective.   |

### Strategic Objective 3

To increase the vitality and viability of the network of centres across the borough

| Action   | Latest Progress  |
|--|--|
| Explore the feasibility of a Community access point for Earl Shilton <b>M Ld</b>   | Peggs Close opened in August 2008  |
| Support and inform the allocation of local employment sites across the borough with the sites and allocations DPD <b>M Ld</b>          | The Site Allocations and Development Management Policies DPD - the date for the pre-submission consultation document is programmed for August/September 2013.  |
| Support the delivery of Hinckley Town Centre Partnership Business Plan <b>S P</b>  | The Senior Economic Regeneration officer works with the BID and Town Centre Managers and the County Council, meeting every two weeks at the BID offices to progress projects and attends Town Centre Partnership meetings              |
| Develop a Masterplan for the Sustainable Urban Extensions and associated physical improvements for Earl Shilton & Barwell <b>S/M P</b> | The Area Action Plan is to be taken forward for submission consultation mid 2013. The outline planning application for Barwell to be determined in 2013. The outline application for Earl Shilton is expected to be submitted in 2013. |
| Support the work of parish councils and the RCC in the design and delivery of Parish Plans <b>S/M P</b>                                | The majority of parishes have Parish Plans in place. A project is underway with Market Bosworth Parish to develop a Neighbourhood Plan.  |
| Support village shops,   | The Council promotes the County Council funded   |



|                                       |   |
|---------------------------------------|---|
| POs & community hubs<br><b>S P</b>    | advice and grants scheme, The Village Shop Support Service  |
| Encourage small traders<br><b>M P</b> | <p>As part of the BID Hinckley Town Centre Partnership is encouraging people to shop locally through projects including:</p> <ul style="list-style-type: none"> <li>• 'A well supported loyalty card reward scheme</li> <li>• Events held including the Third Annual Soap Box Derby and the town centre Twycross Educational Day (July and August respectively) and the Classic Motorshow (September)</li> <li>• Triumph Live took place in September and 150 bikes came into the town centre</li> <li>• It was the third year for Santa's Grotto</li> <li>• Free car parking in selected long stay car parks on Saturdays during December 2012</li> </ul> <p><b>Key Outcome:</b> A number of successful events that have increased footfall in the town centre</p> |

#### Strategic Objective 4

To ensure the benefits of economic growth are shared by all communities across the borough

| Action  | Latest Progress  |
|---|--|
| To develop the initiatives outlined in the Borough's Anti-Poverty Strategy<br><b>M Ld</b> | .An Action Plan has been devised and a Credit Union Clockwise established. |
| Promote Priority Neighbourhoods <b>S/M P</b>  | HBBC Anti-Poverty Strategy   |

#### Strategic Objective 5

To raise the level of skills and knowledge within the borough's business and resident populations

| Action   | Latest Progress   |
|--|---|
| Develop relationships with key employers to establish programmes of training to support the development of the local labour market | <p>Currently working the Cross Border Delivery Partnership to promote apprenticeships and in particular looking to establish an Apprenticeship Training Agency</p> <p><b>Key Outcome:</b> LLEP received £100K from government to produce a Skills Plan for MIRA</p> |



|  |   |
|--|---|
| S Ld   | Enterprise Zone which is looking at the skills of the wider area. Consultants HOST are producing the plan which will be completed by the end of March 2013  |
| Secure the re-investment by North Warwickshire & Hinckley College at the Atkins Factory Site S/M Ld                            | College opened in September 2011<br><br><b>Key Outcome:</b> The Midland Studio College, sponsored by North Warwickshire & Hinckley College, opened in September 2012. Its vision is to provide a fast track route into employment and a strong foundation for a successful career. It specialises in high tech engineering, advanced health and social care and business.   |
| Increase demand for better skilled labour through attraction and retention of companies offering quality job opportunities L P | Working in partnership and with companies such as MIRA that has set up a number of apprenticeship schemes with North Warwickshire & Hinckley College<br><br><b>Key Outcomes:</b> The inaugural meeting of the Cross Border Employment & Skills Partnership was held on 17 April 2012 with Mike Motley, from North Warwickshire & Hinckley College, as Chair. Two Task & Finish Groups, one to match skills to jobs and the other to look at physical accessibility to jobs and training were established. In respect to the latter joint research work is being undertaken with the Leicester & Leicestershire Local Enterprise Partnership and Job Centre Plus |
| Support and work pro-actively with local learning forums and bodies<br><br>S/M P   | The Council is working closely with North Warwickshire & Hinckley College in respect of the close relationship between the creative and art based subjects being taught in the new college and the creative business centre and through the Cross Border Employment & Skills Partnership  |
| Support the development of initiative aimed at linking those excluded from the labour market with opportunities M P            | Liaising with Job Centre+, Acorn and other bodies via the Cross Border Employment & Skills Partnership  |
| Encourage apprenticeship Schemes M P   | Currently working the Cross Border Delivery Partnership to promote apprenticeships and in particular looking to establish an Apprenticeship Training Agency through work with the National Apprenticeship Service<br><br>Promoting the AGE grant for apprenticeships to employees   |

## Strategic Objective 6

To widely promote the economic, social and environmental opportunities and assets available in the borough

| Action  | Latest Progress  |
|---|--|
| Promote Hinckley and Bosworth as a place to Invest, develop tourism opportunities S Ld    | <p>Hinckley &amp; Bosworth Tourism Partnership has produced a draft Tourism Strategy and Action Plan 2013 – 2018</p> <p><b>Key Outcome:</b> Hinckley &amp; Bosworth Tourism Partnership has achieved: a successful membership scheme; a new and improved Visitor Guide; newsletter; several leaflet swap and seminar events and the introduction of a Local Accommodation Assessment Scheme</p> <p>A website was established in September 2010</p> |
| Develop a promotional website which promotes the economic development of the borough S Ld | The HBBC website pages have been expanded and a more user friendly layout provided   |
| Develop a suite of marketing materials M Ld   | <p>A local food producer's guide is currently being designed in order to promote these businesses and encourage local people to purchase locally produced food. In addition the guide will be used to encourage local restaurants, cafes, pubs etc to source food locally.</p> <p><b>Key Outcome:</b> The Hinckley Investor Prospectus launched March 2011</p>   |
| Promote farmers markets across the Borough S/M Ld   | A number of successful markets now operate in the Borough e.g. Hinckley, Market Bosworth, Burbage  |

#### 4 FUTURE WORK PROGRAMME

4.1 The future work programme to fulfill the aims and objectives of the Action Plan of the Economic Regeneration Strategy 2009 – 2014 include the ongoing work as described in the Action Plan table outlined above, together with new initiatives, and in particular:

##### Hinckley Sites

##### **Southern Gateway**

- Negotiations with key land owning partners.
- Negotiations with Network Rail in respect of station improvements and transport interchange proposals

### **Stockwell Head:**

- Promote and respond to any landowner or developer initiatives.

### **Cultural Quarter**

- Produce a masterplan for the 'Cultural Quarter' including sites at the junction of Hollycroft, Trinity Lane and Upper and Lower Bond Street and in particular the former cinema site, the Hollybush PH and sites and buildings owned by Leicestershire County Council.

### **MIRA**

Progression and delivery of the Technology Park Enterprise Zone project, the .RGF funded project work and initiatives to deliver the initiatives that come out of the Skills Plan due for completion at the end of March 2013.

### **Cross Border Delivery Partnership**

- On going work to ensure the cross-border area benefits from economic projects and links with the proposals that come from both Local Enterprise Partnerships
- To pursue funding for a Supply Chain project
- To further develop the CBDP Action Plan
- To organise business breakfasts for cross-border businesses

### **Cross Border Employment & Skills Partnership**

- To deliver initiatives through the two Task & Finish Groups
- To help enable the setting up of a local Apprenticeship Training Agency
- Support events for National Apprenticeship week in March

### **Working with Local Business Associations, Partnerships and Forums**

- Hinckley Town Centre Partnership and BID
- Hinckley Business Association
- Earl Shilton Business Forum
- Portas Town teams
- Barwell Business Association
- LLEP and CWLEP
- Leicester and Leicestershire Economic Research Group

### **Inward Investment**

- Establish new links and relationships with potential developers and inward investors.

### **Funding Opportunities**

- To pursue funding possibilities as and when they arise and particularly to look at the potential of the 2014-2020 European ERDF funding regime and the new RGF3

#### **Website**

- To further consider how the HBBC Regeneration website pages 'sit' and connect with other departments, and maximise information and useful links available especially to those websites providing funding opportunities for businesses

#### **4 FINANCIAL IMPLICATIONS ( PE )**

None arising directly from this report, however any future individual initiatives as stated in paragraph 4 of this report (future work programme) may have financial implications and these will need to be reported at the appropriate time in line with the Council's financial regulations.

#### **5. LEGAL IMPLICATIONS ( AB )**

None raised directly by this report. The legal implications for individual projects will be considered as they progress.

#### **6. CORPORATE PLAN IMPLICATIONS**

The report takes particular reference to the Corporate Plan's aim of 'achieving a thriving economy'

#### **7 CONSULTATION**

Individual initiatives have been consulted upon as described in the body of the report. Further consultations on specific projects will take place at the appropriate time in project development.

#### **8. RISK IMPLICATIONS**

Risks associated with the projects described in this update report are assessed on a project by project basis and dealt with accordingly.

#### **9. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS**

Where appropriate, projects described in this report have been subject to a community consultation process and a number of the projects have benefitted rural communities in the borough.

## 10. **CORPORATE IMPLICATIONS**

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

Community Safety implications: No corporate implications as a direct consequence of this report

Environmental implications: Many of the physical projects outlined in this report will greatly help to improve the local environment

ICT implications: No corporate implications as a direct consequence of this report

Asset Management implications: There are some asset management implications for certain projects mentioned in this report and appropriate officers are engaged with these matters

Human Resources implications: No corporate implications as a direct consequence of this report

Planning Implications: Planning matters relate to various projects outlined in this report and are dealt with on a case by case basis at the appropriate time

Voluntary Sector: No corporate implications as a direct consequence of this report

---

|                    |   |
|--------------------|---|
| Background papers: | None  |
| Contact Officer:   | Judith Sturley, Senior Economic Regeneration Officer, ext. 5855 |
| Executive Member:  | Councillor Stuart Bray  |