



WARDS AFFECTED: ALLWARDS

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 2009 – 2014

2. RECOMMENDATION

2.1 That Scrutiny Commission:

- (i) Notes and endorses the economic regeneration work undertaken and outcomes achieved
- (ii) Endorses the ongoing work

3. BACKGROUND TO THE REPORT

- 3.1 The following highlights the main areas of work undertaken to fulfill the aims and objectives of the Economic Regeneration Strategy's Action Plan, mainly through the work of the Regeneration team with other services within the Council and through working with external partners. The following sets out work undertaken in 2014/2015 under the six strategic objective of the Action Plan.

3.2 **Strategic Objective 1**

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

- In partnership with North Warwickshire Borough Council a successful LEADER bid was submitted and has received £1.4 million for rural projects across the two boroughs. The programme is being administered by North Warwickshire Borough Council. This bid was seen to be in the top ten of bids received across England. Calls for bids for projects to be funded through the programme will commence in the autumn. LEADER (2015-2020), which is funded through the EU Rural Development Programme, is business focused and includes:
 - Support for micro and small enterprises and farm diversification (40% of allocation)
 - Support for increasing farm productivity (15% of allocation)
 - Support for rural tourism (20% of allocation)
 - Support for increasing forestry productivity (5% of allocation)
 - Provision of rural services (10% of allocation)
 - Support for cultural and heritage activity (10% of allocation)
- Working with the £60m Crescent scheme, this continues to show significant progress. The new shopping and leisure scheme is due to open in November 2015, with Sainsbury's stating that they are targeting to open on 4 November.

The outcomes relating to scheme include:

- Being on target for 344 construction training weeks to be delivered on site
 - Leicestershire Cares clients being introduced to the site and three people obtaining full time employment
 - A Job Club, whereby individuals obtain support in seeking jobs at Sainsbury's, is being run by the County Council at the Hinckley Library
 - Currently working with Cineworld on the 20 – 30 job opportunities that will be available at the cinema.
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- The £10m MIRA Training Centre (opening 2016) supported together with the RGF funded projects to include the A5 upgrade works and the provision of sustainable transport in the form of cycles plus buses linking MIRA to Hinckley, Nuneaton and Atherstone. The launch of these buses took place in July 2015.
 - The MIRA Technology Park Enterprise Zone, which will secure £300m investment - creating 2,500 direct jobs and 2,500 indirect jobs, is developing well. Government announced recently the intention to extend the Enterprise Zone by 250,000 square feet. Hinckley and Bosworth Council was awarded £13,995m in 2013/14 and £3.146m in 2014/15 through the RGF for works to the A5 and MIRA.
 - Through the LLEP Enterprising Leicestershire Grants RGF scheme 13 local businesses received £210,000 of grants. This created 23 jobs and safeguarded 8.
 - Worked with staff from the Coventry & Warwickshire LEP Clearing House to continue a business support and grant programme, which is available to predominantly advanced manufacturing companies in Hinckley & Bosworth.
 - A well attended and successful 'Info2Grow' free business event supported by the Council; Stewart, Fletcher & Barratt; Hinckley Business Improvement District; Lloyds TSB; LDJ Solicitors and the Federation of Small Businesses was held on 10th September 2014 at the Green Rooms in Hinckley. The subject was 'Finance for Business.' Another 'Info2Grow' business event at the same location was held on the 25th March 2015. At this meeting local business leaders shared their success stories.
 - Helped in the facilitation of Hinckley Business Association business events to include one on social media for businesses, data protection and in particular an inspiring talk from a young businessman, who is a double amputee after being a soldier in Afghanistan. A second event at MIRA in June 2015 showcased the facilities there and the work on the High Technology Park.
 - Business advice to businesses wishing to expand, find new premises within the borough e.g. a micro brewery. This work includes directing business to the Leicester & Leicestershire Local Enterprise Partnership's website for its premises page and its Business Gateway page that provides detailed business advice.
 - The Economic Initiatives budget (see note 6.2) continues to pay a sponsorship towards the Hinckley BID's projects.
 - Facilitation of meetings such as RGF Board meetings, Crescent Board meetings.

Summary and Highlight of Outcomes Achieved

- In partnership with North Warwickshire Borough Council established a robust and successful LEADER bid
- Involvement with the Leicester & Leicestershire Business Survey, published in February 2015, which showed that Hinckley businesses demonstrated more business confidence than any of the other districts and also more than those in Leicester itself.
- Successful business support and grant programmes.
- Continued strong partnership working to include the Cross Border Partnership, MIRA, the A5 Strategy Partnership, and Hinckley BID.
- Two 'info2Grow' business events held and quarterly Hinckley Business Association events supported.

3.3 Strategic Objective 2

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

- A new image Investor Prospectus has been produced and was launched at an event at Atkins on 18th March 2015, where the audience was given detailed information on sites with development potential and there were talks from MIRA, the Crescent developers and DPD.
- The new leisure centre development provides the opportunity, following demolition of the current leisure centre building in Trinity Lane, for a residential / mixed use scheme yielding a minimum of 66 dwellings that could also include hotel, leisure, retirement living and offices in a landmark development. A brief is being developed.
- A Key sites Programme with milestones has been developed. This supports the regeneration initiatives with individual programmes and milestones used to monitor projects to ensure timely delivery.
- A bid was submitted in August 2015 to the LLEP to create an Enterprise Zone for Hinckley town centre to bring forward underutilised sites and support regeneration. This bid identified that £75 m could potentially be secured from a business rate uplift and there would be a 5-year business rate holiday for local businesses if EZ status was secured.
- Dealing with commercial land and property enquiries.

Summary and Highlight of Outcomes Achieved

- A new and rebranded Investor Prospectus completed and promoted.
- A Key Sites Programme.
- The facilitation of productive monthly Crescent meetings and the scheme is on schedule and will secure over 600 permanent jobs.

3.4 Strategic Objective 3

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

- Currently producing a 'Town Centres Vision' that sets out our ambitions for the town centres' in the borough to help boost their economic success and attractiveness to include the production of master plans.
- A bid for an HLF Townscape Initiative for Hinckley Town Centre is being worked up, to be submitted by August 2016 to help regenerate the town centre of Hinckley

through heritage led initiatives based around the town centre's conservation area.

HBBC are contributing to a County wide Market Towns' Study to provide a basis of identifying and seeking support for future regeneration opportunities.

- The Council's contribution of £58,000 (from the 2015/16 capital programme see note 6.4) to extend fibre broadband coverage within the borough continues to help the improved superfast roll-out in the borough. Representing the council at a series of county wide Broadband meetings in order to input into the funding package to extend fibre broadband.
- Earl Shilton was selected as one of four nation-wide pilots for place branding support as part of the Association of Town & City Management's Town Teams Programme and through this and engagement with the local business community, Town Council and the local community regeneration schemes have been initiated e.g. the ' Welcome to Earl Shilton' website. A successful bid for the Great British High Street Awards led to a place in the national finals and a commendation in the village category.
- The Economic Initiatives budget (see note 6.2) is contributing to a new shopping guide for Earl Shilton to enable it to link to the Town Council's website.

Summary and Highlight of Outcomes Achieved

- The Council's contribution of £58,000 to extend fibre broadband coverage within the borough means that improved superfast broadband provision continues to be rolled out.
- Partnership work in Earl Shilton is progressing well and is helping in the regeneration aspirations of the local community. It will help to embed the new residents moving into the Sustainable Urban Extension into the community to the economic benefit of the town.

3.5 Strategic Objective 4

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

- Having worked with Construction Futures to draw up a document to ensure local people are given the best opportunity in respect to construction jobs and apprenticeships, and by working with Job Centre Plus and other partners, local people have been engaged at the Crescent . In addition work is being undertaken in respect to jobs that will arise from the Sainsbury's and Cineworld developments.
- A Jobs Fair was held at Hinckley Leisure Centre on the 25 September 2014.
- The Barwell Village Regeneration Group has been reconvened comprising of councillors and officers and its aim is to bring forward regeneration in Barwell with the aim to make it a vibrant, safe and pleasant place where people are proud to live and work taking advantage of new opportunities and supporting businesses to grow.
- The Cross-border Delivery Partnership (comprising the Boroughs of Hinckley & Bosworth, North Warwickshire and Nuneaton and Bedworth) has commissioned an Economic Impact Assessment across the three authorities and this shows what economic impacts have resulted from regeneration projects. The study by Amion will be finalised in September 2015. Some high level findings identified include:
 - The regeneration catalyst that schemes like Hinckley Hub and Atkins have provided and that during the construction phase the former project supported around 30 person years of gross temporary employment and the latter around

- 45 person years of employment.
 - The Greenfields site currently supports some 80 full-time equivalent jobs and shows the value that environmental technologies have in attracting occupiers
 - Town centre BID activities through events and business support is estimated to have supported 75 gross jobs
 - Once fully developed the MIRA High Technology Park will accommodate approximately 2,500 jobs by 2021 and it is estimated that a further 2,150 jobs will be created over the next 10 years.
- The Cross-border Delivery Partnership continues work to looking at the problems that local people face with respect to journeys to work in order to establish solutions to problems identified.

Summary and Highlight of Outcomes Achieved

- An economic assessment to look at how economic initiatives are bringing economic benefits to the local economy.
- A Jobs Fair at Hinckley Leisure Centre on the 25 September 2014: 34 companies attended including MIRA and Hammonds. 224 people attended with over 77% from LE9 and LE10 postcodes.
- Construction jobs and apprentices for local people at the Crescent.
- A Job Club whereby individuals could obtain support in seeking jobs online, putting together a CV and other guidance.

3.6 Strategic Objective 5

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

- Working with North Warwickshire & Hinckley College and other providers in the promotion of apprenticeships and traineeships and in particular the the launch of a new Apprenticeship Training Agency, in affiliation with North Warwickshire & Hinckley College, on 1st July 2015.
- Attendance at the County Council Employment & Skills Board

Summary and Highlight of Outcomes Achieved

- Working with the newly established Apprenticeship Training Agency.
- The new MIRA Training Centre supported.
- The Twycross Zoo Life Science Academy project is being supported.

3.7 Strategic Objective 6

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

- A Local Economic Plan for Hinckley & Bosworth was submitted to LLEP to inform and feed into its Strategic Economic Plan (SEP) 2014-2020.
- A proforma of projects was submitted to LLEP in respect to its SEP Capital Infrastructure Projects for consideration and this will be pursued particularly in respect to potential funding through the European funding programme ESIF.
- Working with the Hinckley & Bosworth tourism partnership to help promote the tourism assets of the borough. These assets are promoted in the Investor

prospectus to demonstrate to developers and businesses the benefits of locating to the borough.

Summary and Highlight of Outcomes Achieved

- The Local Economic Plan for Hinckley & Bosworth is in place and will be used to pursue funding through LLEP especially via its Strategic Economic Plan and its EU Strategic Investment Plan.

4 FUTURE WORK PROGRAMME

4.1 Much of the work outlined above is ongoing but new work and work to be highlighted includes:

- Promoting funding for rural initiatives in the borough through the LEADER programme.
- Local jobs for local people at development sites.
- The promotion of the Hinckley Investor Prospectus at relevant opportunities such as an event during the Leicester Business Festival that runs from 26th October to the 6th November.
- The MIRA Technology Park Enterprise Zone.
- A Key sites Programme.
- Town Centres' Vision across the borough.
- Pursuing funding opportunities for regeneration projects particularly through LLEP's national and European funding opportunities and ongoing work with Heritage Lottery Fund's Townscape Initiative scheme.
- Cross Border Delivery Partnership work to include a supply chain initiative event during the Leicester Business Festival.
- The work of the Cross Border Employment & Skills Partnership's Task and Finish groups to be accelerated especially in terms of the Local Apprentice Training Agency.
- Promotion of Horiba MIRA's sustainable transport solutions.
- Continued strong partnership working to include the Cross Border Partnership, the other Leicestershire districts and the county council, MIRA, the A5 Strategy Partnership, Hinckley BID, Hinckley Business Association.
- Working to develop the next Hinckley Business Association event at Caterpillar in October and the next Info to Grow event on the 23rd September

5 CONCLUSION

5.1 The Economic Regeneration Strategy 2015–2020 is currently being developed and its draft aims, objectives and actions will be presented to a future meeting of Executive. We are seeking to align this strategy with those of our Cross-border partners: North Warwickshire and Nuneaton & Bedworth Borough Councils.

6 FINANCIAL IMPLICATIONS [MA]

6.1 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

6.2 The Economic Initiatives Budget (cost code edf) is being used to sponsor or contribute to events (as stated in point 3.2 and 3.4). The outturn position for 2014/15 is an under-spend of £211 from a budget of £10,050.

It is anticipated that the budget for 2015/16 of £5,050 will be sufficient to accommodate any sponsorship or contribution requested for this financial year.

- 6.3 In 2014/15 a £15,173 supplementary budget (cost code edf) was requested and approved in accordance with the financial procedure rules. This was used to fund the Council's contribution to the Cross-border Delivery Partnership (as stated in point 3.5).
- 6.4 In the 2015/16 capital programme there is a budget (cost code rkf) of £58,000 to fund the Rural Broadband contribution to Leicester County Council.
- 6.5 The Leader Project is being entirely administered by North Warwickshire Borough Council. This means activities such as their officer time with the promotion, bid applications and support to the businesses will have no financial implication to the council, as no charge will be made.
- 6.6 The Crescent Project has a capital budget for 2015/16 of £4.5m for purchasing 'block c' of the development.
- 6.7 The Council has been awarded Regional Growth Funding for works to the A5 and MIRA Enterprise Zone as follows:
- £13.995 million received in 2013/14
 - £3.146 million received in 2014/15

The Council acts as the "accountable body" for these funds, transferring designated elements to third parties to perform capital/revenue work.

7 LEGAL IMPLICATIONS (MR)

- 7.1 None raised directly by this report as it is just for noting, however the legal implications for individual projects will be considered as they progress.

8 CORPORATE PLAN IMPLICATIONS

The report has synergy with the Corporate Plan's aim of 'Creating a vibrant place to live and work' and the priority within this to 'sustain economic growth'.

9 CONSULTATION

Further consultations on specific projects will take place at the appropriate time in project development.

10 RISK IMPLICATIONS

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

11 KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

A number of the projects benefit rural communities in the borough especially the LEADER programme and the broadband roll-out.

12. CORPORATE IMPLICATIONS

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

- Community Safety implications: None
- Environmental implications: None

- ICT implications: None
- Asset Management implications: None
- Human Resources implications: None
- Planning Implications: None
- Voluntary Sector: None

Background papers: None

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