



Hinckley & Bosworth Borough Council

FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING

SCRUTINY COMMISSION 28 MARCH 2018

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 Executive, on 19 October 2016, approved the Economic Regeneration Strategy and accompanying action plan, which were recommended for public consultation.
- 3.2 The strategy was subsequently made available for public consultation for a period of six weeks and then adopted and published on the council's website.
- 3.3 The overall aim of the Economic Regeneration Strategy is to promote economic well-being for all local businesses and residents across the whole of the borough.

3.4 Key Aim 1- Local Investment in Place

Short Term:

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 in Hinckley and Barwell town centre are also being presented through a Leicestershire market towns' brochure that is going to MIPIM in March.

Action: To regularly update the Investor Prospectus

- The website pages for the Investor Prospectus are continually updated with a full refresh due for completion by April 2018. Work has taken place making links for key employment sites coming forward and supporting an Investment Proposal at MIDAS 22.

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 Regional Growth Fund job creation targets have been met with 365 jobs created and on target for an overall 2,500 jobs created.

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

- Regular meetings with Town Centre Manager and BID Manager and attendance at Hinckley Town Centre Partnership meetings.
- A new group, the Hinckley Town Centre Public Realm & Road Schemes Working Group was set up in August 2017 'to highlight potential public realm and/or road schemes that can be worked up to produce well developed proposals suitable to meet identified funding regimes'. In January 2018 an Expression of Interest was submitted to LLEP seeking funding to produce a masterplan that will identify schemes. This will be particularly helpful for directing Section 106 monies to support appropriate projects.

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

- LEADER now has an ongoing open call and increased grant amount of up to 50K for all priorities. Overall currently 21 approved projects with 12 in Hinckley and Bosworth with a grant total of £193,734, a further 21 potential projects are in the pipeline.

Action: Promotion of a Destination Management Plan

- Event during Leicester Business Festival titled 'Perfectly placed for tourism growth: Bosworth, Hinckley and North Warwickshire', at Twycross Zoo, launched the Destination Management Plan (DMP) to over 80 attendees. The DMP is promoted on the Council's website.

Action: Continue to deliver the Environmental Improvement Programme

- During the 2016/17 programme 11 projects were supported including four blue plaques, heritage street nameplates, heritage lighting and information boards. The 2017/18 programme is looking to support a further 11 projects.

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 with a decision expected May 2018.

Short/Medium Term:

Action: To promote a business cluster where high quality end users locate and nurture excellence focusing on specific sectors

- Ongoing work with Horiba MIRA in respect to the promotion of this site, which is now Europe's largest automotive research and development cluster, to inward investors with particular reference the Investor Prospectus.

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 contact with North West Leicestershire economic development officers on the 'Mountpark Bardon II' site.

Action: Work with funding regimes to provide an additional innovative enterprise centre in Hinckley

- An unsuccessful business case was submitted to Leicester & Leicestershire Enterprise Partnership (LLEP) for funding to commission a study to assess a list of buildings (mainly historic hosiery factories) for their suitability for conversion into an enterprise centre. Medium term objective to look at other ways of exploring this aspiration.

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

- Attendance at the Hinckley & Bosworth Partnership meetings and helping to achieve their endorsement of the DMP.
- An Explore Bosworth Tourism Partnership has been established to promote tourism opportunities in Market Bosworth and the rural areas of the borough. The partnership is producing a visitor map to be available at various locations including hotels and bed and breakfast establishments.
- On 23 March 2018 an event at the Royal Arms Hotel in Sutton Cheney will showcase the local tourism offer as part of English Tourism Week.

Medium/Long Term:

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

- A delivery plan has been drawn up for both Barwell and Earl Shilton. 9000 copies have been circulated with the Borough Bulletin to all households in each of these wards as well as uploaded to the Council website. A similar approach will be considered in Market Bosworth.
- In Hinckley two major food stores totalling over 3000 sq m of retail space are being brought forward, 68 affordable properties have been constructed at Southfield Road and the site of the former leisure centre is to be redeveloped.

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 early 2018 with recommended actions on seeking provision of small units within larger employment developments.

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 is also working with the A5 Partnership Group to help facilitate an A5 Expressway with support from local MP and with all 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.

Summary and Highlights of Local Investment in Place

- A selection of market town sites appear in a Leicestershire market towns' brochure that is going to MIPIM in March
- MIRA Technology Park, now Europe's largest automotive research and development cluster, has 35 major companies and 365 jobs created through the Regional Growth Fund and on target for an overall 2,500 jobs created
- An Expression of Interest has been submitted to LLEP seeking funding to produce a masterplan for public realm schemes in Hinckley town centre
- The LEADER project has enabled 12 projects with a grant total of £193,734 in this area
- The Destination Management Plan was launched at an event attended by over 80 people
- An application to the Heritage Lottery Fund Townscape Heritage fund programme submitted in December 2017
- An 'Explore Bosworth Tourism Partnership' has been established
- A delivery plan has been drawn up for both Barwell and Earl Shilton and circulated to households in these areas

3.5 Key Aim 2- Local Investment in Business Short Term:

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
- A flyer providing information about #Hinckleybusiness and the LLEP Business Gateway is 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

- Regular business events held throughout the year including during Leicester Business Festival on social media and growth of the millennial workforce, during Coventry and Warwickshire Business Festival on the future of logistics within the golden triangle and an Info2Grow event on Driving Efficiencies.

Action: To further promote the local supply chain network to encourage businesses to both sell to and procure goods and services from other local companies

- Promoted via business networking at events but is an action that needs to be developed further.

Action: To facilitate a business directory

- Working with Coventry and Warwickshire Growth Hub a business directory database of over 500 firms has been established 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 and articles in the Councils Borough Bulletin.

Action: To improve the ability of businesses to complete successful funding applications

- The LLEP Business Gateway advisors and LEADER Development Officer can help applicants with completing funding applications.

Short/Medium Term:

Action: Establish relationships with and an understanding of the needs of both existing and new businesses especially related to their skill requirements

Action: 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

- A Hinckley & Bosworth Enterprise Skills Taskforce was set up 'To maximise and enable the opportunities for local people to access and gain the right skills and qualifications to meet the needs of local businesses and our key growth sectors'. This partnership's remit is linked to improving the engagement between schools and businesses and has a good representation from both as well as attendees from Job Centre Plus and LLEP
- Through a detailed action plan and working with Cadent in respect to its EmployAbility scheme there are targets for young people with special educational needs. By promoting the Primary Engineer Programme, to link schools with engineers to increase awareness (pupils and teachers) of Engineering it seeks to capture the enthusiasm of and inspire children, whilst still at primary school, in all aspects of Science, Technology, Mathematics and Literacy. Teachers will be partnered with engineers from partner organisations on a training day and support the programme in the classroom by providing a real-world context to the learning.

Action: To help to improve the supply of technically trained staff to fulfil the needs across business sectors especially the sectors with LLEP Sectors Growth Plans

- Included as a future action within the Skills Taskforce Action Plan initially by concentrating on the subject of apprenticeships, both supply, demand and uptake.

Medium Term:

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

- Attendance at the Superfast Leicestershire liaison group.
- The Leicester and Leicestershire Digital Growth Programme supports this action (see paragraph 3.7)

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
- The LEADER programme employs a development officer to assist rural businesses in their preparations of quality applications for funding from this scheme.

Summary and Highlights of Local Investment in Business

- Promotion of business support services via the LLEP Business Gateway, the Councils Social Media platforms using #Hinckleybusiness and a flyer included with the annual business rate demands
- Four business events attended by over 150 people
- The establishment of a Hinckley & Bosworth Enterprise Skills Taskforce with early successes concerning employment opportunities for young people with educational needs and promotion of the Primary Engineer Programme

3.6 Key Aim 3: Local investment in People

Short Term:

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 via workshops, business advice and grant funding with 51 SMEs enrolled on the programme so far.

Short/Medium Term:

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

- Hinckley & Bosworth Enterprise Skills Taskforce Action has supported South Charnwood School's business network events and attended the 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

- The speed networking event met this action as does the Primary Engineer Programme's aspirations.

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

- Working with LLEP on the new Skills Study.

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 list of forthcoming sites has been prepared and companies are approached at the appropriate time to ensure local people are considered for construction jobs and to establish how this will be done e.g. job fairs.
- Working with the Construction Industry Training Board to benefit from their expertise in this area.

Action: To engage with local transport providers to ensure people can access employment and training

- The Arriva MIRA bus provides access to employees at the MIRA Technology for those living in Hinckley, Nuneaton, Atherstone, Tamworth and some surrounding villages.

Medium Term:

Action: To work with local people on community regeneration projects

- Through the LEADER programme refurbishment of the Markfield's community centre with the reported result of increased bookings of the centre. Congerstone Community Hub has also been awarded a grant.

Action: To support agencies helping residents into work e.g. Supporting Leicestershire Families

- This is one of the remits of the Hinckley & Bosworth Enterprise Skills Taskforce Action Plan.

Summary and Highlights of Local Investment in People

- Supporting South Charnwood School's business network events
- Attendance at the speed networking event for schools to speak with businesses and organisations to learn their career paths
- Supporting the MIRA bus service that provides access for employment at the Technology Park

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

Short Term:

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 to local businesses including
Leicester Innovation Hub,
Productivity & Capability Enhancement,
NBV Growing Enterprise,
Smart Innovation & Networking for Growth,
Digital Growth Programme,
Collaborate Growing Business Together,
Manufacturing Growth Programme,
Midlands Engine Investment Fund,

Exploring Enterprise,
Internationalising SMEs,
Green Belle,
Solstice,
LLEP Business Gateway.

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 has been created at which Leicestershire market towns are working together to produce more wide-scale projects that have the increased capacity to attract external funding.

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.

Summary and Highlights of Working in Partnership

- Working in partnership to promote a large number of business support packages available to local businesses.
- Supporting local business and community groups with their projects including projects obtaining LEADER funding, such as, Markfield community centre refurbishment and Congerstone Sports and Leisure Community Hub building.

4. EXEMPTIONS IN ACCORDANCE WITH THE ACCESS TO INFORMATION PROCEDURE RULES

4.1 The report is to be taken in open session.

5 FINANCIAL IMPLICATIONS [IB]

5.1 None

6. LEGAL IMPLICATIONS [AR]

6.1 None

7. CORPORATE PLAN IMPLICATIONS

7.1 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'.

8. CONSULTATION

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

9. RISK IMPLICATIONS

- 9.1 It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.
- 9.2 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.
- 9.3 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		

10. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

- 10.1 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

11. CORPORATE IMPLICATIONS

- 11.1 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

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

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