

SCRUTINY COMMISSION - 19 JANUARY 2012

REPORT OF DEPUTY CHIEF EXECUTIVE (COMMUNITY DIRECTION)

RE: ECONOMIC REGENERATION STRATEGY ACTION PLAN UPDATE

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. ACTION PLAN UPDATE

- 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

Economic Regeneration Strategy 2009 – 2014 Action Plan Update December 2011

Key:

S – Short term = 1 year; **M** – Medium term = 3 years; **L** – 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
Provide dedicated business support to growth businesses within the Atkins Factory M/L Ld	The intention has been to nurture the newly established businesses by working with Business Link, Federation of Small Businesses (FSB) etc. Work is ongoing with FSB in respect of all small businesses in the borough. However with the demise of Business Link as a 'face to face' service and now only giving assistance via a website other avenues are being explored. In particular we are now working with 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 Key Outcome: Established a partnership with the Business Builder Business Support Service in December 2011
Develop a local 'call and care' programme targeted towards strategic local	Worked over the year with MIRA on its successful bids for Enterprise Zone status and Regional Growth funding (RGF). Now that planning permission has been granted for the High Technology Park ongoing work is progressing with MIRA in order to implement

<p>businesses S/M Ld</p>	<p>the proposals for the site through the preparation of a Local Development Order (LDO).</p> <p>Key Outcomes: MIRA Enterprise Zone status granted 17 August 2011 MIRA granted RGF2 funding of £19.4million in October 2011 On 15 November 2011 Planning Committee resolved to be minded to grant permission for the MIRA development subject to the Secretary of State not wishing to be involved (subsequently the SOS has stated they are happy for the decision to be made at the local level)</p>
<p>Work with business forums and associations S Ld</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 Barwell Business Association.</p> <p>The Economic Initiatives budget has paid a sponsorship towards the Hinckley BID Business Centre and has supported the BID initiative to improve signage to town centre car parks A shopping guide for Earl Shilton has been produced by the Earl Shilton Business Forum with the help of funding from the Economic Initiatives budget for both its original content and updated material.</p> <p>Key Outcome: Business forums and associations supported both through attendance at meetings and through financial assistance for projects</p>
<p>Establish what are the needs of local businesses S Ld</p>	<p>The Council held a business breakfast meeting at Atkins to officially launch the Cross-border Delivery Partnership (CBDP) on 14 January 2011, a partnership to help promote economic regeneration projects that will benefit the Boroughs of Hinckley & Bosworth, North Warwickshire and Nuneaton and Bedworth that are cohesive economic areas along the A5. A draft Action Plan has been produced for this partnership, which will be presented to a business breakfast meeting in the Spring. The CBDP is working with Board members from MIRA who sit on both the Leicester & Leicestershire Local Enterprise Partnership (LLEP) and the Coventry & Warwickshire CBDP in order to further promote projects in this cross-border area.</p> <p>Key Outcome: Establishment of the Cross-border Delivery Partnership working on economic projects to benefit these three local authorities abutting the A5 and in particular: working with MIRA throughout 2011 on funding for its proposed High Technology Park; and with the three Councils Employment & Skills partnerships in order to establish one over-arching partnership</p> <p>Work has taken place with the LLEP on the production of a Leicester & Leicestershire Economic Assessment and a Business Survey</p> <p>BE Group has undertaken an employment land and premises study for the Borough. This involved wide consultation with businesses to establish the needs of businesses and the study was completed in May 2010. A study by King Sturge in respect of Barwell and Earl Shilton has provided more detailed knowledge for the Sustainable Urban Extensions</p>

<p>Develop a targeted approach to supporting businesses which have the potential to establish, expand and relocate within the borough S/M P</p>	<p>During the year regular meetings were held with the Business Link Business Start-up Service to jointly support new businesses through the Leicestershire Local Authority Business Support Forum. The Hinckley Investor Prospectus (see below), will help achieve this aim.</p>
<p>Develop Creative Hinckley and strengthen the offer they make to local creative businesses and individuals S P</p>	<p>In the development of the Atkins site, and in particular the conversion of the Goddard building into a creative innovation centre, the Council has worked with Creative Hinckley to establish the needs of businesses interested in locating here. The Atkins creative business space is now fully let and has a waiting list. The Economic Initiatives budget contributes to the membership of Creative Leicestershire. Work is currently being done on a potential bid for European INTEREGG funding for secondary towns to potentially include a project to help develop cross national trade in the creative industries sector. This could help towards economic aspirations with our town twinning arrangements. It is likely to involve other districts in the UK, Southern Ireland and Belgium.</p>
<p>Support the development of an inward investment strategy and marketing plan which supports local priorities M P</p>	<p>The Hinckley Investor Prospectus, targeted at potential new developers and businesses thinking of investing in Hinckley, was launched at a meeting on 24 March 2011 at Atkins with Penny Mallory, the racing driver and television presenter, as the guest speaker. Subsequently this document has been sent out to developers and agents and several enquiries and meetings have followed. Key Outcome: Hinckley Investor Prospectus launched on 24 March 2011, which has resulted in regular enquiries from agents and development companies</p>
<p>Assist businesses during the current economic downturn S P</p>	<p>In March 2009 the Council established a new fast payment pledge to local businesses. Local businesses who supply goods and services to the Council will receive payment within 10 days. Key Outcome The target set for 2011/12 is 80% and between April and October 2011 the figure achieved was 85.17% Help with Business Rate bills - The Council has issued 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 pay independent rating advisers for the service. It should be noted that Small Business Rate Relief recipients have steadily increased. Currently, there are 2,865 business ratepayers, of which: 1,043 were in receipt of Small Business Rate Relief at 1st April 2009 1,060 recipients at 1st April 2010 1,094 recipients at 1st April 2011 1,149 recipients of Small Business Rate Relief at 30th November 2011 The 23rd March 2011 Budget announced that the Government would continue with the more generous level of Small Business Rate Relief for a further year, until 30th September 2012. Eligible ratepayers will continue to receive relief at 100 per cent on properties with rateable values of not more than £6,000 with a tapered relief of between 100 per cent and zero per cent for properties with rateable values between £6,001 and £12,000 for that period. The 22nd June 2011 Budget confirmed the above announcement. No other adjustments were made to the scheme</p>

	and the eligibility criteria remained the same. Officers have worked with the Hinckley Business Association that has arranged speakers with subjects appropriate to working in difficult economic times.
Encourage appropriate farm diversification projects S/M P	A member of the County Council's Inspire programme implementation group which has given grants to farm diversification projects

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 S Ld	Key Outcome: The Site Allocations and Generic Development Control Policies DPD Consultation Report was adopted by Executive on 12 October 2011 The date for the pre-submission consultation document is programmed for August/September 2012.
Develop an Area Action Plan for Hinckley Town Centre S Ld	Key Outcome: 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.
Use property intelligence to procure development partners M Ld	The Town Centre Regeneration Support Project (2008-2011) worked to build up partnerships and delivery mechanisms for town centre masterplan sites – (see information following, provided for specific sites).
Deliver Town Centre projects identified in AAP M/L Ld	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– (see information following, provided for specific sites).
Deliver Hinckley Town Centre Public Realm strategy S/M Ld	Upper Castle Street scheme was completed in 2008 (£250k investment).
Secure Development Agency support for Hinckley Town Centre and borough wide projects S Ld	EMDA funding of £215,000 for bringing forward the Town Centre Masterplan Sites secured and spent on bringing forward the masterplan sites. Key Outcomes from this project together with ongoing work include: Atkins - completed and the adjacent new facility for North Warwickshire & Hinckley College opened in September 2011 . Officers were involved with the college launch event on 7 September 2011 which included a business breakfast at Atkins, a further opportunity to promote Atkins and its relationship with the college. The Crescent (Bus Station site)- The Tin Hat Regeneration Partnership have now obtained planning consent for this £80m mixed-use scheme. The Compulsory Purchase Order public inquiry took place in late November , and works are programmed to start on site in the summer of 2012. The two major pre-lets to Sainsbury's and Cineworld have been secured by Tin Hat. Rugby Road/Hawley Road – MRP Ltd were granted planning consent in April 2010 for a £12m residential and office scheme, comprising 56 residential units and 5,670 sq. m. of commercial accommodation. Construction of the affordable housing is underway. The Council have agreed the lease for 'The Hinckley

	<p>Hub' office element, and are due to move in (from Argents Mead) in March/April 2013. Key partners for sharing this new civic hub facility have also been signed up.</p> <p>Civic Offices Site – The Council is now commencing an initial formal 'OJEU' process to seek expressions of interest, and then initial outline development proposals just for the site of the present Civic Offices. No commitment to any specific development of the site at this stage has been made. The existing park is to be protected and expanded as part of the Council's development brief. Key Outcome to date: Official Journal of the European Union (OJEU) notice published 19 December 2011 and the closing date for submissions of the Pre-qualification Questionnaires is 31 January 2012</p> <p>Railway Station Site - Council officers are now to commence working with Tescos and Network Rail to develop a draft Regeneration Masterplan for the Railway Station, Tescos store, former Richard Roberts's factory site and adjoining areas.</p> <p>Stockwell Head - Informal private discussions between the Council, key property owners and potential development partners have been ongoing for the mixed-use development of this mixed-ownership site.</p> <p>Britannia Centre – The Council has been in discussions with the centre's owners to promote the extension/refurbishment of the centre, and the increase in usage of its prime customer car park.</p> <p>Regent Street - Initial feasibility design options for the re-introduction of traffic scheme completed by consultants White, Young, Green. Town Centre Partnership and town centre businesses consulted. Further county council design work as well as exploring funding options now in hand. Further public consultations programmed.</p> <p>Key Outcome: Town Centre Regeneration Support Project, 2008 - 2011 over-achieved on all its agreed objectives</p>
<p>Make strategic property investments i.e. Atkins Factory Site S Ld</p>	<p>The Atkins creative innovation centre and high spec offices, gallery, meeting spaces and café opened on 28 September 2010 with wide Press coverage and 500 visitors.</p>
<p>Establish a commercial property database S P</p>	<p>Officers are working with LLEP and Locations for Business who are creating a database for sites including those in Hinckley & Bosworth.</p> <p>The Hinckley Town Centre Partnership created a business directory in August 2010 listing all the BID members</p>
<p>Support an employment land study across the HMA S P</p>	<p>Completed in October 2009 by Pacec</p>
<p>Support the development of key strategic development sites across the borough including MIRA, Mallory Park, Twycross, Nailstone Colliery, Timkins etc M P</p>	<p>Working closely with MIRA as described above</p> <p>The Tourism Partnership works closely with Twycross Zoo, Mallory Park, the National Forest.</p>

Ensure suitable grow-on/move on premises L P	Earl Shilton and Barwell Employment Land Assessment was undertaken by King Sturge in November 2010, to assess the level and type of employment land that can be developed to support the proposed Sustainable Urban Extensions. Further work is being done through Barwell Business Association to look at grow on/move on space requirements.
Provide for a balanced supply of sites to suit small, medium and large businesses M P	BE Group's Employment Land and Premises study looked at the needs of small, medium and large businesses in the Borough - consultation work in respect of site and premise requirements was part of this study.

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 M Ld	Peggs Close opened in August 2008
Support and inform the allocation of local employment sites across the borough with the sites and allocations DPD M Ld	Key Outcome: The Site Allocations and Generic Development Control Policies DPD Consultation Report was adopted by Executive on 12 October 2011 The date for the pre-submission consultation document is programmed for August/September 2012.
Support the delivery of Hinckley Town Centre Partnership Business Plan S P	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. Key Outcome: Key Priorities have been established for April 2011 – March 2012
Develop a Masterplan for the Sustainable Urban Extensions and associated physical improvements for Earl Shilton & Barwell S/M P	The Project Plan is now in place which will deliver the plan in the form of an Area Action Plan to be adopted in 2012
Support the work of parish councils and the RCC in the design and delivery of Parish Plans S/M P	The majority of parishes have Parish Plans in place. The way forward would now be to consider Neighbourhood Development Plans. A project is underway with Market Bosworth Parish Council to develop a Neighbourhood Plan.
Support the work of Neighbourhood Action Teams S P	Action Plans in place for Barwell, Earl Shilton and Bagworth & Thornton
Support village shops, POs & community hubs S P	Member of the Steering Group for the LCC Vibrant Villages Project that enabled grants for these facilities – the project ended in March 2011 Key Outcome: Total funding in Hinckley & Bosworth was £31,140 in respect to 4 shops and 2 community spaces
Encourage small traders M P	As part of the BID Hinckley Town Centre Partnership is encouraging people to shop locally through projects including: 'A well supported loyalty card reward scheme

	<p align="center">Events held including the Second Annual Soap Box Derby and the town centre Twycross Educational Day (July and August respectively) and the Classic Motorshow (September)</p> <p align="center">Free car parking in selected long stay car parks on Saturdays during December 2011</p>
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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 M Ld	.An Action Plan has been devised and a Credit Union Clockwise established.
Promote Priority Neighbourhoods S/M P	Work ongoing through NATs 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 i.e. Train to Gain S Ld	Currently looking at skills required by local companies at the proposed Crescent development by working with developers Key Outcome: The newly established Employment & Skills Partnership , with a membership from both the borough and county councils, local businesses and North Warwickshire & Hinckley College, has established a list of issues and challenges and the area of focus that it will concentrate upon
Secure the re-investment by North Warwickshire & Hinckley College at the Atkins Factory Site S/M Ld	College opened in September 2011
Increase demand for better skilled labour through attraction and retention of companies offering quality job opportunities L P	Working with companies such as MIRA that has set up a number of apprenticeship schemes with North Warwickshire & Hinckley College
Support and work pro-actively with local learning forums and bodies S/M P	In respect of the Atkins site 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.
Support the development of initiative aimed at linking those excluded from the labour market with opportunities M P	Meetings with Job Centre+, Connexions, Working Links etc

Encourage apprenticeship Schemes M P	Currently looking at apprentice scheme provision offer by working with North Warwickshire & Hinckley College, promotion to business associations and a plan to have a CBDP meeting in February on this topic
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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	An updated version of the Hinckley & Bosworth Visitor Guide was launched in October 2011 by Hinckley & Bosworth Tourism Partnership A website has been established – September 2010
Develop a promotional website which promotes the economic development of the borough S Ld	Ongoing work on the HBBC website pages
Develop a suite of marketing materials M Ld	Key Outcome: The Hinckley Investor Prospectus launched March 2011
Promote farmers markets across the Borough S/M Ld	A number of successful markets now operate in the Borough e.g. Hinckley, Market Bosworth
Support the development of small-scale tourism facilities e.g. Ashby canal corridor M P	Ongoing work with British Waterways to look at cross-border projects for possible Heritage Lottery Fund support

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.
- Highway capacity studies and plan.
- Negotiations with Network Rail in respect of station improvements and transport interchange proposals

Regent Street:

- Pursue the planning and delivery of this emerging experimental traffic scheme.
- Public consultations exercise

Civic Offices Site

- Progress the Stage 1 'Expressions of Interest', Stage 2a 'Initial Schemes', and (if approved) final Stage 2b 'Competitive Dialogue' developer procurement processes.

- Undertake further public consultations
- Analysis of emerging schemes.
- Negotiate bids and related contractual arrangements with successful developer parties

Britannia Centre:

- Work with owners (and their agents) on un-locking possible extension/refurbishment proposals.

Stockwell Head:

- Promote and respond to any landowner or developer initiatives.

Castle Street

- Pursue possible options for unlocking a retail scheme

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, the Police Station and sites and buildings owned by Leicestershire County Council.

MIRA Enterprise Zone

Progression and delivery of the Council's Local Development Order project.
Help progress the RGF funded project work.

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 further develop the CBDP Action Plan
- To organise business breakfasts for cross-border businesses

Working with Local Business Associations, Partnerships and Forums

- Hinckley Town Centre Partnership and BID
- Hinckley Business Association
- Earl Shilton Business Forum
- Barwell Business Association

Employment & Skills Development

- Working with partners and in particular North Warwickshire & Hinckley College and local companies to match skills and requirements of local businesses

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 a European INTERREG bid

Websites

- To reconsider how the HBBC Regeneration website pages 'sit' and connect with other departments, and maximise information and useful links available particularly in light of the demise locally of Business Link-the main supporter for new start businesses.
- Locations for Business website-part of the wider marketing campaign of Hinckley. This site will complement the Hinckley Inward Investment brochure.

5. **FINANCIAL IMPLICATIONS (CB)**

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.

6. **LEGAL IMPLICATIONS (AB)**

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

7. **CORPORATE PLAN IMPLICATIONS**

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

8. **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.

9. **RISK IMPLICATIONS**

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

10. **KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS**

Where appropriate, projects described in this report have been subject to a community consultation process and projects such as the Vibrant Villages project have specifically benefitted rural communities in the borough.

11. **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

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