

Economy & Assets Policy Development Group

Thursday, 19 June 2025 at 5.30 pm
Phoenix Chambers, Phoenix House, Tiverton

Next meeting
Thursday, 18 September 2025 (time to be confirmed)

Please Note: This meeting will take place at Phoenix House and members of the public and press are able to attend via Teams. If you are intending to attend in person please contact the committee clerk in advance, in order that numbers of people can be appropriately managed in physical meeting rooms.

The meeting will be hybrid and an audio recording made and published on the website after the meeting.

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Meeting ID: 366 387 284 135
Passcode: id2bb6no

Membership

Cllr J Buczkowski
Cllr J Cairney
Cllr G Cochran
Cllr M Farrell
Cllr L Knight
Cllr J Poynton
Cllr R Roberts
Cllr A Stirling
Cllr Stratton

AGENDA

Members are reminded of the need to make declarations of interest prior to any discussion which may take place

- 1 **Election of Chair for 2025/2026**
To elect a Chair of the Economy & Assets Policy Development Group for the municipal year 2025/2026.
- 2 **Election of Vice Chair for 2025/2026**
To elect a Vice Chair of the Economy & Assets Policy Development Group for the municipal year 2025/2026.
- 3 **Apologies and Substitute Members**
To receive any apologies for absence and notice of appointment of substitutes.
- 4 **Public Question Time**
To receive any questions from members of the public and replies thereto.
- 5 **Declaration of Interests under the Code of Conduct**
To record any interests on agenda matters.
- 6 **Minutes** (Pages 7 - 12)
To consider whether to approve the minutes as a correct record of the meeting held on 6th March 2025.
- 7 **Chairman's Announcements**
To receive any announcements that the Chairman may wish to make.
- 8 **Start time of meetings**
To agree a start time for the remainder of the meetings for the municipal year 2025/2026.
- 9 **Performance Dashboard Q4** (Pages 13 - 14)
To receive and discuss the quarter 4 Performance Dashboard information for the Economy & Assets Policy Development Group area.
- 10 **Car Parking** (Pages 15 - 28)
To receive a report from the Head of People, Performance and Waste & the Environment & Enforcement Manager presenting the views of the car park consultative group and requesting that the PDG considers these alongside any recommendations it may choose to make to Cabinet about the structure of fees from 2026/27 onwards.
- 11 **Presentation on the Business Survey**
To receive a presentation regarding the recent Business Survey from the Economic Development Team.

- 12 **Economic Development Team Update Report** *(Pages 29 - 36)*
To receive a report from the Director of Place and Economy updating Members on projects and activities undertaken by the Growth, Economy and Delivery Team during the last couple of months.
- 13 **Work programme discussion for 2025/2026** *(Pages 37 - 42)*
To discuss the work programme of the Policy Development Group for the next 12 months. To aid discussion, a draft work programme and a slide presented to the Group at their last meeting entitled 'Emerging Themes' will be used to provide a list of the key priorities for the Team in the coming year.
- 14 **Identification of items for the next meeting**
Members are asked to note that the following items are already identified in the work programme for the next meeting:
- Performance Dashboard Q1
 - Asset Management Plan (tbc)
 - Destination Management Plan (tbc)
 - Economic Development Strategy
 - Draft General Fund Budget for 2026/27 (version 1)
 - Economic Development Team Update Report

Note: This item is limited to 10 minutes. There should be no discussion on the items raised.

Stephen Walford
Chief Executive
Wednesday, 11 June 2025

Guidance notes for meetings of Mid Devon District Council

From 7 May 2021, the law requires all councils to hold formal meetings in person. The Council will enable all people to continue to participate in meetings via Teams.

If the Council experience technology difficulties at a committee meeting the Chairman may make the decision to continue the meeting 'in-person' only to conclude the business on the agenda.

1. Inspection of Papers

Any person wishing to inspect minutes, reports, or the background papers for any item on the agenda should contact Democratic Services at

Committee@middevon.gov.uk

They can also be accessed via the council's website [Click Here](#)

Printed agendas can also be viewed in reception at the Council offices at Phoenix House, Phoenix Lane, Tiverton, EX16 6PP.

2. Members' Code of Conduct requirements

When considering the declaration of interests and their actions as a councillor, Members are reminded of the requirements of the Members' Code of Conduct and the underpinning Principles of Public Life: Honesty; Integrity; Selflessness; Objectivity; Accountability; Openness; Leadership.

The Code of Conduct can be [viewed here](#):

3. Minutes of the Meeting

Details of the issues discussed, and recommendations made at the meeting will be set out in the minutes, which the Committee will be asked to approve as a correct record at its next meeting. Minutes of meetings are not verbatim.

4. Public Question Time

Residents, electors or business rate payers of the District wishing to raise a question and/or statement under public question time are asked to provide their written questions to the Democratic Services team by 5pm three clear working days before the meeting to ensure that a response can be provided at the meeting. You will be invited to ask your question and or statement at the meeting and will receive the answer prior to, or as part of, the debate on that item. Alternatively, if you are content to receive an answer after the item has been debated, you can register to speak by emailing your full name to Committee@middevon.gov.uk by no later than 4pm on the day before the meeting. You will be invited to speak at the meeting and will receive a written response within 10 clear working days following the meeting.

Notification in this way will ensure the meeting runs as smoothly as possible

5. Meeting Etiquette for participants

- Only speak when invited to do so by the Chair.
- If you're referring to a specific page, mention the page number.

For those joining the meeting virtually:

- Mute your microphone when you are not talking.
- Switch off your camera if you are not speaking.
- Speak clearly (if you are not using camera then please state your name)
- Switch off your camera and microphone after you have spoken.
- There is a facility in Microsoft Teams under the ellipsis button called “turn on live captions” which provides subtitles on the screen.

6. Exclusion of Press & Public

When considering an item on the agenda, the Committee may consider it appropriate to pass a resolution under Section 100A (4) Schedule 12A of the Local Government Act 1972 that the press and public be excluded from the meeting on the basis that if they were present during the business to be transacted there would be a likelihood of disclosure of exempt information, as defined under the terms of the Act. If there are members of the public and press listening to the open part of the meeting, then the Democratic Services Officer will, at the appropriate time, ask participants to leave the meeting when any exempt or confidential information is about to be discussed. They will be invited to return as soon as the meeting returns to open session.

7. Recording of meetings

All media, including radio and TV journalists, and members of the public may attend Council, Cabinet, PDG and Committee meetings (apart from items Media and Social Media Policy - 2023 page 22 where the public is excluded) you can view our Media and Social Media Policy [here](#). They may record, film or use social media before, during or after the meeting, so long as this does not distract from or interfere unduly with the smooth running of the meeting. Anyone proposing to film during the meeting is requested to make this known to the Chairman in advance. The Council also makes audio recordings of meetings which are published on our website [Browse Meetings, 2024 - MIDDEVON.GOV.UK](#).

8. Fire Drill Procedure

If you hear the fire alarm you should leave the building by the marked fire exits, follow the direction signs and assemble at the master point outside the entrance. Do not use the lifts or the main staircase. You must wait there until directed otherwise by a senior officer. If anybody present is likely to need assistance in exiting the building in the event of an emergency, please ensure you have let a member of Democratic Services know before the meeting begins and arrangements will be made should an emergency occur.

9. WIFI

An open, publicly available Wi-Fi network is normally available for meetings held in the Phoenix Chambers at Phoenix House.

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MINUTES of a MEETING of the ECONOMY & ASSETS POLICY DEVELOPMENT GROUP held on 6 March 2025 at 5.30 pm

Present

Councillors

J M Downes (Chair)
G Cochran, M Farrell (Vice-Chair),
M Fletcher, L Knight, J Poynton, R Roberts
and A Stirling

Apology

Councillor

N Letch

Also Present

Officers

Richard Marsh (Director of Place & Economy), Adrian Welsh (Strategic Manager for Growth, Economy and Delivery), Linda Perry (Economic Development Officer) and Sarah Lees (Democratic Services Officer)

**Councillors
Online**

J Buczkowski, S Keable and L G J Kennedy

Also in

Attendance

Debbie Stafford (Senior Economic Development Officer – Youth & Inclusion, DCC), Ben Davies (Employment and Youth Hubs Manager, DCC) and Sarah Flower (Mid Devon Hub Co-Ordinator, DCC)

38 APOLOGIES AND SUBSTITUTE MEMBERS

Apologies were received from Cllr N Letch.

39 PUBLIC QUESTION TIME

There were no public questions.

40 DECLARATION OF INTERESTS UNDER THE CODE OF CONDUCT

No interests were declared under this item.

41 MINUTES

The minutes of the previous meeting, held on 28 November 2024, were approved as a correct record and **SIGNED** by the Chair.

42 CHAIR'S ANNOUNCEMENTS

The Chair had no announcements to make.

43 EMPLOYMENT AND SKILLS HUB PROJECT PRESENTATION (00:08:00)

Representatives from Devon County Council (DCC) provided the Group with a presentation on the Employment and Skills Hub project. This included the following summary information:

- The Hub service was based on a successful approach developed via the Exeter Youth Hub which was set up in 2021.
- It was open to anyone looking to move into employment, education and training with a particular focus on people who had struggled to engage with existing provision or self-advocation.
- The Hub worked within the community for the community, tailoring support to specific needs. Although the service offer was consistent across all the Hubs, how it responded to need would vary depending on local demographics, sectors and employers, existing provision etc.
- There was a 'warm handover' and networking was fundamental to Hub success and outcomes.
- It was an 'in person' service offered across two locations in Mid Devon.
- Hub advisers worked alongside individuals in an informal environment to support their journey into employment and further education.
- Virtual / online support was available to those who may struggle to access an 'in-person' service or who preferred a combination.
- For those looking to self-serve or who only needed a light touch intervention, further advice and information could be found on the DCC Employment and Skills website.
- Hub locations were in Tiverton Library and 'the Bookery' in Crediton. There had been:
 - Over 120 referrals
 - 55 people supported
 - 7 into employment / self employment, 18 into training/education
 - 21 disabled, 3 care experienced
 - 147 outputs which was 132% of total outputs (111) and 219% of targets up until the end of Q3
 - 46 outcomes which was 56% of total outcomes (82) and 115% of targets up until the end of Q3
- Three different case studies were presented illustrating how the project had helped particular individuals.
- A long-term clear offer for individuals which was:
 - A proven model of person-centred triage and supported employment.
 - Strategic collective action, providing economies of scale and removing areas of duplication.
 - One team informed of the whole skills and employment offer including; supported internships, supported employment, Careers Hub projects,

Multiply Numeracy, Skills Bootcamps, Digital Series, Digital Skills Partnership, T:Levels and Apprenticeships.

- Maximising local funding to provide a high-quality experience across in-person, virtual and self-serve support.
- Standardized and Shared Management Information system mapped to Shared Prosperity Funding (SPF) Outputs and Outcomes.

Discussion took place regarding:

- The project spread its net widely proactively seeking links with community groups such as Churches Housing Action Team (CHAT), wellbeing Schemes and volunteering agencies.
- There were strong links with adult learning schemes and mental health services.
- The 'One front door' approach was a key to success.
- Constructive working relationships with District Councils was also key, the hub project could not operate where this relationship failed to exist.
- There were mental health difficulties with approximately 50% of the people who engaged with the project. Building up an individual's confidence was vital but this often took considerable time. Engagement with the project was voluntary, it was not mandated by other agencies.
- Hubs needed to situate themselves in locations which offered easy access for those wanting to use them.
- The security of funding for the project moving forwards was unknown.

The Chair thanked the Devon County Council representatives for attending and providing the presentation to the Group which had been very interesting. He requested that they be invited to return in 12 month's time to provide an update on progress by which time there may be more information available on the future funding situation.

44 **PERFORMANCE DASHBOARD Q3 (00:47:00)**

The Group were presented with, and **NOTED**, a slide * showing performance information in the Economy & Assets area under the General Fund. The following was highlighted:

- There was an amber rating for Car Parking Income and the projected outturn.
- Capital slippage of projects was shown with a red rating. This was primarily due to a delay in starting the Cullompton Relief Road project and swimming pool projects at the Leisure Centres.
- The vast majority of ratings however were shown as green and many projects were over delivering in terms of output.

Discussion took place with regard to:

- Business Rateable Value targets were not shown on the Dashboard, why was this? It was explained that this was more than likely due to the fluctuations in this area and it was not within the Council's gift to be able to set these accurately. The Director of Place and Economy stated that he would check with the service lead in this area and report back to the Group.

- A slight decline in Car Park income could be due to revised permit rates and/or a reflection of the current national economic position.
- Optimism was high within various railway forums that progress regarding the Cullompton Railway Station was being made and the local MP's were lobbying hard.
- A lot had been achieved over the past 2/3 years to support local traders and businesses through the Shared Prosperity Fund (SPF) such as business grants, shop front enhancement schemes, the Mid Devon Show etc. The team would continue to do what it could wherever possible but were probably at the limit of what they could within the SPF although it was noted that this had been extended for a further year at a lower level. Future Government funding in this area was very uncertain.
- Tiverton Pannier Market continued to perform very well on Friday's and Saturday's, however, Tuesday's were still proving to be challenging. The Market Strategy was currently being revised and would be brought to the Group at a future meeting.
- The next meeting of the Car Parking Working Group would be taking place on 17th March the results of which would be reported back to this Group at the June meeting.

Note: * Slide previously circulated.

45 **ECONOMIC DEVELOPMENT TEAM UPDATE (00:58:00)**

The Group had before it, and **NOTED**, a report * from the Director of Place and Economy providing an update on activities carried out by the Growth, Economy and Delivery Team since the last Policy Development Group Meeting.

A presentation was provided which summarised activities as follows:

- The Tiverton Work Hub which was now fully up and running.
- 'Field to Fork' support to businesses, showcasing events, planned workshops and the forthcoming photography campaign.
- Visit Mid Devon promotional work, various campaigns and working with the Local Visitor Economy Partnership (LVEP).
- People and Skills – business support, the Prosper Business Support Programme and the Devon Agri-Tech Alliance project delivery.
- A slide showing the reduced revenue and capital funding available next year through SPF4. This brought into focus the reduced amount of funding available next year compared with the current year.
- There would be a Business Rate Relief Drop in Session on 20th March 2025 at Phoenix House to provide advice to businesses.
- The Economic Strategy Review – the last session with all Members was due to take place on 3rd April. The Strategy would also be informed by the upcoming business survey.
- Emerging themes for the PDG Work Programme for the coming year which included:
 - Business Survey Results
 - Continued formulation and publication of Economic Strategy Review
 - Devon and Partners Local Visitor Economy Partnership (LVEP) Growth Plan

- The formulation of Destination Management Strategy
- Shared Prosperity Year 4 Updates
- New business (commercial) floor space delivery
- Town centre vacancy rates

Consideration was given to:

- Town Centre footfall data was now captured using mobile phone technology, this provided much more sophisticated information than previous techniques.
- Visitor spend was under pressure and this was reflected in the reduced car park income. Businesses were also being negatively affected by changes in Business Rates.
- Vacancy rates being higher than the national average and what could be done to address that.

Note: * Report previously circulated.

46 **CHAIR'S ANNUAL REPORT 2024/2025 (01:29:00)**

The Group had before it and **NOTED** the * Chair's Annual Report for 2024/2025. The Chair indicated that whilst this provided a useful summary of the work that the Group had undertaken during the previous 12 months he also wanted the Group to use it as a tool to plan for the year ahead. The intention was for this report to highlight the successes of the previous year, the highs, the lows, the challenges, the opportunities created and it also needed to set out the realistic aspirations for the coming 12 months. He hoped that it could be used to inform an agenda item at the first meeting of each new municipal year.

The officer highlighted the key achievements during 2024/2025 many of which had been included in his presentation under the previous item. These included but were not limited to the following:

- The Swan Trail.
- The Walking Festival.
- Business presence at the Mid Devon Show.
- Meet the Producer competition.
- Devon Agri-Tech Alliance.
- 22 businesses supported through the Food and Drink programme.
- Shop Front Enhancements.
- Media campaigns.
- The Heritage Asset Zone work in Cullompton including the cultural programme.
- The Crediton Masterplan had been adopted.
- Key infrastructure including the receipt of funding for the Cullompton Relief Road.
- Progress on J28.
- National Rail initiatives.
- The setting up of a new Strategic Business Forum.
- Administration of the Green Grants Scheme.

The Chair stated that on behalf of the Group he wanted it placed on record that this was an exceptional list of achievements given how small the team were. He wished to express his gratitude for the hard work and dedication shown by all those in the team. The Economy & Assets PDG was unlike other Policy Development Groups in that it was not service driven and relied upon different funding streams which were constantly fluctuating and unpredictable.

The Chair hoped that the final slide given in the team update presentation, listing the emerging themes, could be used as a prompt for a work plan discussion at the next meeting.

Note: * Report previously circulated.

47 **IDENTIFICATION OF ITEMS FOR THE NEXT MEETING (01:37:00)**

The items already listed in the work programme for the next meeting were **NOTED**.

In addition the following was also requested to be on the agenda:

- Car Parking Working Group Update
- Work programme discussion for 2025/2026

(The meeting ended at 7.08 pm)

CHAIR

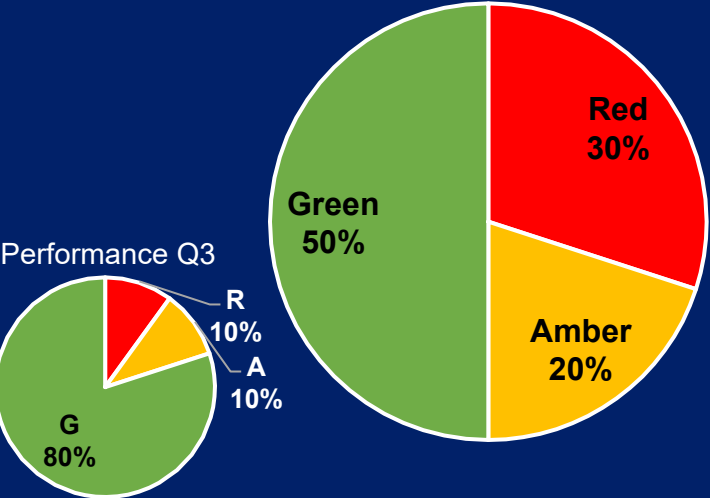
Economy & Assets PDG Performance Dashboard – Quarter 4 2024/25

Performance Measures	Performance	Annual Target	Rating
Pannier market occupancy rate (Average YTD)	84 %	85 %	A
Businesses supported – non financial support (YTD)	342	250	G
Commercial property voids (YTD)	1.7 %	5 %	G
Events supported in our town centres (YTD)	187	6	G
Tourism events supported (YTD)	4	2	G
Business rateable value (Current)	£54,792,704	N/A	
Empty business properties (Current)	232	N/A	
Funding secured to support economic projects (YTD)	£1,318,995	£400,000	G

Finance Measures	Performance	Annual Target	Rating
E&A PDG – Outturn	£27k	£980k	R
Car Parking Income – Outturn	(£1,065k)	(£1,102k)	A
Pannier Market Income – Outturn	(£87k)	(£108k)	R
E&A PDG – Capital Slippage % of projects (Current)	22%	0%	R

Corporate Risk	Risk Rating (Trajectory)
Culm Garden Village – Loss of capacity funding	9 (No Change)
Culm Garden Village – Project delays/ impacts due to infrastructure delays	15 (No Change)
Cullompton Town Centre Relief Road	15 (No Change)

Overall Performance Q4



In Focus

The 2025 Green Enterprise Grant is now available to small and medium businesses in the district. It offers capital grants from £500 to £5,000, covering up to 50% of eligible project costs. <https://letstalk.middevon.gov.uk/green-enterprise-grants-2025>

The Outturn underspend is mainly related to maintenance which has gone back into the Earmarked Reserve to fund future maintenance. The underspend reflects that the asset base is in a relatively good condition. Condition surveys are in place and future planned maintenance will increase.

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Report for: Economy and Assets PDG

Date of Meeting: 19 June 2025

Subject: Car Parking

Cabinet Member: Councillor John Downes, Cabinet Member for Finance

Responsible Officer: Matthew Page, Head of People, Performance and Waste.

Luke Howard, Environment and Enforcement Manager

Exempt:

Wards Affected: All

Enclosures: Appendix 1- Future Pay and Display tariff bands by car park

Appendix 2- Future Permit Proposals

Section 1 – Summary and Recommendation(s)

This report presents the views of the car park consultative group and requests that the PDG considers these alongside any recommendations it may choose to make to Cabinet about the structure of fees from 2026/27 onwards.

It also takes the opportunity to make an onward recommendation to Cabinet on the advance notification of Christmas Car Parking, as recommended by the consultative group.

Recommendation(s):

1. **That the PDG notes the views from the car park consultative group, and considers what any recommendations should be made to Cabinet as part of the budget-setting process for 2026/27.**
2. **To recommend to Cabinet that it agrees five dates for free parking in the lead up to Christmas 2025**

Section 2 – Report

1.0 Introduction

- 1.1 The parking service has been consulting with local community groups since March 2023 to help shape Council decisions regarding parking in the district. This group was formed to help facilitate direct feedback and consultation with local businesses and representatives.
- 1.2 The consultative group meet regularly with an aim of helping to inform decision-making that directly impacts individual communities. It is recognised that parking can be an emotive topic for communities and it is intended that this group helps enable a better understanding of community, retailer, and business ambition, in order to positively inform council decision-making.
- 1.3 The group has historically influenced decisions such as the introduction of a new 3 hour parking tariff at Market Place, Tiverton, as well as free Christmas Saturday parking dates to support local businesses and our town centres.
- 1.4 This report follows extensive discussions with the consultative group. Further financial analysis will be carried out on any proposals that the PDG believes should be recommended to Cabinet for consideration as part of the budget-setting process for 2026/27.

2.0 Pay and Display

- 2.1 The S151 officer has delegated authority to raise tariffs in line with inflation. However, pay and display tariffs have not been increased since June 2023. This is mainly due to the inflation rate not making it practical to propose any reasonable increase (due to the need to vary prices by practical denominations rather than odd pence). Therefore, any changes for 2026 onwards could usefully incorporate the 2-3 years' inflation at that point.
- 2.2 The increased operational costs of service provision will also need to be taken into account during budget-setting for the 2026/27 budget. These include higher transport and servicing costs as a result of moving to more modern, low or zero emission vehicles alongside the additional costs arising from government decisions on employee costs such as National Insurance. The parking service has worked with the consultative group on varying options to support this increase, ultimately concluding an inflationary rise to be the most fair and practical.
- 2.3 The consultative group concluded that a proposal for a 5% increase on all pay and display tariff bands to come in on or before the start of the 2026/27 financial year would best meet the objectives of balancing cost mitigation with fairness of increase, rather than targeting one specific set of charges for above-inflation increases. Should the PDG support this view, it is likely that

such a decision would fall within the delegated remit of the Section 151 Officer as per current policy.

- 2.4 To support the 5% increase of pay and display tariffs bands, a range of permit options were also proposed by the consultative group as a measure to support long term parking sustainability and affordability for the public.
- 2.5 Appendix 1 provides comparative detail for current tariff costs and the new proposals.

3.0 Permits

- 3.1 The service has received a variety of feedback regarding the reintroduction of day permits. It is recognised that for many users the day/night permit is not something they require, this mainly being due to an overriding need for daytime parking to accommodate work or business reasons with little requirement for the additional overnight element.
- 3.2 With this in mind, fresh consideration is being given to reintroduce the day permit as a permanent permit option. This permit would allow users to specify which long stay car park they wish to use and the permit would be valid between 6am and 6pm Monday to Friday.
- 3.3 Following discussions with the parking consultative group, there was a suggestion of an additional permit to be made available at the multi storey car park in Tiverton, specifically for businesses within the town. This permit would be offered at a discounted rate and would apply to businesses and their staff working within Tiverton. With the MSCP located centrally in the town, such a permit would appeal to a significant number of businesses and their employees.
- 3.4 The PDG should consider the appropriateness of this suggestion, since any introduction of a new permit would fall outside the delegated remit of the S151 officer and would, therefore, require a Cabinet decision. The proposed 'MSCP business permit' would be applicable for use in the MSCP strictly between 6am and 6pm Monday to Friday on levels 4 to 11.
- 3.5 Finally, in order to maximise take up of the allocated (numbered) spaces in the MSCP on level 1, the PDG should consider where a recommendation to Cabinet should be made to reduce the cost of these permits by up to 20%.

4.0 Christmas Parking

- 4.1 The parking consultative group has confirmed their request for free parking on Saturdays in the lead up to Christmas 2025. These free parking days are a huge support to local businesses during the festive period, supporting the local economy.
- 4.2 The requested dates for free parking are:
 - 22nd and 29th November 2025

- 6th, 13th and 20th December 2025

4.3 Free parking on these dates will apply to the following car parks:

- MSCP, Tiverton
- Station Road, Cullompton
- High Street (St Saviours Way), Crediton

4.4 The PDG may wish to suggest that Cabinet seeks clarification from the relevant town councils on the date of their respective Christmas lights switch on, since in previous years the offer of free car parking has sought to provide coverage on the 4 Saturdays on the approach to Christmas, plus the date of the respective town's light switch on event, since this tends to be an afternoon/evening of activity and celebration that encourages community cohesion and participation.

Financial Implications

The report advises the PDG of the views emerging from the car parking consultative group. Any changes to policy beyond inflationary increases would need to be recommended to Cabinet to consider as part of the budget for 2026/27. A detailed analysis of financial implications would be made at that time.

Legal Implications

The Authority is required to comply with regulations set out in Section 35C Road Traffic Regulation Act 1984. These regulations include guidance from the secretary of state set out in The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 (Regulation 25).

Risk Assessment

N/A

Impact on Climate Change

Proposals within this report are not expected to have any impact on climate either positively or negatively

Equalities Impact Assessment

No equality issues identified within the report

Relationship to Corporate Plan

This report aligns with the corporate plan to deliver sustainable parking options within communities. Therefore, supporting economy and growth within the district.

Section 3 – Statutory Officer sign-off/mandatory checks

Statutory Officer: Andrew Jarrett
Agreed by or on behalf of the Section 151
Date: 11 June 2025

Statutory Officer: Maria De Leburne
Agreed on behalf of the Monitoring Officer
Date: 11 June 2025

Chief Officer: Stephen Walford
Agreed by or on behalf of the Chief Executive/Corporate Director
Date: 11 June 2025

Performance and risk: Steve Carr
Agreed on behalf of the Corporate Performance & Improvement Manager
Date: 05 June 2025

Cabinet member notified: Yes

Report: Exclusion of the press and public from this item of business on the published agenda on the grounds that it involves the likely disclosure of exempt information. No

Appendix: Exclusion of the press and public from this item of business on the published agenda on the grounds that it involves the likely disclosure of exempt information. No

Section 4 - Contact Details and Background Papers

Contact: Luke Howard - Environment and Enforcement Manager
Email: lhoward@middevon.gov.uk
Telephone: 01884 255255

Background papers: N/A

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Car Parking

Pay & Display Tariffs

Becks Square, Tiverton		Current Tariff		5.00%	Proposed Tariff	
Monday to Saturday (8.00am to 6.00pm):						
Up to 1 hour	£	1.60	£	0.08	£	1.70
Up to 2 hours	£	2.90	£	0.15	£	3.00
Sunday and Bank Holidays (8.00am to 6.00pm):						
Up to 10 hours	£	2.10	£	0.11	£	2.20
Overnight (6.00pm to 8.00am):						
Up to 30 mins		Free	£	-		Free
Up to 14 hours	£	2.10	£	0.11	£	2.20

Market Place, Tiverton		Current Tariff		5.00%	Proposed Tariff	
Monday to Saturday (8.00am to 6.00pm):						
Up to 1 hour	£	1.60	£	0.08	£	1.70
Up to 2 hours	£	2.90	£	0.15	£	3.00
Up to 3 Hours	£	3.30	£	0.17	£	3.50
Sunday and Bank Holidays (8.00am to 6.00pm):						
Up to 10 hours	£	2.10	£	0.11	£	2.20

Overnight (6.00pm to 8.00am):					£	Free 2.20
Up to 30 mins		Free	£	-		
Up to 14 hours	£	2.10	£	0.11		

Multi Storey Car Park, Tiverton			Current Tariff		5.00%		Proposed Tariff		
Monday to Sunday - Open 24 hours:									
Up to 2 hours		£	2.90	£	0.15	£			3.00
Up to 5 hours		£	4.30	£	0.22	£			4.50
Up to 10 hours		£	6.40	£	0.32	£			6.70
Up to 1 day		£	16.00	£	0.80	£			16.80
Up to 2 days		£	26.00	£	1.30	£			27.00
Up to 3 days		£	38.00	£	1.90	£			40.00
Up to 4 days		£	51.00	£	2.55	£			54.00
Up to 5 days		£	64.00	£	3.20	£			67.00
Up to 7 days		£	90.00	£	4.50	£	95.00		

Phoenix House, Tiverton		Current Tariff		5.00%		Proposed Tariff	
Monday to Sunday 24 hours a day:							
Up to 30 mins		£	0.50	£	0.03	£	0.50
Up to 1 hour		£	1.60	£	0.08	£	1.70

Monday to Saturday (8.00am to 6.00pm):					
Up to 30 mins	£	1.10	£	0.06	£ 1.20
Up to 1 hour	£	1.60	£	0.08	£ 1.70
Up to 2 hours	£	2.90	£	0.15	£ 3.00
Up to 3 hours	£	4.30	£	0.22	£ 4.50
Sunday and Bank Holidays (8.00am to 6.00pm):					
Up to 10 hours	£	2.10	£	0.11	£ 2.20
Overnight (6.00pm to 8.00am):					
Up to 30 mins		Free	£	-	Free
Up to 14 hours	£	2.10	£	0.11	£ 2.20

William Street, Tiverton		Current Tariff		5.00%		Proposed Tariff			
							Free		
Monday to Friday 8.30am to 9.30am and 3.00pm to 4.00pm:									
Up to 30 mins		Free	£	-					
Monday to Saturday (8.00am to 6.00pm):									
Up to 30 mins (outside the free parking periods above)		£	1.10	£	0.06			£	1.20
Up to 1 hour		£	1.60	£	0.08			£	1.70
Up to 2 hours		£	2.90	£	0.15			£	3.00
Sunday and Bank Holidays (8.00am to 6.00pm):									
Up to 10 hours		£	2.10	£	0.11	£	2.20		
Overnight (6.00pm to 8.00am):									

Up to 30 mins	Free	£	-	Free
Up to 14 hours	£	2.10	£	0.11
				£
				2.20

Station Road, Cullompton		Current Tariff		5.00%	Proposed Tariff	
Monday to Saturday (8.00am to 6.00pm):						
Up to 1 hour	£	1.60	£	0.08	£	1.70
Up to 2 hours	£	2.90	£	0.15	£	3.00
Up to 3 hours	£	3.30	£	0.17	£	3.50
Up to 4 hours	£	3.80	£	0.19	£	4.00
Up to 5 hours	£	4.30	£	0.22	£	5.00
Up to 10 hours	£	6.40	£	0.32	£	7.00
Up to 24 hours	£	13.00	£	0.65	£	14.00
Sunday and Bank Holidays (8.00am to 6.00pm):						
Up to 10 hours	£	2.10	£	0.11	£	2.20
Overnight (6.00pm to 8.00am):						
Up to 30 mins		Free	£	-		Free
Up to 14 hours	£	2.10	£	0.11	£	2.20

High Street, Crediton		Current Tariff		5.00%	Proposed Tariff	
Monday to Saturday (8.00am to 6.00pm):						
Up to 1 hour	£	1.60	£	0.08	£	1.70

Up to 2 hours	£	2.90	£	0.15	£	3.00
Up to 3 hours	£	3.30	£	0.17	£	3.50
Up to 4 hours	£	3.80	£	0.19	£	4.00
Up to 5 hours	£	4.30	£	0.22	£	5.00
Up to 10 hours	£	6.40	£	0.32	£	7.00
Up to 24 hours	£	13.00	£	0.65	£	14.00
Sunday and Bank Holidays (8.00am to 6.00pm):						
Up to 10 hours	£	2.10	£	0.11	£	2.20
Overnight (6.00pm to 8.00am):						
Up to 30 mins		Free	£	-		Free
Up to 14 hours	£	2.10	£	0.11	£	2.20

Market Street, Crediton		Current Tariff		5.00%		Proposed Tariff	
Monday to Saturday (8.00am to 6.00pm):						£	1.70
Up to 1 hour	£	1.60	£	0.08			
Up to 2 hours	£	2.90	£	0.15			
Sunday and Bank Holidays (8.00am to 6.00pm):						£	2.20
Up to 10 hours	£	2.10	£	0.11			
Overnight (6.00pm to 8.00am):							
Up to 30 mins		Free	£	-		£	Free
Up to 14 hours	£	2.10	£	0.11			

Car Parking

Parking Permits

Car parking permit charges	Period of use	Cost Proposal	Cost per day'(365 days)
Permit Type			
Overnight permit for use in all Pay & Display car parks 5.00pm to 9.00am	Annual	£ 160.00	£0.44
	Monthly	£ 16.00	
Day & Night permit for use in all long stay car parks 24 Hours	Annual	£ 491.00	£1.35
	Half Yearly	£ 267.00	
	Quarterly	£ 149.00	
	Monthly	£ 49.00	
Day permit for use in specified long stay car park 6am-6pm Mon to Friday	Annual	£ 331.00	£ 0.91
	Half yearly		
	Quarterly		
	Monthly		
MSCP Allocated Space Permit - Level 1	Annual	£ 392.00	£ 1.07
MSCP Business Permit applicable on Level 4-11 of MSCP, Tiverton Monday to Friday 6am to 6pm	Annual	£ 298.00	£ 0.82
Allocated space permit for use in a residential or business permit car park - 24 Hours	Annual	£ 491.00	£ 1.35

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Report for:	Economy and Assets PDG
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Date of Meeting:	19 June 2025
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Subject:	Economic Development Team Update
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Cabinet Member:	Cllr Steve Keable, Planning & Regeneration
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Responsible Officer:	Richard Marsh, Director of Place
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Exempt:	N/A
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Wards Affected:	All wards
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Enclosures:	N/A
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Section 1 – Summary and Recommendation(s)

To update Members on projects and activities undertaken by the Growth, Economy and Delivery Team during the last couple of months.

To also update Members on the review of the Economic Strategy for Mid Devon.

Recommendation(s):

That Members note the contents of the report.

Section 2 – Report

1.0 Introduction

1.1 This report provides an update on activities carried out by the Growth, Economy and Delivery Team since the last meeting of this group.

2.0 Shared Prosperity Fund and Rural England Prosperity Fund

2.1 At the previous PDG meeting, the Chairman reported some of the headline achievements of delivering the first three years of the SPF programme and the first two years of the REPF programme. Since then, the 2024/25 year

Government reporting has formally been concluded. A report is due for consideration by Cabinet on the 17th June 2025 which summarises the highly successful delivery of projects and which provides a summary of the financial closure.

2.2 Some key items to note with regard to last year's SPF/REPF programme which occurred since the previous meeting of this group include:

- **Flexible Workspace:** Works on the Tiverton work hub were completed in March 2025 as planned. A process to select an operator for the facility has been undertaken and it is hoped/expected that an announcement about this will be made imminently.
- **Visitor Economy:** Since the last report, Visit Mid Devon has made significant progress in promoting tourism, supporting local businesses, and enhancing the visibility of the region. Key achievements and initiatives over the past quarter include:

1. Support for Local Food and Drink Tourism

As part of Phase 2 of the *Field to Fork* initiative, Visit Mid Devon has actively collaborated with a range of local producers and venues. Promotional efforts have spotlighted the following businesses: Quoit at Cross, Hartnoll Hotel and Spa, Thunderflower Distillery, Rull Orchard, Thornes Farm Shop, Wellhayes Vineyard, and Quicke's Cheese. These features have strengthened the profile of Mid Devon's food and drink sector.

2. Enhancement of Digital Presence

A new Mid Devon destination page has been launched on the Visit Devon website, providing enhanced digital visibility for the region. This marks the first time Mid Devon has had a prominent presence on the Visit Devon platform. The new page complements the existing Visit Mid Devon website and broadens the reach of key business promotions to new and wider audiences.

3. Enhancement of Digital Presence

Two Instagram workshops were delivered for Mid Devon-based businesses, each attracting over 25 registrants. The sessions were tailored to help businesses better understand how to effectively use Instagram to grow their reach, engagement, and customer base.

4. Marketing and Campaign Activity

A number of seasonal and national campaigns were delivered, including promotional activity in the lead-up to Easter, May half-term, and Mother's Day. Visit Mid Devon also participated in two national campaigns:

- **English Tourism Week:** Highlighted the people behind the region's tourism sector while showcasing Mid Devon's natural beauty and tourism potential.

- Love Your Local Market: Delivered in collaboration with local town and farmers' markets to spotlight their contribution to high streets and to support new and emerging traders. The campaign included trader promotions and targeted features developed in collaboration with four local traders.

5. New Membership

Two new businesses joined the Visit Mid Devon membership network this quarter, further expanding the region's collaborative tourism efforts.

2.3 To summarise the success of the SPF and REPF programmes within the District over the last three years, the following is a brief description of the significant achievements and outputs realised through the programme and the work of the Economic Development team, supported by the Economy and Assets PDG. At a headline level, the programme has:

- Supported 550 enterprises (non-financial support)
- Supported 37 organisations (non-financial support)
- Supported 24 potential entrepreneurs (non-financial support)
- Supported 38 enterprises (receiving grants)
- Supported 25 organisations (receiving grants)
- Supported 4 tourism festivals/strategic events across Mid Devon, and;
- Supported 111 town centre cultural and or tourism events and activities (across Bampton, Crediton, Cullompton and Tiverton)

2.4 To illustrate this further, the following are examples of some of the notable achievements through the SPF/REPF programme:

- Delivery of the Tiverton Swan Trail, which ran from Easter 2024, through to October 2024 half-term culminating in the Swan Auction event, which raised circa £7k for future tourism projects;
- Facilitation and coordination of the inaugural Mid Devon Walking Festival, seeing 35 walking events supported and promoted through the festival;
- Attendance at the Mid Devon Show 2023 and 2024 with our own "Mid Devon Producers" tent featuring 17 of the District's producers over the two years;
- Working with Food Drink Devon to offer 27 Mid Devon's Food and Drink businesses network membership and access to specialist business support, marketing and events;
- Supported 20 local producers and eateries with a series of "Meet the Producer" posts on our Visit Mid Devon Facebook page;
- Installation of new visitor signage at our three Mid Devon leisure sites highlighting the array of attractions and visitor experiences in Mid Devon;
- Facilitation of a package of support for our farm businesses including specialist sectoral workshops with Devon Agri-Tech Alliance (12 farms engaged);
- Delivery of the Tiverton Work Hub;

- Delivery of the Cotie Innovation Centre at Petroc, Tiverton (Created by Petroc College);
- Delivery of a series of town centre grant schemes supporting shopfront enhancements, fit-outs (moving into new units), digital enhancements and vibrant town centre projects; and
- Delivery of a series of digital, radio and printed promotional campaigns to support the visitor economy and promote Mid Devon as a destination

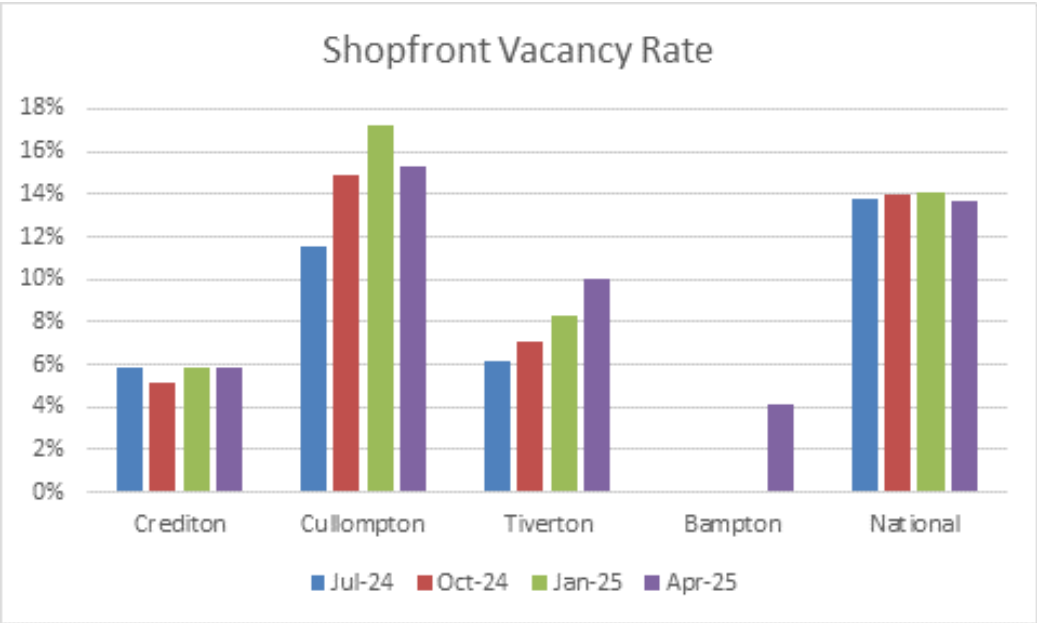
3.0 SPF/REPF 2025/2026

- 3.1 Members may recall that the Government indicated in the Autumn Statement 2024 that it would offer an additional year of Shared Prosperity Funding; subsequently it was announced that there would also be an additional year of Rural England Prosperity Funding. As this funding flows to upper tier Authorities, this 2025/26 funding will be administered by the County Council on behalf of the Combined County Authority – although it has been agreed that delivery will continue to principally be directed through the District Authorities. In November 2024, the PDG considered potential delivery plan options for SPF funds for 2025/2026. This was informed by the Corporate Aims, Strategic Objectives and the previously prepared investment plans submitted to the Government at the beginning of the UKSPF programme. This work also drew on experience gained from the first three years of delivery. Cabinet will consider Delivery Plans for both SPF and REPF for this financial year at its 17th June 2025 meeting. A verbal update will be provided to members at the PDG meeting.
- 3.2 It should be noted that there are a number of restrictions with regard to these funding streams. Importantly, funds need to be spent and projects delivered by 31st March 2026. There is therefore a very short window for delivery from a relatively standing-start. It is also understood that we cannot “double count” outputs (e.g. a business recorded as an ‘Enterprises Receiving Non-Financial Support’ output in 2024/25 cannot be recorded again for a new project in 2025/26). Given the success of the previous years’ activities this means that we have significant saturation in a number of areas which therefore restrict options for this year. It should also be noted that given the short timescale a particular challenge for capital projects is the need for other approvals such as planning permission to be in place, which again reduces the options for delivery during this year.

4.0 Town Centre Health

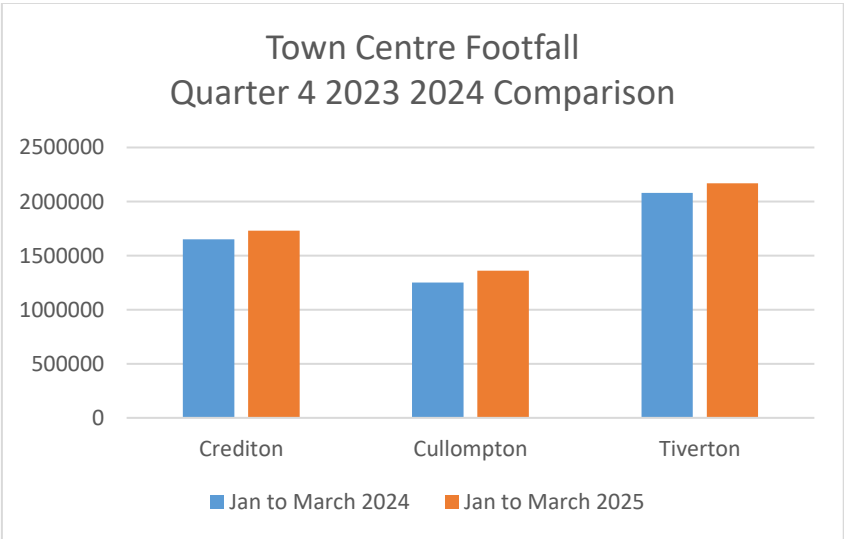
- 4.1 Quarter 1 shopfront surveys took place in April 2025. Tiverton and Cullompton have seen the most change this period. Tiverton has increased in the number of vacant units since the Quarter 4 report due to a couple of regional store closures. Cullompton (15.3%) has seen a marginal change with a couple new openings on the high street, bringing it back closer to quarter 3’s report. Crediton (5.9%), Tiverton (10%) and Bampton (4.16%) are performing better than the national average (13.7%). We have started to collect data for Bampton this year, which

will provide us with more insight regarding Mid Devon’s town centre health checks.



4.2 With regards to footfall, as reported by our data contractor Visitor Insights, all three towns have reported a year-on-year increase.

- Tiverton, January to March has recorded a total footfall in 2025 of 2,170,000 compared to 2,080,000 for the same months in the previous year.
- Crediton, January to March has recorded a total footfall in 2025 of 1,730,000 compared to 1,650,000 for the same months in the previous year.
- Cullompton, January to March has recorded a total footfall in 2025 of 1,360,000 compared to 1,250,000 for the same months in the previous year.



5.0 Business Rate Relief Drop in Session

- 5.1 Changes to Business Rates Relief, which come into effect on April 1, meant that a number of Mid Devon businesses would see a larger than usual increase to how much they pay in 2025/26; the biggest change being the reduction in retail hospitality and leisure relief from 75% to 40%.
- 5.2 To help businesses understand why they would see changes to their bills, Economic Development, in partnership with the Business Rates Team, held a drop-in information session at Phoenix House between 11:30 and 19:00 on Thursday, 20th March 2025. The session was attended by 13 businesses who were able to discuss their Business Rates directly with Officers. The event was underpinned by a communication plan, which launched prior to the issuance of the bills and continued up to the date of the session.

6.0 Economic Strategy Review

- 6.1 Three Informal PDG sessions have now taken place (24 October 2024, 12 December 2024 and 23 January 2025). These sessions have been run as a series of workshops considering topics such as business growth, innovation and skills, thriving places and business engagement. Through these discussions there has been recognition of the importance to utilise the next Economic Strategy as a means of raising the profile of the District and the matters of key interest to our businesses. This is important given the changing landscape of potential opportunities and will also assist in ensuring that the needs of mid devon businesses are reflected through local government reorganisation.
- 6.2 The next session (16 July 2025) will be based around the theme of Infrastructure (including land and property). It is intended that this will take place at the Tiverton Work Hub and provide members with an opportunity to view the new facility. The Strategy will also be informed by a business survey which is also on the agenda for this meeting.

Financial Implications

The report is an information report and does not of itself have any financial implications and require any decisions.

Legal Implications

There are no legal implications arising from this information report.

Risk Assessment

There are no further risks associated with the updates in this report that have not already been reported. The key risk is failure to spend the optimum amount of funding as it is understood that unspent monies will be reclaimed by the Government and therefore timely delivery is key. It is for this reason that schemes are proposed which seek to give most assurance on spend within the financial year as this is our key risk mitigation. Individual projects will be subject to their own risk management processes.

Impact on Climate Change

Climate will be an underlying theme through many of the proposed projects and every endeavour will be made to support projects which create positive climate and environmental outcomes (in the broadest sense).

Equalities Impact Assessment

It is acknowledged that there is a relationship between economy and equality whereby disadvantaged groups of people can have greater or lesser opportunities for economic advantage.

Mid Devon's Prosperity Programme and the Economic Strategy outline key projects to tackle these risks and grow the economy. Whilst many grants are to private businesses, the potential to prioritise projects that have positive externalities/ wider public benefits are optimised.

Key strands of the work of the Economy and Growth team continue to seek to address and tackle causes of inequality and deprivation.

Relationship to Corporate Plan

The work of the Growth, Economy and Delivery team supports the corporate objectives for the economy:

- Bringing new businesses into the District
- Business development and growth
- Improving and regenerating our town centres
- Growing the tourism sector

Section 3 – Statutory Officer sign-off/mandatory checks

Statutory Officer: Andrew Jarrett

Agreed by or on behalf of the Section 151

Date: 11 June 2025

Statutory Officer: Maria DeLeiburne

Agreed on behalf of the Monitoring Officer

Date: 11 June 2025

Chief Officer: Richard Marsh

Agreed by Corporate Director

Date: 10 June 2025

Performance and risk: Dr Steve Carr

Agreed on behalf of the Corporate Performance & Improvement Manager

Date: 09 June 2025

Cabinet member notified: (yes)

Section 4 - Contact Details and Background Papers

Contact: Adrian Welsh, Strategic Manager for Growth, Economy & Delivery

Email: awelsh@middevon.gov.uk

Telephone: 01884 234398

Background papers:

**WORK PROGRAMME
ECONOMY & ASSETS PDG 2025/2026**

Meeting Date	Agenda Item		Officer Responsible	Comments
18 September 2025				
18.09.25 07.10.25 Cabinet meeting	Asset Management Plan To receive the revised Asset Management Plan.		Deputy Chief Executive (S151) Paul Deal	
18.09.25	Performance Dashboard Q1		Corporate performance and Improvement Manager Stephen Carr	
18.09.25 07.10.25 Cabinet meeting	Destination Management Plan (tbc)		Director of Place and Economy Richard Marsh	This may need to be moved to later in the year when more resource is available to undertake the work.
18.09.25 07.10.25 Cabinet meeting	Economic Development Strategy		Director of Place and Economy Richard Marsh	4 th and final workshop in relation to this due to take place on 16 th July.

Meeting Date	Agenda Item	Theme	Officer Responsible	Comments
18.09.25	Draft General Fund budget for 2026/2027 (version 1)		Deputy Chief Executive (S151) Paul Deal	
18.09.25	Economic Development Team Update Report		Director of Place and Economy Richard Marsh	
27 November 2025				
27.11.25	Performance Dashboard Q2		Corporate performance and Improvement Manager Stephen Carr	
27.11.25	Draft General Fund budget for 2026/2027 (version 2)		Deputy Chief Executive (S151) Paul Deal	
27.11.25	Economic Development Team Update Report		Director of Place and Economy Richard Marsh	

Meeting Date	Agenda Item	Theme	Officer Responsible	Comments
27.11.25 13.01.26 Cabinet meeting	Shopfront Enhancement Schemes To receive a report setting out the Shopfront Enhancement Scheme for approval.		Director of Place and Economy Richard Marsh	
12 March 2026				
12.03.26	Performance Dashboard Q3		Corporate performance and Improvement Manager Stephen Carr	
12.03.26	Economic Development Team Update Report		Director of Place and Economy Richard Marsh	
12.03.26	Chair's Annual Report for 2025/2026		N/A	

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Work Programme for 2025 - 2026

This slide was presented to the Economy & Assets PDG at their last meeting of 2024 – 2025 with a request that it be considered at the first meeting of the PDG in 2025 – 2026 when discussing the work programme for the next 12 months:

ED themes emerging for the PDG Forward Work Programme

- Business Survey Results
- Continued Formulation and Publication of Economic Strategy Review
- Devon and Partners Local Visitor Economy Partnership (LVEP) Growth Plan
- The Formulation of Destination Management Strategy
- Shared Prosperity Year 4 Updates
- New business (commercial) floorspace delivery
- Town centre vacancy rates

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