

Public Document Pack

Mid Devon District Council

Economy Policy Development Group

Thursday, 18 May 2017 at 6.00 pm
Exe Room, Phoenix House, Tiverton

Next meeting
Thursday, 13 July 2017 at 6.00 pm

Those attending are advised that this meeting will be recorded

Membership

Cllr Mrs A R Berry
Cllr Mrs J B Binks
Cllr J M Downes
Cllr R Evans
Cllr S G Flaws
Cllr T G Hughes
Cllr Mrs B M Hull
Cllr F J Rosamond
Cllr Mrs N Woollatt

A G E N D A

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

1 **Election of Chairman for 2017/18**

To elect a Chairman of the PDG for the municipal year 2017/18.

2 **Election of Vice Chairman for 2017/18**

To elect a Vice Chairman of the PDG for the municipal year 2017/18.

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 relating to items on the Agenda from members of the public and replies thereto.

5 **Minutes** *(Pages 5 - 10)*

To approve as a correct record the minutes of the previous meeting (copy attached).

6 **Chairman's Announcements**

To receive any announcements that the Chairman may wish to make.

7 **Performance and Risk for 2016-17** *(Pages 11 - 18)*

To receive a report from the Chief Executive and Director of Growth providing Members with an update on performance against the Corporate Plan and local service targets for 2016/17 as well as providing an update on the key business risks.

8 **Apprenticeship Levy Briefing** *(Pages 19 - 20)*

To receive a briefing paper from the HR Manager regarding the Apprenticeship Levy.

9 **Feasibility of running a Farmers Market in Tiverton** *(Pages 21 - 26)*

To receive a report from the Town Centre and Market Manager providing Members with information on the feasibility of holding a 'Farmers Market' in the Tiverton Market, to appreciate the implications and to consider which option should be adopted.

10 **Economic Development Service Update** *(Pages 27 - 30)*

To receive a report from the Chief Executive and Director of Growth updating Members on progress with key Economic Development Service priorities.

11 **Manufacturing and Engineering Sector - Briefing Paper** *(Pages 31 - 34)*

To receive a briefing paper regarding the Manufacturing and Engineering Sector in Mid Devon.

12 **Tiverton Shopfront Facelift Grant Scheme** *(Pages 35 - 36)*

To receive a report from the Chief Executive and Director of Growth updating Members on the progress of the Town Shopfront Enhancement Schemes.

13 **High Street Innovation Fund** (Pages 37 - 40)

To receive a report from Chief Executive and Director of Growth updating Members on the completion of the high Street Innovation Fund phase 2.

14 **Feedback from the Cabinet Member of Planning and Economic Regeneration walking leaflets**

To receive feedback from the Cabinet Member for Planning and Economic Regeneration regarding the recent Cabinet decision in relation to the walking guides.

15 **Start time of meetings**

To agree the start time of meetings for the remainder of the municipal year.

16 **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:

- Presentation from the Mid Devon Attractions Association
- Performance and Risk
- Financial Monitoring
- Amenity car parks
- Tourism Strategy and Action Plan
- Economic Briefing on Digital Economy and Technology
- Growth, Economy & Delivery Business Plan
- Update on the Mills project
- Market policy
- Economic Briefing

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

Stephen Walford
Chief Executive
Wednesday, 10 May 2017

Anyone wishing to film part or all of the proceedings may do so unless the press and public are excluded for that part of the meeting or there is good reason not to do so, as directed by the Chairman. Any filming must be done as unobtrusively as possible from a single fixed position without the use of any additional lighting; focusing only on those actively participating in the meeting and having regard also to the wishes of any member of the public present who

may not wish to be filmed. As a matter of courtesy, anyone wishing to film proceedings is asked to advise the Chairman or the Member Services Officer in attendance so that all those present may be made aware that is happening.

Members of the public may also use other forms of social media to report on proceedings at this meeting.

Members of the public are welcome to attend the meeting and listen to discussion. Lift access to the first floor of the building is available from the main ground floor entrance. Toilet facilities, with wheelchair access, are also available. There is time set aside at the beginning of the meeting to allow the public to ask questions.

An induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter. If you require any further information, or

If you would like a copy of the Agenda in another format (for example in large print) please contact Sarah Lees on:

Tel: 01884 234310

E-Mail: slees@middevon.gov.uk

MID DEVON DISTRICT COUNCIL

MINUTES of a **MEETING** of the **ECONOMY POLICY DEVELOPMENT GROUP** held on 16 March 2017 at 6.00 pm

Present

Councillors

Mrs B M Hull (Chairman)
Mrs A R Berry, J M Downes, R Evans,
S G Flaws, Mrs S Griggs, F J Rosamond
and Mrs N Woollatt

Apology

Councillor

Mrs J B Binks

Also Present

Councillors

K Busch, R J Chesterton and N V Davey

Also Present

Officers

Stephen Walford (Chief Executive), Andrew Jarrett (Director of Finance, Assets and Resources), John Bodley-Scott (Economic Development & Regeneration Manager), Chris Shears (Economic Development Officer), Catherine Yandle (Internal Audit Team Leader) and Sarah Lees (Member Services Officer)

61 **APOLOGIES AND SUBSTITUTE MEMBERS**

Apologies were received from Cllr Mrs J B Binks who was substituted by Cllr Mrs S Griggs.

62 **PUBLIC QUESTION TIME**

There were no members of the public present.

63 **MINUTES**

The minutes of the meeting held on 19 January 2017 were confirmed as a true and accurate record and **SIGNED** by the Chairman.

64 **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman stated that this would be the last meeting of the Group for the current municipal year and thanked Members for their contributions.

65 **MEETING MANAGEMENT**

The Chairman stated that the Performance and Risk item would be taken as the next item of business, all other items to follow in the order on the agenda.

66 **PERFORMANCE AND RISK FOR 2016-17 (00:05:00)**

The Group had before it, and **NOTED**, a report * from the Chief Executive and Director of Growth providing Members with an update on performance against the Corporate Plan and local service targets for 2016/17 as well as providing an update on the key business risks.

It was explained that performance and risk data was now collated on a monthly basis rather than quarterly. The Performance indicator in relation to the number of apprentices would be corrected for the next meeting as it currently showed the number of apprentices at the Council but should state the number of apprentice starts.

A brief discussion took place regarding what metrics could be used to measure economic progress in the future. Nationally produced economic measures were mainly produced on an annual basis and therefore did not coincide with the performance reporting regime at the Council so are instead included in the Economic Profile item.

Note: * Report previously circulated, copy attached to the signed minutes.

67 **RESPONSE TO THE HEART OF THE SOUTH WEST PRODUCTIVITY PLAN CONSULTATION (00:06:00)**

The Group had before it, and **NOTED**, a report * from the Chief Executive and Director of Growth providing Members with an opportunity to steer the Council's response to the Heart of the South West Productivity Plan Consultation.

The Economic Development Officer explained that whilst it was a partnership Productivity Plan it would be the Council's strategy as well and it was important that the Council's views were represented. The Plan would be the mechanism by which the Local Enterprise Partnership (LEP) would draw money down from government. It was a fact that a productivity gap was recognised nationally; the challenge was to identify what actions could be taken to create quality jobs.

The following matters were discussed:

- A comment in the report regarding the agricultural sector being viewed as a weakness in the South West. It was explained that this view related to productivity in terms of low skill levels and salaries. However, some of the more technical elements of agriculture could be seen as high productivity.
- Passivhaus developments being carbon neutral buildings and one of a number of key factors in promoting a green economy in the South West. There was the potential to train people at Petroc in this subject area.
- The LEP Business Board did consult with other business groups although these tended to be the larger organisations. It was hoped that the final response would be reflective of local businesses.
- The view was expressed that it was not only about creating jobs at the higher end but it was vitally important to have reliable Broadband. If this wasn't in place businesses would go elsewhere. It was explained that the Council was not by any means the only authority raising this as a significant issue. It represented a significant barrier to growth. It was expected that one of the

results of this process was that connectivity would come out high on the agenda.

- It was suggested that a study be made mapping out where the connecting distribution points were in terms of water, gas, electricity and fibre networks. These could represent important infrastructure sites with the potential for huge development. It was explained that much was already being done through the Connecting Devon and Somerset programme.

The Chief Executive and Director of Growth informed that Group that at this stage the questions in the consultation were conceptual. Responses would be analysed during the period of the Devon and Somerset county elections, after that a white paper would be published with much more detail.

Note: * Report previously circulated; copy attached to the signed minutes.

68 **TIVERTON PANNIER MARKET POSITION STATEMENT (00:25:15)**

The group had before it, and **NOTED**, a briefing paper * from the Market Manager outlining the findings from a review. It also provided information on the background governance work at the Pannier Market and progress on actions to date to improve the market environment, trader retention and customer footfall.

The Market Manager explained that the report provided background information in relation to many of the issues discussed at previous meetings of this Group. A thorough review had taken place identifying the issues and proposed actions needed in order to achieve improvements in relation to increasing income, reducing expenditure, increasing footfall and improving the market governance.

Discussion took place regarding:

- Painting would shortly commence in the market.
- A feasibility study would be undertaken in May to ascertain the best time to hold a farmers market. Demographics needed to be looked at as well as what would be the best day of the week and time of day.
- The market could be the centre for regeneration.
- There were still some outstanding payments due to the Council from traders attending recent events.
- WiFi connectivity was not currently stable throughout the site.
- The measurement of pitches between pillars.
- There were old rights for long standing traders although these agreements were verbal.
- Competition between businesses within the town

Note: * Briefing paper previously circulated; copy attached to the signed minutes.

69 **TIVERTON MARKET SCHEDULE OF TOLLS (00:48:40)**

The Group had before it a report * from the Chief Executive and Director of Growth presenting the standardisation of the Market's pricing policy in a formal agreed Schedule of Tolls.

Discussion took place with regard to:

- Small community charity events in village halls would not incur a fee.
- Pop-up art stalls and charity stalls would be promoted to a greater extent once the Schedule of Tolls had been approved.
- The level of fees appeared to be low, however, it was explained that footfall figures needed to be increased before reviewing this.

The question was asked as to why the Council was waiting until 1 April 2018 to implement the new rates for existing traders? It was explained that there needed to be a period of consultation and legal requirements needed to be complied with.

RECOMMENDED to the Cabinet that:

- a. The Schedule of Tolls be approved with adoption from 1 April 2017;
- b. The Schedule of Tolls be reviewed annually with the next review presented to the Economy PDG in March 2018.

(Proposed by the Chairman)

Note: * Report previously circulated; copy attached to the signed minutes.

70 **MID DEVON WALKING GUIDES (00:58:20)**

The Group had before it a report * from the Chief Executive and Director of Growth as a response to a request for the Economic Development Team to look into the feasibility of reformatting / republishing the village walking leaflets.

The Community Development and Regeneration Manager explained that the Group had four options before them. Even the simplest of updates to the leaflets would require quite a bit of work as they needed to be completely reformatted. Merely reproducing the leaflets would not be enough however as they would need to be linked to local businesses and the economy. The most labour intensive option related to full digitalisation. A fifth option existed whereby the council could do nothing and continue to focus its attention on the priorities within the Corporate Plan.

Discussion took place with regard to:

- Devon County Council budgets being severely limited and parish councils taking on the responsibility for footpaths in their area.
- Opportunities to ask walking groups for updates and assistance although even this would require officer resource.
- Such walking guides already existed on websites and would this be 'reinventing the wheel'?
- The Council was not a tourist association.

RECOMMENDED to the Cabinet that the Council does not update and reprint the walking leaflets as originally produced by the Council in the 1990's, but that contact be made with town and parish councils to offer them any source material/copyright possible in order to allow them to use local knowledge to update and then reprint as they feel appropriate.

(Proposed by Cllr Mrs N Woollatt and seconded by Cllr R Evans)

Note: * Report previously circulated, copy attached to the signed minutes.

71 ECONOMIC PROFILE (01:12:55)

The Group had before it, and **NOTED**, a briefing paper * from the Chief Executive and Director of Growth providing it with an update on the economic situation in Mid Devon. It also provided a summary of the present state of the Mid Devon economy based on the latest economic statistics for the district.

Note: * Briefing paper previously circulated; copy attached to the signed minutes.

72 FINANCIAL MONITORING - 9 MONTHS TO DECEMBER 2016 (01:15:36)

The Group had before it, and **NOTED**, a report * from the Director of Finance, Assets & Resources presenting a financial update in respect of the income and expenditure so far in the year.

The contents of the report were outlined with the key messages being:

- There was a predicted General Fund overspend of £64k.
- Car parking income was up on last year.
- Market income was lower than budgeted for although this would be realigned in the following financial year.
- The financial year end was imminent and the Finance team would start working on the accounts in the next few weeks.

Note: * Report previously circulated, copy attached to the signed minutes.

73 CAR PARKING UPDATE FOR THE TEN MONTHS TO 31 JANUARY 2017 (01:18:57)

The Group had before it, and **NOTED**, a report * from the Director of Finance, Assets & Resources presenting a car parking update after the first 10 months of the new charging strategy.

It was explained that this report had been discussed at the Scrutiny Committee earlier in the week. The Committee had been interested to know whether there was any cause and effect between footfall figures and car park vends. The Director of Finance, Assets & Resources explained that it was very difficult to determine this as factors such as the weather, fuel and the economy were additional variables that needed to be born in mind.

Income received to date in the current financial year was £59k up on the previous year despite some tariffs being reduced in some of the town car parks.

It was his intention to revive the Car Parking Working Group in the summer to continue to monitor this important area.

Discussion took place with regard to:

- The necessity to replace all of the car park vending machines during April as a result of the new one pound coin. These would be able to take cards and would require the last three digits of each number plate to be entered.
- It was requested that information in relation to night time vends both pre and post the new charging schedule be provided to Members.
- A review of car park charges in the Multi-storey Car Park would be undertaken once works on the Premier Inn had been completed.

Note: * Report previously circulated, copy attached to the signed minutes.

74 **CHAIRMAN'S ANNUAL REPORT FOR 2016/17 (01:27:45)**

The Group had before it a draft annual report * by the Chairman on the work of the Policy Development Group during 2016/17. There being no suggested amendments to the report it was **AGREED** that it would be included with the Council Summons for the meeting on 26 April 2017.

75 **IDENTIFICATION OF ITEMS FOR THE NEXT MEETING (01:28:00)**

In addition to the items already listed in the work programme, the following items were requested for the agenda for the next meeting:

- Update on projects from the Economic Development Officer
- Market update
- Manufacturing and Engineering sector analysis for Mid Devon
- Broadband update

(The meeting ended at 7.30 pm)

CHAIRMAN

ECONOMY PDG 18 MAY 2017

PERFORMANCE AND RISK FOR 2016-17

Cabinet Member Cllr Richard Chesterton
Responsible Officer Director of Growth & CEO, Stephen Walford

Reason for Report: To provide Members with an update on performance against the corporate plan and local service targets for 2016/17 as well as providing an update on the key business risks.

RECOMMENDATION(S): That the PDG reviews the Performance Indicators and Risks that are outlined in this report and feeds back any areas of concern to the Cabinet.

Relationship to Corporate Plan: Corporate Plan priorities and targets are effectively maintained through the use of appropriate performance indicators and regular monitoring.

Financial Implications: None identified

Legal Implications: None

Risk Assessment: If performance is not monitored we may fail to meet our corporate and local service plan targets or to take appropriate corrective action where necessary. If key business risks are not identified and monitored they cannot be mitigated effectively.

Equality Impact Assessment: No equality issues identified for this report.

1.0 Introduction

- 1.1 Appendix 1 provides Members with details of performance against the Corporate Plan and local service targets for the 2016-17 financial year.
- 1.2 Appendix 2 shows the section of the Corporate Risk Register which relates to the Economy Portfolio. See 3.0 below.
- 1.3 Appendix 3 shows the profile of all risks for the Economy Portfolio for this quarter.
- 1.4 All appendices are produced from the corporate Service Performance And Risk management system (SPAR).

2.0 Performance

- 2.1 As this was the first year for the Economy PDG, we are continuing to consider what measures best reflect the Corporate Plan targets but existing metrics are included in Appendix 1.

2.2 For **empty shops**, which were counted at the start of quarter Q4, for all three towns the number went down to the same as at the same quarter last year, all three PIs also met or were better than target. However in April 2017 this position has deteriorated.

2.3 The **Local Plan** was submitted to the Inspector on time.

2.4 There will be statistics to reflect the general state of MDDC's economy available from time to time.

3.0 Risk

3.1 The Corporate risk register has been reviewed by Management Team (MT) and updated. Risk reports to committees include risks with a total score of 10 or more. (See Appendix 2)

4.0 Conclusion and Recommendation

4.1 That the PDG reviews the performance indicators and risks for 2016-17 that are outlined in this report and feeds back any areas of concern to the Cabinet.

Contact for more Information: Catherine Yandle, Audit Team Leader ext 4975

Circulation of the Report: Management Team and Cabinet Member

Corporate Plan PI Report Economy

Monthly report for 2016-2017
 Arranged by Aims
 Filtered by Aim: Priorities Economy
 For MDDC - Services

Key to Performance Status:

Performance Indicators:	No Data	Well below target	Below target	On target	Above target	Well above target
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* Indicates that an entity is linked to the Aim by its parent Service

Corporate Plan PI Report Economy

Priorities: Economy

Aims: Attract new businesses to the District

Performance Indicators																		
Title	Prev Year (Period)	Prev Year End	Annual Target	Apr Act	May Act	Jun Act	Jul Act	Aug Act	Sep Act	Oct Act	Nov Act	Dec Act	Jan Act	Feb Act	Mar Act	Actual to Date	Head of Service / Manager	Officer Notes
<u>Number of business rate accounts</u>	2,872	2,872	2,850	2,860	2,863	2,868	2,864	2,870	2,880	2,880	2,889	2,899	2,906	2,923	2,930	2,930	John Chumbley	

Aims: Focus on business retention and growth of existing businesses

Performance Indicators																			
Title	Prev Year (Period)	Prev Year End	Annual Target	Apr Act	May Act	Jun Act	Jul Act	Aug Act	Sep Act	Oct Act	Nov Act	Dec Act	Jan Act	Feb Act	Mar Act	Actual to Date	Head of Service / Manager	Officer Notes	
<u>Number of Apprentice starts at MDDC</u>			13	13	9	0	0	1	1	1	1	4	4	4	5	5	5	Jill May	(June) Government target proposed is 2.3% of FTEs from 1 April 2017 (SK)

Aims: Improve and regenerate our town centres

Performance Indicators																		
Title	Prev Year (Period)	Prev Year End	Annual Target	Apr Act	May Act	Jun Act	Jul Act	Aug Act	Sep Act	Oct Act	Nov Act	Dec Act	Jan Act	Feb Act	Mar Act	Actual to Date	Head of Service / Manager	Officer Notes
<u>Increase in Car Parking Vends</u>	n/a	n/a		0	0	129,488	0	0	159,929	53,786	52,876	55,112	48,951	48,066		48,066 (11/12)	Andrew Jarrett	(March) Still waiting on these as closing the accounts takes priority (JN)
<u>Tiverton Town Centre Masterplan</u>	n/a	n/a		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	No	No	Jenny Clifford	(2016 - 2017) The masterplan was delayed due to a corporate decision to expand its remit. Progress is now being made with consultants WYG. It is proposed that the masterplan SPD will be adopted by the end of the year. (CY)
<u>The Number of Empty Shops (TIVERTON)</u>	16	16	18	n/a	n/a	18	n/a	n/a	17	n/a	n/a	18	n/a	n/a	16	16	John Bodley-Scott	(Quarter 4) 16 out of 231 making a vacancy rate of 6.5% (JB)
<u>The Number of Empty Shops (CREDITON)</u>	7	7	8	n/a	n/a	9	n/a	n/a	7	n/a	n/a	8	n/a	n/a	7	7	John Bodley-Scott	(Quarter 4) 7 out of 117 units making a vacancy rate of 6.0% (Jan 2017)

Corporate Plan PI Report Economy**Priorities: Economy****Aims: Improve and regenerate our town centres****Performance Indicators**

Title	Prev Year (Period)	Prev Year End	Annual Target	Apr Act	May Act	Jun Act	Jul Act	Aug Act	Sep Act	Oct Act	Nov Act	Dec Act	Jan Act	Feb Act	Mar Act	Actual to Date	Head of Service / Manager	Officer Notes
The Number of Empty Shops (CULLOMPTON)	8	8	8	n/a	n/a	10	n/a	n/a	10	n/a	n/a	10	n/a	n/a	8	8	John Bodley-Scott	(JB) (Quarter 4) 8 out of 84 units making a vacancy rate of 9.5% (Jan 2017) (JB)

Aims: Other**Performance Indicators**

Title	Prev Year (Period)	Prev Year End	Annual Target	Apr Act	May Act	Jun Act	Jul Act	Aug Act	Sep Act	Oct Act	Nov Act	Dec Act	Jan Act	Feb Act	Mar Act	Actual to Date	Head of Service / Manager	Officer Notes
Local Plan Review	n/a	n/a		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Yes	Yes	Jenny Clifford	
Funding awarded to support economic projects	n/a	n/a	No target - for information only	n/a	n/a	£53,092	n/a	n/a	£56,842	n/a	n/a	£56,842	n/a	n/a		£56,842 (3/4)	John Bodley-Scott	

Economy PDG Risk Management Report - Appendix 2

Report for 2016-2017

For Economy - Cllr Richard Chesterton Portfolio

Filtered by Flag:Include: * CRR 5+ / 15+

For MDDC - Services

Filtered by Performance Status: Exclude Risk Status: Low

Not Including Risk Child Projects records or Mitigating Action records

Key to Performance Status:

Risks: No Data (0+) High (15+) Medium (6+) Low (1+)

Economy PDG Risk Management Report - Appendix 2

Risk: Pannier market general risk assessment General risk assessment for the market's day to day operation

Effects (Impact/Severity): Score of 5 as their appears to be a movement in the structure causing the glass doors to bow

Causes (Likelihood): Survey done, not weight bearing. Market manager is inspecting regularly.

Service: Pannier Market

Current Status: High (16) **Current Risk Severity: 4 - High** **Current Risk Likelihood: 4 - High**

Head of Service: Zoë Lentell

Review Note: A door gave in on Fri 23 December 2016 but no injuries were sustained.

Printed by: Catherine Yandle

SPAR.net

Print Date: 10 May 2017 09:19

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Risk Matrix Economy Appendix 3

Report
 For Economy - Cllr Richard Chesterton Portfolio
 For MDDC - Services
 Current settings

Risk Likelihood	5 - Very High	No Risks	No Risks	No Risks	No Risks	No Risks
	4 - High	No Risks	No Risks	No Risks	1 Risk	No Risks
	3 - Medium	No Risks	No Risks	No Risks	No Risks	No Risks
	2 - Low	No Risks	No Risks	No Risks	No Risks	No Risks
	1 - Very Low	No Risks	No Risks	No Risks	No Risks	No Risks
	1 - Very Low	2 - Low	3 - Medium	4 - High	5 - Very High	
	Risk Severity					

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Print Date: 10 May 2017 09:33

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**ECONOMY PDG
18 MAY 2017**

BRIEFING PAPER: APPRENTICESHIP LEVY

Cabinet Member(s): Cllr Margaret Squires

Responsible Officer: Jane Cottrell

Reason for Briefing Paper:

From 06 April 2017 the way the Government funds apprenticeships in England is changing. Employers with a pay bill over £3 million will be expected to pay 0.5% of their pay bill towards a new 'Apprenticeship Levy' to be spent purely on apprenticeship standards to increase skills within the workplace. The pay bill is based on the total employee earnings that are subject to national insurance contributions. This will not include:

- Earnings of employees under 21 years
- Apprentices under 25 years
- Earnings on which class 1A NICs are payable, such as benefits in kind

For Mid Devon District Council the amount we will pay is approximately £50k per year which will be paid monthly into a digital account. There is a £15k per year allowance included and this is deducted before our levy reaches the digital account. We have 24 months to spend the money within the digital account (based on a first in first out payment). If the money is not spent after 24 months we will lose it to central Government.

We can only use funds in the account to pay for apprenticeship training and assessment for apprentices up to the funding band maximum for that apprenticeship. If the costs of training and assessment go over the funding band maximum, we will need to pay the difference with other funds. We cannot use funds in the account to pay for other costs associated with apprentices (such as wages, statutory licenses to practice, travel and subsidiary costs, work placement programmes or the setting up of an apprenticeship programme).

The apprenticeship standards are open to staff, both new and existing. They are not ring fenced to certain age groups. However, there is an additional £1000 funding given to employers if the employee is aged between 16-18 and a further £1000 if the employee is on an Education, Health and Care Plan (EHCP). A list of the various Apprenticeship standards are being published and the main difference is that anyone completing an Apprenticeship standard will now have to complete an end point assessment. The apprenticeship standard will be a recognised qualification and the plan is that this will replace the old apprenticeship frameworks by 2020. The levy will not affect the way we fund training for apprentices who started their programme before 1 May 2017.

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ECONOMY PDG

18th May 2017

FEASIBILITY OF RUNNING A FARMERS' MARKET IN TIVERTON

Cabinet Member Cllr Richard Chesterton, Cabinet member for Planning and Economic Regeneration

Responsible Officer Alan Ottey, Town Centre and Market Manager

Reason for Report: To provide members with information on the feasibility of holding a 'Farmers' Market' in Tiverton Market and to appreciate the implications and to decide which option should be adopted.

RECOMMENDATION: That additional research be carried out to establish the feasibility, options and costs arising from proposals to hold a farmer's market

Relationship to Corporate Plan: The economy is one of the council's key corporate priorities within the Corporate Plan.

Financial Implications: None at this stage but could require a small investment dependent on decision over which action to take.

Legal Implications: There are no legal implications

Risk Assessment: Dependent upon decision

1.0 Introduction

1.1 At its meeting on the 16th March members of the Economic PDG requested that a 'Feasibility Study on the establishment of a Farmer's Market in Tiverton' be carried out.

2.0 Summary of Feasibility Study

2.1 Many towns around Tiverton hold successful Farmers' Markets, including Crediton and Cullompton.

2.2 This study considers the effects of such markets and their localities; the days and times when they operate; the possible success/failure for Tiverton and the financial implications if one was introduced.

2.4 The study gives a small number of options which should be considered.

Contact for more information: Alan Ottey, Town Centre and Market Manager

Circulation of Report: Cllr Richard Chesterton

Feasibility of holding a Farmers' Market In Tiverton

Introduction

Farmers' Markets are now common place across the country in a variety of towns and cities. There are normally quite stringent guidelines as to which traders can trade and what goods they can offer for sale. These include the following:

- Fresh produce must be locally grown within a certain radius of the market (decided normally by the market).
- The trader must be based within the agreed radius of the market.
- Any local crafts must be made locally and mainly from local sources.
- The hours of operation are specified (these may vary from place to place)
- The 'traders' are covered by liability insurance.
- The trader (if required by law) is registered with Environmental Health.

There was an attempt to create a Farmers' Market in Tiverton some years ago but it was not sustainable.

Rival Farmers Markets

There are a number of Farmers Markets' in the vicinity of Tiverton which have been operating for a number of years. These include:

Town	Distance	Frequency	Day	Operating time
Cullompton	7 miles	monthly	1 st Saturday	9:30 – 12:30
Crediton	12 miles	monthly	2 nd Saturday	10:00 – 13:00
Dulverton	14 miles	monthly – from April to Sept	4 th Saturday	10:00 – 16:00
Exeter	15 miles	weekly	Thursdays	
Wellington	16 miles	twice a month	1 st and 3 rd Saturdays	9:00 – 13:00
South Molton	19 miles	monthly	4 th Saturday	8:00 - 13:00
Taunton	21 miles	weekly	Thursdays	9:00 – 15:00

The majority of these are on a Saturday and operate for a period of three-four hours Those not on a Saturday also operates for about the same times.

Traders in these do come from different areas and some are really full time market traders whereas there are a few who are 'part time' and it is complimentary to their main business i.e. farming.

Customers

It has been noted that the attraction of a 'Farmers' Market' is still, to a large extent, fairly popular but, in certain areas they have become less popular. The success of the market is very dependent upon the demographics of an area and the amount of promotion that is done. This point is very important in my experience having run Farmers' Markets in other locations. Examples where it was successful

were market Bosworth and Hinckley, Leicestershire which the current Market Manager established in the late 1990's and early 2000's and still operating on a monthly basis. On the other aspect one established in Nuneaton, Warwickshire failed due to lack of customers and goods and produce being too expensive as the demographics did not compliment such a market.

Opportunities for Tiverton

There is the possibility of organising a Farmers' Market in Tiverton but there are issues that have to be overcome. These are:

- Is there a demand from the customer? In general having talked to current customers of the market there is a mixed response. With some stating that all the goods could be sold on the normal market. Is a Farmers' Market then going to affect the normal market?
- Attracting the customer. There is the population within the catchment area of Tiverton to enable a market to be established but the type of person attracted to using Farmers' markets currently do not visit the town centre so there would have to be an investment in promotion in an effort to attract these customers.
- Identification of day to operate market. This is going to be a crucial factor in the success or failure of the market and should it run alongside the normal market or stand alone. The majority of the surrounding Farmers' Markets tend to be on a Saturday, but these places do not have a normal market on this day or indeed have a market at anytime. In various parts of the country a Sunday is a popular day to hold them when there is a retail Saturday market. Another suggestion could be a Friday late afternoon/early evening when it could be attached to the normal market if they were to stay open. There are other days of the week when it could operate but with the current trend on the footfall of Tiverton suggests that it would not be sustainable (as was shown by the previous Farmers' Market in the town).
- Recruitment of traders. This is also a time consuming issue and also links with the selection of the day. Many of the local Farmers' Market traders already stand on various markets around the region so it is so linked with the selection of the day as to their availability. Traders have been spoken to at nearby Farmers' Markets and there is some interest but very dependent upon the day and their current commitments and workload.
- Identification of core principles of the Farmers' Market. To achieve a successful Farmers' Market there has to be some defining principles on the type of goods and produce acceptable and on the distance i.e. locality, they originate as they are markets basically started to promote local produce and goods. This to some extent would depend on the availability of the goods or produce in the surrounding area i.e. fresh fish would be sourced further afield than meats that can be obtained locally. There is a national association which tend to set a standard for farmers' Markets is the National Farmers' Retail and

Markets association (FARMA) and they recommend the core principles that can be adopted.

Options

Having considered the various issues around Farmers' Markets for Tiverton it is recommended that consideration be given to the following options and a decision as to which one to follow as each one could be feasible in its own right but all would need further planning (except one) to ensure its success. There would also be the need to establish a budget and appreciate there would have to be an investment.

The return on that investment could take 2 to 3 years if it is successful in becoming sustainable. The earliest that one could be trialled would be September but this would need support and resources (1 member of staff on extended leave from May to mid-July).

Options

1. To carry out a further study and obtain more feedback from potential customers and from potential traders looking at establishing one either towards the end of the year or starting them in April 2018 (as January to March are poor months for markets in general). Also establish which day it would need to operate on.
2. To trial a Farmers' Market on a Sunday for a 4 month period with 'attractive rents' for the traders during this period. This would be from the end of July dependent on sourcing suitable traders. This should be once a month.
3. To trial a Farmers' Market on a Friday evening for a 4 month period with 'attractive rents' for the traders during this period. Again this would be from the end of July again dependent on sourcing suitable traders. This should be once a month and work alongside the normal market (there is a trial Friday evening late night market listed for the 23rd June open till 8pm)
4. Encourage trade on the normal retail market to encompass all goods and produce found on a Farmers' Market and promote it as part of the offer of Tiverton Pannier Market.
5. Look at establishing the Farmers' Market when resources and budget become available and the market management believe the time is right to establish one.
6. Take no further action as the opportunities for success and return on investment may have a limited chance of success.
7. Source a private market operator and potentially negotiate the creation of a Farmers' Market. This may not be easy and it could be they would want to locate other than in the Market Place. If this was adopted then it potentially could be done without any budget necessary.

Budget

To create a Farmers' Market there would need to be an initial input of funding to provide a promotional budget in the region of £1,500 to £2,000 to ensure suitable publicity and get the market off to a good start.

Given that the Farmer's Market would involve additional market hours, either as an additional day, or extension of the normal market hours into the evening, there would be the cost of the extra officer time needed to cover the opening and closing of the market. If the Farmers Market was to be on a Sunday once a month then one would need at least 7 hours for the actual market allowing for the market to be erected and then dismantled and open for at least 4 hours, giving a salary cost of approximately £140 / month or £1,680 annually over and above normal running costs. Any more than once a month would obviously increase this amount.

The potential income would depend on the number of stalls and the fee charged. Initially you would want to set a reasonably low charge to attract traders and make it viable to them. If the same price was charged as for the normal market (£14) and initially attracting 12 traders, then the monthly income would only be £168 which would just about cover the increased staffing costs. To make the market viable over the long term you would need to aim at having in the region of 20 stalls. The success would depend on the quality of goods and produce, the amount of stalls and the amount of promotion given to it.

Should a private operator be found then there is potential to charge them a licence fee and thus create an income from it, but I would suggest this would have to be £0 for the first year to enable the market to get established and it may be the council would have to invest in assisting with promotion.

General Comment

The potential for holding a Farmers' Market in Tiverton is reliant on political support and the availability of the necessary resource to develop and operate. The task is not as simple as it sounds and does require considerable thought and planning. They are popular in the right places and held on the right day and between the right hours. They need to have regulations and standards with a strong commitment to the principles of a real Farmers' Market.

There is certainly potential for holding a Farmers' Market in Tiverton, but it will need sound systems and processes in place to ensure principles are enforced and will need good promotion. This will require a suitable budget and resource to enable the market to happen and there must be a realisation that the return on the investment will take some time.

It is essential that there is continual emphasis on ensuring the regular retail market becomes sustainable and eventually profitable to the District Council as well as promoting other attractions such as a Farmers' Market.

The Market Manager therefore requests that the Economic PDG make a decision as to which option should be recommended as to the establishment of, or not, a Farmers' Market.

ECONOMY PDG
18TH MAY 2017

Economic Development Service Update

Cabinet Member(s): Cllr Richard Chesterton
Responsible Officer: Stephen Walford, Director for Growth

Reason for Report: To update members on progress with key Economic Development Service Priorities

RECOMMENDATION: That the report be noted

Relationship to Corporate Plan: It supports the corporate objectives for the economy.

Financial Implications: There are no additional financial implications arising from the report

Legal Implications: None

Risk Assessment: None

1.0 Introduction

This report provides an update on the progress of key projects and initiatives developed or supported by the Economic Development team.

1.1 Mills / Hydro Project

The Mills / Hydro project for Mid Devon has been developing for almost 18 months, and has seen increasing interest from a wide variety of partner organisations. Most recently, the University of Exeter hosted a delegation from Mid Devon to visit their Penryn campus, where we met with academics who are world leaders in the development of smart grid technology and new turbine types. This has led us to attempt to tailor any bid that we submit to include the opportunity for the University to work with the project so that their innovation can be introduced at identified sites.

The bid work to fund the first three sites has continued, and the business plan for the wider project is almost completed. We are still intending to complete the outline application by the end of May, but now have an extra couple of weeks, as bids cannot be submitted during the purdah period. The bid is likely to ask for a significant grant from the ERDF funding allocation for the Devon area, though the majority of the match funding for the project would be from the private sector for the delivery of Thorverton mill and Flockmill. There is also scope to draw down funding through the latest round of Growth Deal funding for the South West (GD3), as Chris Garcia (Chief Executive of the Heart of the South West Local Enterprise Partnership) included our project in a prospectus for the South West when the bid for GD3 was submitted.

Ideas around the development of Tiverton Weir have been gathering momentum, and we are now exploring opportunities to utilise any power generated there to make the site a feature for the local community and for education. This could include improved lighting along the water front and the potential to have charging points for electric cars in the West Exe car park area.

A separate bid has been submitted to the Rural Community Energy Fund (RCEF) which, if successful, will bring each of the 3 sites up to the point of getting their Environment Agency permissions, which effectively is the green light for taking the schemes forward. The outcome of this bid will be known by the end of May. If unsuccessful, this will need to be included in the outline ERDF bid that we submit, which could delay the project by a couple of months. However, feedback so far from the organisation overseeing RCEF has been positive.

1.2 Commercialisation of Regulatory Services

The Commercialisation of Regulatory Services project is being led by Mid Devon District Council on behalf of the regional Better Business for All group. The project will explore the opportunity to generate income through the delivery of some elements of our regulatory services, focusing on those services that can add value to business activities. There is likely to be a sliding scale produced, offering different levels of support for businesses, charged at different subscription rates.

For example, in our Environmental Health Service, officers frequently support businesses who are being assessed for food hygiene ratings. If a business is currently rated at 2 stars, they will be offered free advice and guidance that they can follow to get them up to a 5 star rating. However, an alternative to this could be for the business to pay for a premium service, whereby somebody comes into their business each month, helps put the policies and practices in place to get the business to a 5 star rating and then keeps them there and markets them on this achievement. This could be an attractive option for businesses, enabling the business owners to spend more of their time on growing the business rather than having to come away from the coal face to focus on various other issues.

It is envisaged that this could be delivered across a number of regulatory services, and this project will identify those, along with the best vehicle for delivering this type of service to the business community. If successful, the project could generate significant income for local authorities across the Heart of the South West, and the project is seen as a UK first, with interest from the department of Business, Energy and Industrial Strategy, who are keen to see how this model could work and whether or not it could be rolled out more widely.

A further benefit to Mid Devon leading on this project, is that if it is deemed to be successful, we may have opportunities to explore delivering these services to other parts of the UK.

1.3 Broadband

Our recent response to the regional productivity plan consultation highlights our disappointment with the rollout of broadband infrastructure through the Connecting Devon and Somerset programme (CDS). We are currently looking at organising a separate member briefing session to which we hope to invite the lead officer for CDS.

Between July and December 2016 we had been exploring an alternative approach to delivering broadband infrastructure throughout the Mid Devon area, but unfortunately this project did not proceed. The issue of poor connectivity and low broadband speeds is recognised as being a key requirement for developing a future proof economy, and as such, we are exploring further opportunities to take forward a broadband solution in partnership with the private sector.

1.4 Cullompton Futures

A piece of work has been started to collate ideas relating to the future economic development of Cullompton. The aim is to ensure that regeneration on the west side of the M5 is taken forward in parallel with the garden village development. Ideas have been put forward by land owners, developers, town council, ward members, and various community groups, and these have been used to draw up a map highlighting where the various ideas could be located and how they could create a cohesive economy for the town. This is purely exploratory work and will help to identify the issues and opportunities in advance of any more formal process. The link below leads to the latest iteration of the map:

http://prezi.com/y_vx49jdixay/?utm_campaign=share&utm_medium=copy&rc=ex0share (Please note that Flash player 11.1 or higher is required in order to view the project.)

2.0 Enquiries & Investments

We have been working with a number of businesses and have had several investment enquiries recently. There is significant interest in development around the Cullompton area, some of which is as a result of the garden village announcement, which makes the town a lucrative place for investment in the district. Crediton and Tiverton are both continuing to receive interest from potential investors and growing businesses wishing to expand locally.

Hitchcocks Business Park is now operating at capacity; the latest business to be going onto the site is a flower growing / distribution company which supplies a number of supermarkets in the South West. This could create up to 40 jobs over the next 2 -3 years.

Each of the plots at Mid Devon Business Park has now been sold and all of them are either being developed or going through a planning process. This has led to discussions taking place relating to the Pallex site directly behind Mid Devon Business Park, which may need to come forward quickly in order to accommodate some of the businesses wishing to locate to Mid Devon.

Willand Business Park is now fully sold, with all units either occupied or soon to be occupied.

At Kingsmill Industrial Estate we have full occupancy, and interest in the sites directly adjacent has been increasing significantly, though planning issues and transport restrictions may reduce the speed at which development can take place. The Nook has recently opened on the Estate, which is a hub for tech and digital businesses, providing incubator space and shared working space, along with a number of larger business spaces. Adopstar have recently moved from Cullompton High Street to The Nook, and it is expected that this location will help to serve a growing need for high quality tech and digital businesses while other sites in the area come forward over the next 3-5 years.

At Lords Meadow in Crediton, Graphic Plc have completed the extension of their premises, giving them the flexibility to grow significantly while staying in the Crediton area. At Tiverton Business Park there has been increasing interest in the few remaining available units and it is hoped that there will be some positive announcements about these soon.

We are rapidly reaching a position where the number of available employment sites that can readily accommodate new enquiries will be depleted and there may be considerable lead in time until new employment sites are brought forward.

3.0 Cullompton Springfest

Cullompton had its annual SpringFest on April 8th, an event showcasing local food, crafts and music. Together with the October Food Festival it has become an established part of the Cullompton calendar. It was a highly successful event with a high footfall, made all the better by the fine weather. It was the first year that such a number of highstreet traders took part in the event, represented by the amount of sponsorship the committee received from local traders. Crediton will be holding their 9th Food and Drink Festival on the 17th-18th June.

3.1 Electric Nights

The Market held the first of its series of six Electric Nights street events on Saturday 6th May. The number of traders was down on previous events, but there was a good turnout of customers and the market seemed busy and thriving. The SW heat of the British Street Food Awards will be held at the market on 21st May.

3.2 LEADER update

There are currently 12 enquiries being supported by the team, of which three will be going forward to the Local Action Group meeting on the 24th of May. There have been no new grant awards since the last update. The purdah period leading up to the general elections may very well delay any announcements proceeding from the next Local Action Group meeting.

3.3 Town Centre Vacancy Rates

The retail vacancy rates have seen a significant increase in the first quarter of 2017. The first quarter traditionally sees increased shop vacancies as retailers hold on for the Christmas trade and then close on the renewal of leases in the New Year. The biggest losses have been in the primary retail area of Tiverton with the net loss of three units, increasing vacancy rates from 4.5% to 7.7%. The overall rate for the whole town is now 8.4% which is still lower than the national average of 10.1% (Aug 2016). In Cullompton the vacancy rate has risen from 9.3% to 12.8%, four units having been vacant for over 12 months. However, one of these long standing vacancies will be occupied very soon with the opening of Costa at the former HSBC premises.

Contact for more Information: John Bodley Scott, 01884 234363
jbodleyscott@middevon.gov.uk

Circulation of the Report: Cllr Richard Chesterton
Stephen Walford, CE & Director for Growth

List of Background Papers: None

This briefing paper is one of a series that considers the employment and economic value of various sectors of the Mid Devon economy.

- 1.0 Manufacturing is the second largest sector by employment within the District accounting for 16.8% of employment overall.

Employee jobs by Industrial Sector	Count	Industry percentage	Location Quotient
G. Wholesale and retail trade; repair of motor vehicles and motorcycles	5,000	21.0%	1.32
C. Manufacturing	4,000	16.8%	1.94
Q. Human health and social work activities	2,500	10.5%	1.02
P. Education	2,250	9.5%	1.06
F. Construction	1,500	6.3%	1.44
M. Professional, scientific and technical activities	1,500	6.3%	0.63
H. Transportation and storage	1,250	5.3%	1.07
I. Accommodation and food service activities	1,250	5.3%	0.93
N. Administrative and support service activities	1,250	5.3%	
R. Arts, entertainment and recreation	800	3.4%	1.20
O. Public administration and defence; compulsory social security	600	2.5%	0.57
S. Other service activities	350	1.5%	0.88
J. Information and communication	300	1.3%	
L. Real estate activities	250	1.1%	0.96
A. Agriculture, forestry and fishing	200	0.8%	
E. Water supply; sewerage, waste management and remediation activities	175	0.7%	
K. Financial and insurance activities	150	0.6%	0.19
B. Mining and quarrying	40	0.2%	
D. Electricity, gas, steam and air conditioning supply	25	0.1%	
<i>Source: ONS Business Register and Employment Survey 2015</i>	24,000		

Mid Devon has a much higher concentration of manufacturing jobs than other districts within the EHOD (Exeter and Heart of Devon) area. Manufacturing has a location quotient of 1.94, meaning that there are nearly twice as many manufacturing jobs in Mid Devon than would be expected when compared with UK averages.¹

¹ Location quotients (LQs) show the relative concentration of employment in each sector. Sector LQs are calculated by comparing the industry's share of local employment with its share of national employment.

2.0 The main areas of manufacturing activity are in the food and drink sector, textiles paper and paper products and metal fabrication.

Manufacturing subsectors by number of businesses and turnover	Number of businesses	Total turnover in £'000
Food & Drinks	38	119,889
Textiles	12	53,030
Other machinery and equipment	19	40,126
Paper and paper products	7	32,417
Fabricated metal products	44	29,808
Computer electronics and optical products	8	18,755
Repair and Installation of Machinery and Equipment	39	11,429
Other non-metallic mineral products	17	9,625
Wood and other wood products	26	9,018
Other manufacturing	32	6,684
Pharmaceuticals	1	3,886
Chemicals and chemical products	12	2,540
Printing and related	15	2,269
Other transport equipment	7	1,051
Basic Metals	7	807
Furniture	14	741
Rubber and Plastic Products	8	661
Wearing Apparel	7	424
Motor Vehicles and Trailers	8	254
Electrical equipment	6	253
<i>Source: Mint Database October 2016</i>		

The largest manufacturing businesses by turnover in each subsector are as follows²:

Food & Drinks	Crediton Dairy Limited Crediton Milling Company Ltd Aston Manor
Textiles	Heathcoat Fabrics Ltd
Other machinery and equipment	Rotolok (Holdings) Ltd
Paper and paper products	Devon Valley Ltd Higher Kings Mill Ltd
Fabricated metal products	Kaba Ltd
Graphic PLC	Computer electronics and optical products

Twenty-five largest manufacturers by turnover	Post Code	SIC code	Subsector	turnover £'000 last avail yr.
Crediton Dairy Ltd	EX17 2AH	10511	Food & Drinks	58,764
Heathcoat Fabrics Ltd	EX16 5LL	13200	Textiles	48,799
Crediton Milling Company Ltd	EX17 3DH	10910	Food & Drinks	30,641
Aston Manor	EX16 5NU	11030	Food & Drinks	24,941
Rotolok (Holdings) Ltd	EX16 6SB	28990	Other machinery and equipment	23,707
Kaba Limited	EX16 6SS	25720	Fabricated metal products	20,874
Graphic PLC	EX17 1HN	26110	Computer electronics and	18,554

² However, the annual turnover may include commercial activities taking place outside of the district

			optical products	
Devon Valley Ltd	EX5 4PL	17120	Paper and paper products	17,289
Higher Kings Mill Limited	EX15 1QJ	17120	Paper and paper products	15,128
M S T	EX16 4DA	33120	Repair and Installation of Machinery and Equipment	9,305
Brookridge Timber Limited	EX15 3PF	16100	Wood and other wood products	6,398
Roots Systems Limited	EX16 6SB	28990	Other machinery and equipment	6,042
Rotolok Limited	EX16 6SB	28140	Other machinery and equipment	6,007
United Roofing Products	EX15 1BT	23990	Other non-metallic mineral products	5,935
Adaero Precision Components Ltd	EX17 1HN	32990	Other manufacturing	4,213
Wellington Scaffolding	TA21 0LR	25110	Fabricated metal products	4,141
Ernest Jackson & CO	EX17 1DN	21100	Pharmaceuticals	3,886
Agrigate Industries	EX15 3EP	23610	Other non-metallic mineral products	2,949
Streamline Corporate	EX15 1BS	13300	Textiles	2,841
Loglogic	EX15 1RW	28301	Other machinery and equipment	2,085
W F Chinn	EX17 1ES	10130	Food & Drinks	1,215
Astra Printing Group	EX15 1AP	18129	Printing and related	1,185
Sandford Orchards	EX17 1HJ	11030	Food & Drinks	1,108
Kingsmark	EX16 4NG	20590	Chemicals and chemical products	1,031
<i>Source: Mint Database Oct 2016</i>				

3.0 Although economic models have yet to factor in the possible effects of Brexit on the Economy, all modelled scenarios produced as part of the evidence base for the Greater Exeter Strategic Plan, indicate that jobs within the manufacturing sector are projected to decline over the next twenty years, some by over 20%.³ However, productivity is forecast to increase, mainly through specialism and increased use of technology, meaning that manufacturing's share of the local economy is likely to remain the same or similar.

A number of the largest companies in Mid Devon such as Heathcoat Fabrics, Rotolock, Kaba, Graphic PLC, Devon Valley Ltd are already competing at the high end of their markets on a global scale, which will make them less vulnerable to economic change. However, manufacturing in Mid Devon is still heavily reliant on low productivity areas such as Food and Drink. Brexit will only accentuate the need to increase productivity within these sectors, if they are to compete on a wider stage.

Manufacturing is likely to remain an important sector for the district, but this means that it will be important to explore opportunities to support efforts to increase productivity, diversify into advanced manufacturing sectors, enter new markets (including international markets) and attract inward investment.

³ Greater Exeter Economic Development Needs Assessment, Feb 2017 – However these scenarios do not factor in the potential effects of Brexit.

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ECONOMY PDG

DATE: 18 May 2017

Tiverton Shopfront Facelift Grant Scheme Report

Cabinet Member Cllr Richard Chesterton
Responsible Officer Stephen Walford, Director of Growth

Reason for Report: To update Members on the progress of the Town Shopfront Enhancement Schemes.

RECOMMENDATION(S): That Members note the project updates

Relationship to Corporate Plan: It supports the aims of the Corporate Plan’s economy objectives which is a priority for the Council.

Aim 3 - Improve and regenerate our town centres with the aim of increasing footfall, dwell-time and spend in our town centres

Financial Implications: Funding has already been allocated

Legal Implications: None

Risk Assessment: None

1.0 Introduction

The Tiverton Shopfront Facelift Grant Scheme was set up in 2015 with £15,000 from the High Street Innovation Fund to provide small grants to encourage shop-owners / tenants to improve the physical state and visual appearance of their shopfronts in order to enhance the retail environment and preserve conservation features. The scheme provides grants up to 50% of costs up to a maximum of £2,000 per property. The majority of grants, however, have been in the order of £500. The scheme was initially targeted at specific properties deemed to have the most need for improvement. It has subsequently been made available more widely.

2.0 Grant Awards

Grant Approval is provided by a nominated panel consisting of two ward members, the conservation officer and town centre manager. To date there have been seven awards from the scheme, amounting to £2,425.77..

Classic Cuts	West Exe, North	£97.50
The Wool Merchant	Fore Street	£225.00
Body Language	Newport Street	£399.00
Richard Grant Memorials	West Exe, North	£429.00
The Jolly Vintner	West Exe, North	£473.40
Easy Life	West Exe, South	£543.61
Chic It	Bridge Street	£258.26
		£2,425.77

There are also three schemes that have been recently approved, but have not been completed.

Courtenay's Bar	Newport Street	£905.20
Mademoiselle Mojo	Gold Street	£540.00
Frou Frou	Gold Street	£918.50
		£2,363.70

Currently, there is £10,210.70 uncommitted spend within the scheme. The Town Centre Manager continues to promote the scheme through his regular newsletter, and in liaison with the Conservation Officer to target specific properties for improvement.

3.0 Cullompton Shopfront Enhancement Scheme

In Cullompton, a similar scheme funded through S106 contributions has almost been fully spent and is not being promoted. It is hoped that if the Cullompton Townscape Heritage Initiative bid is successful it will be possible to re-instate a grant scheme in Cullompton.

Contact for more Information: John Bodley Scott 01884 234363

Background Papers:

File Reference:

Circulation of the Report: Cllr Richard Chesterton
Stephen Walford, Director of Growth

ECONOMY PDG

DATE: 18 May 2017

High Street Innovation Fund

Cabinet Member Cllr Richard Chesterton
Responsible Officer Stephen Walford, Director of Growth

Reason for Report: To update Members on the completion of the High Street Innovation Fund phase 2.

RECOMMENDATION(S): That Members note the project updates

Relationship to Corporate Plan: It supports the aims of the Corporate Plan's economy objectives which is a priority for the Council.

Aim 3 - Improve and regenerate our town centres with the aim of increasing footfall, dwell-time and spend in our town centres

Financial Implications: None

Legal Implications: None

Risk Assessment: None

1.0 Introduction

In 2012 the Government offered the Council £100,000 from the High Street Innovation Fund to support Town Centre Regeneration within the District. It was decided to offer this funding as grants to business and community groups for self-generated schemes that would have a lasting impact on the town centre. A first round of grants was approved in 2012. With a combination of underspend and the failure of some projects to come to fruition, the Council was able to offer a second tranche of funding in 2015.

In October 2015, the second phase of the High Street Innovation Fund was allocated to twelve projects across Crediton, Tiverton, Cullompton and Bampton. Each project had to demonstrate how it would enhance the vitality and vibrancy of town centres, by increasing footfall to the town and thereby improving the local economy.

Below is a summary for each project highlighting the impact it had on our high street now that all the funding has been released.

2.0 Project Update

a. Tiverton Museum of Mid Devon Life - £10,000 for a "Tivvy Bumper" sculpture trail. The trail launched on 2 July 2016 and finished on 30 October 2016. There were 21 sculptures in the shape of the Tivvy Bumper steam engine (housed in Tiverton Museum). The sculptures were located in and around Tiverton, at key retail and leisure facilities. The trail appealed to local families and attracted visitors to the

area (at least 17,320 people took part in the trail). There was a map directing people around the town and linked to other attractions. The locations of the sculptures helped to increase awareness of leisure & tourism opportunities in the area, and feedback from Bampton and Coldharbour Mill indicates the trail directed people to visit these sites. It raised awareness of, and funds, for Tiverton Museum. Bampton became particularly involved in their part of the trail, involving a number of local businesses and all of the children in the primary school. The trail unexpectedly won the South West Art in the Landscape Award at Tiverton in Bloom. Tiverton Museum received a huge amount of very positive feedback, summed up by one comment: 'The best thing that's been done for the town in years, it was brilliant.'

b. Age UK - £5,000 for a Dementia Accessible Tiverton. The co-ordinator has run Dementia Friends Awareness sessions as part of making Tiverton a Dementia Friendly Community, to businesses, community groups and individuals alike. To date they have run a session for staff at Banbury's, Weatherspoon's, the Best Western Tiverton Hotel, Easy Life Mobility, Home Fayre, Tiverton Museum, Tourist Information Service, Exe Valley Leisure Centre, Community Transport, St Paul and St Georges pastoral care team, the Salvation Army and Gin and Jam W.I. Two hundred and eight Dementia Friends have been trained in the town. Events are also planned during Dementia Awareness week on 15th-21st May.

c. Bampton Business Group – received £1,275 to produce 5000 colour copies of the Bampton Business Directory. This new edition featured a map of Bampton town centre showing all the shops and pubs etc. Nearly 100 local businesses were featured in the directory. The directory was produced and launched in January and was featured by the Gazette. This coincided with the delivery of around 4000 copies of the directory to households in Bampton and 16 towns and villages in the surrounding area. The directory is available from a number of shops including 'Welcome to Bampton' packs which are provided to all new residents. It is also stocked by accommodation providers which help visitors to the area to find out what we have here. Residents are impressed with the quality of the production and how well it reflects the quality and range of services available in the high street. Many businesses reported receiving work as a direct result from the directory including sit-down meal bookings and take away food orders, health and beauty appointments and bespoke orders and enquiries. The directory and its associated website continue to be valued by those businesses featured within them but also by the town, with the 'buy local' message to encourage residents to use and support their local shops.

d. Cullompton Town Team - £7,000 towards four projects. Festival development - to date Cullompton Town Team have delivered five hugely successful festivals (Spring Fest, Food & Drink Festival & Christmas Festival) and managed to raise money from local businesses to match the funding. Footfall records evidence the impact these events have on the high street bringing thousands of people into the town. The highest record to date was 5,000 visitors in one hour. These have become established annual events for the Town, with the business community coming out on the street to participate.

The sheep noticeboard project, started as a pilot project which was very popular with requests for more from the community, therefore the funding allowed another 8 display boards to be produced which will be installed soon across the town. The Sheep has become the icon for Cullompton and creates a trail around the town to spot them.

The first interactive display board is live at the Hayridge with the second planned for Tesco's. They promote local events and businesses in order to attract people into the town by highlighting what is on offer. Another three smart TV displays are to be put up this summer at the services (Junction 28), the town hall and leisure centre, with scope to widen the project further.

e. Cullompton Farmers Market – received £9,500 which helped the Farmers' Market back into a sustainable position. Purchasing gazebo's for their market days and pop up markets which take place at Tesco car park, Uffculme show and Mid Devon show, as well as the Food and Drink festival. This allows the Farmers' market to have a presence around the Culm Valley, showcasing what they have to offer and as a result attracts people to Cullompton for their market days. The gazebo's bright colours, light up the high street, creating a community feel to entice people to shop at the market. A trailer was purchased in order to transport the new equipment so that the market can become independent and move freely around the different events.

The Bullring now has electricity installed, which will allow a market café to be set up selling hot drinks once the urn is purchased, creating another feature for shoppers to spend more dwell time in the town.

Funding supported the Market to commission a marketing strategy, website and active Facebook page, to tempt new customers and keep current customers informed of their offer. The Market has invested in banners and signage alongside the food trail project, which aims to educate shoppers as to where their purchased products have come from e.g. food miles. The marketing strategy action plan will now be taken forward following the appointment a new market manager by the group in April.

f. Crediton Town Team were granted £7,212 for four projects. The Flag project, had a second grant, enabled the town team to make eight new flags, bringing the total to 68, representing a group or business. Community groups made three large patchwork banners to decorate shops and public spaces throughout the year. The theme 'What Crediton means to me', currently adorns the walls of East Town Café and the Station Tea Rooms. Admired by locals and visitors, the flags and banners are not simply a celebration of the community's creativity but, by making the town more attractive, have a more serious purpose of increasing footfall and trade in the town.

The Town sign project surveyed high street traders to explore ideas and an artist developed the ideas into a sign. Three designs were developed and made into draft pieces 1 meter tall. These signs were displayed at two consultation events in June and October of 2016. Over 200 people took part and the designs were offered to the Chamber of Commerce to take sign 3 forward.

The Town Square Canopy Design Competition had four long-standing Crediton architects work voluntarily to 'create concepts for a town-square covering which would simultaneously give protection from extreme weather to a wide range of community events and social uses while also enabling people to 'see the sky and feel the wind on their face'. Two of the architect's concepts were chosen, with the remaining two architects doing detailed support work for them. The concepts are ingenious, elegant and (given the subject) controversial. All of the designs are

currently on extended display on the town team's website where further feedback is invited.

The Gazebo project was initially for use during the 2016 Crediton Food & Drink Festival. They have since been made available to other community groups and proved to be a valuable asset for the town. They were, for example, used at the Christmas Lights Switch On event in November and will be in constant use throughout the 3-week Crediton Festival this summer.

3.0 The High Street Innovation Fund is now fully allocated and the programme is closed.

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Background Papers:

File Reference:

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