

# Public Document Pack

Mid Devon District Council

## Economy Policy Development Group

Thursday, 10 January 2019 at 5.30 pm  
Exe Room, Phoenix House, Tiverton

Next meeting  
Special meeting, Tuesday, 29 January 2019 at 5.30 pm

Those attending are advised that this meeting will be recorded

## Membership

Cllr Mrs A R Berry  
Cllr A Bush  
Cllr Mrs C Collis  
Cllr J M Downes  
Cllr S G Flaws  
Cllr Mrs S Griggs  
Cllr Mrs B M Hull (Chairman)  
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      **Apologies and Substitute Members**  
To receive any apologies for absence and notice of appointment of substitutes.
- 2      **Declaration of Interests under the Code of Conduct**  
Councillors are reminded of the requirement to declare any interest, including the type of interest, and reason for that interest, either at this stage of the meeting or as soon as they become aware of that interest.
- 3      **Public Question Time**  
To receive any questions relating to items on the Agenda from members of the public and replies thereto.
- 4      **Minutes (Pages 5 - 10)**  
Members to consider whether to approve the minutes as a correct record of the meeting held on 8 November 2018.

- 5 **Chairman's Announcements**  
To receive any announcements that the Chairman may wish to make.
- 6 **Performance and Risk for 2018/19** (*Pages 11 - 18*)  
To receive a report from the Director of Growth & Chief Executive providing Members with an update on performance against the Corporate Plan and local service targets for 2018/19 as well as providing an update on the key business risks.
- 7 **Financial Monitoring**  
To receive a verbal report from the Group Manager for Financial Services presenting a financial update in respect of the income and expenditure so far in the year.
- 8 **Budget 2019/20 - update** (*Pages 19 - 28*)  
To receive a report from the Deputy Chief Executive (S151) to review the revised draft budget changes identified and to discuss any further changes required in order for the Council to move towards a balanced budget for 2019/20.
- 9 **Shopfront Enhancement Schemes** (*Pages 29 - 34*)  
To receive a report from the Head of Planning and Regeneration providing Members with an update on shopfront enhancement schemes and to seek Members' approval to continue / re-instate such schemes in each of the three main market towns in the District.
- 10 **Economic Development Service Update** (*Pages 35 - 38*)  
To receive a report from the Head of Planning, Regeneration & Growth updating Members on progress with key Economic Development Service Priorities.
- 11 **Identification of items for the next meeting**  
Members are asked to note that the next meeting of the Economy PDG will be a special meeting on Tuesday 29<sup>th</sup> January 2019 to consider the Economic Strategy for Mid Devon District Council and to make recommendation to the Cabinet.

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

**Stephen Walford**  
Chief Executive  
Wednesday, 2 January 2019

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](mailto:slees@middevon.gov.uk)

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## MID DEVON DISTRICT COUNCIL

**MINUTES** of a **MEETING** of the **ECONOMY POLICY DEVELOPMENT GROUP** held on 8 November 2018 at 5.30 pm

### **Present**

#### **Councillors**

Mrs B M Hull (Chairman)  
Mrs C P Daw, A Bush, Mrs C Collis, J M Downes,  
S G Flaws, Mrs S Griggs and F J Rosamond

### **Apologies**

#### **Councillors**

Mrs A R Berry and Mrs N Woollatt

### **Also Present**

#### **Councillors**

R J Chesterton and R Evans

### **Present**

#### **Officers**

Stephen Walford (Chief Executive), Catherine Yandle (Group Manager for Performance, Governance and Data Security), Joanne Nacey (Group Manager for Finance), John Bodley-Scott (Economic Development Team Leader), Chris Shears (Economic Development Officer) and Sarah Lees (Member Services Officer)

## 38 **Apologies and Substitute Members**

Apologies were received from Cllr Mrs A R Berry, who was substituted by Cllr Mrs C P Daw. Apologies were also received from Cllr Mrs N Woollatt.

## 39 **Declaration of Interests under the Code of Conduct**

There were no declarations of interest given.

## 40 **Public Question Time**

There were no members of the public present.

## 41 **Minutes**

The Minutes of the meeting held on 6 September 2018 were confirmed as a true and accurate record and **SIGNED** by the Chairman.

## 42 **Chairman's Announcements**

The Chairman informed the Group that the Council had been shortlisted for a national award by the Local Government Chronicle (LGC) as an example of a council pushing forward economic growth. The final judging process will be held in London in January to choose the overall winners, and officers from Mid Devon would be attending to make the best possible case for the council.

#### 43 **Performance & Risk for 2018/19**

The Group had before it, and **NOTED**, a report \* from the Director of Growth and Chief Executive providing Members with an update on performance against the Corporate Plan and local service targets for 2018/19 as well as providing an update on the key business risks.

The following was highlighted within the report:

- The number of businesses assisted was above target. Businesses had to have been assisted for a minimum of an hour to be included in this figure.
- The Council had also been instrumental in two successful bids for LEADER funding for Mid Devon businesses.
- The number of empty shops in Tiverton was above target. The question was asked as to why this might be the case. It was explained that these figures only ever represented a snapshot in time. If a premises was not trading on the day the data was collected then it was recorded as being empty even though it might be being refurbished or due to open shortly. It was stated that the figures had been taken in July but were improving quarter by quarter.
- It was explained that the trend seemed to be that shops were moving away from the periphery of towns towards the centre although this was not entirely the case for Tiverton.

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

#### 44 **Financial update for the six months to 30 September 2018**

The Group had before it, and **NOTED**, a report \* from the Deputy Chief Executive (S151) presenting a financial update in respect of the income and expenditure so far in the year.

The following was highlighted within the report:

- The forecasted end of year position was currently predicted to be an overall deficit of £305k. For the Economy area a small fraction of this related to car parking. Overall Planning income was down but this was reflected nationally. This left the Council in a difficult position as it was a demand led service. However, the Council was working with a consortium of developers to bring forward the most strategic sites. It had a known list of developers and a known list of sites and was proactively working to bring the two together where it could. The Council had also set up its own property company with the profits from any sales coming back to the General Fund. Nationally councils may receive further powers in the future to encourage developers to build out previously approved planning applications. The Cabinet Member of Planning and Economic Regeneration also assured the Group that it was likely that once the Local Plan had been adopted many more consented planning applications would be built out.
- It was confirmed that officers were looking at the infrastructure regarding major applications from the outset and working proactively with the necessary parties.
- The Council had seen some growth in Business rates.

- The Housing Revenue Account was showing a small deficit of £10k.
- Figures for October were looking similar to those presented to the Group for this meeting.

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

#### 45 **Draft 2019/20 General Fund and Capital Budgets**

The Group had before it, and **NOTED**, a report \* from the Deputy Chief Executive (S151) considering the initial draft 2019/20 budget and options available in order for the Council to set a balanced budget and agree a future strategy for further budget reductions for 2020/21 onwards.

The following overview was provided:

- The initial aggregation of all service budgets currently indicated a General Fund budget gap of £661k.
- 2019/20 would be the fourth and final year of a four year fixed funding settlement which would see a further reduction of £179k bringing Revenue Support Grant to nil for 2019/20.
- The provisional settlement for 2019/20 would be due on 5<sup>th</sup> December.
- Pay estimates had increased nationally and locally having a negative impact on the budget position for next year.
- A prudent assumption had been made with regard to Business Rate retention.
- Other assumptions had included a slight increase in waste and cemetery fees.
- One of the main risks included a change in the calculation of New Homes Bonus (NHB) which was deemed to be more complicated than it had been previously. Although the Council limited the use of New Homes Bonus to support its revenue budget it did use it extensively to fund its capital programme.

Discussion took place regarding:

- The opportunities Members have had, and continue to have, regarding their input into the budget setting process.
- Members were encouraged to come forward as soon as they could with ideas which may have a positive effect upon the budget, for example, doing things in a different way or following the example of other authorities who may be running a service at a lower cost but providing the same level of service to the customer.
- By 2020/21 the Council would need to be financially self-sufficient. Whilst this presented a difficult financial situation, the Council was still finding ways to do things better and still considering partnership working where it could, for example the Devon Audit Partnership and the Joint Building Control Partnership with North Devon. The Chief Executive confirmed that officers would continue to do some research in this regard, bringing any tentative suggestions to the Cabinet. If these initial ideas were well received then further investigations and research would be undertaken and a detailed proposal brought back to the Cabinet via the Policy Development Group. At all stages Members would be involved in the decisions taken.

- It was stated that whilst these were challenging financial times, they did also present the Council with opportunities to look at doing things differently. It was not necessary to always look upon the financial future negatively.

The following information was requested to be provided to the Group:

- An explanation as to why there was nothing in the budget, under the budget code for PR420, entitled 'Tiverton Town Centre Regeneration Project'. However, it was explained that the reason for this may be due to the fact that the budget for this might be placed under property and assets and the upgrade of property, that is, the budget for this was under a different heading.

#### 46 Mid Devon Economic Profile

The Group had before it, and **NOTED**, a report \* from the Head of Planning and Regeneration providing Members with an updated profile of the Economy of the District.

The following was highlighted with the report:

- Mid Devon had seen an increase of 11% in the population in the last ten years and this was set to increase by a further 18% to 93,500 by the year 2033.
- There was a continuing trend of people moving out of the district for work.
- Mid Devon had very high employment rates compared to the rest of the country which represented both a strength and a weakness since whilst fewer people were claiming benefits, there were fewer people available to staff new businesses. There were also high levels of self-employment.
- Low productivity continued to be a problem and there was a predominance of low wage, low skilled jobs.
- The proportion of students achieving English Baccalaureate level was higher than the national average. However, this did not necessarily translate to young people accessing higher education.
- Devon had the lowest broadband connectivity and 4G coverage in the South West and Mid Devon had the lowest broadband speeds amongst EHOD authorities.

Discussion took place regarding:

- How to ensure that that new residents coming into Mid Devon, as a result of proposed major housing developments, were of the right demographic to ensure new Mid Devon businesses could be staffed. The masterplanning process and working with developers was crucial in addressing this issue.
- A balance needed to be struck between having high aspirations for the area and what could realistically be achieved.
- The provision of 'A' level education in Tiverton. This issue had been raised by the Scrutiny Committee previously, and the Chief Executive had recently met with the Principal of Petroc to discuss what the possibilities were. The Chief Executive and Scrutiny Chairman had been invited by the Principal to go and speak to students to gain an understanding of what was currently offered and the quality of provision.



- The point was made that retired people or those with children, who did not claim job seekers allowance, were not included in these figures but were often very capable and had the required skills to undertake working employment.

More information was requested in relation to the following:

- The population of working age within Mid Devon compared to the total resident population.
- The finances that would be required for a school to provide 'A' levels as well as how many 16-18 year olds travelled out of the district to attend 'A' level courses elsewhere.

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

#### 47 **Economic Development Service Update**

The Group had before it, and **NOTED**, a report \* from the Head of Planning, Regeneration and Growth updating Members on progress with key Economic Development Service Priorities.

The following was highlighted within the report:

##### Devon Hydro and Smart Grid Project ('Mills Project')

The funding bid to the Heritage Enterprise was unsuccessful but feedback had been received that consideration could be given to submitting a project purely focused on Thorverton Mill as this had the strongest links to the heritage element of the funding programme. It also had business units inside the premises which would be looked upon favourably.

The team were still looking at tapping into other funds to support the Tiverton Weir Project. Discussions were continuing with the Environment Agency with the aim of getting a scheme registered before the end of March 2019 so that it qualified for the feed-in tariff.

##### Enquiries and Investments

Discussions were ongoing with landowners to bring employment sites forward that were of a high calibre and strategically significant to enable future growth.

##### LEADER Programme

The EU funded LEADER programme was fast drawing to a close. The deadline for full applications was 15<sup>th</sup> November. The fund was currently over 70% committed with further large applications in the pipeline. However, there was a reasonable expectation that the fund would be able to be fully committed within the timescales.

##### Tiverton Market Events

A brief discussion took place regarding whether people who attended the Electric Night events returned to the town on other occasions and what was being done to ensure that happened. It was confirmed that these events did bring in a different type

of clientele to the town and that whilst the events in themselves did not generate income they certainly 'washed their face'. It was suggested that if Members had any concerns or questions regarding these events then they should speak directly to the Town Centre and Market Manager so that a productive discussion could take place regarding increasing footfall to the town. Those discussions and suggestions could then be reflected back to the Group.

It was stated that market traders were working together much better and that footfall on particular days was going up. A difference had been noticed within the last 6 weeks. Shops had not been willing to open on Electric Nights. The Market Manager had a hard job in trying to change the mindset of some traders. However, the Council had a responsibility in trying to help the town help itself. It was the facilitator to try and ensure that this happened.

The removal or relocation of the benches in Phoenix Lane would not get rid of anti-social behaviour (ASB) within the town. This needed to be tackled by working with the Police. Members were encouraged to report all ASB to the Police.

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

#### 48 **Identification of items for the next meeting**

No further items were identified to be on the agenda for the next meeting other than those already listed.

(The meeting ended at 7.10 pm)

**CHAIRMAN**

## ECONOMY PDG 10 JANUARY 2019

### PERFORMANCE AND RISK FOR 2018/19

**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 2018/19 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 2018/19 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 An Economic Development Service Update which covers specific projects is a separate item on this agenda.
- 2.2 Regarding the Corporate Plan Aim: **Focus on business retention and growth of existing businesses:** we record **Businesses assisted** which is

above target; they have to be assisted for a minimum of an hour to be included in this figure. MDDC has also been instrumental in two successful bids for LEADER funding for Mid Devon businesses so far this year.

- 2.3 Regarding the Corporate Plan Aim: **Improve and regenerate our town centres with the aim of increasing footfall, dwell-time and spend in our town centres:** for Empty Shops, the vacancy rates have not been done yet for December but are expected to show an improvement over Q2.

### **3.0 Risk**

- 3.1 The Corporate risk register has been reviewed by Group Managers' Team (GMT) and updated. Risk reports to committees include risks with a total score of 10 or more. (See Appendix 2)
- 3.2 Appendix 3 shows the risk matrix for MDDC for this quarter. If risks are not scored they are included in the matrix at their inherent score which will be higher than their current score would be.

### **4.0 Conclusion and Recommendation**

- 4.1 That the PDG reviews the performance indicators and risks for 2018/19 that are outlined in this report and feeds back any areas of concern to the Cabinet.

**Contact for more Information:** Catherine Yandle, Group Manager for Performance, Governance and Data Security ext 4975

**Circulation of the Report:** Management Team and Cabinet Member

### Corporate Plan PI Report Economy

Monthly report for 2018-2019  
 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	Group to Manager	Officer Notes
<u>Number of business rate accounts</u>	2,963 (6/12)		3,000	3,004	3,004	3,044	3,049	3,049	3,054								Andrew Jarrett	

##### 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	Group to Manager	Officer Notes
<u>Businesses assisted</u>	195 (8/12)		250	25	49	72	93	113	129	162	177						None	(November) Provisional numbers (JB)

##### 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	Group to Manager	Officer Notes
<u>Increase in Car Parking Vends</u>	53,420 (7/12)			49,410	51,507	51,931	53,629	53,627	51,547	52,273							Andrew Jarrett	
<u>The Number of Empty Shops (TIVERTON)</u>	25 (2/4)		18	n/a	n/a	22	n/a	n/a	21	n/a	n/a	n/a	n/a	n/a	n/a		Adrian Welsh	(Quarter 2) July 2018 slight improvement - 21 vacant units representing 9% of available units (JB)
<u>The Number of Empty Shops (CREDITON)</u>	8 (2/4)		8	n/a	n/a	10	n/a	n/a	8	n/a	n/a	n/a	n/a	n/a	n/a		Adrian Welsh	(Quarter 2) 8 units representing 6.8% of the total retail units (JB)
<u>The Number of Empty Shops (CULLOMPTON)</u>	9 (2/4)		8	n/a	n/a	6	n/a	n/a	7	n/a	n/a	n/a	n/a	n/a	n/a		Adrian Welsh	(Quarter 2) Vacancy rate on 17th July was 8.2% (7 vacant units) (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	Group to Manager	Officer Notes
<u>Funding awarded to support economic projects</u>	£25,459 (2/4)			n/a	n/a	£0	n/a	n/a	£160,395	n/a	n/a		n/a	n/a			Adrian Welsh	(Quarter 2) £133,178 LEADER funding awarded to Newton Equine Services £27,217 LEADER funding

<b>Corporate Plan PI Report Economy</b>																		
<b>Priorities: Economy</b>																		
<b>Aims: Other</b>																		
<b>Performance Indicators</b>																		
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	Group Manager	Officer Notes
																		awarded to Harefield Barn, Shobrooke (JB)

## Economy PDG Risk Management Report - Appendix 2

Report for 2018-2019

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: Commercial Land supply** Failure to identify commercial land supply will stunt economic growth

**Effects (Impact/Severity):**

**Causes (Likelihood):**

Service: Planning

<b>Current Status: Medium (10)</b>	<b>Current Risk Severity: 5 - Very High</b>	<b>Current Risk Likelihood: 2 - Low</b>
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Service Manager: Jenny Clifford

**Review Note:** Local Plan Review identifies employment land.

**Risk: Funding** Insufficient resources to deliver growth aspirations of Corporate Plan.

**Effects (Impact/Severity):** Reputational

Local impact on service provision to Mid Devon businesses resulting in reduced opportunities for those businesses, which other Districts may be able to offer = business migration

**Causes (Likelihood):** Loss of EU funding

Loss of Central Government funding

Changes to funding priorities

Service: Growth, Economy and Development

<b>Current Status: Medium (12)</b>	<b>Current Risk Severity: 4 - High</b>	<b>Current Risk Likelihood: 3 - Medium</b>
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Service Manager: Adrian Welsh

**Review Note:** Multiple work streams requiring staff resource and wide skill set, lack of success to lever in funding to deliver growth and associated infrastructure.

Consequence: Failure to realise growth aspirations, hampers economic growth, insufficient housing to meet needs, lack of progress on strategic sites, failure to secure business rate growth, Garden Village project does not happen or does not meet GV quality aspirations.

Mitigation: Prioritisation of staff resource, bids and expression of interest submissions to suitable Government funding streams to deliver infrastructure, unlock sites and cover costs of staff resource, effective utilisation of s106 monies, develop collaborative and partnership working

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# Risk Matrix Economy Appendix 3

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

<b>Risk Likelihood</b>	<b>5 - Very High</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>
	<b>4 - High</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>
	<b>3 - Medium</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>1 Risk</b>	<b>No Risks</b>
	<b>2 - Low</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>1 Risk</b>	<b>1 Risk</b>
	<b>1 - Very Low</b>	<b>No Risks</b>	<b>No Risks</b>	<b>No Risks</b>	<b>1 Risk</b>	<b>No Risks</b>
	<b>1 - Very Low</b>	<b>2 - Low</b>	<b>3 - Medium</b>	<b>4 - High</b>	<b>5 - Very High</b>	
	<b>Risk Severity</b>					

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## Economy PDG 10 January 2019

### Budget 2019/20 - Update

**Cabinet Member** Cllr Peter Hare-Scott  
**Responsible Officer** Deputy Chief Executive (S151), Andrew Jarrett

**Reason for the report:** To review the revised draft budget changes identified and discuss any further changes required in order for the Council to move towards a balanced budget for 2019/20.

**RECOMMENDATION:** To consider and agree the updated General Fund budget proposals for 2019/20 included in Appendix 1 and the Capital Programme included in Appendix 2.

**Relationship to the Corporate Plan:** To deliver our Corporate Plan's priorities within existing financial resources.

**Financial Implications:** Now the Council has received notification of the Provisional Settlement it is imperative that it matches current and ongoing expenditure plans to estimated sources of income/funding.

**Legal Implications:** None directly arising from this report, although there is a legal obligation to balance the budget. There are legal implications arising from any future consequential decisions to change service provision, but these would be assessed at the time.

**Risk Assessment:** Service Managers and Finance staff have assessed volatility in income and large contractor budgets, taking account of current and estimated future demand patterns. This position has been revised based on an additional two months of financial monitoring information and the changes announced in the Provisional Settlement released on the 13/12/18. In addition prudent levels of reserves will also continue to be maintained.

**Equality Impact Assessment:** There are none identified.

#### 1.0 Introduction

- 1.1 On the 13 December 2018 the Council received the Provisional Settlement from Central Government. The Provisional Settlement confirmed some of our previous assumptions namely; that we would not be successful in our bid for 75% Business Rates Retention; that the Government would not impose negative Revenue Support Grant and that, New Homes Bonus calculations would not change significantly.
- 1.2 From our reading of the Settlement we have been fortunate to receive some recognition of our rurality through an increase to Rural Services Delivery Grant (RSDG) of £92,185. The Settlement also brought an unexpected bonus of £33,408 which relates to a redistribution of excess Business Rates levy which

the Government announced as part of the Settlement. Our overall Business Rates forecast was robust and we saw a small increase of £11,720 when the tariff figures were confirmed. There will be a further movement on Business Rates when we confirm our figures in our NNDR return which we will submit at the end of January. Any movement in our Business Rates figures at this time will be mitigated by a transfer to or from the Business Rates Smoothing Reserve. We anticipate that this NNDR1 will highlight further growth in our Business Rates.

- 1.3 The New Homes Bonus grant calculations have been a “moving feast” with additional affordable homes (72) increasing our allocation and the top-slice of growth not being quite as high as we had anticipated. Now the figures have been confirmed, our allocation for 2019/20 is confirmed at £1,243,503 which reflects a positive increase in 2018/19 to the housing stock across the district.
- 1.4 As part of the Settlement the Council has also been given the freedom to raise its Council Tax by up to 3% (before a referendum is triggered). This would raise an additional £27k from the £5 increase which was provisionally indicated at Cabinet in October.

## 2.0 2019/20 General Fund Budget - Revised Position

- 2.1 Since the first round Cabinet and PDG meetings the Finance team and service managers have been revisiting a range of budgets to deliver more savings or increase income levels. Please see summary table below:

**Table 1 – Reconciliation of Major 2019/20 Budget Variances**

<b>Variances</b>	<b>Amount £k</b>
<b>19/20 Budget Shortfall (Cabinet Report 25/10/18)</b>	<b>662</b>
Further Cost Pressures identified	358
Additional Savings identified	(437)
Additional (net) recharge to HRA	(63)
Minimum Revenue Provision (MRP) reduction	(66)
Additional Rural Services Delivery Grant	(92)
3% increase in C/Tax (£5 previously built in)	(27)
Business Rates Levy Re-distribution	(33)
Business Rates Tariff adjustment	(12)
Council Tax growth	(37)
<b>Draft budget gap for 2019/20 (See Appendix 1)</b>	<b>253</b>

## 3.0 Conclusion

- 3.1 It is encouraging that the Council has managed to significantly close the budget gap of £662k discussed at earlier meetings, considering the factors that have been outside of our control such as the new pay scales and the reduction of spinal points which has created significant pressure in areas such as Waste; Street Scene and; Leisure which employ significant numbers of lower-earners.

- 3.2 Moving forward Members and officers need to look to the pressures over the next few years reflected in our recently updated MTFP and our need to address ongoing pressures which cannot be satisfactorily addressed by the one-off use of reserves.
- 3.3 In order to conclude the statutory budget setting process, this updated draft budget position will go through Cabinet, another round of PDG's, Scrutiny, and a final meeting of the Cabinet before being agreed at Full Council on the 27<sup>th</sup> February 2019. During this period officers will continue to identify and examine further savings possibilities that can reduce the current budget gap.

**Contact for more information:** Andrew Jarrett – Deputy Chief Executive (S151) / [ajarrett@middevon.gov.uk](mailto:ajarrett@middevon.gov.uk) / 01884 234242

**Background Papers:** Draft 2019/20 Budget Papers  
Provisional Settlement Email

**Circulation of the Report:** Leadership Team, Cabinet Member for Finance, and relevant Service Managers

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## Appendix 1 – Budget Movements since Cabinet Meeting 25 October 2018

	£k
<b>Budget Gap as reported to Cabinet 25 Oct 2018</b>	662
MRP realignment – based on a revised Capital Programme	-66
Waste - DCC shared savings - reduction in estimates	50
Legal Services – reduction in staff costs (since round 1)	-26
Phoenix House hearing loop	5
Reduction in vehicle sinking fund	-150
Planning income pressure	150
Duty Manager – Planning advice	-20
Increase interest income	-56
Additional interest payable	14
Net increase in recharge to HRA	-63
Growth in Council Tax figures	-37
Assumption of 2.99% increase in Council Tax	-27
Parking patrols	9
Reduction in standby budget	-5
Reduction in preceptors contribution to Revenue recovery	7
Business Rates Tariff figures adjustment from Settlement	-12
Additional Rural Services Delivery Grant	-92
Levy Account Surplus Draft Allocation	-33
Additional transfer to Earmarked reserves	59
Waste – reduction in allowance for vacancies and other salary savings	-80
Minor budget alignments	-36
<b>Draft budget gap for 2019/20</b>	<b>253</b>

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## Provisional Capital Programme 2019/20

## Appendix 2

	1st Draft Budgeted Capital Programme (per 25/10/18 Cabinet)	2nd Draft Budgeted Capital Programme (for 03/01/19 Cabinet)
	2019/20 £k	2019/20 £k
<b><u>Estates Management</u></b>		
<b><u>Leisure - Site Specific</u></b>		
<b><u>Exe Valley Leisure Centre</u></b>		
Spinning Room - New window - improve light	20	20
Leisure Spinning Bike Replacement - <b>all sites</b>	60	60
<b><u>Culm Valley sports centre</u></b>		
Fitness Gym Kit Replacement	185	185
<b>Total</b>	<b>265</b>	<b>265</b>
<b><u>Other MDDC Buildings</u></b>		
<b><u>MSCP Improvements</u></b>		
MSCP-Top Deck surfacing	70	70
<b><u>MDDC Depot sites</u></b>		
Carlu Close - Potential Air Conditioning units	25	25
Carlu Close - Interceptor upgrade (correct class)	30	30
Carlu Close - Solar PV options	20	20
<b><u>Cemeteries</u></b>		
Tiverton Cemetery - Infrastructure extension	80	80
<b><u>Other Projects</u></b>		
Land drainage flood defence schemes	25	25
Homeless Emergency Shelter Options Project		75
<b><u>* General Fund Development Schemes</u></b>		
Tiverton redevelopment project	1,500	0
<b>Total</b>	<b>1,750</b>	<b>325</b>
<b>* All developments schemes are subject to acceptable Business Case</b>		
<b><u>Economic Development Schemes</u></b>		
* Hydro Mills Electricity Project	680	680
<b>Total</b>	<b>680</b>	<b>680</b>
<b>* All Economic Development schemes are subject to acceptable Business Case</b>		
<b><u>ICT Projects</u></b>		
UPS Power supplies refresh	25	25
Continuous replacement/Upgrade of WAN/LAN (networking hardware switches)	100	100
Lalpac Licensing System replacement (SN)	80	80
Replacement Access Database - Property Services		100
<b>Total</b>	<b>205</b>	<b>305</b>

	Budgeted Capital Programme (per 25/10/18 Cabinet)	Budgeted Capital Programme (for 03/01/19 Cabinet)
	2019/20	2019/20
<b><u>Affordable Housing Projects</u></b>		
Grants to housing associations to provide houses (covered by Commuted Sums)	117	117
<b>Total</b>	<b>117</b>	<b>117</b>
<b><u>Private Sector Housing Grants</u></b>		
Empty homes and enforcement	108	108
Disabled Facilities Grants–P/Sector	562	562
<b>Total</b>	<b>670</b>	<b>670</b>
<b>TOTAL GF PROJECTS</b>	<b>3,687</b>	<b>2,362</b>
	<b>0</b>	<b>0</b>
<b><u>Other General Fund Development Projects</u></b>		
<b><u>Housing Schemes</u></b>		
Waddeton Park - 75 Affordable Homes	2,000	2,000
<b><u>Other</u></b>		
Land acquisition for operational needs		600
<b>TOTAL GF OTHER DEVELOPMENT PROJECTS</b>	<b>2,000</b>	<b>2,600</b>
<b>GRAND TOTAL GF PROJECTS</b>	<b>5,687</b>	<b>4,962</b>
<b><u>HRA Projects</u></b>		
<b><u>Existing Housing Stock</u></b>		
Major repairs to Housing Stock	2,325	2,285
Renewable Energy Fund	300	250
Home Adaptations - Disabled Facilities	300	300
<b>* <u>Housing Development Schemes</u></b>		
Replace end of life HRA Assets	2,000	2,000
Council Housing building schemes to be identified	2,000	2,000
<b>* Proposed Council House Building / industrial units schemes subject to full appraisal</b>		
<b>Total</b>	<b>6,925</b>	<b>6,835</b>
<b>* Proposed Council House Building / industrial units schemes subject to full appraisal</b>		
<b>TOTAL HRA PROJECTS</b>	<b>6,925</b>	<b>6,835</b>
	<b>0</b>	<b>0</b>
<b><u>OTHER HRA DEVELOPMENT PROJECTS</u></b>		
<b><u>Housing Schemes</u></b>		
Round Hill Tiverton- Site	1,500	1,500
<b>TOTAL OTHER HRA DEVELOPMENT PROJECTS</b>	<b>1,500</b>	<b>1,500</b>
<b>GRAND TOTAL HRA PROJECTS</b>	<b>8,425</b>	<b>8,335</b>
<b>GRAND TOTAL GF + HRA PROJECTS</b>	<b>14,112</b>	<b>13,297</b>

Budgeted Capital Programme (per 25/10/18 Cabinet)

Budgeted Capital Programme (for 03/01/19 Cabinet)

2019/20

2019/20

**MDDC Funding Summary**

**General Fund**

	2019/20 £k	2019/20 £k
<b>EXISTING FUNDS</b>		
Capital Grants Unapplied Reserve	951	951
Capital Receipts Reserve	31	31
NHB Funding	417	592
Other Earmarked Reserves	188	188
Other Funding	600	600
<b>Subtotal</b>	<b>2,187</b>	<b>2,362</b>
<b>NEW FUNDS</b>		
PWLB Borrowing	3,500	2,600
<b>Subtotal</b>	<b>3,500</b>	<b>2,600</b>
<b>Total General Fund Funding</b>	<b>5,687</b>	<b>4,962</b>

**Housing Revenue Account**

	0 £k	0 £k
<b>EXISTING FUNDS</b>		
Capital Receipts Reserve	1,065	1,065
NHB Funding	21	21
HRA Housing Maintenance Fund	2,000	2,000
Other Housing Earmarked Reserves	2,697	2,607
<b>Subtotal</b>	<b>5,783</b>	<b>5,693</b>
<b>NEW FUNDS</b>		
PWLB Borrowing	2,642	2,642
<b>Subtotal</b>	<b>2,642</b>	<b>2,642</b>
<b>Total Housing Revenue Account Funding</b>	<b>8,425</b>	<b>8,335</b>

<b>TOTAL FUNDING</b>	<b>14,112</b>	<b>13,297</b>
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## ECONOMY PDG

10<sup>TH</sup> JANUARY 2019

### REPORT OF THE HEAD OF PLANNING, ECONOMY AND REGENERATION

#### SHOPFRONT ENHANCEMENT SCHEMES

**Cabinet Member(s):** Cllr Richard Chesterton  
**Responsible Officer:** Jenny Clifford, Head of Planning, Economy and Regeneration

**Reason for Report:** To provide members with an update on shopfront enhancement schemes and to seek members' approval to continue / re-instate such schemes in each of the three main market towns in the District.

**RECOMMENDATION:** That members approve a seed fund totalling £15,000 to maintain / re-instate shopfront enhancement schemes for the three main market towns in the District.

**Relationship to Corporate Plan:** It supports the corporate objectives for the economy, in particular 'Improving and Regenerating our Town Centres.'

**Financial Implications:** This report is seeking approval for a total council investment of £15,000 across the district to maintain or re-instate shopfront enhancement schemes in each of the three market towns. This will be used as seed funding to supplement or attract other sources of funding, with the intention that each town has a shopfront enhancement pot of at least £15,000 comprising a blend of council funding (£15,000 in total for all towns combined) and that from other sources. The exact funding package will be different for each town. This is due to the utilisation of planning related S106 funding in certain locations such as £30,000 contribution towards this fund from the Lidl foodstore proposal in Tiverton. The £15,000 Council funding has been identified as a commitment for 19/20 within the Growth and Economy and Delivery budget.

**Legal Implications:** It is not considered that there are any significant legal implications of continuing the scheme. Contributions sought from development towards the scheme would be subject to s106 legal agreement.

**Risk Assessment:** It is not envisaged that there are any significant risks with regard to continuing with this scheme. There is a risk that by not continuing with the shopfront enhancement scheme that the appearance of the town centres could be compromised and this in turn could affect the success of the local economy.

**Equality Impact Assessment:** None anticipated.

#### 1.0 Introduction

1.1 It is recognised that the visual attractiveness of a town centre is an important element in consumers' choices about where to shop and spend leisure time. The state of repair and decorative condition of shopfronts is an important

element of this visual impact and therefore a major contributor to a town's vitality and economic success.

- 1.2 Over a period of several years, the Council has administered three shopfront enhancement schemes across the District, firstly in Crediton as part of a Heritage Economic Regeneration Scheme, then in Cullompton to support regeneration in the town centre and more recently in Tiverton as part of the High Street Innovation Fund. Each of these schemes has had a slightly different focus and been funded from different sources. However, they have all been run in a similar way, providing up to 50% match funded grants to property owners and shopkeepers for minor (and sometimes major) repairs, repainting, new signage, and small structural adaptations etc. These grants encourage shop-owners to keep their properties in a good state of order and help to maintain the special status of town centre conservation areas. This is particularly important at a challenging time for retail businesses due to structural changes in the retail market and the combined effect of low consumer confidence and increased cost of imports.
- 1.3 The schemes in each of the three main market towns in the District have now either ended, or have limited funds remaining and are therefore likely to close in the coming months. The Economic Development team would like to continue these schemes, in order to maintain this support for the town centre economy, help preserve conservation areas and as a way of engaging with and encouraging business owners to keep their premises in a state of good repair and attractive for customers.

#### ***Crediton Heritage Economic Regeneration Scheme (2002 - 2005)***

- 1.4 The Crediton Heritage Economic Regeneration Scheme (HERS) ran from 2002 – 2005, and was funded by a successful bid to English Heritage which awarded £255,000 over three years, with a further £30,000 coming from Devon County Council. The objective of the HERS was to target specific properties of historic importance within the town centre and provide grants to support repairs and refurbishment, preserving conservation features and making the properties more attractive to shoppers. Over the 3 years of the scheme, HERS grants were offered to a total of 23 properties focusing on the restoration of historic features and the repair of historic fabric. Even though the majority of grants were for minor restoration and refurbishment works, the amount of funding available allowed a small number of larger grants which facilitated substantial repairs to a couple of buildings. The HERS was linked with other regeneration activity in the town at the time including the New Town Square scheme and the Market and Coastal Towns Initiative. The Scheme closed in 2005.

#### ***Cullompton Shopfront Facelift Scheme – (2011 – present)***

- 1.5 The Cullompton Shopfront Facelift Scheme was launched in 2010 as part of wider initiatives to support regeneration in Cullompton town centre. The scheme was funded with £20,000 s106 contributions from the development of a new Tesco store in Station Road. Although linked to the conservation area,

the scheme did not focus purely on restoring historic features and repair to historic fabric, and has enabled more general redecoration and refurbishment work to properties in the town centre conservation area, as long as the project was in keeping with the conservation area management plan. The scheme provides up to 50% match funding to a maximum of £2,000 per application, although there have been a couple of 'double grants' to facilitate major repairs. To date, the scheme has enabled 14 projects to be funded. There is currently £2,100 left in the budget. (see Appendix A).

### ***Tiverton Shopfront Enhancement Scheme - (2015 – present)***

- 1.6 Introduced in 2015 on the model used in Cullompton, the Tiverton Shopfront Enhancement Scheme was funded through a grant of £15,000 from the Government-funded High Street Innovation Fund (HSIF). The scheme provides up to 50% match funding, to a maximum of £2,000 per shop. The scheme was initially targeted at those properties most in need of repairs and refurbishment, but more recently it has been open more generally to any shopkeeper in the Tiverton Conservation Area. To date the scheme has funded 19 shopfront improvements (See Appendix B). The scheme currently has an uncommitted balance of just over £2,250.

## **2.0 Continuing Shopfront Enhancement Schemes**

- 2.1 The Economic Development Team recognises the value of shopfront enhancement schemes in maintaining the visual attractiveness of the town centres, supporting the preservation of conservation areas and as a means of engaging with business owners and encouraging them to update and redecorate their properties at a time when they are potentially experiencing financial difficulties and therefore less likely to invest in their properties.
- 2.2 Experience has shown that a Shopfront Enhancement Scheme with a value of £15,000 could allow a three-year scheme to be set up, providing 50% match funded grants to a maximum of £2,000 per grant. Obviously, a larger scheme pot would allow larger grants for more substantial repairs, or a longer distribution period. The total scheme pot could be drawn from multiple sources, including initial seed funding from the Council, while further funding would be sought through s106 contributions where appropriate, pursuing other grant applications, or seeking contributions from town councils.
- 2.3 In Tiverton, £30,000 has already been negotiated under a s106 agreement to support the shopfront enhancement scheme via the Lidl foodstore planning application. In Cullompton, the Council is actively pursuing a partnership with Historic England which may in time allow larger grants for more substantial repairs and refurbishment, but this funding stream is unlikely to become available until 2020 at the earliest. In Crediton we would need to investigate what other sources of funding may be available.
- 2.4 The Economic Development Team is therefore seeking approval for £15,000 investment from the Council to act as a catalyst to re-establish shopfront enhancement schemes in each of the three market towns of Tiverton,

Cullompton and Crediton. The money will be used to draw down further contributions as detailed above. Once a minimum total scheme pot of £15,000 per town has been reached, then, the scheme would be rolled out in the eligible town.

**Contact for more Information:** John Bodley Scott; 01884 234363;  
[jbodleyscott@middevon.gov.uk](mailto:jbodleyscott@middevon.gov.uk)

**Circulation of the Report:** Councillor Richard Chesterton  
Leadership Team

**List of Background Papers:**



## Appendix A - Cullompton Shopfront Facelift Scheme

	Applicant		Grant
30/03/2011	CHIC	16 High Street	1,382.50
12/08/2011	China Orchid	20 High Street	1,534.00
07/09/2011		56-58 Fore Street	340.50
10/01/2013	Hospicare	52 Fore Street	1,599.00
14/03/2013		24 Fore Street	4,000.00
12/09/2013		50 Fore Street	2,000.00
23/10/2013	House Martins	15 Fore Street	2,000.00
04/12/2013	The White Hart	19 Fore Street	18.18
20/01/2013	Dynamic		200.00
07/01/2015		12-16 Fore Street	4,000.00
01/11/2015			400.00
02/12/2015	Devon Kitchen	8 Higher Street	70.00
	Pickwicks	43 Fore Street	105.50
29/03/2018	CoCo	18 Fore Street	250.00
	<b>Total</b>		<b>17,899.68</b>

## Appendix B – Tiverton Shopfront Enhancement Scheme

	Applicant	Grant
<b>2015-16</b>		
	Classic Cuts	£97.50
	The Wool Merchant	£225.00
<b>2016-17</b>		
	Body Language	£399.00
	Richard Grant Memorials	£429.00
	The Jolly Vintner	£473.40
	Easy Life	£543.61
	Chic It	£258.26
<b>2017-18</b>		
TSF1701	Courtenay's Bar	£905.20
TSF1702	Mademoiselle Mojo's	£540.00
TSF1703	Frou Frou	£918.50
TSF1704	Jo Amor	£1,229.50
TSF1705	formerly Jo Jo's	£440.00
TSF1706	GW Pack	£1,275.00
TSF1707	Lantic Gallery	£1,185.50
TSF1708	Grindstone Barbers	£369.50
TSF 1709	A&A Property Services	£410.00
TSF 1710	Tiverton BBQ	£450.00
<b>2018-19</b>		
TSF 1802	Monsieur Mojo	£1,000.00
TSF 1803	Carole King Interiors	£145.00
TSF 1804	Fleur de Lys	£276.42
	<b>Total Committed</b>	<b>£11,570.39</b>

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**ECONOMY PDG  
10<sup>TH</sup> JANUARY 2019**

## **REPORT OF THE HEAD OF PLANNING, ECONOMY AND REGNERATION**

### **ECONOMIC DEVELOPMENT SERVICE UPDATE**

**Cabinet Member(s):** Cllr Richard Chesterton  
**Responsible Officer:** Jenny Clifford, Head of Planning, Economy and Regeneration

**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

**Equality Impact Assessment:** None anticipated

#### **1.0 Introduction**

1.1 This report provides an update on the progress of key projects and initiatives developed or supported by the Growth, Economy and Delivery team (GED team).

#### **2.0 Devon Hydro and Smart Grid Project ('Mills Project')**

2.1 Works on the Environment Agency (EA) permissions have been continuing throughout November and December. At the time of writing, the full application to the EA is expected to be submitted by the end of December with the aim of achieving approvals in March.

2.2 As part of the submission to the EA, detailed design work is being undertaken to show the structural designs and works that will be required to the weir to enable the hydro generators to be installed. This work will also enable the planning process to be started within MDDC.

2.3 The Council's Economic Development Officer is continuing to work with the Hydro Mills Group to ensure that all 3 hydro projects are taken forward together (though permissions for each site will not be dependent on the other projects).

2.4 A business case has now been developed over the option of funding the project directly by the local authority rather than seek out other funding streams. This would enable the project to register for Feed In Tariffs (FITs) which would more than double

the income generated from the energy from the scheme (for the lifetime of the scheme), leading to a similar payback period compared to if grant funding was being received, but having a much longer term impact. The desirable scheme is estimated to cost approximately £650k with a payback period of 7.84 years if no grants were received but FITs registration is successful. The payback period already takes into account a maintenance cost for the scheme which should enable it to operate without additional investment for many decades.

### **3.0 Exeter and the Heart of Devon (EHOD)**

- 3.1 Building upon the last few years of successful delivery of economic activity across the EHOD area, the partnership is now looking to update its joint economic strategy in the New Year to reflect changing roles and areas of focus for each local authority and to ensure that the partnership continues to evolve.
- 3.2 The roles within the partnership are changing, with Exeter taking a much stronger focus on the skills agenda and other authorities identifying new areas of work for the authorities to consider.
- 3.3 Mid Devon continues to lead on business transformation – developing new ways that Councils can deliver business support, and looking at ways local authorities can become more commercially minded. MDDC are also the district authority representative on the management board for the Growth Support Programme, which we helped to develop.

### **4.0 LEADER Programme**

- 4.1 The LEADER programme is now closed for new applications. As of 1<sup>st</sup> December 2018 there was £121,663 remaining in the budget, with full applications still to be considered amounting to over £488,000. There may be an opportunity to share in the national underspend for this programme, which could help fund some of this potential overspend. The Local Action Group will have until the end March 2019 to decide which applications to support. There is now very little doubt that the original allocation of £1.29 million will be spent, with the opportunity to draw down further funding in the order of a couple hundreds of thousands for the benefit of small businesses in the district.

### **5.0 Destination website**

- 5.1 In partnership with the Tourist Information Service (TIS) and Tiverton Museum we have submitted an application to the LEADER fund for a destination website to help promote the District and collate all the relevant information on one site. The TIS will maintain the site and produce a visitor guide each year with the support of the Council. We hope to hear if we are successful in February 2019. We had over 25 letters / emails from different organisations and businesses in support of this project.
- 5.2 The project will create a central website for the promotion of leisure related activities to attract visitors to Mid Devon and inform residents of the range of local activities and attractions available to them. At present there are no coordinated marketing efforts for Mid Devon. The Mid Devon Attractions Group recently identified this as a contributing factor to the lower levels of tourism in comparison to other Devon districts.

5.3 We are planning to have an interactive map which will promote our walking and cycling routes, places to eat, accommodation, tourist attractions, farmers' markets and shopping areas. The website will allow visitors to create their own itinerary by designing a 'to do' list of activities such as walking routes that are appropriate to their needs, encouraging them to spend more time in the area.

## **6.0 Master planning: Tiverton town centre**

6.1 A report went to Cabinet on 22 Nov 2018 to consider the summary of responses following the Stage 1 public consultation on the Tiverton Town Centre Masterplan, including a summary of the key themes that have emerged through the consultation exercise and the next steps. There were a number of recommendations but importantly it was resolved that the production of the masterplan progresses towards stage 2 public consultation. A first working draft of the masterplan is expected shortly.

## **7.0 Devon and Somerset Metro project.**

7.1 This project seeks to deliver new railway stations at Cullompton and Wellington and involves officers working in partnership with a range of stakeholders and interested parties.

### 7.2 Business case appraisal update

Business case appraisals for new stations at both Cullompton and Wellington have been looked at and take account of findings from 2014 work on travel patterns from the new stations; predictions of patronage levels and updated economic assessment based on revised cost information (£14 million capital cost assumed for each station at this stage). Patronage is predicted to be 400 journeys per day to/from Cullompton. We are advised to treat these figures with caution, but that they do not appear out of scale with patronage figures from Cranbrook and Newcourt each of which reached over 250 journeys / day in year 2. In terms of value for money, two scenarios were tested -where the project meets the cost of providing the train service between Exeter and Taunton plus the cost of operating the stations (Cullompton value for money category: High) and the project meeting just the cost of operating the stations without the cost of the service (Cullompton: Very high).

### 7.3 Station feasibility study

A brief was prepared to commission high level work to understand how the two stations at Cullompton and Wellington can be physically accommodated on the proposed sites in order to result in a report on the ability of the sites to accommodate the station facilities and rail infrastructure. Consultants have now been appointed and the work is underway. It is expected that results will be available late December. The brief includes an expectation that the consultant will give a presentation at a future metro group meeting of preliminary findings.

## **8.0 Tiverton Market Events**

### 8.1 Market Events

The Market has recently introduced a number of new events, including a monthly Farmers Market, a 6 monthly Holistic and Wellbeing event, a Wild West day, monthly car boot sales, a 'Last Minute Gift Fair', and regular Art

and Craft sessions on Wednesdays. This includes drawing, rural crafts such as spinning and weaving and making craft articles. During December up to Christmas Eve the market will be open 7 days a week. In November The Market held a special event for Remembrance Day with displays of over 2,000 drawings and paintings of poppies produced by pupils from 13 schools in and around Tiverton, together with knitted poppies donated by the public.

#### 8.2 Social Media and Promotion

During the last 6 months social media (Facebook, Twitter and Instagram) is being used to promote market and town events and has helped to expand promotional reach. As an example the Christmas switch-on post (Light up Tiverton) reached over 40,000 people with 3,600 views (reported as one of the best visited switch-on for years) and the Reindeer visit on 22<sup>nd</sup> December already has over 30,000 people reached. Fliers are still produced and distributed through town centre businesses.

#### 8.3 General

Lettings at the market over the past year have been higher than 2017 with every month achieving the 'greater than 80%' target. Footfall counts at the market show a 3.9% increase over 2017 (done quarterly). 60% of goods on the market are from Devon/South Somerset and 95% of traders are also local i.e. within 25 miles.

#### 8.4 Town Centre Partnership

The Tiverton Town Centre Partnership has now been established and a constitution adopted. Sub groups looking at publicity and promotion have been created. A Christmas marketing campaign has been done and adopted. A preference has been expressed for Sunday opening in December up to Christmas rather than late night shopping. This has been progressed with over 50 shops agreeing to open. A Town Centre partnership Members Facebook site has been created (closed site for members only)

Tiverton recently appeared on 'Irish TV in UK' with a half hour programme on town and market. (This can be seen on line at <https://theirishintheuktv.com> and click onto episodes and we are number 82)

**Contact for more Information:** John Bodley Scott, 01884 234363  
[jbodleyscott@middevon.gov.uk](mailto:jbodleyscott@middevon.gov.uk)

**Circulation of the Report:** Cllr Richard Chesterton  
Leadership Team

**List of Background Papers:** None