

Appendix B - MDDC Economic Strategy - First Year Action Plan 2019-2020

Outcomes	Action	Financial Implications	SMART Objective	Timescale
Employment and Skills				
To increase the number of higher skilled, higher waged jobs in the district	Develop sector specific business support activities and investment packages, targeting industries which are more likely to create higher paid, higher skilled jobs	Officer time	Develop a core business support 'offer' by Sept 2019 Develop sector specific investment packages as a sub-set of support package activities (see below)	Sep 2019 Apr 2020
To work with Exeter and Heart of Devon partners to identify initiatives to increase skills levels within the district	Work with EHOD partners to establish training and skills initiatives and promote locally	None	Promote Construction Skills events being held in Exeter	Apr 2020
To work closely with Education and Training providers	Identify relevant skills partners to work on incubator/flexible workspace project & other initiatives	Officer time	To identify a training partner for incubation project.	Dec 2019
	Sponsor a Young Entrepreneur's Award as part of a Mid Devon Business Awards scheme	MDDC £7,000 + business sponsorship to fund individual awards.	To present the young entrepreneurs (under 25) award at the MD Business Awards event – business set up within the last two years.	Dec 2019
To engage with employers about their employment needs	Initiate a Business Champions scheme	None	Recruit business champions by Dec 2019	Dec 2019
Place				
To increase the viability and vitality of town centres – Strategic Direction	Deliver early milestones for Tiverton Town Centre Masterplan	Funding for initial stages of masterplan are identified in the Capital Programme	Market Walk landscaping completion March 2019 Subject to Cabinet approval of detailed scheme, completion April 2020	Mar 2019 Apr 2020

	Completion of stages 1 & 2 consultation of Cullompton Masterplan	MDDC £60,000	To complete a masterplanning process in Cullompton, with adoption of the masterplan in June 2020	Adoption June 2020
	Crediton Masterplan initiated	No spend in financial year 19-20	Define scope and staging of Crediton Masterplan project by June 2019	Jun 2019
To increase the viability and vitality of town centres – Practical Improvements	Deliver Shopfront Enhancement Schemes in each of the three market towns	S106 contributions £30,000 MDDC £15,000 Partner contributions £15,000	Set up shopfront enhancement schemes in Crediton and Cullompton by December 2019.	Dec 2019
	Implement public realm improvements in Tiverton	S106 contributions £10,000 identified. (detailed scheme to be developed)	Implement a public realm enhancement scheme as part of masterplan delivery	(Dependent on Masterplan delivery plan)
	Implement town centre wi-fi project where funding is available	S106 contributions £30,000 for Tiverton	Develop a clear project plan for delivering a free public wi-fi network in Tiverton by Sept 2019	Sep 2019
	Pursue Future High Streets Bids	Officer time to apply for Future High Streets funding – potential to draw down funding for further work in Stage 2	Make an Expression of Interest (EOI) to the Future High Streets programme by March 22 nd 2019	EOI submitted by Mar 22 nd 2019
	Pursue a Partnership in Cullompton Conservation Area with Historic England	Apply for funding from Historic England MDDC match funding will be needed, but will be subject of separate report	Develop a partnership scheme with Heritage England to commence April 2020	Apr 2020
To nurture a sense of pride in our local towns	Investigate setting up Town Centre Partnerships in Cullompton & Crediton	Officer time	To work with local town centre bodies in Cullompton and Crediton to set up functioning town centre partnerships April 2020	Apr 2020
	Promote town centre businesses through Mid Devon Business Awards	MDDC £7,000 + business sponsorship to fund individual awards.	Create Category 'Retailer of the year'. Econ Dev to encourage businesses to enter from each	By Dec 2019

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To reduce number of vacant town centres properties	Ensure there is a functioning commercial property database	Officer time	To work with EHOD to ensure commercial property register is kept up to date	Ongoing
	Explore alternative or temporary uses and decorative options for empty shops	Officer time	To make funding available through the shopfront enhancement schemes for initiatives that find alternative uses for empty shops	Dec 2019
To increase the number of people living in our town centres	Work with MDDC Environmental Health to develop a bid for Future High Street Funding to increase liveability in our town centres	Officer time to apply for Future High Streets funding – potential to draw down funding for further work in Stage 2	Make an Expression of Interest (EOI) to the Future High Streets programme by March 22 nd 2019	EOI submitted by Mar 22 nd 2019
To increase number of visitors to Mid Devon	Develop a destination website to promote the district	LEADER funding £12,000 MDDC £3,000	To deliver a destination website for the district in partnership with the TIC & Museum by Jun 2019	Jun 2019
	Help to support tourism partnerships e.g. TIC / Visit Devon / Mid Devon Attractions Association	Officer time £6,000 to Visit Devon	Regularly meet with Attraction and Tourism partnerships Identify joint objectives with partners / co-ordinated approach to advertising Ensure Visit Devon promote Mid Devon	On going On going On going
Infrastructure				
Improved Digital Infrastructure	Promote Gigabit Voucher Scheme to the business community	Officer time	Promote Gigabit Voucher Scheme on MDDC website and through social media campaigns through duration of programme	From Jan 2019
	Continue to work with Connecting Devon and Somerset (CDS) & their delivery partners to strive towards making high speed	Officer time	Connecting Devon and Somerset presenting to Scrutiny Committee in March 2019	On going

	broadband accessible to all businesses			
Improved transport and accessibility to ensure that employment, training and education is within affordable reach	Work with delivery partners over highway schemes where Housing Infrastructure Fund bids have been submitted	Primary funding will be covered by the Housing Infrastructure Fund, but there may be cash flow requirements	Assuming Housing Infrastructure Fund funding is confirmed deliver infrastructure improvement by 2021	2021
Increased build out of commercial space for businesses	Work with employment land owners to help bring forward desirable development at strategic sites	Officer time	Bring forward commercial space for development as set out in Local Plan targets	On going
Increase the availability of incubator space	Identify potential sites which could be suitable for incubator space Develop a business support partnership to build the local incubator space offer	Apply for external funding + MDDC match funding dependent on scheme	Develop detailed business plan by Sept 2019	Sep 2019
	Ensure there is a functioning commercial property database	Officer time	To work with EHOD to ensure commercial property register is kept up to date	Ongoing
Hi-Tech, Innovation and Green Energy				
Increase proportion of new jobs in high paid and high skilled roles	Develop sector specific business support activities, targeting industries which are more likely to create higher paid, higher skilled jobs	Officer time	Develop a core business support 'offer' by Sept 2019 Develop sector specific investment packages as a sub-set of support package activities	Sep 2019 Apr 2020
	Explore possible financial incentives to attract desirable businesses from strategic sectors	Offsetting reduced business rates with longer term gains.	Explore feasibility of offering business rates reductions for strategic investments into local employment sites as part of sector specific support packages	Dec 2019
Achieve a higher	Develop inward investment	Officer time + look for	Develop sector specific investment	Sep 2019

proportion of hi-tech businesses registered in the district	activities with a sector focus including: <ul style="list-style-type: none"> • Funding/Finance packages • Sector focused marketing and promotional materials • Soft landing packages 	opportunities to draw down funding to create a grants scheme for new investors, or other support measures	packages as a sub-set of support package activities	
Promote Mid Devon as a hub for hi-tech businesses	Create an advocacy programme (where business champions and senior Council staff and Members promote the district in a coordinated manner)	Officer time	Business champions group set up and first meeting of the group held. Chair and vice chair roles established along with Terms of Reference by Dec 2019	Dec 2019
Agriculture, Food & Drink				
Raise the profile of the Mid Devon food and drink offer to enable local business growth	Promote Food and Drink trails on destination website	Officer time	Create a dedicated food and drink page on destination website	Jun 2019
	Work with promoters to conduct campaigns, such as 'From Field to Fork' and 'Food Champions'	£500 for graphics and printing for campaigns	Work with partners to create two F&D campaigns to drive through the website / guide and social media feeds e.g. food trail / field to fork	Jun 2020
	Organise networking events for retailers to meet local producers and use them	Officer time	To organise a Mid Devon food and drink forum event	Dec 2020
	Launch Mid Devon Business Awards to give small businesses exposure and create good PR and a buzz about Mid Devon.	MDDC £7,000 + business sponsorship to fund individual awards.	To work in partnership to deliver a black tie awards ceremony with a minimum of 10 categories.	By Dec 2019
Increase engagement	Investigate self-help co-	Officer time	Tiverton Pannier Market to	By Dec 2019

and support for food, drink and agri-businesses	operative and collaborative models for marketing of local produce		introduce a co-operative to support local producers and bring products to market	
	Social media training for SME's	Officer time	Undertake a survey with local food and drink producers to find out their needs. Identify and facilitate the training required	By Dec 2019 By Dec 2020
Develop new channels through which local food and drink businesses can be promoted	Create a database of local food and drink businesses	Officer time	Database completed by Dec 2019	By Dec 2019