

TONBRIDGE & MALLING BOROUGH COUNCIL



EXECUTIVE SERVICES

Chief Executive

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NB - This agenda contains proposals, recommendations and options. These do not represent Council policy or decisions until they have received proper consideration through the full decision making process.

Contact: Committee Services
committee.services@tmbc.gov.uk

13 February 2018

To: MEMBERS OF THE ECONOMIC REGENERATION ADVISORY BOARD
(Copies to all Members of the Council)

Dear Sir/Madam

Your attendance is requested at a meeting of the Economic Regeneration Advisory Board to be held in the Civic Suite, Gibson Building, Kings Hill, West Malling on Wednesday, 21st February, 2018 commencing at 7.30 pm

Yours faithfully

JULIE BEILBY

Chief Executive

A G E N D A

PART 1 - PUBLIC

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To confirm as a correct record the Notes of the meeting of the Economic Regeneration Advisory Board held on 6 September 2017

Matters for Recommendation to the Cabinet

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The report provides a detailed overview of the progress made in delivering the Economic Regeneration Strategy Action Plan during 2017/18 and set out priorities for 2018/19.

5. Skills and Works Readiness Update 27 - 32

The report provides an update on added-value activities that the council has been delivering under the 'skills and work readiness' agenda and proposes future activity.

6. Tonbridge Fairtrade Town - Proposal 33 - 36

Following an approach from the Tonbridge Town Team, this report sets out proposals aimed at making Tonbridge a Fairtrade town.

Matters submitted for Information

7. Industrial Strategy White Paper 37 - 40

The report provides an overview of the Government's Industrial Strategy White Paper.

8. West Kent Partnership 41 - 48

The Minutes of the West Kent Partnership meeting held on 18th January 2018 are attached for information.

9. Urgent Items 49 - 50

Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

Matters for consideration in Private

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The Chairman to move that the press and public be excluded from the remainder of the meeting during consideration of any items the publication of which would disclose exempt information.

PART 2 - PRIVATE

11. Urgent Items

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Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

MEMBERSHIP

Cllr B J Luker (Chairman)
Cllr F G Tombolis (Vice-Chairman)

Cllr M C Base
Cllr R P Betts
Cllr T Bishop
Cllr J L Botten
Cllr T I B Cannon
Cllr S R J Jessel
Cllr S M King

Cllr R D Lancaster
Cllr Mrs S L Luck
Cllr L J O'Toole
Cllr Miss J L Sergison
Cllr C P Smith
Cllr B W Walker
Cllr T C Walker

Apologies for absence

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Declarations of interest

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TONBRIDGE AND MALLING BOROUGH COUNCIL

ECONOMIC REGENERATION ADVISORY BOARD

Wednesday, 6th September, 2017

Present: Cllr B J Luker (Chairman), Cllr F G Tombolis (Vice-Chairman), Cllr R P Betts, Cllr T Bishop, Cllr J L Botten, Cllr T I B Cannon, Cllr R D Lancaster, Cllr Mrs S L Luck, Cllr Miss J L Sergison, Cllr C P Smith and Cllr T C Walker

Councillors Mrs J A Anderson, O C Baldock, P F Bolt, V M C Branson, M A Coffin, N J Heslop, D Lettington, M R Rhodes and H S Rogers were also present pursuant to Council Procedure Rule No 15.21.

Apologies for absence were received from Councillors M C Base, L J O'Toole and B W Walker

ERG 17/15 DECLARATIONS OF INTEREST

There were no declarations of interest made in accordance with the Code of Conduct.

ERG 17/16 MINUTES

RESOLVED: That the notes of the meeting of the Economic Regeneration Advisory Board held on 6 July 2017 be approved as a correct record and signed by the Chairman.

ERG 17/17 PRESENTATION BY DOMINIC JOHNSON AND SIMON MCARDLE: THE (CASTLE) LODGE CO-WORKING SPACE

Mr Dominic Johnson of Collaborative Working for Creatives outlined the proposal for the re-use of Castle Lodge, Tonbridge as a 'co-working' space to provide both fixed desk and co-working positions for up to 23 individuals/small businesses. He provided details of similar initiatives in Tunbridge Wells and advised that works to The Lodge were scheduled to commence in October 2017 and the facility would be launched in January 2018. In response to a number of questions from Members he outlined the contract periods, working arrangements and IT facilities provided to encourage networking within a creative space.

MATTERS FOR RECOMMENDATION TO THE CABINET**ERG 17/18 VILLAGE STORES INITIATIVE**

Decision Notice D170057MEM

The report of the Chief Executive set out details of progress made on the Village Stores Initiative over the course of the 12 month pilot project undertaken with Action with Communities in Rural Kent (ACRK). Details of the stores assisted by the business advisor were set out in Part 2 of the agenda at Annex 1 to the report (Minute 17/22 refers). Following the high level of interest in and the success of the initial pilot the report outlined details of the funding arrangements which would allow the initiative to extend into an additional phase to be delivered over a 12 month period from September 2017.

RECOMMENDED: That an additional phase of the Village Stores Initiative be agreed.

ERG 17/19 SOUTH EAST LOCAL ENTERPRISE PARTNERSHIP (SELEP) STRATEGIC ECONOMIC PLAN - CONSULTATION

Decision Notice D170058MEM

The report of the Chief Executive advised that the South East Local Enterprise Partnership (SELEP) was undertaking a review of the current Strategic Economic Plan (SEP) to ensure that the Plan delivered an investment strategy which addressed the complexities of the current economic environment. The process for producing a new SEP had been commenced in July 2017 and it was anticipated that the final document would be completed by January 2018. The report set out details of the formal consultation process to be undertaken during October 2017 and outlined a number of key points which could be included in the response.

RECOMMENDED: That the key points to be included in the response to the consultation on the refresh of the Strategic Economic Plan, as set out at section 1.3.1 of the report, be agreed.

MATTERS SUBMITTED FOR INFORMATION**ERG 17/20 WEST KENT PARTNERSHIP**

The Minutes of the West Kent Partnership meeting held on 28 July 2017 were reviewed by Members. Particular reference was made to the launch of the West Kent Enterprise Advisor Network which it was hoped would forge and maintain more effective and long lasting links between local schools and local employers.

MATTERS FOR CONSIDERATION IN PRIVATE

ERG 17/21 EXCLUSION OF PRESS AND PUBLIC

The Chairman moved, it was seconded and

RESOLVED: That as public discussion would disclose exempt information, the following matters be considered in private.

ERG 17/22 VILLAGE STORES INITIATIVE - APPENDIX 1

(Reasons: LGA 1972 Sch 12A Paragraph 3 – Financial or business affairs of any particular person)

Annex 1 to the report on the Village Stores Initiative set out details of the business which were receiving support under this scheme (Minute 17/18 refers).

The meeting ended at 8.37 pm

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TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD

21 February 2018

Report of the Chief Executive

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 UPDATE ON THE BOROUGH ECONOMIC REGENERATION STRATEGY ACTION PLAN FOR 2017/18 AND PRIORITIES FOR 2018/19

To provide a detailed overview of the progress made in delivering the Economic Regeneration Strategy Action Plan during 2017/18 and set out priorities for 2018/19.

1.1 Background

1.1.1 At the Economic Regeneration Advisory Board on 23 June 2015, Report ERG 15/13 presented the Borough Economic Regeneration Strategy and Action Plan. It was recommended that the Borough Economic Regeneration Strategy be approved subject to a minor amendment to the 'success measure' for securing high speed broadband services across the Borough to reflect the Government's ambition of 95% by 2017.

1.1.2 This report provides the Board with information on progress regarding the actions set out under Chapter 8 of the Borough Economic Regeneration Strategy, covering the following topics:

- Business Advice and Support
- Loan Funding to Local Businesses
- Skills Development
- Work Readiness
- Infrastructure Projects
- Town and Retail Centres
- LEADER Programme
- Better Business for All
- Broadband
- Inward Investment
- Tourism
- Tonbridge & Malling Local Plan

1.1.3 More specifically, the following priorities for 2017/18 were agreed following the last update report (ERG 17/4) in February 2017

- To work with Kent County Council to effectively market and promote the Kent & Medway Business Fund Programme in the Borough now that it has become operational.
- To continue to promote the new LEADER Programme to Tonbridge & Malling businesses and to co-ordinate business advice for prospective applicants.

- To work with the Kent & Medway Growth Hub and business support providers to help start-up businesses and aim to increase the 3 year survival rate.
- To deliver skills development and work readiness initiatives that support our young people and local businesses (dealt with as a separate item on this agenda)
- To increase communication with the local business community through the development of the Tonbridge & Malling Business Bulletin, the regular updating of the TMBC business pages and regular social media activity.
- To support the Tonbridge Town Team and other local traders groups with initiatives and events that support our town and retail centres.
- To work with Kent County Council in addressing remaining broadband issues and mobile blackspots in the Borough.
- To provide support, information and guidance on the local economic impact of key infrastructure projects, including the Leigh Flood Storage Area.
- To work closely with NIAB EMR on accessing government funding for the proposed Bio-tech Hub at East Malling.

1.2 Progress to Date

1.2.1 Progress on delivering the Action Plan is set out in Appendix 1. This illustrates that overall good progress is being made across a wide range of initiatives.

1.2.2 By using a RAG analysis of the actions set out in the Strategy, one can see that there are no projects that have a 'red' status. There are, however, some actions that are progressing more slowly than originally envisaged, and some targets which are proving challenging. These include:

- Whilst the total amount of loan funding secured is higher than expected (around £1 million), only 4 Tonbridge and Malling businesses have accessed loans from the Kent & Medway Business Fund.
- Although main out of work benefits claimants have dropped by nearly 10% since February 2015, Employment Support Allowance and Incapacity Benefits claimant numbers have remained relatively static.
- Despite 15 local rural businesses so far having applied for West Kent LEADER funding, the number that have secured funding so far is only 4 (with 8 in the pipeline). There is still time to meet the target of 25 local rural businesses, although the closure of the programme is likely to happen sooner than originally envisaged (possibly end of 2019).
- The number of VAT de-registrations has increased considerably over the past two years, a trend that is reflected in other parts of Kent and nationally.

1.2.3 There have, however, also been a number of achievements over this period, including:

- The District and Local Centres Programme has been substantially completed.
- The establishment of a monthly Tonbridge & Malling Business E-bulletin.
- The setting up of new Business Engagement Events.
- The launch of the West Kent Enterprise Advice Network.
- The delivery of 2 Jobs and Training Fairs in the Borough (Tonbridge and Aylesford).

1.3 Proposed Priorities for 2018/19

1.3.1 The priorities for 2018/19 are to some extent influenced by progress made in specific areas as well as the level of future financial resources, however the following actions are key to the effective delivery of the Economic Regeneration Strategy:

- To work with business representative organisations to effectively promote and build awareness of the free support, advice and funding available to local businesses. This includes the **Kent & Medway Growth Hub, South East Business Boost, Kent & Medway Business Fund, the West Kent LEADER Programme** and the **West Kent Business Support Programme**.
- To deliver **skills development and work readiness initiatives** that support our young people and local businesses (as set out in a separate report)
- To increase communication with the local business community through the development of the monthly **Tonbridge & Malling Business Bulletin**, the establishment of a regular **programme of business engagement events**, the regular updating of the **TMBC business pages** and ongoing social media activity.
- To support the Tonbridge Town Team and other local traders groups with initiatives and events that **support our town and retail centres**.
- To work with Kent County Council in addressing remaining **broadband** issues and mobile blackspots in the Borough.
- To provide support, information and guidance on the local economic impact of **key infrastructure projects**, including the Leigh Flood Storage Area.
- To work closely with NIAB EMR on supporting plans for the proposed **Bio-tech Hub at East Malling**.

1.4 Legal Implications

1.4.1 There are no legal implications arising from this report.

1.5 Financial and Value for Money Considerations

1.5.1 The priorities as set out above can be dealt with within existing Economic Development budgets.

1.6 Risk Assessment

1.6.1 Not Applicable.

1.7 Equality Impact Assessment

1.7.1 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

1.8 Recommendations

1.8.1 That the Borough Economic Regeneration Strategy Action Plan update, as set out in Appendix 1, **BE ENDORSED**.

1.8.2 That the priorities for 2018/19 as set out under 1.3.1 **BE AGREED**.

The Chief Executive confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

Nil

contact: Jeremy Whittaker,
Economic Regeneration
Officer

Julie Beilby
Chief Executive

Appendix 1: Economic Regeneration Strategy Update

Action	Success Measure	Achievements during 2017/18
<p>Deliver free business advice and support focusing on the needs of entrepreneurs, micro businesses and home based businesses.</p>	<p>The number of local businesses supported. Target: 75 per year.</p>	<p>During 2017/18 there has continued to be considerable business support activity in this area, with the target of 75 businesses being supported having been exceeded by February 2018.</p> <p>Over the course of the 2017/18 financial year, the following were delivered in Tonbridge and Malling as a result of our support:</p> <ol style="list-style-type: none"> 1) Workshops with follow on support: 20 businesses 03 October 2017 – Tonbridge – Business Start Up Workshop – 20 start-up businesses 2) Support for Home-Based Businesses (through the National Centre for Micro-Business) supported 27 businesses located in Tonbridge & Malling in the period April – December 2017. 3) Kent & Medway Growth Hub supported and signposted 51 T&M businesses in the period April – September 2017 4) My Incubator Web Chat facility – informal advice at the click of a button (available on the TMBC website since July 2017). 9 T&M businesses accessed this facility between July and August 2017 (most recent figures). 5) Village Stores Initiative – through Action with Communities in Rural Kent – to date 10 village stores in the borough are being supported through the programme. <p>Total Number of Local Businesses supported (as of February 2018) – 117+ businesses</p>
<p>Secure additional 0% interest loan funding to support local businesses with growth potential.</p>	<p>New fund established. External funding successfully obtained by 10 local businesses successfully applying for funding per year.</p>	<p>The new Kent and Medway Business Fund was formally launched on 12 January 2017 at Westenhanger Castle and there have since been two calls for new expressions of interest. There will be a number of further calls over the course of 2017.</p> <p>During the period April-October 2017, there were 4 offers of funding to Tonbridge and Malling businesses or businesses looking to re-locate into the borough. The total value of these loans is just under £1 million.</p> <p>TMBC have actively promoted this new fund via the Economic Regeneration E-Bulletin to over 1,000 local contacts.</p>
<p>Help broker engagement between local employers and local training providers across the West Kent area.</p>	<p>Establishment of an active West Kent Business Skills Forum.</p>	<p>Following on from the 'Skills and Work Readiness' report which was presented at the Economic Regeneration Advisory Board on 22 February 2017, a number of measures were agreed to support the skills agenda locally. These are set out in a separate report.</p>

Appendix 1: Economic Regeneration Strategy Update

<p>Work with partners to promote greater work readiness via training, apprenticeships and support for self-employment.</p>	<p>15% reduction in the number of ESA clients over the strategy period.</p>	<p>At the start of the strategy period, the most up to date statistics (from February 2015) illustrated the following:</p> <p>Total Claimants – 6,440 (equating to 8.5% of residents aged 16-64 years). Of these:</p> <ul style="list-style-type: none"> • Job Seekers – 850 • ESA and Incapacity Benefits – 2,780 • Lone Parents – 690 • Carers – 970 • Disabled – 870 • Bereaved – 160 • Others - 120 <p>Main out of work benefits claimants (Job Seekers, ESA and IB, Lone Parents and others) numbered 4,440.</p> <p>The most up to date statistics from the Office for National Statistics (from February 2017) now show that the picture has changed to a total claimant figure of 5,925 (equating to 5.3% of residents aged 16-64 years) representing a drop of around 8.7%.</p> <p>Main out of work benefits claimants numbered 4,050 representing a drop of around 9.6% since February 2015. However, ESA and Incapacity Benefits claimants have remained relatively static.</p> <p>Whilst additional work clearly needs to be done to reduce these figures further, TMBC has been pro-active in delivering initiatives in the borough and piloting new ideas:</p> <ul style="list-style-type: none"> • Jobs and Training Fairs are continuing on a regular basis in partnership with Jobcentre Plus: <ol style="list-style-type: none"> a) On 30 March 2017 at the Angel Centre in Tonbridge there were over 25 local businesses and training providers, as well as seminars for job seekers giving practical advice on funding employment. In total, over 300 people attended the event, the vast majority of them job seekers. b) On 01 November 2017 at the RBLI Village in Aylesford there were 23 local businesses and training providers, as well as seminars delivered by the RBLI and 360 EE Recruitment Agency. In total, around 150 people attended. c) In addition, there was a West Kent Jobs and Training Fair in September 2017 at the Assembly Halls in Tunbridge Wells which had around 350 attendees (delivered through the West Kent Partnership). • Jobs Clubs continue to be run in Snodland, East Malling and Trench through Clarion Housing Group. • The Council piloted a motivational seminar by ‘Successful Mums’ in October 2017 called ‘Find a Job you Love’. This was aimed at parents looking to get back into employment after looking after their children. In total, 18 people attended the course and the feedback was overwhelmingly positive. As such, further seminars are being looked at.
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Appendix 1: Economic Regeneration Strategy Update

<p>Identify a pipeline of potential projects to support key transport infrastructure and business support needs including improvements to the Leigh Flood Storage Area, other local flooding issues and traffic pinch points.</p>	<p>2 priority schemes funded over the strategy period including improvements to the Leigh Flood Storage Area.</p>	<p>At the Economic Regeneration Advisory Board on 23 September 2015, the updated 'West Kent Priorities for Growth Strategy' was presented. It was decided by the Board to establish the Leigh Flood Storage Area as its top transformational priority, with a clear second priority given to the investment required at the East Malling Research site.</p> <p>On 02 February 2017 an official announcement was made for individual LGF applications with £4.64m allocated towards the Leigh Flood Storage Area (including Hildenborough) and East Peckham works. A detailed business case for the Leigh and Hildenborough scheme is being worked up for submission to the SELEP Accountability Board and DEFRA in early 2018, with the Environment Agency committed to applying for planning approval in in 2018 and commencing construction in 2020. A delivery board (under the auspices of the Medway Flood Partnership) has been set up to in order to move the scheme through its delivery milestones.</p> <p>The Environment Agency are also looking to set up a delivery board for East Peckham to help move this project forward.</p> <p>Unfortunately the LGF3 submission relating to a bio-tech hub at East Malling Research was not successful. However, the council has continued to support NIAB EMR with their plans, most notably through establishing links with the Department for International Trade with a view to ultimately promoting the plans to potential investors, as well as pre-application support for the development of new greenhouse and office developments. Indeed, a planning application was submitted by Driscoll Genetics, in partnership with NIAB EMR, in late January 2018 for a 40,000 sq. ft. development comprising a commercial high-tech glasshouse with an attached service building for growing new varieties of soft fruit plants.</p>
<p>Bring forward further retail and mixed use developments and townscape improvements to strengthen the retail appeal of Tonbridge town centre.</p>	<p>Planning permissions in place by end of the strategy period.</p>	<p>Retail and Mixed Use Developments</p> <p>There have been some retail and commercial developments during 2017/18 which have the potential to further strengthen the town centre, these include:</p> <ul style="list-style-type: none"> • Introduction of a new retailers at Cannon Lane, including Go Outdoors, Home Bargains, Jollyes Pet Superstore and Costa Coffee, in addition to the recent arrivals of M&S and McDonalds. • A range of new independents along the High Street including – Fuggles Beer Café, Creams Factory and Sankeys Fishmongers • On the edge of the town centre there have also been additions to the leisure offer – in addition to the 'Jump In' Trampoline Arena at Morley Road which opened in October 2016, two other leisure uses have launched recently. Dino Golf opened in April 2017 and a new indoor climbing centre opened in June 2017. <p>There are also a number of other developments in the pipeline which will progress during 2018, including:</p> <ul style="list-style-type: none"> • A new 'state of the art' medical centre at the site of the former Teen and Twenty Club. • Introduction of Aldi at the Former Homebase site. <p>Townscape Improvements</p> <p>The £2.65m Tonbridge High Street regeneration scheme was completed in June 2016 and has helped to create a more pleasant visitor experience and allowing cafes and restaurants to spill out into the street. Having now been in place for 18 months, Kent</p>

Appendix 1: Economic Regeneration Strategy Update

		<p>Highways have appointed Amey to undertake a review of the scheme and investigate any issues.</p> <p>An upgrade to the River Walk area was completed in March 2017, and the area has been completely repaved, with new seating and planting and opportunities for local eateries to stretch out on to the waterfront.</p> <p>In October 2017, improvements to a key gateway into Tonbridge were finalised. The scheme on Quarry Hill Road was delivered by Quarry Hill Traders, local artist Guy Portelli, and Tonbridge business Mary Mary Creates Gardens with the support and funding from TMBC. The improvement works included removal of existing soft landscaping, installation of art work foundation supporting a column designed by local schools and a statue of Dame Kelly Holmes as well as wildflower meadow.</p> <p>Having gone out to consultation in November 2016, detailed plans to improve the area around Tonbridge Station are currently being drawn up, and (subject to sufficient funding) will be implemented during 2018/19.</p>
<p>Engage effectively with town centre and local centre traders and extend support to neighbourhood centres.</p>	<p>Establish a town centre business forum</p> <p>Launch a grant scheme for neighbourhood centres.</p>	<p>Town Centre Forum</p> <p>The Tonbridge Town Team has acted as an effective mechanism for delivering positive action in the town during 2017/2018, including the following actions:</p> <ul style="list-style-type: none"> • Events - the Dragon Boat Race has become a regular feature in September each year, attracting thousands of people in to the town, and the establishment of a Food & Drink Festival in May is also becoming embedded. • Membership of the Tonbridge Loyalty Card (TLC) – with around 60 businesses and in the region of 500 regular users. • Promotional activity – the ‘What’s On’ booklet has become a regular publication (every three months), promoting the wide range of events that take place in the local area and the Town Team has also become recently a lot more active on social media to help promote the town. • Networking – a monthly networking event (TonNet) for traders is taking place at Basil. <p>District and Local Centres - Grant Schemes</p> <p>During 2017/18 the following progress has been made:</p> <p>District Centres:</p> <ul style="list-style-type: none"> - Snodland – planning permission has now been secured for the installation of a new external lift into the hall and meeting rooms at Snodland Town Council offices. Work on the lift commenced in January 2018. This venue has recently also been used by the National Centre for Micro Business for business support clinics - West Malling – with planning permission secured in December 2016, match funding secured and contractors in place, the direction signage and noticeboards are scheduled to be installed in spring 2018. - Quarry Hill (Tonbridge) – As mentioned in the section above, this initiative has now been completed. <p>Local Centres:</p> <ul style="list-style-type: none"> - All work with local centres has now been completed. -

Appendix 1: Economic Regeneration Strategy Update

<p>Promote the take up of LEADER grants by rural Borough businesses.</p>	<p>25 grants awarded to Borough rural businesses.</p>	<p>The LEADER Programme is funded by DEFRA and the European Agricultural Fund for Rural Development (EAFRD), with the West Kent LEADER being awarded €2,266,000 for the period 2015-2020 to deliver the strategy and support the rural economy of West Kent.</p> <p>Since opening in September 2016, TMBC have been helping to promote the scheme through the use of the TMBC website and social media, as well as working with West Kent partners to provide additional business support for prospective applicants. The Village Stores Initiative has also been a useful mechanism through which rural businesses have been able to get support and advice in submitting application forms to the West Kent LEADER Programme. To date, 3 village stores have interacted with the LEADER programme.</p> <p>To date there have been 15 applications from T&M businesses to the West Kent LEADER Programme. Of these, 3 have subsequently been withdrawn, 4 have been approved and the remaining 8 are working their way through the process. The total value of approved projects, and those working their way through the approval process, is well over £1.3 million (grants are normally calculated at 40% of total costs).</p>
<p>Adopt a corporate 'open for business' approach across all council services.</p>	<p>100% positive feedback from businesses engaging with the council.</p>	<p>The Better Business For All (BBFA) initiative for Kent & Medway is a partnership aimed at improving relationships between regulatory bodies and businesses, making access to information easier and helping to create economic growth. TMBC continues to play a strong role in this initiative, with the Economic Regeneration Officer at TMBC acting as the Kent Economic Development Officer Group (KEDOG) representative on the steering group.</p> <p>During 2017, the following activities have been undertaken:</p> <ul style="list-style-type: none"> • Strengthened links with the Kent and Medway Growth Hub, who have now taken on the maintenance of the BBFA website – www.bbfa.biz and included the 'Ask Phil' webchat facility, as well as provided some seed funding towards broader initiatives. • Increased numbers of positive case studies illustrating the way regulatory services have supported economic growth. • Further regulator training on customer engagement during September 2017 through Roger Williams of Customer 4.0 • Large increase in social media activity as part of the communications plan. • Submission of funding bid to the Department for Business, Energy & Industrial Strategy (BEIS) for further improvements to the BBFA website. <p>For 2018, the main aims are:</p> <ul style="list-style-type: none"> • Greater engagement within the strategic SELEP grouping. • Implementation of further work to the website. • Carry out business support sessions that promote BBFA. • Identify further funding streams to ensure continuation of activities. •

Appendix 1: Economic Regeneration Strategy Update

<p>Work with partners to secure high speed broadband services across the Borough to meet local business needs and to address local problems with mobile phone coverage.</p>	<p>95% coverage of the Borough by 2018/19.</p>	<p>By the end of 2018 (when the BDUK Phase 2 project completes), it is forecast that superfast broadband coverage will be around 96%, although this is subject to the extent to which the commercial rollout proceeds as planned and the level of provision on new housing developments in the Borough.</p> <p>As highlighted previously, Kings Hill was identified as a focus area due to inconsistencies in the broadband service. KCC have been working with Liberty to address provision to existing households and to plan proactively for future housing provision. The result has been that Call Flow have been working on providing fibre to the premises at Kate Reed Wood Estate and Airfield Estate, with BT also making arrangements to provide fibre to the premises to new housing developments at Kings Hill.</p> <p>Discussions are ongoing regarding the possibility of a Phase 3 roll out superfast broadband coverage further, although no decisions have been made at this time.</p>
<p>Foster additional inward investment to the Borough via the promotion of vacant sites and existing premises.</p>	<p>20% increase in number of successful inward investment Borough projects handled by Locate In Kent.</p>	<p>For the year up to March 2017, Locate in Kent worked with 3 companies to expand or relocate into Tonbridge & Malling, helping to create 83 jobs over the next 3 years. To put this into perspective, across West Kent as a whole during this period, Locate in Kent supported 7 companies creating 145 jobs over the next 3 years.</p> <p>As of December 2017, Locate in Kent currently has 56 active projects where the business is interested in relocating to, or expanding within, Tonbridge & Malling. Of these, 7 of the companies are in the construction and property sector, 7 in business services and 3 in retail and wholesale. The majority of these companies are UK owned, with Foreign Direct Investment (FDI) interest coming from the US, Canada and Europe.</p>
<p>Support the development of the local tourism sector to increase local spend and promote employment</p>	<p>10% increase in local spend by 2018/19.</p>	<p>At the time of adopting the Economic Regeneration Strategy, the most up to date statistics (Cambridge Model 2013) illustrated that the impact of tourism in the borough was:</p> <p>Total Visitor Spend - £129,219,000 Of which: Staying Visitors from the UK - £25,381,000 Staying Visitors from Overseas - £11,925,000 Day Visitors - £80,875,000 Other Visitor Related Spend - £11,038,000</p> <p>Having been commissioned by Visit Kent, the Cambridge Model has just been completed for 2015 and shows the following trends:</p> <p>Total Visitor Spend - £134,500,000 Of which: Staying Visitors from the UK - £25,500,000 Staying Visitors from Overseas - £12,500,000 Day Visitors - £81,500,000 Other Visitor Related Spend - £15,000,000</p>

Appendix 1: Economic Regeneration Strategy Update

		<p>This equates to an increase in visitor spend of 4.1% so far.</p> <p>During 2017/18, there have been a number of activities that have helped to stimulate greater spend in the tourism sector including:</p> <ul style="list-style-type: none"> - Events and Promotion – including Music@Malling, Wrotham Festival of Light, Tonbridge Town Carnival, Summer Band Concerts, Tonbridge Arts Festival, Medieval Fair and Dragonboat racing, open air cinema at Tonbridge Castle and the Tonbridge Food & Drink Festival as well as the ongoing production of a What’s On booklet to promote local events. - Supported Heritage Open Days across the Borough with activities at venues including Tonbridge Castle, Hadlow Tower, Aylesford Pottery, Kings Hill Control Tower and the Twitch Heritage Centre in West Malling. - Improved café and restaurant culture in a number of our towns, especially in Tonbridge and West Malling.
<p>Support the development of a new Tonbridge and Malling Local Plan, including the identification of new employment sites.</p>	<p>Adoption of the Local Plan in 2017.</p>	<p>During 2017, work has been undertaken to refresh the Employment Land Review in order to reflect some of the considerable changes that have happened over the past few years – most notably, the loss of office accommodation in Tonbridge through Permitted Development Rights, the closure of the Aylesford Newsprint site and the expansion of Kings Hill (phase 3). The update of this key piece of the evidence base was undertaken by Turley Associates and the main findings are:</p> <ul style="list-style-type: none"> • The net employment land requirement ranges from 33.6ha-44.1ha (an overall gross requirement of around 80ha) for the period 2011-2031 • As with the current profile, employment floorspace supply and demand will continue to be dominated by industrial uses for the period up to 2031. • There is a strong quantitative case for retaining existing employment areas and allocating additional land to accommodate the borough’s future needs, especially around Tonbridge and the Medway Gap (Urban). • There remains a qualitative need to ensure future provision of office accommodation is better aligned to the needs of the market. <p>The Council consulted on a potential strategy for the Local Plan in September 2016 which set out a number of new employment allocations to meet future needs. A Draft Local Plan will be submitted to the Secretary of State after a further round of consultation, later in 2018. This will include the identification of sites that can be developed for employment purposes to meet the qualitative and quantitative needs of the Borough.</p> <p>A Regulation 19 consultation, setting out the Council’s draft Local Plan, is scheduled to be undertaken in 2018.</p>

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Economic Indicator	Year						Overall Trend 2011-2016
	2011	2012	2013	2014	2015	2016	
% change in VAT Registrations (Start-Ups)							
Tonbridge & Malling	550 (+12.2%)	545 (-0.9%)	675 (+23.9%)	715 (+5.9%)	775 (+8.4%)	770 (-0.6%)	
<i>Sevenoaks District</i>	<i>725 (+21.8%)</i>	<i>695 (-4.1%)</i>	<i>850 (+22.3%)</i>	<i>735 (-13.5%)</i>	<i>890 (+21.1%)</i>	<i>815 (-8.4%)</i>	
<i>Tunbridge Wells Borough</i>	<i>665 (+15.7%)</i>	<i>615 (-7.5%)</i>	<i>800 (+30.1%)</i>	<i>815 (+1.9%)</i>	<i>740 (-9.2%)</i>	<i>790 (+6.8%)</i>	
<i>Kent</i>	<i>6,190 (+15.1%)</i>	<i>6,325 (+2.2%)</i>	<i>7,745 (+22.5%)</i>	<i>7,680 (-0.8%)</i>	<i>8,335 (+8.5%)</i>	<i>8,730 (+4.7%)</i>	
<i>Great Britain</i>	<i>257,625 (+11.7%)</i>	<i>265,630 (+3.1%)</i>	<i>341,630 (+28.6)</i>	<i>345,780 (+1.2%)</i>	<i>377,635 (+9.2%)</i>	<i>408,420 (+8.2%)</i>	
% change in VAT De-registrations							
Tonbridge & Malling	450 (-15.9%)	515 (+14.4%)	510 (-1.0%)	480 (-5.9%)	570 (+18.8%)	675 (+16.7%)	
<i>Sevenoaks District</i>	<i>620 (+6.0%)</i>	<i>640 (+3.2%)</i>	<i>620 (-0.5%)</i>	<i>570 (-8.1%)</i>	<i>660 (+15.8%)</i>	<i>765 (+15.9%)</i>	
<i>Tunbridge Wells Borough</i>	<i>585 (-6.4%)</i>	<i>630 (+7.7%)</i>	<i>710 (+12.7%)</i>	<i>665 (-6.3%)</i>	<i>700 (+5.3%)</i>	<i>860 (+22.9%)</i>	
<i>Kent</i>	<i>5,580 (-4.9%)</i>	<i>6,010 (+7.7%)</i>	<i>5,875 (-2.2%)</i>	<i>5,700 (-3.0%)</i>	<i>6,435 (+12.9%)</i>	<i>7,325 (+13.8%)</i>	
<i>Great Britain</i>	<i>224,745 (-7.7%)</i>	<i>247,620 (+10.2%)</i>	<i>232,315 (-6.2%)</i>	<i>242,080 (+4.2%)</i>	<i>278,525 (+15.1%)</i>	<i>322,460 (+15.8%)</i>	
3 Year Survival Rates							
Tonbridge & Malling	65.0%	54.7%	60.2%	63.6%	60.6%	62.2%	
<i>Sevenoaks District</i>	<i>59.7%</i>	<i>64.3%</i>	<i>63.9%</i>	<i>62.1%</i>	<i>61.9%</i>	<i>64.7%</i>	
<i>Tunbridge Wells Borough</i>	<i>63.7%</i>	<i>64.1%</i>	<i>60.0%</i>	<i>62.4%</i>	<i>63.4%</i>	<i>66.3%</i>	
<i>Kent</i>	<i>60.5%</i>	<i>60.3%</i>	<i>58.4%</i>	<i>60.3%</i>	<i>59.6%</i>	<i>62.4%</i>	
<i>Great Britain</i>	<i>-</i>	<i>-</i>	<i>57.1%</i>	<i>60.5%</i>	<i>59.4%</i>	<i>60.9%</i>	
Median Weekly Full-Time Earnings (Workplace Based)							
Tonbridge & Malling	£491.90	£527.70	£525.20	£529.20	£517.10	£550.80	
<i>Sevenoaks District</i>	<i>£503.00</i>	<i>£507.40</i>	<i>£537.90</i>	<i>£535.80</i>	<i>£490.90</i>	<i>£526.50</i>	
<i>Tunbridge Wells Borough</i>	<i>£488.70</i>	<i>£555.10</i>	<i>£526.10</i>	<i>£520.50</i>	<i>£517.90</i>	<i>£524.00</i>	
<i>Kent</i>	<i>£489.20</i>	<i>£490.80</i>	<i>£482.30</i>	<i>£489.80</i>	<i>£504.10</i>	<i>£517.50</i>	
<i>Great Britain</i>	<i>£500.00</i>	<i>£507.90</i>	<i>£517.60</i>	<i>£520.40</i>	<i>£528.50</i>	<i>£540.20</i>	
Unemployment Rate (Claimant Count)							
Tonbridge & Malling	2.0%	2.1%	1.8%	1.2%	1.0%	0.9%	
<i>Sevenoaks District</i>	<i>1.8%</i>	<i>1.8%</i>	<i>1.5%</i>	<i>1.1%</i>	<i>0.8%</i>	<i>0.7%</i>	
<i>Tunbridge Wells Borough</i>	<i>1.7%</i>	<i>1.5%</i>	<i>1.2%</i>	<i>0.9%</i>	<i>0.7%</i>	<i>0.7%</i>	
<i>Kent</i>	<i>3.1%</i>	<i>3.2%</i>	<i>2.8%</i>	<i>2.0%</i>	<i>1.5%</i>	<i>1.6%</i>	
<i>Great Britain</i>	<i>-</i>	<i>3.4%</i>	<i>2.5%</i>	<i>1.9%</i>	<i>1.8%</i>	<i>1.8%</i>	
% 16-64 claiming out of work benefits							
Tonbridge & Malling	7.1%	7.4%	7.0%	6.2%	5.8%	5.4%	
<i>Sevenoaks District</i>	<i>6.6%</i>	<i>6.7%</i>	<i>6.3%</i>	<i>5.7%</i>	<i>5.3%</i>	<i>4.9%</i>	
<i>Tunbridge Wells Borough</i>	<i>7.4%</i>	<i>6.8%</i>	<i>6.5%</i>	<i>6.0%</i>	<i>5.5%</i>	<i>5.2%</i>	
<i>Kent</i>	<i>13.1%</i>	<i>10.6%</i>	<i>10.2%</i>	<i>9.2%</i>	<i>8.4%</i>	<i>7.7%</i>	
<i>Great Britain</i>				<i>9.7%</i>	<i>9.0%</i>		

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**TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD**

21 February 2018

Report of the Chief Executive

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 SKILLS AND WORK READINESS

This report provides an update on added-value activities that the council has been delivering under the ‘skills and work readiness’ agenda and proposes future activity.

1.1 Background

1.1.1 Following on from a Skills Panel (comprising Members, Officers and a representative from the Kent Education Business Partnership) in November 2016, the Economic Regeneration Advisory Board agreed the recommendation set out in Report ERG 17/5 to:

- Contribute financially and through office time to the West Kent Enterprise Adviser Network.
- Deliver initiatives in partnership with the Kent Education Business Partnership.
- Deliver a ‘Speed Networking Event’ at a local Secondary School in partnership with the Federation of Small Businesses.

1.1.2 The council has also been instrumental in the delivery of a number of other initiatives aimed at supporting skills development and work readiness, these include:

- Aylesford Jobs and Training Fair – in partnership with Jobcentre Plus and the RBLI.
- West Kent Skillsfest – in partnership with Tunbridge Wells Borough Council, Sevenoaks District Council, the West Kent Partnership, Kent Education Business Partnership and local schools.
- Employment Street Pilot – intensive week-long course working with local job seekers in Tonbridge.

1.2 Delivery of Skills and Work Readiness Initiatives (as set out in Report ERG 17/5):

1.2.1 **West Kent Enterprise Adviser Network:** The Enterprise Adviser Network is a national network that connects schools and colleges with employers and careers programme providers to work together to create meaningful encounters with the world of work for young people. The network is based on evidence that a young person who has four or more encounters with an employer is 86% less likely to be unemployed or not in education or training, and can earn up to 18% more during their career. However, at the moment only 40% of schools offer young people this kind of encounter, and unemployment among young people is three times higher than overall unemployment.

1.2.2 The focus of the EAN is to therefore address this gap by bringing together employers, schools and colleges, and careers programme providers to:

- Give young people multiple opportunities to get to know the world of work, understand what work is, explore their options and build real confidence about their future.
- Bring the right people together to create strong connections between employers and careers programme providers and schools and colleges in ways that put young people's futures first.

1.2.3 Following a successful funding application to the Careers and Enterprise Company, the launch of the West Kent Enterprise Adviser Network (WKEAN) took place in July 2017 at the West Kent College Campus in Tonbridge. In September 2017, the West Kent Enterprise Adviser Co-ordinator, Simon Harris, started in his new role, and as of January 2018, Simon has signed up the following Tonbridge & Malling education establishments:

- Hillview School for Girls, Tonbridge
- Tonbridge Grammar School
- Weald of Kent Grammar School, Tonbridge
- Hugh Christie Technology College, Tonbridge
- Aylesford School - Sports College
- Grange Park School, Borough Green
- Hadlow Rural Community School
- Hadlow College
- West Kent College
- Wrotham School

1.2.4 To date, half of these schools have also now been linked up with an enterprise adviser from the local business community, and are actively working together.

1.2.5 A regular working group, comprising the key funders (Careers and Enterprise Company, Hadlow Group, West Kent Partnership, and the 3 West Kent Local

Authorities) has also been established to provide support to the co-ordinator and monitor progress.

- 1.2.6 **Kent Education Business Partnership – Employability Days:** two events have been established with local schools – Aylesford School - Sports College on 27 February 2017 and The Malling School on 07 March 2017.
- 1.2.7 These events will be focussed on around 100 students in each school at Key Stage 4 (Years 10 and 11) with all pathways for progression showcased – college, employment with training, apprenticeships and higher education.
- 1.2.8 Each event will comprise 5 zones that groups of 20-25 students will rotate around every 50-60 minutes. Each session will target a specific area of employability, that will be supported by industry and (where appropriate) educational organisations. The zones will be:
- Speed Exhibition Fair – the students will visit 8-10 stands each representing a sector in order to gain a better understanding of business, what is required within the workplace and routes to a career.
 - Communication Workshop – an employer-led, interactive workshop offering advice and guidance on presentations and communication skills.
 - Interview Techniques – students will be offered hints and tips, but also receive a 10/15 minute one-to-one interview with a business ambassador, with feedback provided.
 - CV Writing – support with developing an effective CV, both for employment and Further/Higher Education.
 - Variable Workshop (determined by the school) – helping to create an understanding of a particular industry (e.g. biochemistry, customer care, construction and engineering) and the importance it has in our everyday lives.
- 1.2.9 **Skills 3030 (Speed Networking Event):** On 19 October 2017, the first Skills 3030 event took place in West Kent at Hugh Christie Technology College. A partnership between the Federation of Small Businesses, Hugh Christie Technology College and Tonbridge & Malling Borough Council (with the support of the WKEAN) helped to deliver this event, which saw 20 businesses and 20 business studies students attend.
- 1.2.10 The format for the event was relatively simple - whilst students took part in informative workshops, business owners found out about a 'hot topic' (in this case, how they could get involved in the West Kent Enterprise Advisor Network and Kent Supported Employment). Then both groups met together for an hour of facilitated speed-networking.
- 1.2.11 The event gave businesses the chance to forge strong links with a local school, share experience of running a business and meet potential young employees. In addition, students got to find out from local employers about job opportunities in their sector and get advice on routes to employment in areas that interest them.

1.2.12 Other schools in the borough have been approached about doing a Skills 3030 event during 2018, and so it is hoped that this partnership will continue to reap benefits next year.

1.3 Additional Activity:

1.3.1 **The Aylesford Jobs and Training Fair:** took place on 01 November 2017 at the Capel Morris Centre in Aylesford. Cllr Brian Luker welcomed 23 employers and training providers and 150 job seekers to the event. The stands were occupied by:

Employers/Agencies

Tesco.com
 ASDA
 McDonalds
 UPS
 Prison Service
 Menzies Distribution
 Smyth's Toys
 DEBRA
 360 Recruitment
 Big Motoring World
 Poundstretcher
 247 Professional Healthcare
 Gavin Astor Nursing Home
 Renowned Agency
 East Malling Centre
 Blue Arrow Recruitment
 Golding Homes
 Home Bargains

Training Providers/Careers Advice

Kent Apprenticeships
 National Careers Service
 RBLI
 Go Train
 Mainstream

1.3.2 As well as staff from the council and Jobcentre Plus, 8 RBLI Volunteers also helped with the running of the event.

1.3.3 In addition to the stands, 3 workshops took place during the event:

- A CV preparation workshop had 12 attendees which was run by the RBLI.
- An interview techniques workshop had 14 attendees (also run by the RBLI), and
- A 'Marketing Yourself' workshop had 11 attendees which was run by 360 Recruitment Agency.

1.3.4 There was a lot of positive feedback from job seekers, and a large number of people came away from the event having arranged an interview or having submitted a job application. The same venue has already been provisionally booked up for a Jobs and Training Fair event on 10 October 2018.

1.3.5 **West Kent Skillsfest:** Over 1250 students aged 14-19 from across West Kent took the opportunity to attend the West Kent Skillsfest 2017 at the Assembly Hall Theatre, Tunbridge Wells on 10 October 2017.

1.3.6 The aim of the event was to inspire young people as they plan their future aspirations and was a partnership initiative between West Kent schools, AXA PPP, The West Kent Partnership (including TMBC) and Kent Education Business Partnership.

1.3.7 The response from employers in West Kent was excellent, with 75 companies from a wide range of sectors providing stalls and interactive activities to showcase and inform students of the opportunities and progression available.

1.3.8 **Employment Street Pilot:** a partnership between the council, the RBLI and 360 Recruitment led to an intensive one-week long course being piloted in Tonbridge in November 2017. The course was focussed on 8 residents with challenging barriers to employment, and included a mixture of confidence-building, lifestyle advice and practical support, such as:

- Job searching techniques and applying for jobs
- Walking the High Street and enquiring about job opportunities.
- Preparing for an interview
- Budgeting
- Making a healthy lunch.

1.3.9 During the week-long course:

- 117 online job applications made
- 75 CVs were handed out to businesses (face to face)
- 67 job application forms were sent
- 9 job interviews were secured
- 3 people moved into volunteering positions
- 2 people turned down offers of employment due to travel issues
- 1 person moved into part-time employment (cleaning)
- 1 person enrolled onto training
- 1 person stopped engaging with the course and was reported to Jobcentre Plus.

1.4 Next Steps:

1.4.1 Having delivered on the recommendations set out in Report ERG 17/5 as well as a number of other initiatives as set out in section 1.3, it is proposed that the following be undertaken in 2018/19:

- Continue to support the West Kent Enterprise Advisor Network, especially in recruiting enterprise advisers for schools in Tonbridge and Malling.

- Once delivered, undertake a review into the effectiveness of the Employability Days and, in liaison with the Cabinet Member for Economic Regeneration, consider a future course of action.
- Building on the success of the event at Hugh Christie Technology College, aim to deliver further Skills 3030 events in the borough, in partnership with the Federation of Small Businesses (initial discussions with Wrotham School are ongoing)
- Deliver the Aylesford Jobs and Training Fair in October 2018, and investigate the potential for other similar events elsewhere in the borough.
- Support the delivery of the West Kent Skillsfest in October 2018.
- With key partners, pull together a programme of activity aimed at supporting people into employment.

1.4.2 Any financial contribution towards this activity will be met through existing economic regeneration budgets.

1.5 Legal Implications

1.5.1 There are no legal implications arising from this report.

1.6 Financial and Value for Money Considerations

1.6.1 These are no financial implications arising from the report.

1.7 Risk Assessment

1.7.1 Not applicable.

1.8 Equality Impact Assessment

1.8.1 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

1.9 Recommendations

1.9.1 That the proposals for 2018/19, as set out in section 1.4.1, **BE ENDORSED.**

The Cabinet Member for Economic Regeneration and the Chief Executive confirm that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

contact: Jeremy Whittaker,
Economic Regeneration
Officer

Julie Beilby
Chief Executive

**TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD**

21 February 2018

Report of the Chief Executive

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 TONBRIDGE FAIRTRADE TOWN – PROPOSAL

Following an approach from the Tonbridge Town Team, this report sets out proposals aimed at making Tonbridge a Fairtrade town.

1.1 Background:

- 1.1.1 Fair Trade is a trading partnership that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers.
- 1.1.2 Fairtrade products are sold in over 22 countries across five continents and with switches to Fairtrade by companies such as Sainsbury, Waitrose and Tate & Lyle, Fairtrade has become a well-recognised brand over the past 10 years.
- 1.1.3 Helping to drive the movement and making international development a local issue are over 600 Fairtrade Towns in the UK and more than 2,000 across 18 countries worldwide.

1.2 Fairtrade Towns:

- 1.2.1 A vibrant Fairtrade Town brings together a cross-section of the community, united in their support for Fairtrade and for farmers and workers in developing countries. In essence, the Fairtrade Foundation set out 5 steps that are required to be undertaken in order for a town to become a Fairtrade Town. These are:
 - The local council is required to pass a resolution supporting Fairtrade, and to agree to have Fairtrade products available internally.
 - A range of (at least four) Fairtrade products being readily available in the town's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafes, restaurants, pubs). The number of outlets needing to supply Fairtrade products is dictated by the size of the town's population.
 - Local workplaces and community organisations (places of worship, schools, universities, colleges etc.) support Fairtrade and use Fairtrade products wherever possible.

- Media coverage and events raise awareness and understanding of Fairtrade across the community.
- A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.

1.2.2 A couple of other towns across West Kent have already achieved Fairtrade Town status. These include:

- **Edenbridge** was the first Fairtrade Town in Kent, gaining the status in 2005.
- **Sevenoaks** also achieved Fairtrade Town status later on in 2005.
- **Tunbridge Wells** has been a Fairtrade Town since 2007 and runs regular events with local schools, churches and businesses.

1.2.3 The feedback from Sevenoaks District Council and Tunbridge Wells Borough Council officers has been broadly positive inasmuch as the initiative has helped to encourage collaboration between the local community (particularly local faith groups and schools) and some of the multinational companies that have already signed up to promoting Fairtrade.

1.3 Tonbridge Fairtrade Town:

1.3.1 The Council was initially approached by members of the Tonbridge Town Team in August 2017 about supporting the establishment of Tonbridge as a Fairtrade town.

1.3.2 To date, Sainsbury's and Waitrose would both be willing to join a local steering group, as would Tonbridge School and a local representative from the Traidcraft charity.

1.3.3 Should there be a resolution from the Council to support this initiative, then further multinationals, such as Starbucks and Greggs, schools and community groups will be approached about engaging with the initiative.

1.3.4 As Tonbridge has a population of over 40,000, there would need to be at least 9 retailers and 5 catering companies signed up to sell a range of Fairtrade produce. These businesses will be supported by local community groups who will sign up to use Fairtrade produce.

1.4 Role of the Council:

1.4.1 As mentioned in paragraph 1.2.1, the Council is required to pass a resolution to support Fairtrade. The following resolution is taken from a standard template and amended to reflect the capacity of the Council to support this initiative:

Tonbridge & Malling Borough Council, as an important consumer and opinion leader, should support a strategy to facilitate the promotion and purchase of foods with the Fairtrade Mark as part

of its commitment to sustainable development and to give marginalised producers a fair deal.

In supporting Fairtrade, the Council hopes that Tonbridge will be recognised by the residents and business community, suppliers, employees and other local authorities, as a town that actively supports and promotes Fairtrade and to increase the sale of products with the Fairtrade Mark.

Tonbridge & Malling Borough Council resolves to contribute to the campaign to increase sales of products with the Fairtrade Mark by supporting the campaign to achieve Fairtrade status for Tonbridge as detailed in the Fairtrade Foundation's Fairtrade Towns Initiative. To this end, Tonbridge & Malling Borough Council resolves to:

- Offer Fairtrade Marked food and drink options internally*
- Promote the Fairtrade Mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters*
- Use influence to urge local retailers to provide Fairtrade options for residents*
- Use influence to urge local business to offer Fairtrade options to their staff and promote the Fairtrade Mark internally*
- Support media campaigns to publicise the Fairtrade Towns initiative*
- Nominate a council representative (member or officer) to sit on the Fairtrade Steering Group and support ongoing work to promote Fairtrade*
- Support the Fairtrade Steering Group to organise events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the Fairtrade Mark.*

1.4.2 For the purposes of clarity, whilst the standard template encourages the supply of Fairtrade products in canteens and meetings:

- a) We no longer have a canteen on site although we do have a vending machine that supplies some Fairtrade chocolate bars
- b) Water is supplied for the vast majority of meetings rather than teas and coffees.
- c) The Coffee Machines do not supply Fairtrade coffee, although Cadbury's drinking chocolate is Fairtrade.

1.5 Legal Implications

1.5.1 There are no legal implications arising from this report.

1.6 Financial and Value for Money Considerations

1.6.1 These are no financial implications arising from the report.

1.7 Risk Assessment

1.7.1 Not applicable.

1.8 Equality Impact Assessment

1.8.1 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

1.9 Recommendations

1.9.1 That the resolution set out in paragraph 1.4 **BE SUPPORTED**.

1.9.2 That a representative from Tonbridge & Malling Borough Council **BE APPOINTED** to the Tonbridge Fairtrade Steering Group

The Cabinet Member for Economic Regeneration and the Chief Executive confirm that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

contact: Jeremy Whittaker,
Economic Regeneration
Officer

Julie Beilby
Chief Executive

TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD

21 February 2018

Report of the Chief Executive

Part 1- Public

Matters for Information

1 INDUSTRIAL STRATEGY WHITE PAPER

To provide an overview of the Government's Industrial Strategy White Paper.

1.1 Background

1.1.1 In January 2017, the Government launched a consultation on its 'Building our Industrial Strategy' Green Paper. This document set out a vision for a modern strategy aimed at improving living standards and economic growth by increasing productivity and driving growth across the whole country. The Council's response to this consultation was shared with the Economic Regeneration Advisory Board in July 2017 (Report ERG 17/12).

1.2 Industrial Strategy White Paper

1.2.1 The Government launched its Industrial Strategy White Paper in November 2017. The White Paper maintains much of the same ambition as the Green Paper, in terms of boosting productivity and competitiveness, although it moves away from having three areas of focus and 10 pillars that are important in driving forward the strategy across the entire economy. Instead, the Government identifies 4 'Grand Challenges':

- **Growing the Artificial Intelligence and data driven economy:** creating thousands of good quality jobs and potentially adding £232 billion to the economy by 2030.
- **Clean growth:** having cut emissions by more than 40% since 1990 at the same time as growing the economy by two-thirds, the strategy sets out ambitious proposals for continuing this progress through the 2020s through energy efficiency and investing in innovation in the low carbon industry.
- **Future of mobility:** identifies four early priorities in this area i) establish a more flexible regulatory framework to encourage new modes of transport; ii) address the challenges of moving from hydrocarbon to zero emission vehicles; iii) prepare for a future of new mobility services, increased autonomy, and journey sharing; iv) explore ways to use data to accelerate the development of new mobility services.

- **Ageing society:** with 1 in 4 people being 65 years old and over by 2046, there will be new demands for technologies, products and services (including new care technologies), new housing models and innovative savings products for retirement.

1.2.2 The strategy also focuses on 5 foundations of productivity:

- **Ideas:** the world's most innovative economy
- **People:** good jobs and greater earning power for all
- **Infrastructure:** a major upgrade to the UK's infrastructure
- **Business Environment:** the best place to start and grow a business
- **Places:** prosperous communities across the UK

1.3 Key Policies within the Industrial Strategy:

1.3.1 Some of the key policies highlighted within the Industrial Strategy are set out below in Table 1:

Foundations	Policies
Ideas	<ul style="list-style-type: none"> i) Raise total R&D investment to 2.4% of GDP by 2027 ii) Increase the rate of R&D tax credit to 12% iii) Invest £725m in new Industrial Strategy Challenge Fund programmes to capture the value of innovation.
People	<ul style="list-style-type: none"> i) Establish a technical education system that rivals the best in the world to stand alongside our world-class higher education system. ii) Invest an additional £406m in maths, digital and technical education, helping to address the shortage of STEM skills. iii) Create a new National Retraining Scheme that supports people to re-skill.
Infrastructure	<ul style="list-style-type: none"> i) Increase the National Productivity Investment Fund to £31bn ii) Support electric vehicles through £400m charging infrastructure investment iii) Boost our digital infrastructure with over £1bn of public investment, including £176m for 5G and £200m for local areas to encourage roll-out of full fibre networks.
Business Environment	<ul style="list-style-type: none"> i) Launch and roll out Sector Deals in order to increase sector productivity. ii) Drive over £20bn of investment in innovative and high potential businesses, including through the £2.5bn Investment Fund. iii) Launch a review of the action that could be most

	effective in improving productivity in SME businesses.
Places	<ul style="list-style-type: none"> i) Agree Local Industrial Strategies that build on local strengths and deliver on economic opportunities. ii) Create a Transforming Cities Fund that will provide £1.7bn for intra-city transport. iii) Provide £42m to pilot a Teacher Development Premium. This will test the impact of a £1,000 budget for high quality professional development for teachers working in areas that have fallen behind.

Table 1: Key Policies

1.3.2 The strong emphasis on ideas and innovation is certainly welcomed and reflected a key point within the council’s Green Paper consultation response that *“recognition of the role that R&D plays in economic growth should be backed up by much greater investment in research facilities across the country, and not necessarily just those areas with a strong University presence”*.

1.4 Local Industrial Strategies:

1.4.1 There are references throughout the Industrial Strategy that hint at the importance of delivery at the local level if the aims and objectives set out within the document are to be met. A key element of this is the focus on Local Industrial Strategies, which it is hoped will start being agreed by March 2019.

1.4.2 These Local Industrial Strategies will be led by Local Enterprise Partnerships (in our case, the South East LEP) and will require strong public and private partnerships. The involvement of Universities, colleges and local institutions will be key. They will help to identify priorities to improve skills, increase innovation and enhance infrastructure and business growth, as well as guide the use of local funding streams and any spending on national schemes.

1.4.3 The emphasis on local delivery and Local Industrial Strategies does, in part, help to address some of the issues that the council raised during the Green Paper consultation, such as:

“To succeed, the strategy needs the right mechanisms at the local level to ensure effective delivery. The West Kent Partnership, feeding in to the Kent & Medway Economic Partnership, should have a key role to play in this”

“The local impacts of national infrastructure policy need to be incorporated into the business cases and overall value for money assessments in order to ensure they are properly considered through a holistic approach to investment decisions”

1.4.4 It is also hoped that the Local Industrial Strategy covering Tonbridge and Malling will also support the case for two other points made within the initial consultation.

1.4.5 Firstly, within the Industrial Strategy, the only 'offices' referred to are Government Departments, and the only 'property' given consideration is intellectual property. As such, the point still stands that:

“Consideration needs to be given to greater protection of commercial premises and land to ensure local businesses and inward investors have the supply and range of available accommodation in order to enable local economic growth”

1.4.6 Secondly, the Local Industrial Strategy will need to support the case for South East investment needs and provide a counter-balance to the Northern Powerhouse and Midlands Engine brands.

“Although rebalancing the national economy is important, it should also be recognised that there are clear opportunities for building upon the successes of the South East economy, and addressing its areas of underperformance”.

1.5 Legal Implications

1.5.1 There are no legal implications arising from this report.

1.6 Financial and Value for Money Considerations

1.6.1 These are no financial implications arising from the report.

1.7 Risk Assessment

1.7.1 Not applicable.

contact: Jeremy Whittaker,
Economic Regeneration
Officer

Julie Beilby
Chief Executive

**TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD**

21 February 2018

Report of the Chief Executive

Part 1- Public

Matters for Information

1 WEST KENT PARTNERSHIP - MINUTES

Setting out the minutes of the meeting held on 18th January 2018.

1.1 Background

- 1.1.1 The minutes of the recent meeting of the West Kent Partnership are attached as Annex 1 to this report.
- 1.1.2 The meeting dealt with a number of issues which included:
- A presentation from the Greensand Distillery in Shipbourne which was recently awarded funding from the West Kent LEADER programme;
 - An update on business support initiatives which included the Kent and Medway Business Fund which provides loan capital for businesses investing in new technologies etc, and the South East Business Boost programme which will provide advice and support for both new and established businesses in the Borough;
 - Engagement with Gatwick Airport including the company's desire to forge stronger links and future joint working with the West Kent area; and,
 - Updates on a number of on-going initiatives including the Growth and Infrastructure Fund (GIF), and the West Kent Enterprise Adviser Network which seeks to forge links between schools and local businesses.
- 1.1.3 The meeting also discussed issues related to the recently issued invitation to tender for the new South East Rail franchise. This has indicated that current fast speed services via Snodland Station could be reduced to 2 peak hour trains instead of 3 or, as an alternative, the entire fast speed service from Maidstone West could be removed entirely and replaced by a service from Maidstone West to Abbey Wood.

- 1.1.4 The West Kent Partnership raised concerns about the potential diminution of these important services which served many settlements in the Medway Valley. It was also noted that new housing developments at Holborough and Peters Village, along with additional potential new development in the area being brought forward by the Local Plan would mean demand for these services would significantly increase in the near future. It was therefore agreed that the Chairman would raise these concerns with the three bidders for the franchise and would also raise this with other partners including local MPs.

contact: Mark Raymond
Chief Corporate Policy Officer

Julie Beilby
Chief Executive

Minutes – West Kent Partnership Meeting – Tonbridge & Malling BC – 19 January 2018

Present

Nicolas Heslop, TMBC (Chair)
Roddy Hogarth, SDC
Jane March, TWBC
Sean Holden, KCC
Paul Hannan, Hadlow Group
Henry Warde, Squerryes
Brian Luker, TMBC
Andrew Metcalf, KICC
Jacqui Ward, KCC
Mark Raymond, TMBC
Hilary Smith, TWBC
Andrew Stirling, SDC
Simon Harris, WKP
Wendy Wood, WKP

Apologies

Jon Regan, Hugh Lowe Farms
Nigel Smith, KCC – Jacqui Ward attends
Tracy-Ann Barker, Hadlow Group
Sarah Nurden, KMEP
Louise Aitken, SELEP – item 10
William Benson/David Candlin, TWBC
Peter Fleming, SDC
Pav Ramewal/Lesley Bowles, SDC
Adam Bryan, SELEP
Jeanette Barlow, MTWHT
Iain McNab, BEIS
David Joyner, KCC,
Julia Chapman/Anthony Dyer, Kent Police
Cath Brunger, AXA PPP
Roger House, NCMB

Guests

Will Edge, Greensand Ridge Distillery
Alison Addy, Gatwick Airport
Paula Aldridge, Gatwick Airport
Leonora Hayes, Hillview School

1. Welcome

The Chairman welcomed Partners and guests.

Andrew Metcalf is now the nominated representative for KICC in his capacity as Chairman of the KICC West Kent Business Group and the Chairman welcomed the opportunity to develop close links between the groups. Thanks to be recorded to Tudor Price for his considerable contribution to the Partnership and an open invitation to attend future meetings

2. Minutes and Matters Arising

The Minutes were agreed. All matters arising are covered in the Agenda

FUNDING

3. Greensand Ridge Distillery – Will Edge

The Chairman extended a warm welcome to LEADER grant recipient, Will, from the Shipbourne based distillery. Will explained his business model and that investment in a sophisticated still has enabled him to extend production to include not only gins but the more profitable and more

complicated to produce, fruit brandies and rums using surplus farm produce and to have a greater production capacity. It was the LEADER funding which enabled this investment in the Still. Will was supported by the LEADER team and free consultancy advice (provided through the West Kent Partnership) to bring forward the Final application.

Action: Paper case studies of LEADER success stories to be produced.

4. Kent & Medway Business Fund

Jacqui updated Partners on the next round for the Fund. West Kent is represented on the Investment Advisory Board by Peter Fleming. The Fund is the recycled funds from Escalate, Tiger and Expansion East Kent which have been coming in twice a year but is now a monthly stream as businesses are taking up the opportunity to pay by monthly direct debit. It is recognised that Escalate is showing a reasonably high level of bad debts, however over a longer repayment period this is anticipated to improve. Jobs have been created although the metric for Escalate was more around growth than job creation. The Escalate £5.5 Fund is ring-fenced for West Kent investment. The Kent & Medway Business Fund is currently open for applications but interest from West Kent businesses is low.

Round 3 will follow in March and link to the KCC Enterprise & Productivity Strategy.

Action: support promotion of Kent & Medway Business Fund Round 3 in West Kent, drawing on case studies available from Jacqui's team.

5. South East Business Boost (SEBB)

Wendy updated Partners on the business support offer currently being delivered in West Kent

- 2 hours free support through National Centre for Microbusiness who also provide up to a further 2 hours at no cost to the client
- 2 hours free support from an accountant to LEADER applicants invited to go to full application with main focus on financial aspects
- Signposting to support through Growth Hub
- District support through ED teams
- SEBB contract awarded to KICC across Kent. With WKP support the West Kent delivery will be through NCMB with the WKP funding a free one hour diagnostic which will count towards the 12 hours for each business

Jacqui outlined SEBB which comprises

- 12 hours support package per business
- Grants up to £10K

The ERDF funding is not intended to displace existing provision. Take up for the grant element is essential to the success of the programme as the private sector investment is generating the match for the business support delivery.

6. Gatwick Airport - Alison Addy and Paula Aldridge

Alison explained the role of the Community Engagement team and welcomed the opportunity to attend the meeting as Gatwick has identified a need to engage more with

Kent, especially West Kent and are looking for opportunities to build relationships where Gatwick can add value. Programmes/support that could be or are available to West Kent include:

- Safer Kent rugby skills programme
- Learn Live programme – monthly broadcast into schools
- Meet the Buyers event (have sponsored Gatwick Diamond event for 15 years)
- Big Breakfast networking working with local Chambers
- Bids to Gatwick Foundation Fund available to community projects
- Sponsorship of events such as forthcoming West Kent Conference
- Gatwick Growth Board – independent advisory board – series of roundtables with local stakeholders – currently looking at the visitor economy. Paula to provide further information

Discussion after the presentation focused on the opportunities for closer working between West Kent and Gatwick.

- Gatwick keen to support a BIG breakfast event in West Kent.
- Supply Chain – Rosemary French, Director of Gatwick Diamond Partnership to be invited to future WKP meeting
- Rail Links – Gatwick are supporting proposal for upgrade work on Brighton Line at Redhill to upgrade capacity which will bring a wider regional benefit to lines, including those from West Kent, that connect into that and could reduce waiting time when changing trains. Coast to Capital LEP are campaigning for this, however the project is now competing with all other potential mainline investment across the country.
- West Kent EA Network – Simon to Network to Gatwick opportunities
- Community Support – Wendy and Paula to keep collaborative opportunities under review
- Environmental considerations – relevant introductions to be made to colleagues in the 3 local authorities and facilitate Gatwick engagement with local residents
- Henry Warde is talking with Stuart Wingate about local businesses having an offering in Gatwick

7. GIF Update

Following the presentation to the last WKP meeting a draft GIF has been circulated with the Agenda. There are still some elements of the GIF not yet completed and Katie and Sarah are happy to return to update Partners at a future meeting. Sarah is happy to receive any questions or input on the draft from Partners and further, has accepted an invitation to join the WKP Infrastructure and Transport Group and attended her first meeting on Wednesday. The GIF is being presented to the Kent Leaders Group next month.

A West Kent overview is at pages 76-80. Partners were invited to satisfy themselves that specific West Kent issues have been reflected in it. At the last meeting partners were

concerned about proposed housing numbers, the infrastructure to support this and impact on quality of life

8. Kent & Medway Economic Partnership

Partners noted Sarah's report and that she was absent from the meeting as attending strategic Thameslink meeting on the delay on introduction of upgraded services

South Eastern Rail Franchise – KMEP would welcome the support of the local authorities and businesses in encouraging bidders to see the value in retaining the existing service of 3 trains per hour on the service through Snodland. TMBC will be responding

SELEP Strategic Economic Plan and Skills Strategy – Partners were invited to engage in any of the SEP refresh working groups or business discussions

9. West Kent Priorities Update

Partners were asked to note the Grow West Kent Conference on 28 February at Mercure, Tunbridge Wells with an opening session dedicated to West Kent Enterprise Adviser Network where businesses can hear how they can become involved with the Network and the benefits to their business.

10. KCC Enterprise & Productivity Strategy

Jacqui introduced the overview paper written by David Smith at KCC, leading on from Government Industrial Strategy and providing a view on what a KCC economic strategy could look like. The Strategy will look ahead 15 years and assess the technological advances which will need to be considered in Kent's future economy. Private sector investment, supported through loans via the Investment Advisory Board will be required to deliver increased GVA across the whole of Kent. Sean Holden is chairing a Leader's working group on the Strategy. A Strategist and bid writer is being seconded to KCC to deliver on the project and will be invited to a future WKP meeting.

11. SELEP Skills Strategy Update and West Kent Datasets

This was supplied with Agenda Papers. Louise is happy to be contacted with any questions.

Also supplied with the Agenda Papers were the datasets for the 3 West Kent Districts. This data should be able to be aggregated at a West Kent level.

12. West Kent Enterprise Adviser Network

Simon updated Partners on the rapid growth of the Network. Now having signed up a full complement of 20 schools, work is well underway on engaging with potential Enterprise Advisers and matching them appropriately with schools.

There are 35 schools in the West Kent area including special schools and all can be supported to some extent through the Network, although the Network is not resourced to have more than 20 Enterprise Advisers.

Simon introduced Leonora who in her role as Employability and Careers Leader at Hillview explained that finding suitable work experience placements for year 12 can be challenging so the opportunity to develop more relationships with local businesses through the Network was very welcome. Schools across the area co-ordinate their work experience weeks so that they are delivered at different times.

There was some discussion around the work placement challenges T Levels will bring with each student required to receive around 500 hours.

Paul offered support through Hadlow Group marketing team to link to local businesses.

The Chairman congratulated Simon on bringing a concept that came before the Partnership in October 2016 to life and making a difference in a short space of time.

13. AOB

Hadlow Group – Paul advised that after investment in Ashford and Betts Hangar the next stage of investment will be at Hadlow College itself, based on digitisation of the future.

Total Transport Project – combining services to provide demand response service using new technology. Presentation to April WKP meeting

WK analysis from Chamber Business Confidence – to a future meeting

Apprenticeships – Chairman to write invite Chairman of Institute of Apprentices to a West Kent event to meet employers. Partners to help with identifying possible businesses to be involved.

14. Dates of Next meetings – outlook invitations have been sent

- 27 April 2018 – Town Hall, Tunbridge Wells
- 20 July 2018
- 19 October 2018

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Agenda Item 9

Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

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Agenda Item 10

The Chairman to move that the press and public be excluded from the remainder of the meeting during consideration of any items the publication of which would disclose exempt information.

**ANY REPORTS APPEARING AFTER THIS PAGE CONTAIN EXEMPT
INFORMATION**

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Agenda Item 11

Any other items which the Chairman decides are urgent due to special circumstances and of which notice has been given to the Chief Executive.

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