

Economic Regeneration – Draft Annual Action Plan 2014/15

Annex 1

Action	Success Measure
Strategy and External Funding	
Work to ensure West Kent priorities for infrastructure and business investment projects are included in the Kent and Medway Commissioning Plan.	The number and range of priorities included.
Lobby the SELEP to seek as much funding as possible to be devolved to the Kent and Medway Economic Board for local distribution	The amount of funding delegated from SELEP to Kent and Medway
Work with the West Kent Partnership to address local skills issues and the employment needs of the area's key employment sectors	The number and effectiveness of skills-related initiatives in place locally.
Via the West Kent Partnership, explore opportunities to access future external funding sources for economic projects including future ERDF and ESF funds.	Number of successful funding bids made
Business Support Activities	
Subject to available funding, continue to deliver and expand support for those starting up in business and young and established small businesses looking to expand.	The number of businesses receiving support provided by the Invicta Chamber commissioned via the WKP
Subject to available funding, continue to deliver and expand support for home-based businesses	The number of home-based businesses receiving support provided by the Centre for Micro Business commissioned via the WKP
Subject to available funding, continue to deliver and expand support for rural businesses and the land-based sector	The number of rural/land-based businesses receiving support provided by the Produced in Kent and the West Kent Leader team commissioned via the WKP

Subject to available funding, deliver and expand support to encourage young entrepreneurs	The number of young people accessing support provided by Kent Foundation commissioned via the WKP
Subject to available funding, continue to deliver and expand support to encourage business start-ups in the Borough's deprived communities	The number of start-ups achieved and the number of these businesses surviving beyond 6 months via support provided by the Centre for Micro Business commissioned via the WKP
Promote the take up of the Escalate Loan Fund scheme by Tonbridge and Malling businesses	The number of Tonbridge and Malling businesses making successful funding applications
Promote the take up of available grant support for the Borough's local trading centres.	The number of success funding applications made
Ensure the Business pages of the Council's website are kept up to date and signpost visitors to business support and services provided by external agencies.	The number of hits on the business pages of the TMBC website
Assist with the preparation of a bid to establish a further LEADER programme for West Kent by 2015	The award of funding for a new Leader programme
Support the roll out of high speed broadband services in the Borough to meet the needs of local business	The number of businesses in the Borough receiving a good broadband service
Work with local partners including Russet Homes and Job Centre Plus to establish and sustain job clubs and employment support in East Malling, Trench and Snodland.	The number of people accessing support
Provide funding support to Tonbridge town centre and qualifying local centres to assist with local Christmas lighting schemes.	The number of schemes assisted.

Business Engagement	
Develop the Council's ability to communicate with local businesses via more innovative means including social media.	The number of businesses engaged
Support and promote the first West Kent Business to Business event delivered by Kent Invicta Chamber and sponsored by the West Kent Partnership	The number of businesses in the Borough registered for the event
Refresh the Borough Business Directory and use the database to promote (via e-mail alerts) future business support initiatives to local companies.	The number of businesses agreeing to be included in the directory
Continue to liaise with local traders groups in the Borough's retail local centres and Tonbridge Town Centre address key issues arising.	The number of trader groups engaged
Corporate Initiatives	
Create a corporate economic regeneration officer group to co-ordinate and develop economic initiatives across Council services.	The number of actions delivered successfully
Manage the Corporate Peer Challenge process and implement measures to reflect its recommendations.	Achieve a positive outcome of the peer review
Promote affordable housing opportunities to key staff from local businesses to aid staff retention	The number of affordable houses accessed by those employed locally
Ensure local businesses have the opportunity to access the council's procurement on-line portal so that they are aware of any contract opportunities and to address the requirements of the Social Value Act when procuring local services.	The number of local businesses providing services to the Council
Seek to support local businesses via training and advice as part of the council's regulatory services eg food law.	The number of businesses supported
Adhere to the requirements of the Prompt Payment Code	The number of council invoices paid promptly

Continue to support and promote tourism in the Borough in liaison with Visit Kent, and organise and support visitor events	The number of tourism jobs created/supported and the overall spend generated by local tourism activities
Ensure there is a sufficient range of quality of employment land allocated via the Local Plan to meet local needs.	Successful adoption of the Local Plan
Liaise with local businesses to ensure all receive the appropriate level of entitlement regarding business rate reliefs and reductions	The number of businesses claiming business rate relief or reduction.
As a local employer, support the young people into employment by hosting apprenticeships across Council services	The number of apprenticeships in place and the number successfully placed in employment.
Improving the street scene to assist with the vitality and viability of local and town centres.	The delivery of improvements as set out in the Street Scene Action Plan.