

Appendix 1: Economic Regeneration Strategy Update

Action	Success Measure	Achievements during 2016/17
<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 2016/17 the business support programme across the West Kent area reduced in scope as the one-off Growth Hub funding via Kent County Council came to an end. Despite this, there has continued to be considerable activity in this area, with the target of 75 businesses being supported having been exceeded by February 2017.</p> <p>Over the course of the 2016/17 financial year, the following were delivered in Tonbridge and Malling as a result of our support:</p> <ol style="list-style-type: none"> 1) Generic Workshops with follow on support (through Pro-Actions, FSB and the Institute of Chartered Accountants): 62 businesses <ul style="list-style-type: none"> - 24 May 2016 in Aylesford – Marketing and Social Media – 17 businesses - 08 June 2016 in Tonbridge – Sales and Winning More Business – 6 businesses - 30 June 2016 in Kings Hill – Preparing your Business for Growth – 15 businesses - 26 January 2017 in Tonbridge – FSB Business Breakfast – 24 businesses - 28 February 2016 in Kings Hill – Sales and Winning More Business - TBC 2) 1-2-1 Business Support (through Kent Invicta Chamber of Commerce) <ul style="list-style-type: none"> - From April –June 2016 (end of contract) – 8 businesses from T&M Borough received advice and support. 3) Support for Home-Based Businesses (through Centre for Micro-Business) has so far supported 11 businesses located in Tonbridge & Malling 4) My Incubator Web Chat facility – informal advice at the click of a button. 15 T&M businesses accessed this facility between April and December 2016 (most recent figures). 5) Rural Pubs Programme – through Pro-Actions. A total of 15 pubs across West Kent accessed this programme of support, with 5 located in Tonbridge & Malling borough. 6) Village Stores Initiative – through Action with Communities in Rural Kent – to date 3 village stores in the borough are being supported through the programme. <p>Total Number of Local Businesses supported (as of February 2017) – 104 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 soft launched by Kent County Council in December 2016, with a formal launch on 12 January 2017 at Westenhanger Castle and a call for new expressions of interest closing on 19 January 2017. There will be a number of further calls over the course of 2017. TMBC have promoted this new fund via the Economic Regeneration E-Bulletin to over 950 local businesses.</p>

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<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>Please refer to the 'Skills and Work Readiness' report which is also being presented at the Economic Regeneration Advisory Board on 22 February 2017. In short, this report sets out a number of actions following the Skills Forum that took place in November 2016. These are proposed under the following headings:</p> <ul style="list-style-type: none"> • Careers and Enterprise Company – establishment of an adviser network for West Kent • Make it Work Event – industry related challenges set by local businesses for young people to solve. • Taster Days – giving young people the opportunity to get experience of the workplace. • Speed Networking Event – opportunity for young people to discuss careers options with local businesses.
<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 May 2016) now show that the picture has changed to a total claimant figure of 6,120, with a break down as follows (please note that figures are rounded up to the nearest 10):</p> <ul style="list-style-type: none"> • Job Seekers – 540 • ESA and Incapacity Benefits – 2,770 • Lone Parents – 640 • Carers – 1080 • Disabled – 840 • Bereaved – 180 • Others - 90 <p>Main out of work benefits claimants (Job Seekers, ESA and IB, Lone Parents and others) numbered 4,030 representing a drop of around 9.2% since February 2015. However, ESA and Incapacity Benefits claimants actually only fell slightly during this period by 0.4%.</p> <p>Whilst further work clearly needs to be done to reduce these figures further, TMBC has been pro-active in building upon the good work during 2016/17 to work on initiatives to support people into employment and training, such as:</p>

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		<ul style="list-style-type: none"> • The West Kent Jobs and Training Fairs are continuing on a regular basis – in September 2016, over 300 job seekers attended the fair in Tunbridge Wells, with feedback from the 30+ businesses that attended being overwhelmingly positive. The next West Kent Jobs and Training Fair is on 30 March 2017 at the Angel Centre in Tonbridge and will involve over 25 local businesses with job opportunities available, as well as seminars for job seekers giving practical advice on funding employment. • Jobs Clubs continue to be run in Snodland, East Malling and Trench through Clarion Housing Group.
<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 22 March 2016, Greg Clark MP announced that there would be a Local Growth Fund Round 3. The Borough Council worked closely with partners to raise the profile of both projects and submit business cases to the South East LEP in July 2016.</p> <p>In the Autumn Statement on 23 November 2016, an approximate indication of funding for regions was given as “£492 million to London and the south east”. However, it was not until 02 February 2017 that an official announcement was made for individual projects. The good news is that T&MBC, in partnership with the EA and KCC, was successful in securing £4.64m towards the Leigh Flood Storage Area (including Hildenborough) and East Peckham works.</p> <p>The following is a very brief outline of the proposal as per the submitted business case:</p> <p>Leigh Flood Storage Area (LGF3 funding request of £4.64m): The primary aim of this project is to provide flood defences for Tonbridge and East Peckham in order to achieve greater protection for existing homes and businesses, and to enable new residential and commercial development to take place and meet the objectively assessed needs of the area. Key SMART targets are:</p> <ul style="list-style-type: none"> • Completion of East Peckham Defences by April 2019 • Completion of Leigh Flood Storage Area works by July 2022 • 2,308 homes defended from the 1 in 100 year event by 2022 • 283 businesses defended from the 1 in 100 year event by 2022 • 200 homes completed by 2022 (1,950 new homes completed by 2031)* • 70 direct jobs created and safeguarded by 2022 • 500 associated jobs created by 2022 (2,900 new jobs created on unlocked employment sites by 2031)* • 2.5ha of new employment land by 2022 (Over 13ha of new employment land in use by 2031)* <p>*Figures for the period up to 2031 have been provided to illustrate the considerable beneficial impact the scheme would potentially have on the delivery of the emerging Tonbridge and Malling Local Plan. Section 6.2 provides annual figures up to 2031.</p> <p>Unfortunately the proposals for East Malling Research (LGF3 funding request of £6.157m) were not successful in securing LGF3</p>

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		<p>funding. The overview of this project is as follows:</p> <p>To enable NIAB EMR to build upon its existing services to industry and deliver significant business growth in the horticultural, agricultural technology and bio-tech sectors with particular emphasis on the commercialisation with industrial partners of existing intellectual property (IP), generation of new IP, new products and services and value-add at source for the primary producer. The strategic aim is to improve the scale and resilience of the regional and national economy including the creation of opportunities to export, and to place East Malling at the centre of a globally significant Agri-bio-tech cluster. Key SMART targets are:</p> <ul style="list-style-type: none"> • More than 30 companies supported in new product development or improved productivity • 8 new fruit varieties launched with 2 subject to export • 1 new crop introduced to the UK with EMS support • 4 new engineering products supported to market • 4 new chemical or bio products supported to market • 25 trials to support product • 25 innovative projects. <p>Using:</p> <ul style="list-style-type: none"> • 3,154m2 of state of the art facilities created by 2019 • 25 FTE high skilled jobs created by 2019 • 87 FTE high skilled jobs safeguarded by 2019 <p>To Catalyse:</p> <ul style="list-style-type: none"> • 950 indirect jobs created nationally, with the largest impact in the South East by 2025 • 7,500 indirect jobs safeguarded in Kent in horticultural businesses by 2025 • £47m boost to industry per annum by 2025 <p>With the announcement that there is likely to be an Industrial Strategy Challenge Fund opening in April 2017, which is aiming to increase Government spending on R&D, it would appear that the proposals for a biotech hub at East Malling would fit well with the aspirations of Central Government and give some hope for funding in the future.</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 2016/17 which have the potential to further strengthen the town centre, these include:</p> <ul style="list-style-type: none"> • Introduction of a new M&S Simply Food and McDonalds at Cannon Lane. • A range of new independents along the High Street including – Havet (Turkish Restaurant); ArtSpring Gallery (Arts Collective); Nancy’s Team Room and Sulston’s Kitchen (Health Food) • On the edge of the town centre there have also been additions to the leisure offer – such as Jump In Trampoline Arena at Morley Road which opened in October 2016.

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		<p>There are also a number of other developments in the pipeline which will progress during 2017, 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. • Fuggles Beer Café to open on the High Street in 2017 • Introduction of retail chains to Cannon Lane, including Go Outdoors, Home Bargains, Aldi and Costa Coffee. • Subject to planning approval, the creation of an instruction centre for indoor climbing and indoor skiing at Morley Road. <p>Townscape Improvements</p> <p>The £2.65m Tonbridge High Street regeneration scheme was completed in June 2016 and has helped to create a much more pleasant visitor experience, allowing cafes and restaurants to spill out into the street, and reducing the dominance of traffic along the High Street. New directional signage has also been installed to give visitors clearer information on how to get around the town by foot. In addition, a partnership between the Borough Council and the Environment Agency to improve flood defence for the town has led to the creation of a fantastic new open space along the River Medway at the Tonbridge Town Lock. These improvements also include a new boathouse and telemetry system, which were completed in Spring 2016.</p> <p>An upgrade to the River Walk area also started in November 2016. Once completed in March 2017, this area will be completely repaved, with new seating and planting and opportunities for local eateries to stretch out on to the waterfront.</p> <p>Having gone out to consultation in November 2016, 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 2016/2017, including the following actions:</p> <ul style="list-style-type: none"> • The Dragon Boat Race has become a regular feature in September each year, attracting thousands of people in to the town. • Growth in membership of the Tonbridge Loyalty Card (TLC) – with around 60 businesses and in the region of 500 regular users of the card. • 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. <p>District and Local Centres - Grant Schemes</p> <p>During 2016/17 the following progress has been made:</p> <p>District Centres:</p> <ul style="list-style-type: none"> - Snodland – following a meeting with Snodland Town Council, funding was withdrawn from the Snodland wi-fi project. Although considerable time had been given to Snodland Chamber of Commerce to deliver the project, it became

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		<p>increasingly clear that they did not have the resources to bring the initiative forward. Instead, funding has been approved for the creation of new, accessible meeting and function rooms at the Snodland Town Council offices. Currently such facilities are not available in Snodland, but through refurbishment and the construction of an external lift, local businesses and business rep. organisations will have a free venue for meetings, network events, seminars and workshops.</p> <ul style="list-style-type: none"> - West Malling – a planning application was approved in December 2016 for the introduction of new signage in the centre of West Malling and, as of January 2017, WMPC are liaising with highways contractors to implement the works. WMPC have also agreed a contribution of £5,000 towards the project. - Quarry Hill (Tonbridge) – the foundation for the proposed artwork at Quarry Hill was completed in January 2017, with the local artist Guy Portelli including artwork from local schoolchildren in to the overall design. The artwork itself is scheduled to be installed in March 2017 once a lamp post has been moved further away from the foundation. <p>Local Centres:</p> <ul style="list-style-type: none"> - The last of the local centres (Plaxtol) was completed in August 2016, with improvements to the entrance of the village car park (which serves the small number of shops).
<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.</p> <p>To date there have been 9 applications from T&M businesses to the West Kent LEADER Programme. Of these, 2 have subsequently been withdrawn, 2 have been approved and the remaining 5 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 £530,000 (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 has been at the forefront of this work with the Chief Environmental Health Officer at TMBC chairing meetings up until the end of 2016, and the Economic Regeneration Officer at TMBC acting as the Kent Economic Development Officer Group (KEDOG) representative.</p> <p>Progress during 2016 has seen the following developments:</p> <ul style="list-style-type: none"> • Launch of the BBFA Charter. • Strengthened links with the Kent and Medway Growth Hub • Increased numbers of positive case studies illustrating the way regulatory services have supported economic growth. • Development of a new regulation booklet for start-up businesses - http://dev6.nvweb.co.uk/wp-

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		<p>content/uploads/2016/06/BBfA-startup-brochure-2016.pdf</p> <p>During 2017, the following activities are planned:</p> <ul style="list-style-type: none"> • Embed BBfA within the strategic SELEP grouping • Carry out further regulator training sessions following the success of these in 2015. • Build on the Communications Strategy of 2016, to include greater level of social media marketing • Identify funding streams to ensure continuation of activities. • Start to evidence impact of BBfA in our business communities.
<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>Additional works have also been undertaken at Offham, Fairseat and Stansted and Aylesford.</p> <p>Initial discussions are taking place regarding the possibility of a Phase 3 roll out to look at what actions could feasibly be undertaken to improve 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 2016, Locate in Kent worked with 4 companies that relocated in to Tonbridge & Malling and created 743 jobs. This was by far the highest number of jobs experienced by any district/borough in Kent and Medway (the next highest being Medway with 422 jobs).</p> <p>Across West Kent as a whole during this period, Locate in Kent supported 11 relocations creating 1372 jobs.</p> <p>As of February 2017, Locate in Kent currently have 60 active projects where the business is interested in relocating to Tonbridge & Malling. Of these, 10 of the companies are in the construction sector, 8 in manufacturing and 8 in retail and wholesale. 18 of the companies are Foreign Direct Investment (FDI), with a third of these being from the United States, and a couple each from France, Germany and Japan.</p>
<p>Support the development of the local tourism sector to increase local spend and promote</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:</p>

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<p>employment</p>		<p>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> <p>This equates to an increase in visitor spend of 4.1% so far.</p> <p>During 2016/17, 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>In the case of employment sites, the key evidence base comprises the Employment Land Review and the Economic Futures document which highlight a quantitative need for further industrial land and a qualitative need for further office accommodation, specifically:</p> <ul style="list-style-type: none"> • New industrial sites/extensions to existing sites are required as well as the protection of and improvements to existing stock – a shortfall of 3.2-33ha in industrial land needs to be planned for the period up to 2031 • There is scope for Tonbridge to play a greater role regarding industrial provision. • There is limited quantitative need for new offices provision – but where it does exist, highest demand in office sector is in the 1-5,000 sq. ft. bracket. There are clear indications the market is moving from larger to small and flexible accommodation. • There is a qualitative case for better quality, modern office space for small and start-up businesses. <p>Following the completion of the Strategic Land Availability Assessment (SLAA) in September 2015, the council undertook an 8-</p>

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		<p>week Regulation 18 'Issues and Options' consultation on a proposed development strategy for inclusion in the new Local Plan. This proposed development strategy includes a number of proposed new employment allocations, including:</p> <ul style="list-style-type: none">• Land at Little Postern, Tonbridge (10.76 ha)• Former Spring Tavern site, Wrotham (2.56 ha)• North of M20 Junction 5 (7.27 ha)• Land at East Malling Research, East Malling (7.53 ha)• Land south of Hermitage Court (1.39 ha)• Branbridges Wharf, East Peckham (0.99 ha) <p>Along with the loss of some existing provision where this is now deemed better provided elsewhere, such as at Drayton Road Industrial Estate (circa 1.8 ha).</p> <p>This consultation closed on 25 November 2016, with over 1,300 responses received. These responses are currently being analysed ahead of a further consultation of the draft plan at the end of 2017.</p> <p>Despite this solid progress, it should be noted that there are some factors outside the control of the council that could have an impact on the timetable, such as the timeliness of contributions from key infrastructure providers and statutory consultees and the continuing planning reform agenda.</p>
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