

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>

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<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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<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 2018 and commencing construction in 2020. A delivery board (under the auspices of the Medway Flood Partnership) has been set up 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>

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		<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. -

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<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. •

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<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>

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		<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>