

# Appendix 1: Economic Regeneration Strategy Update

Action	Success Measure	Achievements during 2018/19
<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. <b>Target: 75 per year.</b></p>	<p>During 2018/19 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 2019.</p> <p>Over the course of the 2018/19 financial year to date, the following have been delivered in Tonbridge and Malling as a result of our support:</p> <ol style="list-style-type: none"> <li>1) Support for Home-Based Businesses (through the National Centre for Micro-Business) supported <b>7 businesses</b> located in Tonbridge &amp; Malling in the period April – September 2018.</li> <li>2) Kent &amp; Medway Growth Hub supported and signposted <b>83 T&amp;M businesses</b> in the period April – September 2018</li> </ol> <p><b>Total Number of Local Businesses supported (as of September 2018) – 90+ businesses</b></p> <p>As such, the target of 75 local businesses supported has been exceeded every year during the course of this strategy period.</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 <b>10 local businesses</b> successfully applying for funding per year.</p>	<p>The Kent and Medway Business Fund was formally launched on 12 January 2017 at Westenhanger Castle and there have since been a number of calls for new expressions of interest. TMBC have actively promoted this new fund via the Economic Regeneration E-Bulletin to over 600 local contacts.</p> <p>Since launching, there have been <b>4 offers of funding to Tonbridge and Malling businesses</b> or businesses looking to re-locate into the borough. The total value of these loans is just under £1 million. To date only 2 Tonbridge and Malling businesses have subsequently taken up the offer of funding.</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>The West Kent Enterprise Adviser Network (WKEAN) was launched in July 2017 with the WKEAN Co-ordinator, Simon Harris, in post in September 2017. The network aims to:</p> <ul style="list-style-type: none"> <li>• Recruit secondary schools and Enterprise Advisers (from local business)</li> <li>• Match them together</li> <li>• Train and coach Enterprise Advisers</li> <li>• Help schools identify the best resources &amp; activities</li> <li>• Network to recruit volunteers from world of work</li> <li>• Brief schools about changes to policy and other guidance affecting careers and skills provision</li> </ul> <p>In the first year, targets have been exceeded with 22 schools and colleges signed up from across West Kent. In Tonbridge &amp; Malling, these include: Aylesford School, Wrotham School, The Malling School, Hillview School for Girls, Hadlow College, Hadlow</p>

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		<p>Rural Community School, West Kent College, Hugh Christie Technology College, Oakley School, Weald of Kent Grammar School, and Tonbridge Grammar School.</p> <p>These 22 schools have been matched with Enterprise Advisers from businesses across West Kent including: AXA PPP, 360 Employment Evolution, Covea Insurance, Hastings Direct, Business Doctors, Metro Bank, G&amp;C Media, STC Energy Bureau Specialists, RDT (Remote Diagnostic Technologies) Ltd, Ten2Two Recruitment Agency, Cooper Burnett Solicitors and JEE (offshore Oil and Gas).</p> <p>TMBC has been able to support the network through partnership funding, business referrals, support on the WKEAN Steering Group as well as involvement in the running of events and activities in schools. During 2018/19, this has included:</p> <ul style="list-style-type: none"> <li>• 06 July 2018 – Careers Future Exchange at Hugh Christie School</li> <li>• 21 September 2018 - Skills3030 Event at Wrotham School</li> <li>• 02 October 2018 - Employability Day at Aylesford School</li> </ul>
<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 – <b>6,440</b> (equating to 8.5% of residents aged 16-64 years). Of these:</p> <ul style="list-style-type: none"> <li>• Job Seekers – 850</li> <li>• ESA and Incapacity Benefits – 2,780</li> <li>• Lone Parents – 690</li> <li>• Carers – 970</li> <li>• Disabled – 870</li> <li>• Bereaved – 160</li> <li>• Others - 120</li> </ul> <p>Main out of work benefits claimants (Job Seekers, ESA and IB, Lone Parents and others) numbered 4,440.</p> <p>Main out of work benefits claimants numbered 4,050 representing <b>a drop of around 9.6%</b> since February 2015. <b>However, ESA and Incapacity Benefits claimants have remained relatively static.</b></p> <p>Whilst additional work clearly needs to be done to reduce these figures further, TMBC has been pro-active in delivering and supporting initiatives in the borough again this year:</p> <ul style="list-style-type: none"> <li>• Jobs and Training Fairs are continuing on a regular basis in partnership with Jobcentre Plus:             <ol style="list-style-type: none"> <li>a) On 18 October 2018 at the RBLI Village in Aylesford there were 30 local businesses and training providers, as well as seminars delivered by the RBLI and Runway Training. In total, over 200 people attended.</li> <li>b) In addition, there was a West Kent Jobs and Training Fair in September 2018 at the Assembly Halls in Tunbridge Wells which had around 350 attendees (delivered through the West Kent Partnership).</li> </ol> </li> </ul>

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		<p>c) On 21 March 2019 at the Angel Centre in Tonbridge there will be around 30 local businesses and training providers, as well as seminars for job seekers giving practical advice on funding employment. In total, we expect over 300 people to attend this event, the vast majority of them job seekers.</p> <ul style="list-style-type: none"> <li>• Jobs Clubs continue to be run in Snodland, East Malling and Trench through Clarion Housing Group.</li> <li>• The Council piloted a ‘Help me Out’ event in Trench in partnership with local agencies and community groups in May 2018. This was aimed at local residents who were not ready to go back into employment, but needed support in their journey towards work-readiness. In total, over 50 people attended this event.</li> </ul>
<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 LGF3 applications with £4.64m allocated towards the Leigh Flood Storage Area (including Hildenborough) and East Peckham works. A detailed LGF3 business case for the Leigh and Hildenborough scheme was submitted to the South East LEP Accountability Board in August 2018, and subsequently approved. Work is ongoing with the DEFRA business case, and funding agreements between the EA and funding partners (TMBC and KCC) have now been signed.</p> <p>The EA are now working towards the submission of a planning application during 2019, and undertook pre-application consultation in November 2018, with 178 people visiting the exhibition in Hildenborough and Tonbridge. 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. The Environment Agency are also developing an outline business case for East Peckham.</p> <p>Since the formation of NIAB EMR, the East Malling Research Station has seen new investment and an increase in commercial income – including the creation of a new WET (Water Efficient Technologies) Centre, a new concept vineyard for researching grape varieties in Kent and the commercial success of the Malling Centenary. In 2018, Driscoll’s (one of the major employers on the site) were granted planning permission for a suite of new greenhouses.</p> <p>Despite these success, the research station still suffers from dated research infrastructure (greenhouses/energy centre/labs) that is rapidly becoming insufficient for the needs of the horticultural sector. As such, having had an Expression of Interest approved in August 2018, a full LGF3b business case was submitted to the South East LEP requesting a £1.8m grant for Phase 1 of a new Research Campus (Energy Centre and greenhouses) in October 2018. A decision on whether this application is successful will be made in March 2019.</p>
<p>Bring forward further retail and mixed use developments and townscape improvements to strengthen the retail</p>	<p>Planning permissions in place by end of the strategy period.</p>	<p><b>Retail and Mixed Use Developments</b></p> <p>There have been some retail and commercial developments during 2018/19 which have the potential to further strengthen the role of the town centre/edge of town centre, these include:</p> <ul style="list-style-type: none"> <li>• Introduction of a new retailers at Cannon Lane – the opening of Aldi and B&amp;M in November 2018.</li> </ul>

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<p>appeal of Tonbridge town centre.</p>		<ul style="list-style-type: none"> <li>• A range of new independents along the High Street including – NiiHaw Sushi Bar, Paws Cat Café, as well as the Tonbridge Creates Pop-Up Shop which TMBC part-funded and was open from October to December 2018.</li> </ul> <p>There are also a number of other developments in the pipeline which will progress during 2019, including:</p> <ul style="list-style-type: none"> <li>• A new state of the art medical centre at the site of the former Teen and Twenty Club.</li> <li>• The opening of a new bar in the former John Angel Jewellers.</li> </ul> <p><b>Townscape Improvements</b></p> <p>During the course of this strategy, there has been considerable investment in the public realm</p> <ul style="list-style-type: none"> <li>• 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. Kent Highways appointed Amey to undertake a review of the scheme in February/March 2018 and investigate any issues. The key outcome of this review was the decision to inset the bus stop outside Caffe Nero which is scheduled to be implemented in 2019.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p>Having gone out to consultation in January-February 2018, detailed plans to improve the area around Tonbridge Station were drawn up by Kent Highways, and having secured Local Sustainable Transport Funding, were implemented during the Autumn of 2018/19. In addition to this, southeastern are also progressing a new cycle hub at Barden Road, with contracts having been awarded.</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><b>Town Centre Forum</b></p> <p>The Tonbridge Town Team has acted as an established mechanism for delivering positive action in the town during 2018/2019, including the following actions:</p> <ul style="list-style-type: none"> <li>• 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 &amp; Drink Festival in May is also becoming embedded.</li> <li>• Membership of the Tonbridge Loyalty Card (TLC) – with around 60 businesses and in the region of 500 regular users.</li> </ul>

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		<ul style="list-style-type: none"> <li>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.</li> </ul> <p><b>District and Local Centres - Grant Schemes</b></p> <p>The District and Local Centres Grant Schemes have now been substantially completed with only a couple of initiatives ongoing to mop up small underspends. In total, support was given to the following district centres – Quarry Hill, Snodland, West Malling, Hadlow, Kings Hill, Borough Green and Wrotham, Aylesford, and East Peckham – as well as local centres at York Parade and Martin Hardie Way (Tonbridge), Wateringbury, Oxley Shaw, Twisden Road, Woodlands (Ditton), Greenacres (Aylesford) and Plaxtol. Funding covered a range of projects covering signage, building and environmental improvements, promotion and marketing, lighting, and road resurfacing.</p> <p>As part of the Business Rates Retention Pilot Scheme, ERAB approved a pot of £100,000 towards a new Retail Frontages Grant Scheme in November 2018. This scheme covers a number of Town and District centres across the borough and offers grants of up to £5,000 (up to 80% of total cost) to external improvements. This scheme launched in early 2019.</p>
<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 £1.63m 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, set up with Action with Communities in Rural Kent, was also a useful mechanism through which rural businesses were able to get support and advice in submitting application forms to the West Kent LEADER Programme. In total, 3 village stores have interacted with the LEADER programme, with 2 having secured funding (in Plaxtol and Wateringbury) and a further village store (in East Peckham) in the process of submitting a detailed business case.</p> <p>To date there have been <b>26 Expressions of Interest submissions</b> from T&amp;M businesses to the West Kent LEADER Programme. Of these, 9 did not progress, 15 have been approved and the remaining 2 are still working their way through the process. The total value of grants awarded already to approved projects in Tonbridge &amp; Malling is just under £700,000 (53% of the total value of grant funding approved to date), with those T&amp;M projects working their way through the approval process amounting to an additional £99,400 in grant value should they be approved.</p> <p>As such, whilst fewer than 25 grants will be awarded to borough rural businesses come the end of the programme, the actual amount of grant allocated to our rural businesses is significantly higher than that allocated to Sevenoaks, Tunbridge Wells or Gravesham rural businesses.</p>

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<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 &amp; 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 key 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 2018, the following activities have been undertaken:</p> <ul style="list-style-type: none"> <li>• The creation of a refreshed BBFA website by the Kent &amp; Medway BBFA – <a href="http://www.bbfa.biz">www.bbfa.biz</a></li> <li>• Running training sessions for regulators on effective communication with customers.</li> </ul>
<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>At the end of 2018, the BDUK Phase 2 project completed. This has resulted in superfast (at least 24 megabits per second) broadband coverage of around 96%, against a target of 95%.</p> <p>Although this project has now been completed, because the take up of publicly funded superfast broadband has been higher than expected, the County Council have received a small pot of funding that can be used to deliver additional schemes, with a government emphasis now on Fibre to the Premise (FTTP). The detail regarding where these schemes will be delivered is still in development.</p> <p>During 2018, Government also launched a broadband voucher scheme aimed at encouraging small businesses and the local communities around them to install faster connections using gigabit-capable infrastructure. The vouchers are worth £2,500 per SME, with residents able to claim £500 each towards installation. This initiative has been promoted through the T&amp;M Business Bulletin.</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><b>Successes to the year ending March 2018</b></p> <p>Across West Kent as a whole, Locate in Kent assisted 6 companies to move into or expand within the area. These projects have helped to create and safeguard 117 jobs over the next 3 years. 4 of these companies fell within Tonbridge &amp; Malling, creating and safeguarding 57 jobs over the next 3 years – these 57 jobs are made up of 11 new jobs, 42 retained jobs and 4 indirect jobs.</p> <p><b>Current Picture as of December 2018</b></p> <p>Locate in Kent is currently working with more than 20 companies looking to expand into/within or relocate into/Tonbridge &amp; Malling. The majority of these projects lie within the following sectors: Business Services, Other Manufacturing and Construction.</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 - <b>£129,219,000</b>  Of which:  Staying Visitors from the UK - £25,381,000</p>

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		<p>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 2017 and shows the following trends:</p> <p><b>Total Visitor Spend - £143,150,000</b>  Of which:  Staying Visitors from the UK - £26,249,000  Staying Visitors from Overseas - £12,612,000  Day Visitors - £89,597,000  Other Visitor Related Spend - £14,692,000</p> <p>This equates to an increase in visitor spend of <b>10.8%</b>, and therefore exceeds the 10% target.</p> <p>During 2018/19, 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"> <li>- Events and Promotion – including Music@Malling, Wrotham Festival of Fusion and Light, Tonbridge Carnival and Fete, Summer Band Concerts, Tonbridge Arts Festival, Medieval Fair and Dragonboat racing, open air cinema at Tonbridge Castle and the Tonbridge Food &amp; Drink Festival as well as the ongoing production of a What’s On booklet to promote local events.</li> <li>- Supported Heritage Open Days across the Borough with activities at venues including Tonbridge Castle, Aylesford Priory, Ightham Mote, as well as a host of local churches and heritage centres.</li> <li>- Support for Visit Kent’s Big Weekend which takes place in April 2019 – Aylesford Pottery, Hop Farm, Ightham Mote and Tonbridge Castle have signed up.</li> </ul>
<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>Since the last annual update, there has been considerable progress with the development of the emerging Local Plan. In October-November 2018, Tonbridge &amp; Malling Borough Council carried out a Regulation 19 consultation which received in excess of 3,800 responses. The draft Local Plan was submitted to the Secretary of State in January 2019, with an Examination in Public scheduled for Spring 2019 and adoption of a new Local Plan by the end of 2019.</p>