

Prosperity and Place Annual Review	12th June 2018
To: The Leisure and Development Committee FOR INFORMATION	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating our Economy and Contributing to Prosperity
Outcome	Contained within report
Lead Officer	Head of Prosperity and Place
Cost: (If applicable)	N/A

The purpose of this report is to provide the mid-year review of activity under the current Economic Development Programme.

Background

The current programme was put in place in 2015 to manage the transition from the previous four-council model to Causeway Coast and Glens. Most of the activities were transitional, or a continuation of existing programmes already in place. In addition, this programme was put in place to manage Council's obligations while the new staffing structure was determined.

While this took much longer than was envisaged, a range of activities have been completed and several targets fulfilled. As of November the final staff members are now in position.

Table 1 (attached at **Annex A**) follows the themes and activities agreed by members in 2015, and subsequent action plans presented for consideration since, and delivered by team members over the past year.

Issues

While there has been progress on many fronts over the past year, as noted in the table following, the team – in conjunction with others – is aware that over the coming year, several issues will continue to require a careful path forward:

- The focus for Northern Ireland still feels Belfast-centric.
- The lack of an Assembly is beginning to affect higher level business decisions in terms of (some but by no means all) Departmental interactions.
- Rural Development is still beset by huge administrative barriers to business and community alike.
- The area's GVA remains stubbornly low, despite apparent growth and interest in the area – this is possibly a 10 year task – or more.
- Economic Inactivity besets all of Northern Ireland, despite falling claimant counts, and the fallout in changes to benefits remains to be seen.
- Brexit means hesitancy in some investments, while for Council our role is still to ensure that businesses are best-prepared as the picture unfolds.

- New and imaginative approaches to developing our town centres in the face of massively changing shopping and leisure patterns need to be found against a backdrop of decreasing budgets.

2018

Over the coming year, the team will conclude some final legacy schemes, continue to implement our ongoing programmes, and develop some new directions in partnership with those agencies and organisations with whom there is now a positive working relationship. The administrative background to this will be the development of a new Prosperity and Place Workplan for the next few years. Members will have seen the work undertaken so far by University of Ulster; the next step of consultation is the Big Small Business Survey in May, with follow up on several consultations which have taken place to date.

2017-18 Year Business Plan for Prosperity & Place – Annual Report 1st April 2017 – 31st March 2018

Strategic Objective					
1. Business Development – Maximise business potential to increase profitability and employment opportunities					
Link to Corporate Aims and Objectives					
• Accelerating our Economy and Contributing to Prosperity					
Work Streams / Operational Actions / Outcomes	Budget (£)	Timescale	Performance Indicators (PI's)	PI Progress (1 st April 2017 - 31 st March 2018)	Additional Information
Pre-Enterprise Support	£25,000	Year 3 of 3 years	5 individuals into employment	5 (% Target Achieved = 100%)	
			6 into self-employment	11 (% Target Achieved = 183%)	
			8 into further education or other vocational programmes.	14 (% Target Achieved = 175%)	
Business Start	£180,000	Ongoing programme throughout the year	240 Business Plan Approvals	267 (% Target Achieved = 111%)	
			180 jobs promoted	185 (% Target Achieved = 103%)	
			60 businesses (of those business plans approved in 17-18 year) still in existence by Year 3 Development of an Investment		Cannot be measured until 2019/20 year.

Key To Colour Coding Of PI Target Progress/Achieved

Green = 80% or over

Yellow = 79% - 50%

Red = 49% - 0%

ANNEX A

2017-18 Year Business Plan for Prosperity & Place – Annual Report 1st April 2017 – 31st March 2018

			Fund – Grant-based	0 (% Target Achieved = 0%) Complete	8 businesses awarded grants.
Alchemy Programme	£80,000	Ongoing programme throughout the year	80 businesses to receive one to one mentoring. Minimum increase of 5% profit per participant. 5 businesses to move into INI's export support structure. 10 jobs created as a direct result of involvement with Alchemy. Establish the Alchemy Club.	115 (% Target Achieved = 144%) 32% of businesses project average 52% increase in turnover 8 (% Target Achieved = 160%) 17.5 (% Target Achieved = 175%) 0 (% Target Achieved =	141 businesses actually registered, of which 115 received one to one mentoring. Remainder referred to other support agencies or for future assessment. 10 businesses signposted to Northern Regional College for additional support through Skills Focus Programme & received support totaling £32,000. Profit figures not available from businesses until approx. August 2018. However, from the expected targets of turnover, we believe the target has been achieved. 8 referred to INI for financial assistance through innovation vouchers, MIS & GAP applications. 11 full time & 13 part time. All participants on the programme are part

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			Promotion of programme i.e. exhibit at business events.	0%	of the club. Networking & workshops will commence in Q2 2018.
			Promotion of programme i.e. monthly business support e-zine.	14	Exhibitions at various Council events & those of external stakeholders.
				6	Monthly promotion in 6 e-zines including some case studies of businesses assisted.
Social Enterprise Programme	£30,000	2017/18 – in addition to the support offered through Alchemy	8 social economy businesses/social enterprises assisted over the year.	4 (% Target Achieved = 50%)	Supported via Alchemy programme.
			2 jobs created as a result of participation in the programme.	0 (% Target Achieved = 0%)	DfE, DfC & INI currently liaising with Councils about re-instating Social Enterprise Hubs at District Council level. Council working in partnership with Social Enterprise NI to provide support to existing, local Social Enterprises. Causeway Social Enterprise Forum assisted, under Enterprise Week in a networking/forward planning event.
			At least 4 social enterprises assisted in tendering for public service contract.	0 (% Target Achieved = 0%)	
Business Support for Tourism	£30,000 (this budget to be used across all	2017/18 with particular reference to actions in	Budget for Council's 'off the course' preparation/activities for the 2017 Irish Open Golf tournament in Portstewart.	Complete	Budget used for: town preparation, car parking, business engagement, entertainment programme, promotional materials.

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	Council depts.)	preparation for the Irish Open and Open 2019			(Separate budget allocated for 2019 Open in Portrush).
Support for Makers/Creative Industries	£5,000	2017/18	Supporting funding to the Bursary Scheme to be offered by Culture and Arts Section. Format to be decided; however support will be for those who show best endeavors to move their business forward. Performance indicators .	Complete	Bursary scheme developed & 4 creative practitioners funded. 7 training workshops for artists delivered to a total of 88 people. 4 Economusee artisan producers within the Borough assisted to attend Economusee regional conference/workshop in Norway.
Food Business Development – Year of Food and Drink (Legacy Activity, including support for Causeway Coast and Glens Food Network)	£25,000	2017/18	Continue to Increase, awareness raised and uptake of Causeway Coast and Glens Food Network Branding. Full branding, online and social media package in place across the Borough. Two display/exhibition opportunities undertaken across the year, which may include Balmoral, depending on uptake. Minimum of 20 food	Complete Complete 9 Not complete	'A Taste of the Causeway Coast & Glens' brochure produced. Feature articles in press. Causeway Coast & Glens Food Network members' facebook group (203 members), facebook page (688 likes), twitter account (2024 likes). Balmoral Show, Limavady Show, Blas Awards, 4 Roe Valley Markets in Limavady (new market established), BBC Good Food Show, IFEX Exhibition. Not yet quantifiable.

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			<p>businesses increasing turnover by 10 percent and profitability by 10 percent as a direct result of involvement in Council initiatives.</p> <p>5 new jobs promoted through the overall efforts of this measure.</p>	Not complete	Not yet quantifiable.
Support for Business Related Events	£15,000	2017/18	<p>Support for at least four events across the coming year, for example:</p> <ul style="list-style-type: none"> • Lead2Grow 2016 – final of three years’ support • Economic Conference or other programme from local Chambers of Trade • Women into Enterprise – annual support for regional conference • Bi-annual support for Borough Business Awards. 	15 (% Target Achieved = 375%)	A range of business events supported which were organized by various business stakeholders in the Borough.

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