

Causeway Coast and Glens Borough Council

To: Leisure & Development Committee

Economic Development Strategy Update

8th September 2015

For Information

Report to Committee

| Linkage to Interim Corporate Plan | |
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| Strategic Themes | Prosperity Health & Wellbeing Cohesive Community |
| Lead Officer | Paul Beattie – Head of Service Prosperity and Place |
| Cost: (If applicable) | |

The purpose of this report is to provide Members with an update on the current position regarding operational targets contained within the Economic Development Strategy.

Background

The work plan for economic development and regeneration was adopted earlier in 2015. However, as part of the ongoing development of the plan, more in-depth actions and targets were to be presented to Council as the first year progressed.

At this stage, several key factors remain to be put in place:

- Completion of the Prosperity and Place structure and full team complement – some staff continue to work on certain legacy issues.
- Allocation of ERDF funding, with scoping documents for new programmes agreed.
- Full transfer of the activities under the Regional Start Initiative (Business Start Programme), Social Enterprise Programme and Regeneration function.
- Council still awaits confirmation of the Enterprise Zone designation and anchor tenant.
- The proposed Smart Grid project has now been agreed to progress to outline business case stage.

In some cases, these delays will be to Council's advantage as the new functions bed down, reactive priorities emerge, and legacy projects are finalised.

What this means:

The team is currently concentrating on developing a first year of research, background information and quick wins until some of the above issues are resolved. In short – there is much to “get on with”.

The grid attached to this report represents some interim actions and targets which are in place at this stage of the year.

This represents rates-funded projects which are underway, and further targets for non-funded projects will be developed as working teams are put in place over the next four weeks.

In short, this first tranche of activity and that of the rest of 2015/16 will be the bedrock for those moving forward in the next two years, and will establish information bases within Council that have been lacking to date across the four legacy areas.

There are, however, some areas of intervention which have no monetary cost attached and which are currently underway:

- Development of the local business database, communications plan and marketing material for the unit.
- Collation of broadband and connectivity information for the new Borough – this will feed into year 2 activity.
- Development of a database of available workspace, both public and private, and ongoing vacancy database for the borough's retail spaces.
- Preparation of programmes for years 2 and 3 of the work plan which reflect the input of funding from the Local Economic Development Measure of the new Competitiveness funds.
- Development of new area marketing material in conjunction with Invest Northern Ireland to better our FDI proposition; developing INI overseas contacts and establishing communications with these and other individuals to "spread the word".

Members comments are welcomed for consideration, however, it should be noted that as the programme develops further over the next 2-3 months with the placement of project teams, further updates will be brought to committee.

| Action | Programme | Cost to Council | Initial Targets |
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| To stimulate and support business start-ups | Pre-Enterprise Programme including a focus on <ul style="list-style-type: none"> Rural Women Youth Disadvantaged Areas/Groups | £25,000 | Commenced 2015 targets: 5 individuals into employment 6 into self-employment 8 into further education or other vocational programmes (delivery by Enterprise Agencies) |
| To stimulate and support business start-ups | Regional Start Initiative including a focus on <ul style="list-style-type: none"> Rural Women Youth Disadvantaged Areas/Groups | £246,265 (transferred budget from DETI/Invest NI) | Ongoing Function not yet transferred, however, programme will continue to be delivered by Invest NI through the Enterprise Agencies until 31 March 2016 INI Target: 234 business plans |
| To assist local businesses to grow by becoming more competitive and innovative | Alchemy Programme (one to one support provided by Council through this programme to local businesses) | £145,000 | Programme to commence in September Target: 80 businesses to receive one to one mentoring, with a minimum of 1% increase in cumulative profit 5 businesses to move into INI's export support structure |
| To assist local businesses to grow by becoming more competitive and innovative | Legacy Projects – projects which are in the finishing stages, and passed over from the legacy councils | £106,107 – funding only required for 2015/16 | Completed 6 projects now completed across the four legacy council areas; final evaluations underway; spend complete |
| To support local Chambers & Trade organisations to develop & sustain the retail sector | Development Programme - Work with Chambers to develop Action Plan (yr 1) | £5,000 | Currently under discussion with chambers – to be completed by March 2015 |
| To stimulate & support social enterprise in the local Council area. | Social Enterprise Programme – a transferring function and budget | £35,000 | Ongoing Programme has not yet transferred – enquiries to Social Enterprise Hubs being fielded by agreement with Belfast City Council Target: 9 social enterprises to be offered mentoring support through Hubs |

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| To develop and promote the local Agrifood sector to compete and reach export markets | Agrifood Tourism Network (Causeway Food Tourism Network - branding action) | £5,000 | Commenced Small promotion programme for local food enterprises – based on the production of pre-agreed marketing collateral Target – disbursement to 50 food businesses around the new Borough; to be developed further in Year 2 in line with Northern Ireland Year of Food |
| To develop and promote the local Agrifood sector to compete and reach export markets | Journey to Market II | £30,000 | To be developed Year 1 will mainly be based on the previous programme undertaken by the legacy Councils |
| To develop a Town Centre Management Programme across the new Council area | Town and Village Regeneration Prioritisation Plan | £8,000 | Commenced Terms of reference developed – to be circulated August and completed by November. Outputs will include: <ul style="list-style-type: none"> • Review of all Masterplans conducted & achievable actions identified against selection criteria. • Research completed and Action Plan in place to address gaps. |
| | Matching funding for 2 further ReVitalise Schemes – Ballycastle and Railway Road | £20,000 | Commenced Virement towards match funding for completion of these schemes in 2015 |
| To develop a Town Centre Management Programme across the new Council area | Causeway Speciality Market | £25,000 | Ongoing Continuation of existing programme, with plans and costings for extension across Borough to be completed by November |
| To develop a Town Centre Management Programme across the new Council area | Town Centre Management Programme | £50,000 | Commenced Database for town centre businesses in CC&GBC developed by Nov 2015 100 Town User Surveys conducted for each town in the CC&GBC by November 2015 Business Survey conducted for each town in CC&GBC area by November 2015 |

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| | | | <p>Town Team Causeway established – if agreed by all four chambers</p> <p>4 existing main town health checks updated</p> <p>Two existing Coleraine town events to be completed over the remainder of the year – Coleraine Goes Country</p> |
| <p>To stimulate & support business start-ups in the tourism sector</p> <p>To assist local tourism businesses to grow by becoming more competitive & innovative</p> <p>To work in partnership to develop projects & initiatives to extend the tourist season.</p> <p>To develop a business offer in the towns and villages, which attracts tourists and tourist spend.</p> <p>To assist local businesses to benefit from opportunities arising from events, such as British Open, North West 200, Air Show etc.</p> | | £45,000 | <p>Under development</p> <p>Under development in conjunction with Tourism and Recreation</p> |
| <p>To assist local businesses to exploit & benefit from opportunities arising from the Renewable Energy Sector</p> | <p>Continue to support R&D related to renewable energy sector leading to Economic Appraisal – Smart Grid, Identification of opportunities from Marine Energy & Waste Management.</p> | £100,000 | <p>Commenced</p> <p>Moving to stage 1 outline business case approved by Council in August – terms of reference currently being developed</p> |
| <p>To assist local businesses to exploit opportunities arising from the Enterprise Zone</p> <p>To provide the opportunity for additional workspace/lands to meet the expansion needs of local businesses.</p> | <p>Continue to lobby & advocate on behalf of the Enterprise Zone, in particular for the implementation of the Digital Causeway Project.</p> <p>Identify the potential to extend the Enterprise Zone throughout the entire CCG Council area, through lobbying and R&D. Update the Digital Causeway website, redefine the offer, position Council as a key facilitator in developing the Zone.</p> | £50,000 | <p>Commenced</p> <p>In anticipation of the designation of the Enterprise Zone, and confirmation of anchor tenant, Council is beginning work with the Strategic Investment Board to develop marketing collateral, a new marketing website and develop contacts within and outside the island to begin to generate interest in the remaining 15 acres of land as well as support other Enterprise Zone efforts in the area.</p> <p>Target: marketing collateral</p> |

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| | Develop the business case and continue to lobby for the expansion of the “Enterprise Zone” | | developed by November; marketing contacts plan developed by November for review |
| To improve connectivity across the Borough – widening out to 3G, 4G provision. To encourage & support local businesses to take advantage of the digital infrastructure. | Conduct research to identify the extent of connectivity and the gaps in provision across the Borough. Action Plan developed to address the gaps – both domestic and business. Facilitate & enable the implementation of the Broadband Connections Voucher Scheme | £13,000 | Commenced £5,000 was agreed by the Legacy Council towards administration of the Broadband Voucher scheme – however, staff are now moving forward with further local promotion. Applications to date are around 35 from the new Council area – staff aims to increase this to around 75 within the time remaining for the programme |
| General business programmes and reactive activities | | £50,000 | Commenced Completion of an update of the Borough’s creative sector and film location potential – including development of a location and infrastructure database/contact office - £5,000 Commenced Meet the buyer events for Openhydro, Enterprise Zone, and construction sector (3) To be developed Further rollout of Social Media awareness programme – 1 programme before year end Commenced Production of takeaway material for Invest NI overseas teams To be developed Social Enterprise “get to know you” event – in advance of full transfer of SEP, an opportunity for members and staff to learn about the actions and areas of interest of local social enterprises Sponsorship of Causeway Business Awards Reserve funding for reactive small scale environmental actions in conjunction with the private sector |