



Economic Development Service Delivery Plan 2024 to 2025

Overview of the service

The Economic Development service is responsible for facilitating improvement of the district's economy including related skills and employment prospects. It achieves this by:

- project and program management of a number of growth delivery projects and corporate objectives such as the Cambridgeshire and Peterborough Combined Authority market towns programme
- facilitation of skills and employment projects working with the Cambridgeshire and Peterborough Combined Authority and other stakeholders
- being the first point of contact for those seeking funding or business advice services Working to encourage inward investment to the area, for example, new businesses or infrastructure funding
- working with partners to develop digital infrastructure and accessibility, for example, public WiFi networks, future Internet of Things (IoT) technologies and mobile coverage
- working with organisations such as the Chamber of Commerce, Federation of Small Businesses, and local businesses/organisations as part of our business engagement activity
- managing the e-space business centres at Littleport and Ely
- developing economic strategy and priorities through collaboration with the Cambridgeshire and Peterborough Combined Authority and local monitoring of the district's economy

Cost of service

The service, inclusive of E-space operations, is £113,586.

Staffing Information

Economic Development Manager (full time)

Economic Development Officer (full time) x 2

E-space Centre Manager (full time)

E-space Administrator (full time)

Forward planning for Councillors

Proposed item	Proposed date of decision	Committee
Half year report 2024 to 2025	November 2024	Finance and Assets
End of year report 2024 to 2025	March 2025	Finance and Assets
Service Delivery Plan 2025 to 2026	March 2025	Finance and Assets

Economic Development Service Delivery Plan 2024 to 2025

This Service Delivery Plan describes what Economic Development service will be doing to deliver continuous improvement (service objective). Each performance measure relates to the Council's strategic outcomes and Corporate Plan 2023 to 2027.

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Targeted monitoring and data analysis of East Cambs economy to provide effective business and stakeholder support.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
<p>Maintain direct contact with key businesses and relevant stakeholders by collecting business data</p>	<p>Complete data verification and testing stage of system by Sept 2024.</p> <p>Establish the new functioning Business Information System that is producing quarterly analysis/reporting from Dec 2024.</p> <p>Target two stakeholder mailouts, each a minimum of 1000 recipients, Sept 2024 and March 2025.</p> <p>Utilise new social media channels with a minimum of 12 posts over the year.</p> <p>Maintain contact with a minimum of 4 business parks in the district which will include Lancaster Way, and Potters Space throughout the year.</p>	<p>6,000 business records uploaded onto the CRM system</p> <p>All new requests, enquires or opportunities received over the year were evaluated and dealt with to a conclusion</p>	<p>Economic Development Manager Economic Development Officer</p>

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Deliver business support programmes and investment initiatives	<p>Implement agreed UK Shared Prosperity and Rural England Prosperity Business Grant Scheme. Complete by March 25 by awarding total available funds (£310,511).</p> <p>Monitor with successful applicants agreed businesses outputs to March 2025.</p> <p>Monitor policy and evaluate potential new funding streams throughout the year.</p>	<p>Facilitated two High Street Support Schemes (£75,000+ funding)</p> <p>Meetings with 180+ stakeholders/business organisations. Continued working collaboratively closely with county and town councils to commence projects such as Soham-Wicken Fen cycleway.</p> <p>Work with government departments such as Defra, DLUHC in respect of bids/support programmes</p> <p>Work with Ely and East Cambridgeshire Chamber of Commerce. Attended 10 Board meetings and additional networking events with local members</p> <p>Worked with business park operators to engage on various advisory matters, for example, Lancaster Way, Potters Space.</p>	Economic Development Manager Economic Development Officer

Council's Strategic Outcome: Safe, vibrant and inclusive communities. Community sustainability.

Economic Development Service's Strategic Objective: Local skills strategy implementation. Work with CPCA on development of adult education and FE projects.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Work with Cambridgeshire and Peterborough Combined Authority to help them/stakeholders deliver East Cambridgeshire's skills and employment actions for short, medium, and long-term interventions	<p>Provide Cambridgeshire and Peterborough Combined Authority and stakeholders with local expertise across the district, in addition to working on specific projects for the year, prioritising</p> <p>Further Education Coldspots feasibility study – report due Summer 2024 and the Digital Inclusion Project by March 2025</p>	<p>Focussed on detailed interpretation of the CA's skills agenda and application to East Cambs</p> <p>Established links with key players at CA and other stakeholders. Prioritising strategic actions for the district as identified in CA's Employment & Skills Strategy 2022</p> <p>Contributed to the governments Local Skills Improvement Plan (LSIP) and facilitated engagement required at District Level</p>	Economic Development Manager Economic Development Officer

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Be influential in determining digital investment priorities in our communities.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Attend and contribute to the Connecting Cambridgeshire project board (quarterly) and Camb-Wifi governance board and further develop and monitor local policy/strategic plans for East Cambridgeshire	Attend, contribute and champion East Cambridgeshire at Quarterly meetings throughout the year.	Attended and contributed to the Connecting Cambridgeshire project board (quarterly)	Economic Development Officer

Council's Strategic Outcome: Customers are at the heart of everything we do.

Economic Development Service's Strategic Objective: Continue delivery of affordable commercial space for the district at our E-Space business centres.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Manage the eSpace serviced business centres and two business units ensuring that remains above 80% viability level.	Ensure E-Space and business units maintain occupancy levels above 80% by retaining existing customers, effective marketing of vacancies and budgetary control.	Sustainably managed the E Space serviced business centres in addition to the council's business units (2) on the Cambridgeshire Business Park, Ely Occupancy level maintained at 90% throughout 2023/24 Service delivered within budget	Economic Development Manager E-Space Manager
Deliver e-space North extension project	By June 2024 Confirm project design against agreed budget. By Sept 2024 complete procurement. October 2024 to March 2025 commence build and completion.	Funding application successful and procurement process underway	Economic Development Manager E-Space Manager

Council's Strategic Outcome: Be an excellent employer.

Economic Development Service's Strategic Objective: Continue to develop highly trained staff to support service delivery and drive forward our corporate priorities. Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.

Link to Corporate Plan: Sound financial management.

Performance measure	Target and reporting timescale	Baseline/output from 2023 – 2024	Owner and co-owners
Regularly review higher level corporate risks including: <ul style="list-style-type: none">contractual and regulatory compliance, such as procurement and grant fundingH&S at our external sites	Monthly, annually	Carried out all necessary fire drills at E-space. Reviewed all contractual/Legal agreements connected with funding programmes, procurement, leases, and service provision.	Economic Development Manager E-Space Manager

Council's Strategic Outcome: A clean, green and attractive place.

Economic Development Service's Strategic Objective: Undertake activities which help to mitigate/adapt to climate change.

Link to Corporate Plan: Cleaner, greener East Cambridgeshire.

Performance measure	Target and reporting timescale	Baseline/output from 2023 – 2024	Owner and co-owners
Monitor the net impact/improvement of fitting solar PV to E-space North in order to help inform:	Provide quarterly reports on energy savings against pre-installation benchmark.	A nominated member of the Economic Development team attends climate meetings and is an active member of the councils Green Team.	Economic Development Manager Economic Development Officer