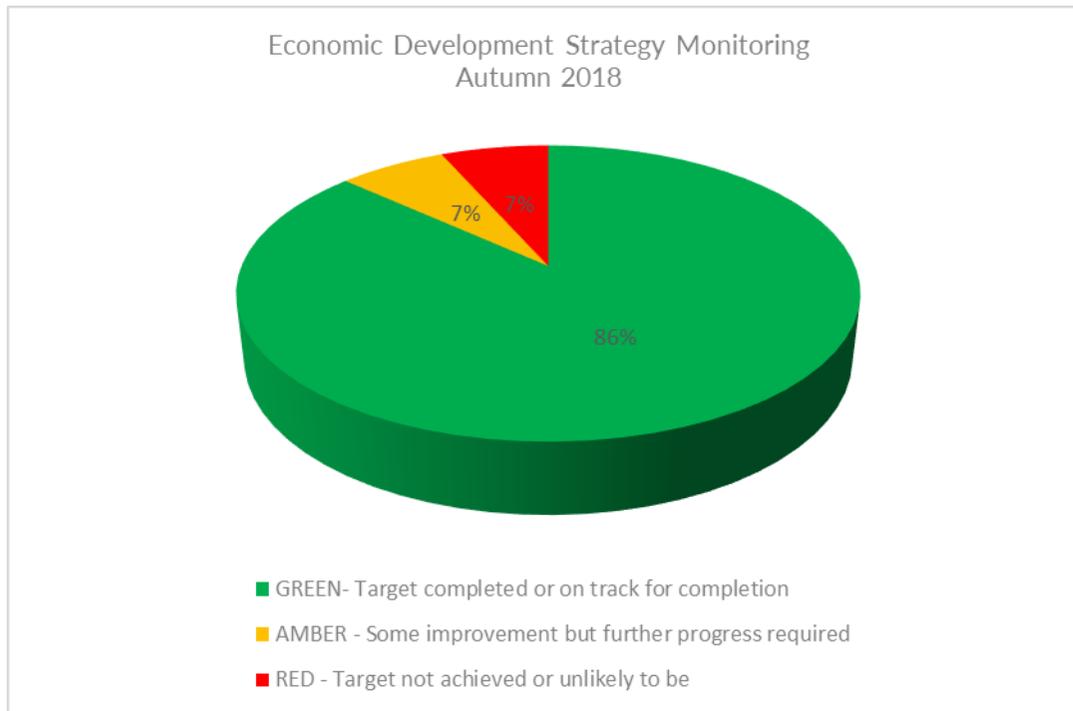


Economic Development Strategy Monitoring Report Autumn 2018



The Economic Development Strategy has been in place since 2014 with proposed completion date for the majority of actions as 2018. This report is the final monitoring update as we move towards the adoption of a new Economic Development Strategy for the District.



Code	Target	Action	Update	Commentary	Status
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Code	Target	Action	Update	Commentary	Status
Strategic Objective 1 - Inward Investment					
ECON 1.1A	Increase the number of businesses locating or setting up in Sevenoaks District over the plan period	Market Sevenoaks District as a place to invest and grow	Continue to offer support to businesses to encourage them to be successful and to set up in the District. Continue to liaise with Locate in Kent.	During the strategy term the business count in Sevenoaks District (ONS from NOMIS) has increased from 6090 in 2014 to 6580 in 2018.	GREEN
ECON 1.1B	Increase in commercial space	Market Sevenoaks District as a place to invest and grow	Proactively working with planning colleagues to ensure the new Local Plan allows for increased commercial space and employment land	Continue to work with partners such as Locate in Kent to assist companies wishing to locate or relocate in the District.	GREEN
ECON 1.2A	At least 70% A1 frontage within Primary Frontage of Sevenoaks Town Centre	Encourage viable and vibrant town centres through a range of partnerships	The Authority Monitoring Report (AMR) 2016/17 states that 69% of the Primary Frontage within Sevenoaks Town Centre was in A1 use. Figures for the period 1st April 2017 to 31st March 2018 will be published in early 2019.	Much has been done during the strategy term to encourage vibrant town centres by working with Sevenoaks Town Partnership to support their work. Our ability to influence primary retail frontage in town centres is limited.	RED
ECON 1.2B	At least 45% of A1 frontage within primary frontage of Edenbridge town centre	Encourage viable and vibrant town centres through a range of partnerships	The Authority Monitoring Report (AMR) 2016/17 states that 50% of the Primary Frontage within Edenbridge Town Centre was in A1 use. Figures for the period 1st April 2017 to 31st March 2018 will be published in early 2019.	We have continued to work with Edenbridge Partnership and Edenbridge business forum and have assisted by providing an economic study for the town centre area.	GREEN
ECON 1.3A	Measure the change in employment floor space in non-allocated sites	Maintain and protect employment land and	The Authority Monitoring Report (AMR) 2016/17 states that there was a net loss of 2487 sq. m of employment floor space in non-	These targets have not been achievable due to changes in planning policy around permitted development, allowing change of use from office to residential, which reduces the supply of	RED

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		commercial premises	allocated sites.	employment floor space in the District.	
ECON 1.3B	No loss of employment allocations and major developed employment sites in the green belt	Maintain and protect employment land and commercial premises	<p>The Authority Monitoring Report (AMR) 2016/17 states that there was a net loss of 10118 sq. m of employment floor space on Employment Allocation Sites and Mixed Use Development Allocation Sites. There were no changes in the Major Developed Employment Sites in the Green Belt.</p> <p>Figures for the period 1st April 2017 to 31st March 2018 will be published in early 2019.</p>	The Evidence base for the new local plan will include consideration of positive allocations to allow for the loss of space caused by Permitted development rights	GREEN
ECON 1.4A	Regular meetings held with QinetiQ	Work with QinetiQ to develop an engineering cluster and training objectives	The Council is continuing a dialogue with Merseyside Pension Fund, Qinetiq and DSTL over future plans for the Fort Halstead site.	Following the change in ownership from Deutsche Bank to Merseyside Pension Fund two meetings have been held with the Fund and their advisors, CBRE. Further meetings have been held with CBRE to develop a 'proposition' for the commercial and employment element of the site. Qinetiq have confirmed their continuing presence at the site and the DSTL relocation is planned for completion in late 2021.	GREEN
ECON 1.4B	Feasibility study for training opportunities produced as part of plans to redevelop Fort Halstead	Work with QinetiQ to develop an engineering cluster and training objectives	As part of the development of the 'proposition' for the commercial and employment element of the site CBRE are reviewing opportunities for collaboration in the 'hi tech' and engineering sectors. This will include training and start-ups.		GREEN

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Strategic Objective 2 - Skills and Support					
ECON 2.1A	Number of businesses accessing 1:1 support	Enable businesses to access support, advice and finance	The West Kent Partnership have funded 49 hours of business support to Sevenoaks District companies in 2017/18. 16 of the 27 business supported are progressing to the 12 hours support funded through SEBB.	Throughout the plan period there has been support available to businesses in the District. By working with West Kent Partnership we have been able to best utilise available funding sources and continue to provide business advice, support and finance. The Economic Development team keep up to date with funding available in order to best signpost and inform businesses about what's available and work with providers to promote services.	GREEN
ECON 2.1B	The number of businesses in the District accessing Escalate		<p>6 Sevenoaks businesses were successful in receiving ESCALATE funding whilst this was available, they received a total of £594,000 which created 33.6 new jobs and safeguarded 18.17 jobs.</p> <p>£50,000 has been awarded via the Kent and Medway Business Fund (the recycled funds scheme from ESCALATE) to Sevenoaks business creating 5 Jobs.</p> <p>£750,000 has been allocated to 2 companies via the innovation fund (i3) creating 18 jobs and safeguarding 54.</p> <p>The South East Business Boost scheme remains open, to date £20,000 has been awarded to Sevenoaks companies, this is expected to continue to increase.</p>		GREEN
ECON	Increase the amount of LEP	Enable	The Local Growth Fund is to be		RED

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2.1C	funding obtained	businesses to access support, advice and finance	included within the new UK Shared Prosperity Fund. Additional funding for LGF 3b was announced by SELEP earlier in 2018 but the available funding is significantly oversubscribed.		
ECON 2.1D	Amount of European funding leveraged into the district increased	Enable businesses to access support, advice and finance	<p>The LEADER programme is an EU funded programme to provide grant funding to local businesses. Currently there are 9 projects in the District of Sevenoaks with a total grant award of over £326,000 bringing an investment of over £800,000 to the rural economy creating 16 jobs.</p> <p>The LoCASE (Low Carbon Across the South East) programme has assisted 13 Sevenoaks based SMEs with grant funding totalling £91,000.</p>	Economic Development team continue to promote available funding schemes.	GREEN
ECON 2.2A	Reduce the number of NEETs in line with targets set by Early Help and Prevention Services (Kelsi)	Improve the skills and employability of residents in the district	<p>The Supporting Young People into Employment Group has been working alongside Sevenoaks District Economic Development to look at ways we can reduce NEETs in the District.</p> <p>During 2017/18, the Sevenoaks NEET (not in employment, education or training) population was consistently low, with a cohort of 40 in March 2017 and 42 in March 2018, and the percentage of year 12 and 13 NEETs in the</p>		GREEN

Code	Target	Action	Update	Commentary	Status
			<p>District was 1.85%.</p> <p>During 2017/18 some work (undertaken by CXK on behalf of KCC) to find out more about status of NEET's who's destination was 'unknown' (Yrs 12&13) led to a decrease in Not Known figure for the District from 7.66% to 2.29%. CXK has also supported 38 young people to move from NEET to EET in Sevenoaks between 2017/18.</p>		
ECON 2.2B	Reduce the number of JSA claimants	Improve the skills and employability of residents in the district	In Sevenoaks District the number of JSA claimants has decreased from the start of this Strategy from 870 (1.2%) claimants in March 2014 to 470 (0.7%) claimants in Sept 2018. The West Kent Partnership working with Job Centre Plus currently organise 2 job fairs per year and support a careers event for young people	A successful jobs fair was held in Sevenoaks in March 2018 with 22 companies in attendance and approximately 250 job seekers attending a number of whom gained employment as a direct result of the event.	GREEN
ECON 2.3	Businesses are satisfied with contact with the District Council. Information channels are clear and the number of businesses accessing the realBusiness newsletter increases	Set up the 'team around the business' - soft landing for new or expanding businesses	The Economic Development team continues to regularly attend business events and networking and shares relevant information with businesses on advice and support available.	The realBusiness newsletter database has been rationalised following GDPR regulations, although this has led to a decrease in numbers, open rate is increased and we continue to grow the list of people wanting to hear from us.	GREEN
ECON 2.4	A single point of contact is established for business support and funding	Single point of access for funding and business support	The Economic Development team continues to provide a single point of contact for business support and funding information.		GREEN

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			In addition the team help businesses to access Council services under the Team Around your Business approach. It is estimated that approximately 50 hours Team Around Your Business Support has been provided between May 2016 and October 2018.		
Strategic Objective 3 - Transport and Infrastructure					
ECON 3.1	Increase the number of communities accessing superfast broadband	Ensure the district has broadband, mobile telephone and other 21st Century connectivity (see also ECON 3.6b)	Working with the team at Kent County Council and BT to ensure that Sevenoaks residents and businesses are benefitting from the BDUK roll out.	The BDUK phase 2 contract has come to its end. A review is being carried out of the County on a Parish by Parish basis to establish the areas of poor coverage. The review of the parishes within the District is being undertaken in November 2018. This will identify the communities where improvement has occurred and those where locally led solutions are required to enhance availability and speeds.	AMBER
ECON 3.1A	Improvements to Swanley Rail Station and making it Oyster Card ready	Inclusion of Swanley in Transport for London's travel zone and making it Oyster card ready, and make improvements to the rail station	The CIL contribution of match funding for the LSTF4 bid to improve the station was approved in May 2018. It is planned to carry out the improvements to the station in 2019 Oyster technology is now available at the station.		GREEN - in progress
ECON 3.1B	Inclusion of Swanley in Transport for London's travel zone	Inclusion of Swanley in Transport for	Swanley is now included in Travel Zone 8 and is an Oyster card station		GREEN - completed

Code	Target	Action	Update	Commentary	Status
		London's travel zone and making it Oyster card ready, and make improvements to the rail station			
ECON 3.2A	Improvements to Bat and Ball rail station	Improvements to the Bat and Ball rail station	On the 28th April, the planning application made by Sevenoaks Town Council for a refurbishment project for the Bat & Ball Station building was granted. This project is underway led by the Sevenoaks Town Council.		GREEN
ECON 3.2B	Investigate the inclusion of Bat and Ball and Eynsford train stations in the Transport for London's travel zone	Investigate the inclusion of Bat and Ball in transport for London's Travel zone	Initial investigation took place and concluded it is unlikely that this will happen as Thameslink has the franchise until 2021.	Please note that this target is green as investigation has been concluded, no further progress can be made within the strategy term.	GREEN
ECON 3.4A	Buckhurst 2 decked car park is built	Support efforts to improve car parking in the district	Bradbourne Car Park project now complete providing an extra 121 car parking spaces. Construction of Buckhurst 2 decked car park is underway and on track for completion in April 2019	This is on track to be completed by April 2019	GREEN - To be completed April 2019
ECON 3.4B	The expansion of the Darenth car park is successfully delivered	Support efforts to improve car parking in the district	The successful expansion of the Darenth car park has created an extra 100 parking spaces.		GREEN - Completed
ECON	Increase the amount of	Support efforts	Working with KCC to identify	Proposals for improvements to traffic in Swanley	AMBER

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3.5A	funding for transport infrastructure	to ease congestion in Sevenoaks and Swanley and improve integration of public transport	funding streams through the Local Growth Fund, SELEP and Local Transport Plan.	have been incorporated within an Integrated Transport Package for consideration in future rounds of the Local Growth Fund or UK Shared Prosperity Fund or alternative capital resources	
ECON 3.5B		Proportion of housing supply in the major settlements (Sevenoaks, Swanley and Edenbridge) - LDF indicator	The Authority Monitoring Report (AMR) 2016/17 states that: <ul style="list-style-type: none"> •45% of the outstanding housing supply is predicted to be within Sevenoaks Urban Area or Swanley. •60% of the outstanding housing supply is predicted to be within Sevenoaks Urban Area, Swanley or Edenbridge. Figures for the period 1st April 2017 to 31st March 2018 will be published in early 2019.		GREEN
ECON 3.6A	The number of businesses accessing support for flood prevention measures	Ensure areas are sufficiently protected from extreme weather and flooding	From April 2015 there were 11 applications for the flood prevention measures funding with 9 being successful.	This project was completed in 2015/16 with the remaining funding being transferred to the Darent Valley landscape Partnership Scheme towards their work on flood defences	GREEN - completed
ECON 3.6B	Rural areas reporting improvements to mobile phone signal coverage	Ensure areas are sufficiently protected from extreme weather and flooding	The improvements of mobile phone signal coverage to reach rural areas is an ambitious target, we are working on broadband and technology development within rural areas which will enable better broadband to improve general connectivity. Data obtained from OfCOM suggests	The OFCOM data for 2017 and 2018 which is taken from their Connected Nations report, first published in December 2017 and updated in October 2018 shows improvements in coverage in the District. This data is District wide. Of 91 comparable datasets for 2G, 3G, 4G, voice and data, 71 datasets (78%) showed improvements. 20 comparable datasets (22%) saw no change or a reduction in service. These were	AMBER

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			some improvement in coverage in Sevenoaks District but there are still issues in some rural areas.	predominantly based on 2G and 3G provision or overall voice and data services by multiple operators on roads, motorways and geographical areas.	
Strategic Objective 4 - Energy and Sustainability					
ECON 4.1A	Successful planning permissions for renewable energy schemes in the District	Ensure that businesses are able to access training and funding opportunities to become more energy efficient	There were 2 applications for large scale renewable, decentralised or combined heat and power schemes granted planning permission during 2016/17. These included the installation and operation of a 177.2kW rooftop solar PV system at Upper Hockenden Farm in Swanley, and the provision of 64 photovoltaic panels on south facing roof of sports hall at Walhamstow Hall School in Sevenoaks. Other small scale schemes granted include the installation of 6 Photovoltaic panels to the south elevation of Suffolk House, High Street in Sevenoaks and a 15kW ground mounted photovoltaic array in the grounds of Riverhall Hill in Sevenoaks. We are aware of other schemes across the District that may not have needed planning permission.		GREEN
ECON	Increase the number of	Ensure that	A successful STEM workshop has		GREEN -

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Code	Target	Action	Update	Commentary	Status
4.1B	businesses taking up energy efficiency measures (annual survey)	businesses are able to access training and funding opportunities to become more energy efficient	been delivered with the second round of STEM Blue workshops now planned. Businesses taking up the opportunities provided by the LoCASE (Low Carbon Kent) scheme has increased with 13 Sevenoaks based SMEs with grant funding totalling £91k.		completed
ECON 4.2	Charge points are installed and the number of charging points increased	Install charge points for electric vehicles in the district	2 charging points have been installed in Bradbourne Car Park. Buckhurst 2 is planning to have 8 installed when this project reaches completion.		GREEN - completed April 2019
Strategic Objective 5 - Places for Growth and Improvement					
ECON 5.1	Funding identified for places for growth and employment	Improve and redevelop places for growth and employment in the district	Funding has been provided for an Economic study for Edenbridge Town centre. Funding was also provided for a Sevenoaks Urban Area Study. Through bids to CIL we have successfully gained funding for Swanley rail station redevelopment. Our property investment strategy continues to provide growth and deliver employment sites.		GREEN
Strategic Objective 6 - Rural Economy					
ECON 6.1B	Enhance the rural economy through the West Kent Leader fund by: jobs created, Jobs safeguarded, start-ups, Business expansion	Enhance and improve the rural economy	West Kent LEADER has funded 9 projects in the District of Sevenoaks with a total grant award of over £326,000 bringing an investment of over £800,000 to the rural economy creating 16 jobs in the rural area.		GREEN

Code	Target	Action	Update	Commentary	Status
ECON 6.1C	Explore other opportunities to lever in funding / investment	Enhance and improve the rural economy	West Kent partnership successfully received funding to set up an Enterprise Adviser Network in West Kent to network local businesses and schools to raise aspirations and provide links for young people to local business.	The West Kent Enterprise Advisor Network has been hugely successful since its inception in September 2017 with 21 schools and 2 colleges signed up to the network and 29 Enterprise Advisors working with schools across West Kent.	GREEN
ECON 6.1D	The number of rural and home based businesses taking up business support services increased	Enhance and improve the rural economy	From October 2016, a new WK Programme of support has been delivered including home based or rural businesses, offering one to one business support sessions. West Kent LEADER applicants have access to 2 hours free support from a consultant to bring forward final applications		GREEN
ECON 6.1E	Set up regular rural stakeholder meetings	Enhance and improve the rural economy	The West Kent LEADER Local Action Group meets every 6 weeks. Regular meetings with Rural Landowners take place.		GREEN
ECON 6.2	Set up rural skills and rural work accommodation workshops	Establish rural sector skills pathways	Rural business support has been provided as part of the West Kent Business support programme in order to prepare rural businesses to apply for West Kent Leader programme		GREEN - completed
ECON 6.3	Developing campaign and case studies and key messages disseminated	Showcase food produced in Sevenoaks	Working with Produced in Kent to promote new project supporting Kent Food Trails to Sevenoaks producers.		GREEN
Strategic Objective 7 - Tourism					
ECON 7.1A	Increase number of users for a district tourism web	Work with local businesses to	The new website went live at the beginning of May 2018. A positive		GREEN

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	portal	market the district as a place to work, live, travel and stay	<p>response to the website has been received and user rates have seen a steady increase.</p> <p>During the period May to September 2018, the website attracted a high proportion of new visitors, which equated to 92%. Similarly, the website saw a linear amount of users between June and August, peaking in August 2018.</p> <p>Quarterly reports from Visit Kent will be monitored to ensure high visitor numbers are maintained and subsequently increased.</p>		
ECON 7.1B	Provide at least two sector specific workshops and one networking event	Work with local businesses to market the district as a place to work, live, travel and stay	<p>Most recently, a Visitor Economy forum took place on 16 July 2018. The meeting was well attended by the districts major tourism attractions and also included presentations from external representatives. The group will reconvene during spring 2019 to discuss next steps.</p> <p>Visit Kent will be delivering a digital workshop for the districts tourism providers. The workshop will take place on Thursday 6 December 2018 and will be held at the Council Offices.</p>		GREEN
ECON 7.2A	Sustain the number of bedrooms provided by	Help facilitate growth in the	SDC work closely with Sevenoaks District Accommodation forum		

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	tourist accommodation providers	tourism industry	<p>(SDAF), to support the District's B&B providers. SDAF meetings are held regularly throughout the year and any actions/updates arising from these meetings are raised with SDC who respond accordingly.</p> <p>As of July 2018 it was noted that there are 24 Sevenoaks District Accommodation (SDAF) members who are now operating B&Bs in the district. This is in addition to 21 AirBnB rooms. The district has also seen an uptake in glamping sites.</p>		GREEN
ECON 7.2B	Increase the number of providers of hotel accommodation	Help facilitate growth in the tourism industry	The opening of the Premier Inn (July 2018) has been a welcome addition and complements the districts existing accommodation offer		GREEN
ECON 7.3A	Destination Management Plan (DMP) produced	Co-ordinate partnership working to develop long term destination management plans to enhance the districts offer as a key tourism destination in Kent	<p>A Visitor Economy Study was published in October 2017, to support the districts tourism economy. The results of the study were presented to Economic Development and Advisory Committee on 12 December 2017.</p> <p>In addition to the above, the latest Cambridge Economic Model (dated November 2016) reported the volume and value of tourism to be of significant benefit to the economy. In summary, the district</p>		GREEN

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			welcomed 3.9 visitors which generated £230 million in value. At the time of writing the report it was noted that the industry is providing tourism related jobs to 5,032 individuals across the district.		
ECON 7.3B	Partnership meeting coordinated to take actions within the DMP	Co-ordinate partnership working to develop long term destination management plans to enhance the districts offer as a key tourism destination in Kent	The Visitor Economy study has enabled collaborative partnerships across the district. This is a direct outcome of the forums which have taken place since the implementation of the study.		GREEN
ECON 7.4	Deliver 4 training workshops a year	Support existing accommodation providers and attractions through training and knowledge sharing	See ECON 7.1B. Visit Kent have provided support to our accommodation providers in the form of workshops and training opportunities, namely; <ul style="list-style-type: none"> ➤ Discover England Fund Travel Trade US Connections workshops - February 2018 ➤ Interreg 2 seas PROFIT project - May 2018 ➤ Bookability - Maximising your online presence - 		GREEN

Code	Target	Action	Update	Commentary	Status
			February 2017 ➤ Expedia workshop - April 2018 These opportunities are made available due to our Service Level of Agreement with Visit Kent.		