

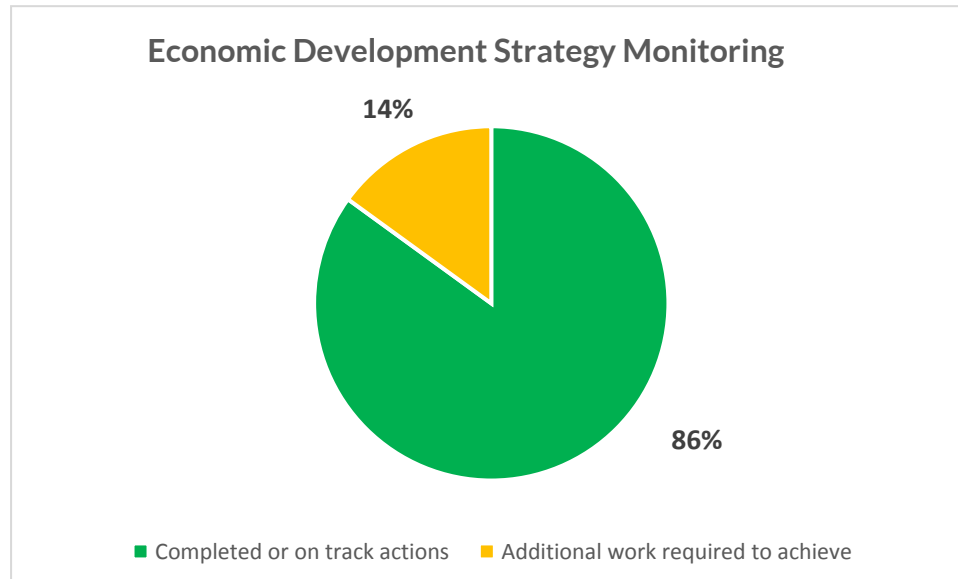
**Economic Development Strategy Delivery Plan Monitoring Report January 2019 – December 2019**

The Economic Development Strategy 2018-2021 was adopted in January 2019, the strategy provides a framework for the Council’s work on Economic Development and supports the ‘Economy’ promises in The Council plan and the Community plan objectives to create a dynamic economy. The strategy has 5 key themes of Growth and Investment, Infrastructure, Visitor Economy, Skills and Enterprise. There are 3 areas of common interest across these which are Innovation and Technology, Rural Economy and Sustainability.

There has been much progress within the first year of delivery of the strategy, the detail of which is covered in the attached monitoring report.

As Chart 1 below shows , the monitoring report indicates that 86% of actions are Green (complete or that work is well on track to complete). 14% of actions are Amber (more work to do to complete these tasks). At the current time no actions are listed as red (In danger of not being achieved).

**Chart 1**



**Theme 1: Growth and investment**

**Regeneration of our key market towns enabling viable and vibrant town centres that provide employment and retail opportunities for all.**

**Challenges:**

- *Loss of employment sites through permitted development*
- *Changes in retail sector*
- *Quality of employment and retail space*

**Measures:**

- *Employment floor space ;*

2017/18 Net loss of 7797 Sqm of employment floor space across the District compared to the previous years figure of 12,605 .

This loss of employment space in the District highlights the challenges faced in providing space for businesses and encouraging growth and investment.

*(Results from AMR – data for 2018/19 not available until Spring 2020)*

**Theme 1: Growth and Investment**

Strategy Action	Activity	Key partners	Progress	Next Steps	RAG rating
<b>1.1 Encourage diversification of use in town centres</b>	1.1a Meanwhile use of buildings encouraged		2 <sup>nd</sup> floor studios operating creative businesses working space as a meanwhile use of 96 High Street, Sevenoaks.	Work to encourage meanwhile uses on other development sites.	
	1.1b Workhubs encouraged in the District	Workhub providers / Locate in Kent	Planning application for Swanley Workhub submitted early 2020	Delivery of workhub in Swanley. Rural workhubs and co-working to be encouraged and supported.	
<b>1.2 Secure investment and regeneration in towns and large villages</b>	1.2a Better facilities and support for town centre businesses		Sevenoaks Town Car Park completed providing an extra 200 car parking spaces to support business in the town.	Continue to liaise with retailers about support requirements.	
	1.2b Support for town centre businesses to be successful	West Kent Partnership	Regular liaison with Sevenoaks District Chamber of Commerce and retailers.	West Kent Partnership retailers Business Support Programme scoped and delivered.	
	1.2c Support for rural businesses.	West Kent Partnership	Support programme promoted to 28 rural village shops in Sevenoaks District.	Work with West Kent Partnership to develop a Business Support programme appropriate to retailers' needs	
	1.2d Improve awareness and visibility of town centre businesses		Made in Sevenoaks and shop local articles included in InShape magazine.	Promotion of business support programmes and Team Around Your Business service to retailers.	
<b>Strategy Action</b>	<b>Activity</b>	<b>Key partners</b>	<b>Progress</b>	<b>Next Steps</b>	<b>RAG rating</b>

	1.2e Encourage residents to 'shop local' and engage with local businesses.	Small Business Saturday UK Team	As part of the Small Business Saturday campaign, the Small Business Saturday bus visited Sevenoaks town centre on 28 <sup>th</sup> November. Approximately 15 businesses attended this one hour visited which was shared on social media. An example of one tweet having 2278 impressions and 62 engagements. The event was also shared on facebook and LinkedIn and by the Small Business Saturday team.	Build 2020 Shop local campaign with key partners	
	1.2f Encourage businesses to locate within the District	Locate In Kent	Regular meetings regarding potential sites and businesses wanting to invest in Sevenoaks District	Working with Co-Working group to ensure new workhub developments are promoted.	

**Improving Infrastructure to serve our communities including broadband, mobile telephony, road, rail and air links, health and education.**

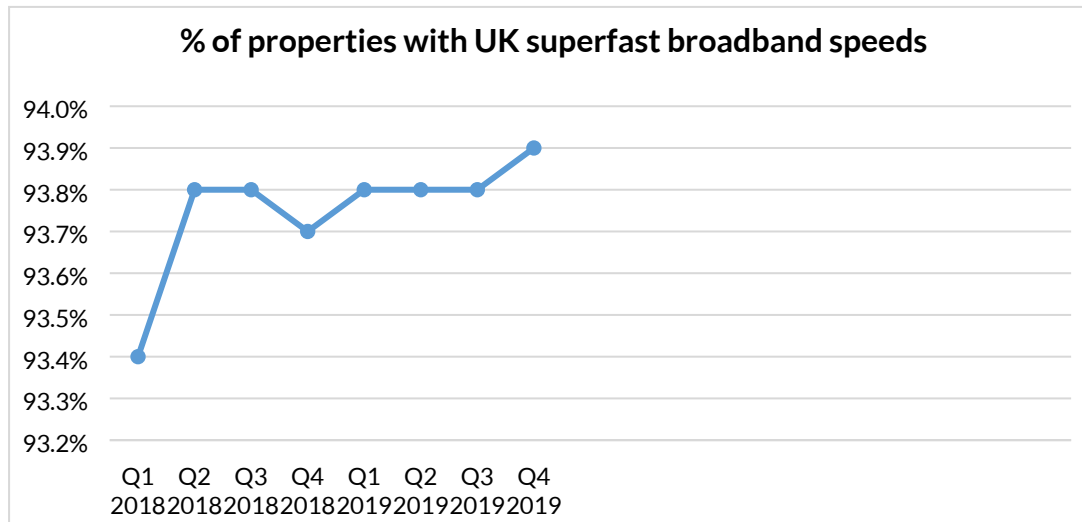
**Challenges:**

- Funding
- Planning

**Measures:**

- Broadband Speed and access

Chart 2



(figures from Think Broadband for properties receiving 30Mbps)

(compared to UK wide figure of 96% UK superfast )

**Theme 2: Infrastructure**

Strategy Action	Activity	Key partners	Progress	Next Steps	RAG rating
<b>2.1 Mapping need and priority of broadband provision</b>	2.1a. Complete mapping of broadband coverage in the District	KCC	District Mapping exercise completed providing areas to focus support.	Continue to work with KCC to promote schemes to support Community fibre partnership development.	
<b>2.2 Securing funding</b>	2.2a Funding secured for Swanley Station redevelopment project	KCC/ Southeastern / Network rail	Project funding of £2.25mn secured for Swanley Station redevelopment project with work to commence early 2020	Attend project steering group meetings to ensure smooth completion of project.	
	2.2b Feasibility study for alternative connection bridge to connect Swanley North and South Side	KCC/ Southeastern / Network rail	Southeastern have agreed to provide high level feasibility work. Further information is expected to be available in Spring 2020.	Identify funding for further more detailed feasibility work if appropriate.	

### Theme 3: Visitor Economy

*Engaging with and supporting the Visitor Economy sector, local food producers and arts and culture venues to maintain Sevenoaks District as a key destination for visitors.*

#### Challenges:

- *Limited visitor accommodation*
- *Capacity of individual destinations*
- *Increasing visitor 'stay' and 'dwell' time*

#### Measures:

- *Visitor numbers*
- *Visitor spend*

	<b>2015</b>	<b>2017</b>
Total Number of trips (day & Staying)	3939000	4272000
Total Visitor Spend	180213000	189974000
Total actual Tourism related employment	5032	5287

*Figures from Visit Kent Report - Economic Impact of Tourism – 2017 (figures based on 2015) and 2019 (figures based on 2017)*

## Theme 3: Visitor Economy

Strategy Action	Activity	Key partners	Progress	Next Steps	RAG rating
<b>3.1 Supporting sector led initiatives</b>	3.1a Darent Valley Community Rail Partnership (DVCRP)		Implementation of DVCRP is well underway. This includes Sevenoaks, Bat and Ball, Otford, Shoreham, Eynsford and Swanley Stations. The purpose of the CRP is to support economic growth and enable visitors and residents alike to access sustainable travel.	Continue to progress partnerships and develop actions for DVCRP	
	3.1b Visitor Economy forum	VE forum	Sector led group established and meeting regularly to discuss the challenges and opportunities for Sevenoaks Visitor Economy	Continue to support the group through regular meetings and informed discussions	
<b>3.2 Working with Visit Kent, Produced in Kent to maximise promotion</b>	3.2a Gateway Gatwick Group	Gateway Gatwick Group	London Gatwick pilot project to highlight West Kent (includes TMBC, TWBC, Surrey and East and West Sussex). The group helps inbound visitors to 'Discover whats on Gatwick's doorstep'	Continue to work with Gateway Gatwick group to set future strategy and delivery.	
	3.2b Encourage visitors to Sevenoaks District and attractions		Ensure that Sevenoaks District is effectively promoted as a tourism destination.	Consider the best ongoing strategy to support and promote Sevenoaks	



### Theme 4: Skills

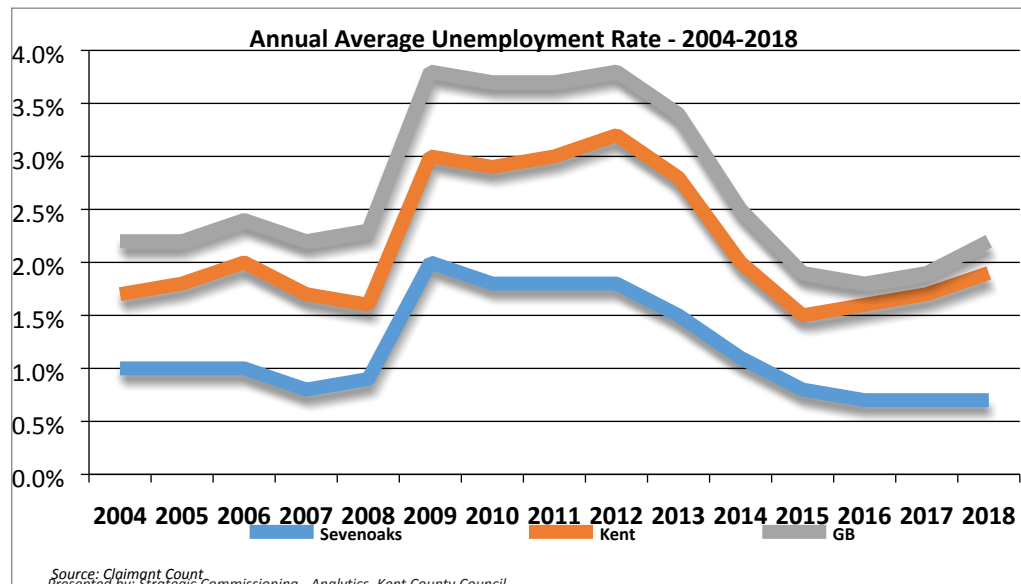
**Ensuring residents and businesses can gain the skills they require to sustain a prosperous District, including supporting young people into employment and lifelong learning and training.**

#### Challenges:

- Improvement of qualifications and skills
- Low wages

#### Measures:

- Unemployment Statistics – Chart 3 (below) indicates the Sevenoaks Annual Average Unemployment rate compared to Kent and the GB average



### Theme 4: Skills

Strategy Action	Activity	Key partners	Progress	Next Steps	RAG rating
<b>4.1 Partnership working with education and training providers</b>	4.1a Supporting events to assist job seekers	JCP/ HA's / WKP	Successful West Kent Jobs fairs completed March 2019 and September 2019 with Job Centre Plus. September event welcomed over 280 job seekers with 9 confirmed job hires as a direct result of the event.	Ensure success of Job Centre Plus jobs fair – 5 <sup>th</sup> March 2020 in Sevenoaks	
	4.1b Sevenoaks support internship programme	Broomhill Bank School	Supported interns working at SDC from Broomhill Bank school with support of work coach.	Promote the successful programme to local organisations as an example of good practice with a view to increasing the scheme.	
	4.1c Working with job partners to provide opportunities for those out of work	JCP / HA/ SDC skills group	Encourage events to promote work skills to those currently out of work.	Provide venue and support for events to take place	
<b>4.2 West Kent Enterprise Adviser network</b>	4.2a Support delivery of successful Skillsfest event to provide careers advice to young people in schools	EAN steering group / schools / WKED officers	Successful Skillsfest event delivered October 2019.	Attend steering group meetings as required to assist with delivery of 2020 event. Skillsfest model to be rolled out across Kent	
	4.2b Support Enterprise Advisor network in Sevenoaks	WKP / EAN	Funding through West Kent Partnership to successfully set up and run the West Kent Enterprise Advisor Network. Enterprise advisors link to guilds programme engaging with key skills sectors in County.	Continue to be involved in EAN steering group and to promote and support EC's with business contacts and potential EA's and attend meetings jointly as required.	

## Theme 5: Enterprise

*Working with businesses to ensure Sevenoaks District continues to be a place where businesses can prosper and grow.*

**Challenges:**

- *New Technologies*
- *Networks*
- *Workspace*

**Measures:**

- *Number of businesses*

**Number of VAT and/or PAYE based enterprises in Sevenoaks 2019**

<b>No of employees</b>	<b>Number of Sevenoaks Businesses</b>
0-4	5420
5-9	730
10-19	345
20-49	165
50 -99	55
100-249	30
250+	25
	<b>6770</b>

Data from ONS (2019)

## Theme 5: Enterprise

Strategy Action	Activity	Key partners	Progress	Next Steps	RAG rating
<b>5.1 Communication</b>	5.1a Ensure economic development and business articles are regularly included in InShape		InShape issues have included articles on Team Around Your Business, Made in Sevenoaks and shop local.	Work with communications team to ensure relevant articles are produced regularly.	
	5.1b Economic Development is engaging businesses using social media		Communications plan developed to maximise impact of social media channels. Twitter average of 5130 impressions per month currently 1418 followers.	Produced regular content and monitor channels to continue to provide useful information to businesses and promote support available.	
<b>5.2 Advocacy and Networks</b>	5.2a Maintain positive relationship with Sevenoaks District Chamber of Commerce	Sevenoaks District Chamber of Commerce	Regular catch up meetings take place with chamber. Regular attendance at chamber networking meetings to meet and support local businesses.	Support for Chamber events and initiatives. (e.g. work experience week, Swanley business expo)	
	5.2b Assist West Kent Partnership to deliver 'Priorities for Growth' strategy	West Kent Partnership	Delivery of West Kent Partnership projects in Sevenoaks District providing business support, supporting into employment projects and linking business and education.	Continue to monitor and support delivery of West Kent Priorities for Growth in Sevenoaks District. Working as part of the West Kent Partnership team to develop new projects as appropriate.	
	5.2c Team Around Your Business project delivered effectively.		26 businesses received (TAYB) support between Jan 2019 -Dec 2019.	Continue to promote TAYB assistance available to local businesses.	
Strategy Action	Activity	Key partners	Progress	Next Steps	RAG rating

	5.2d Ensure businesses are able to access support to develop and grow	Centre for Micro Businesses	The Centre for Micro business (CMB) have been delivering business support meetings from SDC offices. They have seen 17 Sevenoaks businesses between March and Dec 2019 delivering 24 hours of support.	Ensure that the CMB continue to have regular SDC bookings Secure slots for CMB to be based in Swanley offering support. Promote support to SDC residents and businesses	
	5.2e Regular liaison with businesses in Sevenoaks District		Ensure all enquiries from businesses are answered effectively and appropriate information and support provided. <i>51 businesses were helped by the Economic Development team (Jan 2019-Dec 2019 including 26 Team Around Your business enquiries)</i>	Continue to contact and liaise with larger and smaller businesses to meet and provide access to support.	
	5.2f Support for high growth businesses	SDC EDO and WKP EDOs	Support for businesses from Sevenoaks District who are part of the Scale up business support programme.	Identification of potential companies for future cohorts of Scale up	
<b>5.3 Low Cost Workspace</b>	5.3a Supporting providers and potential providers of workhubs within the District.	Locate in Kent/ workhub providers	Planning permission submitted for Swanley workhub.	Work with property team to scope and design Swanley workhub	