



Please reply to:

Contact: Gary Lelliott
Service: Committee Services
Direct Line: 01784 446337
E-mail: g.elliott@spelthorne.gov.uk
Date: 17 January 2022

Notice of meeting

Economic Development Committee

Date: Tuesday, 25 January 2022

Time: 7.00 pm

Place: Council Chamber, Knowle Green, Staines-upon-Thames, TW18 1XB

To the members of the Economic Development Committee

Councillors:

C.F. Barnard (Chairman)	S. Buttar	A.C. Harman
V.J. Leighton (Vice-Chairman)	J.T.F. Doran	H. Harvey
A. Brar	T. Fidler	L. E. Nichols

Substitute Members: Councillors C. Bateson, S.M. Doran, O. Rybinski and B.B. Spoor

Spelthorne Borough Council, Council Offices, Knowle Green

Staines-upon-Thames TW18 1XB

www.spelthorne.gov.uk customer.services@spelthorne.gov.uk Telephone 01784 451499

Agenda

Page nos.

1. Apologies and Substitutes

To receive any apologies for absence and notification of substitutions.

2. Minutes

5 - 8

To confirm the minutes of the meeting held on 16 November 2021 as a correct record.

3. Disclosures of interests

To receive any disclosures of interest from councillors in accordance with the Council's Code of Conduct for members.

4. Questions from members of the Public

The Chair, or his nominee, to answer any questions raised by members of the public in accordance with Standing Order 40.

At the time of publication of this agenda no questions had been received.

5. Ward Issues

To consider any issues raised by ward councillors in accordance with Standing Order 34.2.

At the time of publication of this agenda no ward issues had been received.

6. Capital Bids 2022/23 (part of annual budget process)

There are no capital bids that require this committee's consideration.

7. Revenue Growth and Savings Bids 2022/23 (part of annual budget process)

9 - 10

There are no proposed savings that require this committee's consideration. A summary of growth bids is attached.

8. Committee Review of Fees and Charges for Service Areas 2022/23 (part of annual budget process)

11 - 12

To consider the proposed fees and charges, for recommendation to the Corporate Policy and Resources Committee.

- | | | |
|------------|---|----------------|
| 9. | Draft Economic Prosperity Strategy 2022 - 2027 | 13 - 36 |
| | To receive an update on the Economic Prosperity Strategy 2022-2027 and to consider the formation of a task group. | |
| 10. | Additional Restrictions Grant Monitoring | 37 - 40 |
| | To receive an update on the use of the Additional Restrictions Grant. | |
| 11. | Appointment to the Additional Restrictions Grants Task Group | |
| | To appoint a member to the Additional Restrictions Grants Task Group. | |
| 12. | Monitoring of Economic Development of Corporate Recovery Plan | 41 - 44 |
| | To receive an update on the Economic Development aspect of the Corporate Recovery Plan. | |
| 13. | Forward Plan | 45 - 48 |
| | To consider the forward plan for committee business. | |
| 14. | Urgent business | |
| | To consider any business deemed as urgent by the chair. | |

This page is intentionally left blank

**Minutes of the Economic Development Committee
16 November 2021**

Present:

Councillor C.F. Barnard (Chairman)
Councillor V.J. Leighton (Vice-Chairman)

Councillors:

A. Brar	J.T.F. Doran	H. Harvey
S. Buttar	T. Fidler	

Substitutions: Councillor C. Bateson (In place of L. E. Nichols)

Apologies: Councillor M. Gibson

In Attendance: Councillor M Beecher.

556/21 Minutes

The minutes of the meeting held on 21 September 2021 were agreed.

557/21 Disclosures of interests

There were none.

558/21 Questions from members of the Public

There were none.

559/21 Ward Issues

There were none.

560/21 Update from the Town Centre Manager

Covid-19 had initially impacted on the newly appointed Town Centre Manager's ability to engage with businesses. Meetings with individual businesses and surgeries had however now started happening.

Businesses were being supported in a variety of ways including reducing their energy costs through identifying the cheapest available tariffs via the cost savings scheme pilot project. The pilot had cost approximately £5,000 to implement, but had saved businesses in excess of £10,000. This figure was expected to grow further in due course.

A number of other projects were taking place such as the renovation of the Sunbury Cross underpass, the creation of a business hub and a grants scheme for equipment.

Engagement with other local business representatives such as the Chamber of Commerce was now taking place, along with building links with residents' associations. Work would continue to take place on engaging with smaller business parades and areas of limited engagement.

The report was noted.

561/21 Staines BID Renewal - Verbal Update

The current business improvement district (BID) was due to end in March 2022. 94% of last year's levy had been collected, which compared favourably to many other BIDs. There were discussions with local businesses about expanding the BID as part of a new application to the Secretary of State. Detailed engagement with businesses was needed for the application to be successful as it required a certain level of support.

The report was noted.

562/21 Additional Restrictions Grant Monitoring

The next phase of the Additional Restrictions Grant was now commencing. There would be a focus on business recovery from Covid-19 and strengthening operations. This would be done by providing training, improving the use of technology such as developing businesses' online presence, and providing grants for equipment.

There was discussion about the processes for approving grant applications and monitoring the use of any money that had been provided. It was reported that whilst it was not possible to monitor every business's use of grants due to staff capacity, spot checks would be taking place and business cases would be reviewed before any grant was awarded. Case studies would also be identified, with a view to promoting the success of the scheme. The committee requested that businesses be invited to participate in a survey after approximately six months had passed.

Officers were thanked for supporting businesses and providing a comprehensive package of support.

The report was noted.

563/21 Local Economic Assessment

The local economic assessment (LEA) was a detailed piece of work that took place every five years. A precis of the key findings of this LEA was provided. There had been progress on educational attainment in particular. Spelthorne was also home to more businesses now than before the pandemic. This potentially hinted at a number of job losses and the affected individuals starting businesses with their severance packages.

There was discussion about how the LEA would be used to prioritise projects. This would be taken on board when the Economic Strategy was drafted.

The success of the recent Spelthorne Business Awards event was lauded. Such events provided a good opportunity to promote Spelthorne as somewhere that welcomed businesses. Officers were thanked for their efforts.

The report was noted.

564/21 Monitoring of Economic Development of Corporate Recovery Plan

There had generally been good progress made on the Corporate Recovery Plan. Pop up shops had however been difficult to move forward due to complications with business rates and demand for units from other businesses.

The location of the youth hubs was clarified. They were sited in areas of high footfall, with the aim of maximising engagement with young people and their families.

The Economic Strategy was expected to encourage recruitment and skills fairs that provided opportunities for businesses to engage with people of all ages. It was hoped that the fair would take place at Kempton Park Racecourse on market day to maximise attendance.

The report was noted.

565/21 Revenue Monitoring Q2 (July - Sept)

There had been an overspend in the economic development section of the revenue budget. This was primarily due to a pandemic related reduction in income from Staines market.

The report was noted.

566/21 Capital Monitoring Q2 (July - Sept)

The report was noted.

567/21 Forward Plan

The item relating to Heathrow Airport had been delayed due to there being limited information released by the airport's operator.

Neighbourhood Services were leading on the Sunbury Cross rejuvenation project. The reasons for its delay would be explored with the group head.

The chairman would explore the possibility of a Sunbury masterplan with officers.

The forward plan was noted.

568/21 Urgent business

There was no urgent business.

Details of Growth Bid	FTE	Reason for Growth Bid	RAG Rating	Committee	Service Area	Budget Priority	Cost Centre	Centre Code	Amount	Part Year	Ongoing or one off	u	Funding opportuniti	Fund Net Cost	Fund Net Cost	Fund Net Cost	Fund Net Cost	Requested By	ADDITIONAL COMMENTS	
2 x temporary posts extensions	2.00	<p>This growth bid relates to funding from the ringfenced business rates retention fund. It is NOT a revenue growth bid.</p> <p>This comes under the recovery section of CARES: This is an application to extend 2 temporary posts until 31 March2023. The current 5-year E.D strategy is coming to an end in 2022, a new 5-year strategy is currently being constructed which will contain an action plan with goals and targets. It is imperative that the scope and ambition of the strategy matches the resources available to deliver it. As it stands there are 2 full-time members of staff on a temporary contract which end in Feb and April 2022. It has become clear that the skills and abilities required to complement the existing skills involve more knowledge and experience around digital / social media skills which would allow the team to better support businesses and projects. The job description of the ED post will change quite a lot, so would intend advertising this post and not renewing with the existing post-holder.</p> <p>Until August 2020 the E.D Team had 2 F/T posts and one 3/5 post, all permanent. An application to recruit a Town Centre Manger using the NNDR Funds was made, and MAT agreed, but with regards to the E.D post that was vacant, MAT decided that this should be a 18 months temporary contract even though the funding was in the budget for 3/5th post and the request was for a growth bid to make that post full time. These contracts expire early next year. The request is to use the NNDR funding to pay for both posts until 31.3.23. This will allow time for an opportunity to consider a restructure of the team as the E.D Manager will be retiring mid-2022 and to consider a potential growth bid in September 2022 so that the agreed posts could be permanent and the cost of the E.D Team can be included within the council budget setting process which will give a degree of certainty for what is a small team.</p>	Green	Economic Development	Economic Development		Economic Development	213011001	100,100	Full year	one off			100,100	100,100	0	0	0	Keith McGroary	
Business Rates	0.00	Increase in Business rates	Green	Economic Development	Staines Market		Staines Market	204012404	16,600	Full year	Ongoing			16,600	16,600	16,600	16,600	Jackie Taylor		

This page is intentionally left blank

Fees and Charges 2022/23



Printed Date: 11/01/2022

Last modified: 11/01/2022

Report Description:

A full schedule of the fees and charges for all Council services for the coming year

Economic Development

Staines Market

Page 1

Markets

Staines High Street

	2021/22 Charge	2022/23 Charge	VAT
Ad Hoc Rentals (Price on Application)			S
Casual Pitch (Friday)	46.00	46.00	S
Casual Pitch (Saturday)	51.00	51.00	S
Causal Pitch (Wednesday)	46.00	46.00	S
Permanent Pitch (Friday)	41.00	41.00	S
Permanent Pitch (Saturday)	46.00	46.00	S
Permanent Pitch (Wednesday)	41.00	41.00	S

Agenda Item 8

Economic Development Committee



Date of meeting 25 January 2022

Title	<i>Draft 2022 – 2027 Economic Prosperity Strategy</i>
Purpose of the report	To note
Report Author	<i>Keith McGroary Economic Development Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	N/A
Corporate Priority	Economic Development
Recommendations	<p>Committee is asked to:</p> <p><i>Note the position reached on the proposed draft Economic Prosperity Strategy (Appendix A)</i></p> <p><i>Consider the value of a small dedicated task and finish Task Group to guide the development and finalisation of the strategy</i></p>
Reason for Recommendation	<i>The 2022 – 2027 Economic Prosperity Strategy needs to be completed by March 2022 and a Task Group from the ED Committee would help ensure that the ambition and direction of the strategy is set at the right level</i>

1. Key issues

- 1.1 This new strategy will replace the existing 2017 – 2022 Economic Strategy as a key document to plan the future prosperity of the Borough. The new strategy is informed by the contents of the detailed Economic Assessment, which was carried out between March and December 2021, and consists of 71 pages of data including business surveys. This was presented and noted by this Committee on 16th November 2021.
- 1.2 There will be a green / environmental area added to the Action Plan once consultations with the Sustainability Team and Environmental Health have taken place.
- 1.3 The Economic Assessment has led a lot of what is covered in the proposed draft actions on the strategy i.e. support for the 18 – 24 age group, the over 50's and helping SME's. Feedback from business surveys have been used as intelligence to focus on certain areas such as networking meetings and training opportunities.

- 1.4 This draft Economic Prosperity Strategy is still in development, and the intention of this report is to focus on the strategic direction of travel. The actions delivered within the strategy will be built on a foundation four key areas: Environment, People, Business Support, Infrastructure and Places. In its final form, the strategy will also reflect on the results of the previous 5-year strategy as well as providing context around the content of the new strategy. As this element is backwards looking / factual, work has not been undertaken on this area of the strategy as of yet.
- 1.5 It is proposed that a final draft of the Economic Prosperity Strategy will be presented to the March 2022 Economic Development Committee, with the final version going to the Corporate Policy & Resources Committee for approval in May 2022.
- 1.6 The draft Action Plan (Appendix A) is a key component and the beating heart of the emerging strategy, and this is where the focus has been in order to prepare the first draft Economic Prosperity Strategy. It is very much focused on outcomes and deliverables for the local business community, as well as the broader population as a means of measuring success.
- 1.7 We welcome councillor input and suggestions:
 - a) Have we got our focus right
 - b) Is there anything missing
 - c) Do the suggested headings in the draft action plan make sense
 - d) Do we need anything more in terms of actions for specific areas of the borough where we know where more positive area based interventions may be required i.e. Stanwell and Sunbury for example.
- 1.8 The Committee are asked to consider whether they want to consider a small task group (as we have for the ARG) to give a steer an those matters highlighted above, and input into the development and refinement of the strategy.
- 1.9 Options analysis and proposal
- 1.10 The committee is asked to note the report and to consider the value of a Task Group to support delivery of this important document.
- 2. Financial implications**
- 2.1 The Action Plan has not been costed, however the current budget within the ED Team together with access to the NNDR retention Fund will be sufficient to deliver the Action Plan with the exception of the 5G proposal which may cost around £1m.
- 2.2 It should be noted that the draft Action Plan is based on the current resourcing levels within the team. If this cannot be sustained for whatever reason, then we would have to reduce our ambitions and aspirations and just focus on some of the more key interventions.
- 3. Other considerations**
- 3.1 There are no other identified considerations at this time
- 4. Equality and Diversity**
- 4.1 The impact on equality and diversity issues is considered at every action

5. Sustainability/Climate Change Implications

- 5.1 A number of actions contained within the Action Plan will be designed to reduce the carbon footprint and help make Spelthorne a greener Borough.

6. Timetable for implementation

- 6.1 January 2022 – first draft to ED Committee
March 2022 – Final draft to ED Committee
May 2022 Adopted by the Policy and Resource Committee

Background papers: There are none.

Appendices:

Appendix 'A' Work in Progress Action Plan of the draft Economic Prosperity Strategy

This page is intentionally left blank

Appendix A

Actions to implement and maintain a capacity for growth

Creating the Right Environment

Ref	Action	Implementation	
	Growth & Competitiveness		RAG
	Promoting the Borough as a location for business	<p>a. We will refresh and improve the dedicated Invest in Staines-upon-Thames website that supports and promotes inward investment for the Borough. https://vimeo.com/303973036/41842bd4a6</p> <p>b. We will create a new video to complement the one above which focuses on Staines-upon-Thames that showcases the whole borough which will be included on the new inward investment website</p> <p>c. We will have had face-to-face (Teams / Zoom) meetings with external businesses to encourage them to locate in the Borough.</p> <p>d. We will develop the Choose Spelthorne Website to include information relevant to businesses looking to relocate to the area https://choosespelthorne.com/</p> <p>Timescale:</p> <p>a. July 2021</p> <p>b. July 2023</p> <p>c. Annually</p> <p>d. Sept 2022</p> <p>Measure of Success</p> <p>a. At least 250 visits to the site in year one</p> <p>b. Positive on-line comments / Feedback from the E.D Committee</p> <p>c. At least 3 such meetings a year and attract at least one new business that is directly connected to these meetings</p> <p>d. At least 500 visits to the site in 2022/3</p> <p>Lead: SEDO¹/EDM².</p>	
	Smarter working with business groups and providing a focus on local needs in our smaller towns.	<p>a. We will work with established business forums and Chambers and build new relationships with business groups on the border of Spelthorne.</p> <p>b. We will develop a local strategy in partnership with businesses for Ashford, Shepperton and Sunbury to help build stronger business communities and improve trading opportunities for retailers. This will include as appropriate, specific measures / approaches for each of the above 3 towns situated in the Borough. This will include a satisfaction survey to provide a benchmark</p>	

¹ Senior Economic Development Officer

² Economic Development Manager

Ref	Action	Implementation	
		<p>with regards to the support provided for the towns and with their location in the borough</p> <p>c. We will build relationships with shopping parades situated across the borough and organise an event just for businesses based in these shopping parades including a presentation by a relevant speaker. A survey will also be carried out to better understand the challenges and needs of this business group which will subsequently inform this document with regards to future actions.</p> <p>d. We will deliver an annual Business Leaders Lunch / Dinner where senior representatives from the largest businesses in the Borough attend an informal meeting including the Chief Executive and Leader of SBC.</p> <p>Timescale:</p> <p>a) By 31.12.22 b) By June 2022 c) By October 2022 d) By October 2022</p> <p>Measures of Success</p> <p>a) Attend each of the local meetings of existing Spelthorne business forums at least twice a year. Develop relationships with at least 2 other boroughs which will lead to joint events with business from each borough attending.</p> <p>b) Three Action Plans will be created that businesses have contributed towards. Success will be measured by delivery of the agreed actions and subsequent annual satisfaction surveys which will show improved confidence and satisfaction brought about by the delivery of agreed actions.</p> <p>c) Success will be measured by the annual satisfaction surveys as well as engagement by at least 15 representatives from shopping parades at the event designed specifically for them</p> <p>d) Communication channels between the major businesses in the borough will be improved and discussion may lead to new initiatives promoted and supported financially by the group.</p> <p>Lead: EDM / TCM</p>	
	Managing quality of support from the Economic Development Team	<p>a) A customer satisfaction survey will be developed and sent to businesses visited by a member of the E.D Team to establish the quality of engagement and support. This will occur 2 times a year for each officer on the team.</p> <p>Timescale:</p> <p>a. Start June 2022 (annually)</p> <p>Measure of Success</p>	

Ref	Action	Implementation	
		a) Identification of training needs. Satisfaction responses should not be lower than 7 out of 10 Lead: EDM	
	Entrepreneurship has been encouraged by the Council, particularly through the investment of the Business Incubator	a. Encourage small and start-up businesses to operate from the incubator, in particular tech companies. b. We will introduce a new networking event for computer programmers and high-tech businesses similar to the Tedx-programme https://www.ted.com/about/programs-initiatives/tedx-program . These will be held once every 3 to 4 months. c. We will organise at least one event a year where children from local schools are invited to attend the incubator, receive a presentation and a Q & A session about becoming self-employed. d. We will help support and deliver the Annual Business Plan Competition in conjunction with the office of our MP Kwasi Kwarteng which encourages new entrepreneurs and provides a cash prize to get new businesses started within the Borough. We will commit to this project for the life of the strategy. There will also be a Best Start-up Category for the Spelthorne Business Awards Timescale: a) On-going b) By September 2022 c) September 2022 (Once or twice a year) d) Annually Measures of Success a) By August 2022 to have at least 30 businesses operating out of the incubator with a minimum of 25% of them in the high-tech sector b) To have at least 20 people from the high-tech sector to attend and recruit at least 1 person because of the event to the incubator. c) This will become a popular event welcomed by schools and lead to engagement with at least 1 young person who needs support from the E.D Team to get a new business off the ground. d) The 5 finalists will receive help and support from the E.D Team with their business to assist in making a proposal become a business Lead: EDM / SEDO	
	Implementing Developments		

Ref	Action	Implementation	
	<p>Proactively seek to implement development on appropriate Council sites in Staines-upon-Thames, including:</p> <p>Elmsleigh Centre extensions, Staines-upon-Thames – Phase 3 and 4 (Allocations DPD: site A10).</p>	<p>The Staines Development Framework (formerly known as the Staines Masterplan) will set a clear vision and strategy for the transformation and regeneration of the centre of Staines, focusing on deliverable outcomes and policies. It is intended to be capable of adoption as a Supplementary Planning Document at the same time the Local Plan is adopted.</p> <p>Timescale:</p> <p>a. Consultation on both documents is planned for spring 2022.</p> <p>Measure of Success</p> <p>The Staines Development Framework will be adopted giving SBC a clear vision as to how the town should develop in future years, thus producing a design that will be of the greatest benefit for those that live, work, and visit the town.</p> <p>Lead: SPM³.</p>	
	<p>Spelthorne Council will take a leading role in 'place shaping' the Borough.</p> <p>The economic development strategy will dovetail the Health & Wellbeing Strategy as well the Leisure and Arts & Culture Strategies.</p>	<p>a) SBC will look at what opportunities there are to acquire properties / sites for residential (either to help meet affordable housing needs or for private rented). Where possible the Council will also look to support the economy through the provision of housing opportunities for the local community.</p> <p>b) The Council is also open to acquiring sites which are key to a local area within the Borough (where it makes financial sense to do so). The intention is to focus on those opportunities where there is either scope for a wider redevelopment scheme, or where there is the opportunity to bring forward a development which might not otherwise take place. The Council as landowner is able to focus on issues that are locally important in a community which a private developer may not.</p> <p>c) Capitalise on the development of Shepperton Studios and the Oast House by establishing Spelthorne as an attractive environment for creative industries to do business and promoting arts & culture within the Borough.⁴</p> <p>Timescale: a) & b) On-going c) Once every 2 years</p> <p>Measure of Success</p> <p>a) This is dependent upon suitable properties becoming available.</p> <p>b) This is dependent upon suitable properties becoming available.</p>	

³ Strategic Planning Manager

⁴ From the Health & Wellbeing Strategy

Ref	Action	Implementation	
		<p>c) Will hold 1 event with the Economic Development Team & Leisure Services to encourage creative industries into the borough. We will also capitalise on the development of Shepperton Studios the Oast House and other opportunities by establishing Spelthorne as an attractive environment for creative industries to do business and promoting arts & culture within the Borough. The economic development strategy will dovetail the Health & Wellbeing Strategy as well the Leisure and Arts & Culture Strategies.</p> <p>Lead: a) b) GHRaG⁵ Task Group on Fixed Assets. C) EDM / Leisure</p>	
	To ensure the planning service facilitates a process of appropriate on-going extension and redevelopment of business floor space to maintain a stock of modern business premises ⁶ .	<p>On-going and part of the LPA's consideration of planning applications</p> <p>Timescale: On-going. Lead: SPM</p> <p>a. Monitoring the need or otherwise for additional employment land.</p> <p>Timescale: On-going. Lead: SPM</p> <p>b. Identify unmet business needs that may arise and investigate appropriate site/opportunities</p> <p>Timescale: On-going. Measure of success The borough will be in a position to offer space to new businesses and facilitate inward investment opportunities.</p> <p>Lead: SPM/EDM/.</p>	
	Supporting the introduction of assets that will help businesses and communities to operate more effectively, greener and efficiently particularly around artificial intelligence and	<p>a) We will investigate the possibility of introducing 5G⁸ to the Borough.</p> <p>b) Capitalise on the unique design on the facility as an opportunity to boost tourism in the borough. The Passivhaus facility will also contribute towards a Greener Spelthorne.⁹</p> <p>Timeframe</p> <p>a) Over the next 5 years b) Over the next 5 years</p>	

⁵ Group Head Regeneration and Growth

⁶ This reflects Core Strategy Policy EM1 (b)

⁸ <https://www.qualcomm.com/5g/what-is-5g>

⁹ From the Health & Wellbeing Strategy

Ref	Action	Implementation	
	the 'internet of things' ⁷	Measure of Success <ul style="list-style-type: none"> a) 5G technology would have been introduced to the borough and benefits of the technology will be received by businesses and the community. b) Promotional material will be produced to highlight the leisure centre as a tourist destination as well as an example of what green engineering can achieve. 	
	Develop functional economic area priorities	<p>Deliver 'Upper M3' shared priority partnership projects with Elmbridge and Runnymede Borough Councils The project will help identify activities that all 3 boroughs have a vested interest in.</p> <p>Timescale By December 2022 then annually</p> <p>Measure of success It will raise the sphere of influence of SBC to outside of the Borough and raise the profile of north Surrey as an outstanding location for business. Costs to deliver the projects will be shared so obtaining value for money and reduce financial burdens. At least one joint event a year for every year of the strategy.</p>	

Actions: People

Ref	Action	Implementation	
	Education Provision		RAG
	To promote coding clubs within the Borough.	<ul style="list-style-type: none"> a. We will promote and create at least 1 further coding club in the Borough. b. We will promote and create a further coding club and hold a coding competition / event within the borough for young people. Possible via Raspberry Pi <p>Timescale</p> <ul style="list-style-type: none"> a. By March 2023 b. By March 2024 <p>Measure of Success</p> <ul style="list-style-type: none"> a) At least 1 school will have set up an after-school coding club. 	

⁷ https://en.wikipedia.org/wiki/Internet_of_things

Ref	Action	Implementation	
		b) A second club will have been formed, and the competition stimulates further interest and is a success. Lead EDM	

Ref	Action	Implementation
	<p>The Council will support the development of vocational training including:</p> <ul style="list-style-type: none"> a) Encourage the further take-up of apprenticeships within the Council b) Promote apprenticeships externally, in particular, raising awareness of the Apprenticeship Levy benefits to those companies who will be required to pay the levy. c) To signpost businesses not paying the levy to funds that would pay for training of staff from donations by businesses that do not use all their levy through a levy gifting scheme. 	<ul style="list-style-type: none"> a) Working with Human Resources Department to review the number of people taken on as apprentices and to ensure that the Council makes best use of the funding made available by the apprenticeship levy. b) To promote the benefits of the levy via news items and hold an event centred on apprenticeships. c) To work with companies who pay the levy to introduce a levy gifting scheme so surplus levy funds can be transferred to smaller non-levy paying business so they can create more apprentices. Based on the 'Salford Model'.¹⁰ <p>Timescale:</p> <ul style="list-style-type: none"> a. Commencing May 2022 and on-going for length of Strategy b. March 2023 c. Duration of the strategy <p>Measure of Success</p> <ul style="list-style-type: none"> a) This would lead to a reduction by at least 50% in the amount of levy paid back to government. Promote SBC as a friend of small businesses. Baseline for 2021 £7k returned levy payments. b) Feedback from businesses that more levies have been utilised c) A baseline of businesses helped by the availability of the levy will be set in April 2023 and realistic goals will be set when this figure is known. <p>Lead: SEDM</p>
	Promoting education, training, and high levels of attainment	

¹⁰ <https://www.salford.gov.uk/jobs-skills-and-work/apprenticeship-support/are-you-a-business/salford-skills-for-business-apprenticeship-fund/>

Ref	Action	Implementation
	<p>When Heathrow Airport Limited (HAL) returns to normalised operations and the Heathrow Academy opens to work with the Academy team to access places for Spelthorne residents.</p> <p>This provides the 2 weeks training necessary for many of the 'air-side' work opportunities at Heathrow. The scheme draws people from Spelthorne and 4 other boroughs around Heathrow and focusses on construction, retailing and aviation.</p>	<p>a) To actively promote the availability of the Academy to our residents and include a stall on the Spelthorne Skills & Jobs Fair with staff from Heathrow</p> <p>b) Maximise the opportunities for social value outcomes through the services provided by the build contractor Wilmott Dixon during the build of the new Spelthorne Leisure Centre as well as other opportunities¹¹</p> <p>Timescale:</p> <p>a) When the Academy opens for new recruits</p> <p>b) Life of the strategy</p> <p>Measure of Success</p> <p>a) Success will be judged against obtaining at least the 3rd greatest percentage of residents attending the academy compared with the other boroughs that surround Heathrow – Hounslow, Hillingdon, Ealing and Slough.</p> <p>b) Local residents will access job opportunities / tours of the new facility will be made available to residents to encourage local applications for new posts.</p> <p>Lead: EDM</p>
	<p>To work with and support companies that promote STEM (Science, Technology, Engineering and Mathematics) subjects. Support for business's schools' programmes (including schemes by BP and Heathrow) which focus on Science, Technology, Engineering and Maths (STEM).</p>	<p>We will make best use of current activity by various employers who reach out to our schools and Colleges to support interest in (STEM) subjects and provide support.</p> <p>Timescale: May 2023</p> <p>Measure of Success</p> <p>Engagement by at least 75% of schools in the borough with these events</p> <p>Lead: EDM.</p>

¹¹ Linked to the Health & Wellbeing Strategy

Ref	Action	Implementation	
	To support and promote Social Enterprises within the Borough	<p>We will encourage existing social enterprises and support new enterprises setup within the Borough,</p> <p>Timescale: September 2023</p> <p>Measure of Success Will have worked with and directly supported at least 5 social enterprises and helped to have set up 1 social enterprise.</p> <p>Lead: EDM.</p>	
	Assisting 'work readiness'		
	Support the delivery of the Youth Hub (16-24 year olds)	<p>Working with DWP, A2D and others promote the Youth Hub as a venue to give help, advice and support to young people regarding education, training and jobs. Build resilience into the project outside of the grant funding from DWP with a dedicated website and App.</p> <p>Timeframe Immediate effect</p> <p>Measure of Success Case studies will illustrate the benefits of the Youth Hub for our young residents.</p> <p>Lead: SEDO</p>	
	Promoting Corporate Social Responsibility	<p>a) We will encourage businesses within the borough to donate money, goods, and services to good causes, including the Business Plan Competition and Business Awards.</p> <p>Timescale: September 2023</p> <p>Measure of Success</p> <p>a) At least £30k by value in cash, goods or services raised in each year of the strategy.</p> <p>Lead: EDM / SEDM</p>	
	Deliver IT related courses for the elderly. Support the elderly population to safely access the benefits of internet shopping as well as the social and	We will work with other agencies including Surrey County Council / SBF University of the First Age and Women's Institute to enhance the availability of introductory courses for	

Ref	Action	Implementation
	educational opportunities it presents. This will help give access to home deliveries as well as cheaper purchases of goods and increase personal independence.	<p>the elderly regarding the use of computers and accessing the internet and internet shopping / cyber security.</p> <p>Timescale: October 2023</p> <p>Measure of Success At least 1 course for each year of the strategy. Feedback will be at least a score of 7 in terms of satisfaction with the course.</p> <p>Lead: EDM.</p>
	Improving Skills and qualifications of our residents and access to jobs	<p>a) We will deliver and promote a Spelthorne Jobs & Skills Fair in partnership other organisations. This will encourage people to aspire to further education or other vocational skills to enable them to better access quality jobs. It will also bring together local employers who are looking to recruit staff and local education providers to offer training opportunities.</p> <p>b) If jobs do not return to a similar level at Heathrow, we will hold a mini 'Jobs Fair' in the Community Hall in Stanwell which will give easy access to those families most affected and where unemployment will be the highest.</p> <p>c) Working with 'I Choose Local' we will implement and offer a digital approach created and shaped by the generation that need, and will evolve, a cross platform and multi-media solution that fits their world, creating a new path to employment and training.</p> <p>d) Deliver a project called Bounceback Street in partnership with I chose Local and BUPA to support the older generation of low skilled / low paid workforce that have been made redundant due to the pandemic. The project will help with mental health and access to new jobs and</p>

Ref	Action	Implementation	
		<p>funding for re-training opportunities.</p> <p>Timescale:</p> <ul style="list-style-type: none"> a) To be delivered within the first 18 months of the strategy and every year for the life of the strategy. b) During 2022 c) June 2022 d) September 2022 <p>Measure of Success</p> <ul style="list-style-type: none"> a) There are at least 50 employers present and the event is attended by at least 500 people including schools. b) We will have at least 15 businesses and an attendance of at least 100 people c) In year one, the app will be at least 100 young people signed up and there is positive feedback from DWP. d) At least two group workshops run in 2022. <p>Lead: SEDO / EDM</p>	
	Health Improvement		
	<ul style="list-style-type: none"> a) We will work towards improving the health of residents and the workforce within the Borough. This will be achieved by the promotion of various schemes designed to support the improvement of personal health and wellbeing focusing on promoting physical activity, boosting mental health and reducing obesity. We work in liaison with partners via the Health and Wellbeing Group, the Local CCG and Public Health. b) We will also promote healthy living including an increase in cycling and walking in conjunction with other partner agencies such as Surrey County Council and Active Surrey. 	<p>To include continued implementation of the following schemes:</p> <ul style="list-style-type: none"> a) Continue to coordinate the Walking for Health Scheme, Cycling for Health Scheme and support both the Exercise Referral Scheme and Weight Management Courses at Spelthorne and Sunbury Leisure Centre. b) We will explore opportunities through our Council Leisure Team by promoting health related opportunities and in partnership with public / private businesses in this sector. <p>Timescale:</p> <ul style="list-style-type: none"> a) b) Life of the strategy <p>Measure of Success</p> <ul style="list-style-type: none"> a) TBC 	

Ref	Action	Implementation	
	c) Local walking and cycling infrastructure plan – work in liaison with SCC and partners to help facilitate both the development and implementation of the plan. Work with community groups to prioritise local need. Encourage local residents to use the new infrastructure for active travel as part of their daily lives for work, education and social activities.	b) Will have visited at least 3 businesses in each year of the strategy to encourage engagement with a healthier workforce Lead: LSM.	

Actions: Business Support

Ref	Action	Implementation	RAG
	The Council will continue to support the Spelthorne Business Forum as the primary business support and promotion organisation in the Borough.	<p>a) We will be an active member of the Spelthorne Business Forum (SBF) which currently has a membership of over 800 businesses and provide promotional space on the Council's website and paper Bulletin.</p> <p>b) Will help organise the annual business riverboat cruise along the Thames</p> <p>c) Together we will provide a regular supply of business networking meetings including a minimum of 6 evening meetings and 6 breakfast meetings a year.</p> <p>Timescale:</p> <p>a) Life of the strategy b) September each year c) Annually d) October 2022</p> <p>Measure of Success</p> <p>a) Feedback from the SBF with regards to the level of attendance at events b) The business riverboat trip is at capacity c) A feedback form will be used annually to understand how the events were received.</p> <p>Lead: SEDM / EDM</p>	
	Increase the amount of money spent within the borough by the council.	a) Working with the SBF and procurement team ensure that the new rules within procurement standing orders are followed and the sbf promote access to the web-based business directory which will provide a source of businesses to purchase from. Assistance will also be available from the E.D Team.	

Ref	Action	Implementation	RAG
		<p>b) We will encourage other large businesses based within the borough to adopt a pro-buy local where policy and procurement restrictions allow.</p> <p>Timescale:</p> <p>a) With immediate effect.</p> <p>b) 2023</p> <p>Measure of Success</p> <p>a) There will be an increase in the amount spent in the borough by at least 10% from the established baseline</p> <p>b) Case studies from businesses that have engaged will provide evidence of greater local purchases. Where possible, a baseline will be obtained.</p> <p>Lead: EDM.</p>	
	<p>The Council will champion the needs of businesses, local procurement, promote innovation, and create opportunities to highlight best practice and the best businesses in the Borough.</p>	<p>a) Promote free professional business advice to Spelthorne businesses and residents via the business support procured via the Additional Restrictions Grant for all businesses as well as new-start businesses and people thinking of starting a business.</p> <p>b) Additionally, support will be provided through organising events in partnership with the SBF that are dedicated to particular subject areas such as funding streams, on-line web presence or starting a business.</p> <p>c) Deliver the Spelthorne Business Awards event to recognise and celebrate the best businesses in the Borough.</p> <p>d) Signpost businesses to the free SBF website to register their businesses on the business directory. http://www.spelthornebusinessforum.uk/directory/</p> <p>e) Take an active role in the Business Improvement District for Staines-upon-Thames¹²</p> <p>Timescale:</p> <p>a) With immediate effect</p> <p>b) Throughout the period of the strategy</p> <p>c) Annually</p> <p>d) With immediate effect</p> <p>e) Ongoing – assuming the BID is re-elected in 2022</p> <p>Measure of Success</p>	

¹² <https://www.gov.uk/guidance/business-improvement-districts>

Ref	Action	Implementation	RAG
		<ul style="list-style-type: none"> a) At least 5 businesses will use this support a week for the 12 months life of this support. Feedback on quality of support will be at least an average of 7. At least 5 new businesses will be incorporated as a direct result of the support. b) Feedback from such events will attract a satisfaction level of at least 7 c) That there will be an increase of applicants of 10% compared to the baseline year of 2021 (220) d) There will be an increase in registrations of 10% compared to the baseline figure of 236 e) Continued representation on the BID Board will raise the profile of the Council and allow influence on decisions on how the levy is allocated. <p>Lead: EDM.</p>	
	The Council will initiate investigation of business sectors where there appears scope for growth, including tourism, and leisure and possible business clusters	<ul style="list-style-type: none"> a) To maintain a Visitor Economy Forum with local businesses in that sector b) Promote the night-time economy in Staines-upon-Thames by investigating opportunities to enhance our cultural offer, such as developing a theatre or / and other attractions. <p>Timescale:</p> <ul style="list-style-type: none"> a) Life of the strategy b) Life of the strategy <p>Measure of Success</p> <ul style="list-style-type: none"> a) Case studies will show how initiatives proposed / delivered by the group have benefited the visitor economy. b) The night-time economy in Staines is poor and any opportunity to enhance the offer will increase the competitiveness of the town resulting in more footfall in the evenings. <p>Lead: EDM</p>	
	Support and promote exporting	<p>We will work with relevant Partner organisations such as Surrey Chambers of Commerce and Department of International Trade (DIT) to promote and encourage the opportunities available for our businesses through the export market.</p> <p>Timescale: 2023</p> <p>Measure of Success</p> <p>To promote at least 1 event for each year of the strategy starting in 2023.</p> <p>Lead: SEDO</p>	

Ref	Action	Implementation	RAG
	Business support to make best use of social media	<p>The Economic Development Team will provide 1-1 support and guidance for businesses not confident with social media.</p> <p>Timeframe Starting in 2023</p> <p>Measure of Success At least 20 businesses will seek support and feedback will be at least a score of 7</p> <p>Lead: EDM</p>	
	Accessibility and equal opportunities and support for the voluntary sector	<p>a) We will work with Shopmobility and other similar services situated within the Borough, to help sustain their presence, promote the service on offer to those that require assistance to shop, enjoy the culinary offer, and socialise within Spelthorne.</p> <p>b) We will improve access to funding from business via corporate social responsibility (CSR) through access to a new website facility and / or an event dedicated to encouraging CSR.</p> <p>Timescale:</p> <p>a) Over the life of the strategy. To formally meet twice a year to discuss opportunities and progress</p> <p>b) Within 18 months of the strategy commencing</p> <p>Measure of Success</p> <p>a) Shopmobility will continue to trade and grow stronger financially.</p> <p>b) Voluntary groups will have access to additional funding to support their causes</p> <p>Lead SEDO</p>	

The below section is taken from the previous strategy and has not been amended; it's purpose is to illustrate the 4th element of the Action Plan that will be re-written once discussions have been had with relevant departments.

Actions: Infrastructure and Places

Ref	Action	Implementation
A30	The Council will work with Surrey County Council, Heathrow Airport Limited and bus operators. Secure completion of the Wider Staines Sustainable Transport Package to improve non-car based transport.	<p>This is now part of a wider bid which the LEP have put forward as part of Growth Deal 3 (project now called 'capacity developments'). Not clear at this stage whether it will go forwards due to limited award of funding from government.</p> <p>The detailed designs for the London Road and Park Road schemes within the Wider</p>

Ref	Action	Implementation
		<p>Staines Sustainable Transport Package (STP) have been completed and the main contract for their construction was awarded to Mildren Construction in November 2019 following a procurement exercise. Mildren have been mobilising ready for construction to commence on both schemes in January 2020.</p> <p>Timescale: On-going. Lead: Spelthorne Joint Committee</p>
A31	The Council will look for alternatives for a new Staines Bus Station.	<ul style="list-style-type: none"> We will investigate options for a new bus station in Staines-upon-Thames <p>Timescale: On-going. Lead: SPM / GHRaG</p>
A32	The Council will support measures to reduce local congestion including through initiatives to secure modal shift to cycling and walking and support improvements to, and usage of, public transport generally.	<ul style="list-style-type: none"> c. The Council are actively supporting by providing advice and being involved in the decision making process with Surrey CC. d. Staines-upon-Thames is undergoing significant developments which will increase the population of the town by both residency and visitors which will add further stress onto an already congested location at peak times. Steps will be taken to ensure that consideration is given to the impact of the developments and actions identified to help mitigate further congestion. <p>Timescale: a) On-going Lead: Spelthorne Local Committee. b) Update on progress will be presented to the Economic Development Engagement Group (EDEG) after 6 months of the adoption of this strategy. Lead: EDM / EDEG</p>

Ref	Action	Implementation
A33	Access to fibre to the premises with up to 1Gbps speeds within the Borough. Bids for funding to be made to the EM3 LEP	<p>e. *The Council will conduct research with local technology companies to determine the level of business need and household needs.</p> <p>f. *Surrey County Council, LEP's and service providers will be lobbied with regards to delivering identified needs.</p> <p>g. *An application for match funding will be made to EM3 LEP to deliver gigabit speeds.</p> <p>Timescale:</p> <p>a) By October 2018</p> <p>b) During 2018</p> <p>c) During 2018-19 financial year</p> <p>Lead: EDM</p>
A34	<p>*Support better rail connections. Lobby for support for a light rail link directly from Staines-upon-Thames to Heathrow</p> <p>a) Support the implementation of the Surrey Rail Strategy and improvement to rail services generally.</p> <p>b) A southern rail access to Heathrow.</p> <p>c) Improved rail capacity in the Waterloo approaches through Crossrail 2.</p> <p>d) Support for Zone 6 for Spelthorne</p> <p>e) Shorter term proposals to improve surface access to Heathrow.</p>	<p>h. Work closely with Surrey County Council, Heathrow and other key interested parties.</p> <p>i. Businesses expressed strong views with regards to the impact of Zone 6 concerning the recruitment and retention of staff from West London, due to the current high cost of public transport from London and the cost of parking in Staines and the congestion caused at rush-hour.</p> <p>j. *Commission a business case in respect of Zone 6 Oyster Card access for Spelthorne residents.</p> <p>Timescale: a) b) c) On-going.</p> <p>Lead: Cabinet/SPM</p>
A35	Access funding opportunities from Heathrow Airport Limited that contribute towards the benefit of all our communities	<p>We will work closely with Heathrow and colleagues from the 4 Boroughs that surround the airport (Ealing, Hounslow, Hillingdon and Slough) to access funding opportunities made available to improve local infrastructure or support business or community needs and increase on the *baseline by 10% in year 1</p> <p>Baseline for 2017:</p> <p>Communities for tomorrow: £44,860</p> <p>Communities for youth: £25,452</p> <p>Communities together: £3,736</p> <p>Timescale: For the life of the strategy</p> <p>Lead: EDM</p>

Ref	Action	Implementation
A36	Reduce carbon emissions and helping create a greener, cleaner Borough.	<p>k. *Proposals will be submitted the EM3 LEP and potentially other agencies for funding to contribute towards the installations of electric charging points across the Borough.</p> <p>l. *Provide incentives for businesses to install electric charging points at places of work.</p> <p>Timescale: a) By December 2018 b) By April 2019 Lead: SEHM¹³</p>

¹³ Senior Environmental Health Manager

Economic Development Committee

25 January 2022



Title	<i>Additional Restrictions Grant (ARG)</i>
Purpose of the report	Update Committee on use of the ARG
Report Author	<i>Keith McGroary Economic development Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	N/A
Corporate Priority	Economic Development
Recommendations	Committee is asked to: <i>Note the report</i>
Reason for Recommendation	<i>'Not applicable'.</i>

1. Key issues

- 1.1 The background:
- 1.2 The purpose of this report is to provide a written update with regards to the utilisation of the Additional Restrictions Grant (ARG) as included within the Economic Development Forward Plan.
- 1.3 The ARG is a fund allocated by the Government to all local authorities based upon its population size in order to provide financial assistance for each Boroughs business severely affected by the impact of COVID-19. The government referred to this as a 'Discretionary Grant' as each local authority could decide how to allocate the funding based on its local understanding of its economy.
- 1.4 The first allocation of funds from Government occurred in April 2020 when £711k was allocated and be distributed by way of grants. Further grants totalling £2,883,799 were allocated up to January 2021.
- 1.5 There have been 4 windows of opportunity for businesses to apply for an ARG from Spelthorne Council. When the 3rd window was dealt with, there remained a total of £2,257,799 available to support businesses. The grants have been advertised through the Council web pages, social media and the Spelthorne Business Forum; additionally, businesses that had applied previously have been contacted directly to make them aware of new windows.
- 1.6 Great care and time is taken to consider these applications to mitigate the risk of fraudulent claims; each application involves at least 2 officers to scrutinise the information provided.

- 1.7 The 4th window opened on 1st July and closed on 18th July 2021 resulting in 122 applications. To date around 50% of the applications have been reviewed and 24 of those businesses have received a payment with a total value of just over £100k

2. Options analysis and proposal

- 2.1 The government has enabled a degree of flexibility in relation to how the ARG is used to support business, but the key condition is that whatever we do it must give 'DIRECT SUPPORT' to businesses.

The ARG Task Group after much discussion and input agreed a series of interventions. These included: -

- Any new equipment which can be shown to help the business become more competitive / productive can be eligible for a grant of 90% of the cost of the item(s) up to a maximum of £20k. This could include new and greener equipment, which is more cost effective and efficient reducing the amount it costs to run, maintain, and repair. It is also likely to be less damaging to the environment adding to the company's green credentials.

Update: This has been implemented which resulted in 190 applications which is expected to cost in the region of £1m+. This is all going into the businesses that applied which will result in a number of them being able to offer new services and products as well as replacing old, inefficient equipment which will make businesses stronger, greener and more resilient than before.

- A programme of digital training could be made available to help the 'bricks and mortar' businesses to expand their offer by the provision of training through a variety of social media and digital workshops giving them the life-long skills to promote their business and combine bricks with the digital world. This can be through a presence on Facebook, Tic Tok, Snapchat, Pinterest and Twitter etcetera.

Update: The first series of training took place over 5 weeks in November and December. This was oversubscribed by 100% and as a result a new training period has been booked for February 2022. Feedback from the first course gave a satisfaction rate on average of 9.2 out of 10. A 100% of respondents stated that the training will have a positive impact on their business' profitability and productivity. The cost of the 2 courses is £10k

- Business support via one-to-one help to address concerns or ambitions about running a business, including HR, finance, business planning, marketing, growth, starting a business and much more.

Update: This went out to tender, and a company called Pro-Actions who already operate in the Borough were selected and will commence weekly clinics for up to 6 businesses in the course of a day on 25th January, and will run for 12 months. The cost of this contract is £45k

- Provision of annual membership of the Federation of Small Businesses (FSB) or Chambers of Commerce for businesses that may need regular support.

Could set aside £2k which may buy around 10 memberships, but the cost depends upon the size of business.

Update: Agreement has been made with the FSB to provide £5,000 worth of memberships at a discounted rate of 20%. These will be allocated over the next 12 months and will amount to around 30 memberships on offer.

- Provision of the building of bespoke websites for those businesses that do not have an on-line presence. This will enable them to reach out locally and further afield through their website which can be reached 24/7 when the shop is closed to take orders or attract customers. This would include Google my Business.

Update: Research is taking place to identify 3 Spelthorne based businesses to quote to provide this support.

- Free grants for training relevant to that business, this may include new skills and qualifications to support activities such as exporting, accessing new markets or skills required to improve efficiency for the business owner / employee to be more productive.

Update: This opportunity was circulated to businesses on 20.12.21

3. Financial implications

- 3.1 The funding is available for Spelthorne Council to dispense until 31.3.22; any money not spent must be returned to the government. With the outbreak of the latest Omicron strain of the virus it appears that the decision to hold back some funds until January may have been a wise one. Restrictions have already been implemented with regards to the wearing of masks and working from home and it is possible that more severe restrictions could follow which will no doubt negatively impact on businesses.
- 3.2 The ARG Task Group will need to give consideration in respect of the amount of funding that is left and identify the best means of utilising this to best support our businesses. The ARG Task Group will have met on 20th January 2022 prior to the committee meeting and decisions made, which will be presented to the committee.
- 3.3 There is currently £1,875,500 in the ARG fund left, however it is expected that at least £1m will have been spent to pay for the above.
- 3.4 During late December 2021 the Government announced a further payment of ARG fundings to local authorities, this is despite giving strict guidance that there would be no more money allocated once the last grants had been spent. The amount of funding has not yet been announced (4.1.2022), but it is expected to be in the region of £200k - £250k.

4. Other considerations

- 4.1 There are none.

5. Equality and Diversity

- 5.1 The impact on equality and diversity issues is considered at every action

6. Sustainability/Climate Change Implications

6.1 N/A

7. Timetable for implementation

7.1 January 2022 take stock of how much funding is left and agree how to best allocate the remaining funds prior to 31.3.22.

Background papers:

There are none.

Appendices:

There are none.

Economic Development Committee



Date of meeting: 25 January 2022

Title	<i>Recovery Plan Update</i>
Purpose of the report	To note
Report Author	<i>Keith McGroary Economic Development Manager</i>
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	<i>N/A</i>
Corporate Priority	Economic Development
Recommendations	Committee is asked to: <i>Note the report</i>
Reason for Recommendation	<i>Not applicable</i>

1. Key issues

- 1.1 Update on the Economic Development aspect of the Corporate Recovery Plan. The reference letters below relate to those within the Corporate Recovery Plan. The previous update for the Committee was in November, so there has been limited opportunity and resources to move forwards in the intervening period, especially with the team focusing on delivering ARG grants to local businesses.
- 1.2 'ER1' *Continue to monitor, measure and understand how COVID has affected local businesses and adapt to respond to impacts.* A survey with businesses was conducted in May / June 2020 but the number of replies was very low and were unable to make much use of the data. The low return rate was probably connected with the impact of COVID on businesses and people not going into work. A new survey has been circulated within the Spelthorne business community targeting those businesses that have 10 or more employees.
- 1.3 A dashboard has also been produced and circulated to councillors; this illustrated the total level of unemployment in the borough, as well as within the 18-24 and over 50 age groups. Figures are then put into context by comparing Spelthorne data to the Surrey average. A new update will be produced in January 2022
- 1.4 'ER2' *Provision/signposting of advice and support:* The Spelthorne website has been continually updated throughout the COVID period; additionally, specific items of news, particularly regarding jobs have been circulated via our communications team through social media.

- 1.5 'ER3' *Keep under review the Council's discretionary grant policy:* A separate report in relation to the Discretionary Grant also known as the ARG is provided for this meeting and covers this area.
- 1.6 'ER4' *Implement our new Economic Development Recovery Plan:* This has been absorbed within the Corporate Recovery Plan.
- 1.7 'ER5' *Continue to work with the Jobs and Recovery Task Group:* This group has met on 3 separate occasions so far and consists of representatives from A2D, Job Centre Plus, Brooklands College and Runnymede Council. The main purpose of the group is to share information and what projects or initiatives that each member of the group is working on so that there is the opportunity to enhance delivery through synergy whenever possible so that duplication of effort is reduced. The group has not met since July when restrictions were lifted but agreed to meet at a future date if there was a need to do so. No requests for meetings have been received since July.

'ER6' *Support/promote employment and training initiatives:* The 11 chosen Local team were finalists in the Business Plan Competition and were also first Runner up for the CSR category in the Spelthorne Business Awards. The app is ready for businesses to start uploading their job opportunities ready for a February launch. BUPA are collaborating and will provide access to their mental health practitioners as a free service to any young person using the app who needs mental health support. Bounceback Street - This project will launch in 2022 as all resources are currently being put into launching the 'I Choose Local' app first.

'ER7' *Work with partners to bid for funding for a Youth Hub in the Borough:* The Youth Hub launched on December the 6th at the Business Incubator in Sunbury. The DWP met several young people on day 1 with a couple of referrals to the Youth Hub service. There have been two enquiries via email from the Bulletin Magazine article and we expect to have around 10 referrals within the first week. The Youth Hub Website is expected to launch on the 13th December subject to all GDPR checks being passed.
- 1.8 'ER8' *Set up pop-up-shop where budding entrepreneurs can test the market in advance of setting up a business:* This has proved extremely difficult to implement, especially with the many requirements needed to comply with COVID regulations as well as the various lockdowns that have taken place. The additional significant demand on officer time due to the processing of ARG grants has meant that this initiative will need to be postponed until spring 2022.
- 1.9 'ER9' *Prepare and promote our new business incubator:* The operator of the Hub is Co Tribe CIC and the doors opened for customers in September. As CoTribe are a Community Interest Company a mandatory 80% discount has been applied to the rates (full value £18k), which would have otherwise fell to SBC.
- 1.10 The operator CoTribe CIC collected the rent from the tenants, but after discussions with accountancy, this is being taken in-house from 1st January. There are plans to create new offices within the incubator to satisfy demand for this service. The incubator is expected to have a life-span of 5 years as it is earmarked by SBC for future development.

- 1.11 Tenders have been invited to put the offices in place, a total of 4 have been received. These range from £18k to £73k, and a decision will be taken by the time this report reaches the committee as to which one shows best value for money. The latest government advice regarding working from home has not helped matters with regards to attracting tenants, but discussions have taken place to instigate a marketing plan for hot-desking once the threat level has reduced.
- 1.12 'ER10' *Promote opportunities in the Borough for the development of 'green' jobs*: The new 2022-2027 Economic Strategy will include actions to support a greener economy. The ARG funding has actually contributed to reduced emissions through grants that have replaced old inefficient equipment such as a laundrette washing machine which cost £10,000.
- 1.13 'ER11' Promote 'shop-local' to our residents and promote 'buy local' procurement within SBC: The new 5-year Strategy will contain a number of activities with the action plan. A baseline is also being set with regards to the current amount of money spent by SBC in the borough so that we can measure the impact of changes made to procurement standing orders.
- 1.14 'ER12' *Provide additional frontline support for Ashford, Sunbury and Shepperton businesses*: The extent of support provided by the Town Centre Manager (TCM) has now expanded to include shopping parade, where he has visited and raised awareness with regards to the ARG Equipment Grant. The TCM also attended and supported the Xmas Tree nights in both Sunbury and Ashford helping out with the organisation of the event which was appreciated and raised his profile further.
- 1.15 'ER13' Work in collaboration with Staines-upon-Thames Business Improvement District (BID): The boundary of the BID has been widened to include the Thames Club, Staines Train Station and Fairfield Avenue. This will generate additional income as well as support for businesses situated in those areas. The BID Proposal document is not yet available at the time of writing this report, but copies will be made available to the Committee for 25th January.

2. Options analysis and proposal

- 2.1 Not applicable

3. Financial implications

- 3.1 Not applicable

4. Other considerations

- 4.1 There are none.

5. Equality and Diversity

- 5.1 The impact on equality and diversity issues is considered at every action

6. Sustainability/Climate Change Implications

- 6.1 Use of the ARG funding has potential to have a positive impact on the environment through new equipment which is greener and less polluting.

7. Timetable for implementation

- 7.1 In accordance with the Corporate Recovery Plan.

Background papers:
There are none.

Appendices:
There are none

Spelthorne Borough Council Services Committees Forward Plan and Key Decisions

This Forward Plan sets out the decisions which the Service Committees expect to take over the forthcoming months, and identifies those which are **Key Decisions**.

A **Key Decision** is a decision to be taken by the Service Committee, which is either likely to result in significant expenditure or savings or to have significant effects on those living or working in an area comprising two or more wards in the Borough.

Please direct any enquiries about this Plan to CommitteeServices@spelthorne.gov.uk.

Spelthorne Borough Council

Service Committees Forward Plan and Key Decisions for 25 January 2022 to 31 May 2022

Anticipated earliest (or next) date of decision and decision maker	Matter for consideration	Key or non-Key Decision	Decision to be taken in Public or Private	Lead Officer
Economic Development Committee 22 03 2022	Heathrow and Airspace Modernisation To receive a presentation on Heathrow's expansion plans	Non-Key Decision	Public	Heather Morgan, Group Head - Regeneration and Growth
Economic Development Committee 22 03 2022	Incubator - Monitoring	Non-Key Decision	Public	Keith McGroary, Economic Development Manager
Economic Development Committee 22 03 2022	Economic Development Strategy (final)	Non-Key Decision	Public	Tracey Carter, Senior Economic Development Officer
Economic Development Committee 22 03 2022	Additional Restrictions Grant Monitoring	Non-Key Decision	Public	Keith McGroary, Economic Development Manager
Economic Development Committee 22 03 2022	Monitoring of Economic Development of Corporate Recovery Plan	Non-Key Decision	Public	Keith McGroary, Economic Development Manager
Economic Development Committee 22 03 2022	Revenue Monitoring Report Q3 (Oct-Dec 2021)	Non-Key Decision	Public	Anna Russell, Deputy Chief Accountant
Economic Development Committee 22 03 2022	Capital Monitoring Report Q3 (Oct-Dec 2021)	Non-Key Decision	Public	Paul Taylor, Chief Accountant

This page is intentionally left blank