

Review of the council's performance at end of Quarter 2

29th November 2010

Economy and Business Improvement Overview and Scrutiny Committee

Economic development projects update

The projects below can be found in the 2008-2011 Economic Development action plan and have been mainly funded through a significant investment of local authority business growth initiative funding (LABGI). Those projects that directly support the Gloucestershire Integrated Economic Strategy (IES) have been highlighted. This funding is no longer available and, with this in mind, work is being done on how we deliver economic development in the future.

Project name	Description	Project status
Business directory £4K LABGI 2009-2011	To implement a new online business directory for Cheltenham	Ending March 2011. To continue the directory after this point would require a similar funding commitment.
West End improvements £20K LABGI 2008- March 2010	Funding awarded to West End Partnership to make improvements to the area	Complete. Project had a reasonable degree of success with a new website and training. However, no further ideas were forthcoming, so project ended with money re-invested into Commercial Rental and Shopfront Improvement grant.
Conferences £8K LABGI 2008-2010	To host business conferences on issues raised by local businesses	Complete. Business Pride conference attracted over a hundred attendees, with speakers such as Lloyds TSB and HSBC. Business feedback was positive. On 20 July 2010 the follow-up conference was held at the FSB Advice Day. Footfall for the event was approx 50% up on last year's event at Gloucester.
Signage £7K LABGI 2008-2010	Signage to be put in place on the Kingsditch and Lansdown Industrial estates.	Ending March 2011. Lansdown signage now in place with planning application submitted for further parapet signs. Kingsditch signage being negotiated between Parklife, Spirax Sparco (land owners) and Gloucestershire Highways
Business Events £18K LABGI 2008-March 2010	To put on a range of events to bring people into the town and support businesses e.g. supporting traders events at Christmas	Complete. Business Scene/Business Pride events held successfully. In addition, there has been the Morgan Centenary event in the spring, and various trading events at Christmas that stimulated economic spending, raised money for charities, and raised the profiles of the various non-town centre areas
Cultural Olympiad £5K LABGI November 2008	Event held	Complete. Money not required
Retail Windows project £24k LABGI 2009-2011	To install window graphics on vacant town centre shops to attract future inward investment and to retain a sense of pride during the recession	Ending March 2011. Lack of empty units and difficulties in identifying and gaining permission from landlords, including those in Coronation square, has meant progress has been slow. Work currently ongoing.
Business Pride £135k LABGI 2008-2010 Supports IES	Membership scheme	Ongoing. Approx 600 members. 12 projects funded in first phase, with 13 for the rental grant and 10 for the Shopfront grant.

Listening to Business	One to one visits with businesses	Ongoing. Meetings often requested with Business Pride members.
Monitoring Economy £5K per annum	To provide economic forecasts of Cheltenham	Complete. Local Futures delivered. County economic assessment to be complete by March 2011, we are unlikely to need to deliver this in house in the future.
Gloucestershire First SLA £13,500 per annum Supports IES	Supporting Gloucestershire First with their activities.	Agreement ending March 2011 work being carried out on structure of economic development including local enterprise partnerships prior to any new agreement being determined.
Cheltenham Business Excellence Awards £400 LABGI per annum 2009-2010	Showcasing business excellence	Complete. Awards took place on Mayor making day 2009 and 2010. Other awards include business in bloom awards held in September 2009 and 2010
Promotion of the Chamber and Business Pride £750 per annum	Support the Cheltenham Chamber of Commerce and Business Pride	Complete. Events held with the Chamber as well as joint marketing.
Commercial waste £5K LABGI 2009	Promotion of the environmental maintenance divisions commercial recycling	Complete. Launched with funding allocated, work maybe needed to promote the service further.
Parklife Environmental project £20K LABGI 2008-2010 Supports IES	To work with and support businesses on industrial estates to achieve ISO 14001/BSS855.	Complete on target. Project carried out successfully with good business feedback.
Severn Wye Energy management project £45K LABGI 2008-2010 Supports IES	Support hospitality businesses to reduce their energy costs, and reduce overheads	Ending December 2010. Thirty businesses assisted to reduce their energy costs and make savings, final report expected shortly.
Cheltenham Development Taskforce	Provide economic information as required	Ongoing as and when required
Employment land enquiries (mainly through Glos First agreement) Supports IES	To provide a rapid response to enquiries	Ongoing as and when required. Property portal delivered through Gloucestershire First (investinglos.co.uk)
Airport Provision	Provide economic information as required	Ongoing as and when required
Broadband £2K LABGI 2009- 2010 Supports IES	Funding withdrawn from regional development agency.	Cancelled. Regional funding withdrawn and project cancelled.
Third sector match £14.5K LABGI 2008- 2009 Supports IES	To implement a mechanism for third sector organisations in Cheltenham to engage with local businesses.	Ending March 2011 successful delivery to date with report received for quarter two above target. Event to be held early next year. Presentation to E&BI O&S Jan.
Parklife £40k LABGI 2009-2011 Supports IES	Supporting businesses with bespoke one to one advice and ancillary programmes, including two business centres	Ending March 2011 Phase three on track and has exceeded targets after quarter two. Presentation to E&BI O&S on 29 Nov 2010 or Jan 2011 (TBC)
Lifelong Learning Adult Education £40K LABGI 2008-2011 Supports IES	To provide an additional interview and support to those who are out of work-work	Ending March 2011 On track with all targets currently met. Presentation to E&BI O&S early 2011

LAA EDE 2 Supports IES	Providing the support for delivery of NVQ Level two training in conjunction with the LSC and Train to Gain and contribute to the stretch targets in LAA.	Ongoing Led by LSC unlikely to achieve target or receive funding. Gloucestershire 1 st are now reviewing position.
Gloucestershire Media Group (GMG) SLA £3k LABGI	To support creative industries	Complete with support for three events and training delivered.
Incubator Units £4k LABGI 2008-2009 Supports IES	Support GMG in establishing incubator units at Cheltenham Film Studios	Complete Delivery was to target according to initial contract, however, disappointingly, GMG withdrew from Cheltenham in February 2010 after receiving outside funding to relocate, leaving the aim to have a self sustainable incubator unit unmet.
Screenwriters Festival £40k temporary budget 2006-2009	To support the festival over three years, in an aim for it to become self sustainable.	Complete. The 2009 festival achieved, although numbers and quality not to usual high standards. No funding allocated for 2010 and onwards
Business Link training grant funding £23k LABGI 2009- March 2010	Grant scheme used to support training for businesses (£250 per business).	Complete. Approximately twenty businesses were supported. £13k remaining and reallocated.
Internet skills 10k LABGI 2008-2010 Supports IES	Training being done by Gloucestershire College over 2 years.	Complete. Good take up and successful delivery. There remains a need for this type of training.
Gloucestershire enterprise business services (GEBS) start up advice £26k 2008-March 2010 Supports IES	GEBS to provide 1-2-1 business advice and support	Complete slightly behind targets set. Question mark on future start up services in particular what business links role will be and any gaps in provision that we will have to address.
Economic Partnership £30k LABGI, 2009-2011	£30k awarded for projects that the partnership wishes to tackle	Ongoing. £10k allocated to rental grants; £5k to 2010 Literature Festival to draw it into town and support local shops and restaurants; £5k to support Christmas in the town. Rest of money to be decided upon in 2011.
Hester's Way Outreach Programme £4k LABGI 2009-2010 Supports IES	To improve client's employability who currently claim health related benefits	Complete on target. Successfully helped people get back into work.

For further information, please contact

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