

	Short term project (2015-2016)
	Medium-Long term project, relying on further work before starting

## North Hertfordshire Economic Development Strategy Action Plan – Projects Long List

No.	PROJECT ORIGIN	TITLE	TYPE OF ACTIVITY	BUSINESS ACTIVITY AND DESCRIPTION	LINK TO PRIORITY	PROJECT DETAIL DEVELOPED	HIGH ECONOMIC POTENTIAL (JOBS, BUSINESS GROWTH)?	CO-FUNDING IN PLACE OR VIABLE / POTENTIAL FUNDING SOURCES IDENTIFIED	RELEVANCE TO LEP STRATEGIES AND INITIATIVES	DELIVERY TIMESCALE Start date Years/months	ROLES? 1. Lead 2. Influence other delivery body 3. Influence fundholder
1	Workshop	More Understanding of local area and sectors to identify gaps and economic identity	UNDERSTANDING	Map existing business information to understand where the gaps are and where opportunities might be.	1, 2, 3,4	Economic Development Strategy evidence document provides a starting point and could be developed further to deliver the required information.	Project relates more towards understanding of economic development conditions.	Existing resource could be used, although may require external assistance .	No specific relevance to LEP initiatives as it relates to understanding but could result in identifying key projects.	2015-2016 6 month project	NHDC would be the lead, but using other's key stakeholders information available i.e. LEPs / BRE / Eastern Plateau
2	Workshop	Building economic an identity and identities for North Hertfordshire	ENTERPRISE / UNDERSTANDING	Work with businesses and stakeholders to build an identity or identities to "sell" North Hertfordshire and its economic offer.	1	Issues of potential strengths and Unique Selling Point debated at Economic Development Strategy Workshop. Potential need for more than one identity.	Project relates more towards understanding of economic development conditions.	Funding not specifically required.	Relates to inward investment, important for both LEPs, no specific link to growth strategy.	2016 6 month project	NHDC Lead with joint working from LEPs and local businesses.
3	Workshop	North Hertfordshire Business Group	NETWORKING / SUPPORT	Bringing together businesses to provide advice on issues such as exporting / access to finance / apprenticeships / premises....etc – focussed networking on specific subjects.	1,4	Project scope drafted.	Project could encourage growth and better working practices.	Approach partners to support cost in terms of premises / refreshments	Increased networks may help with delivery of LEP projects and marketing of LEPs material	2015 6 month project	NHDC lead but approach key partners / large businesses for help and support.
4	Workshop	Improved signposting of business support	SUPPORT	Rationalising business support that exists to make it simple for businesses to access finance / support / advice no matter the size,	4	Project not yet scoped in any detail.	Project will allow simplification of existing information and help businesses grow.	Funding not needed, can be done through existing website.	The information provided could link with the Growth Hubs.	2016 6 month project	NHDC lead – website focussed, linking to others webpages i.e. support organisations / Growth Hub / LEPs.
5	Workshop	Creation of a tailored support for starting business	SUPPORT	Linked to the above project (Project 4), but specifically around start-up businesses. Could be webpage or downloadable document.	4	Project not yet scoped in any detail, although something similar may already exist.	Project will allow simplification of existing information and aid with entrepreneurialism.	Could be completed in partnership with other stakeholder, but will largely rely on online.	The information provided could link with the Growth Hubs.	2016 6 month project	NHDC lead – website focussed.

6	Workshop	More active role in Eastern Plateau Project	ENTERPRISE / RURAL	Engage more actively with Eastern Plateau Leader project, accessing funding to provide support for rural business / community projects in the rural area offering match funding if projects meet certain criteria. Ensure positive outcomes for North Herts.	4	The project has already been run between 2008 and 2013.	Project has the potential at a small scale to help rural businesses grow and develop.	European fund in the form of Rural Development Programme for England (RDPE). £1.8 million already committed.	Covers rural aspect, which is part of the European Structural and Investment Fund (ESIF) fund and identified in the investment strategy for both LEPS	2015-2020 5 year project	NHDC is a partner with East Herts / Uttlesford / Epping / Hertfordshire LEP / GCGP LEP
7	Workshop	Employment area regeneration study	PREMISES	Work with landowners / BID where appropriate to identify why areas are being underused and identify priority areas to regenerate and improve. Would help inform delivery project (Project 8) and Local Plan allocations.	2	Project not yet scoped in any detail although East Herts has completed something similar – lessons learnt.	The project will identify areas for improvement which could have benefits for the business environment. .	Officer time, possible use of consultants. Landowner buy-in?	Links to Urban futures in Hertfordshire SEP.	Start 2016 6-9 month project	NHDC lead or facilitator working with landowners and BIDs
8	Workshop	Employment area regeneration project	PREMISES	Potential to create a project through a funding stream such as the Growing Places Fund to purchase and remediate / clear / tidy vacant employment sites to encourage redevelopment. Once site successfully sold it will enable purchase of the next one.  Could investigate use of assets / partners assets to cut initial costs.	2	Project not yet scoped in any detail but there is evidence that businesses are looking for premises to expand and grow into now and what's on the market isn't meeting need.	Project could make employment areas more attractive to investment creating business growth.	Potential application to funding streams such as Growing Places Fund. Potential use of assets.	Could be considered under Urban Futures in Herts SEP.	2016 onwards Continuous timescale	NHDC lead or partner to wider project, working with LEP, landowner, BID.
9	Workshop	Investigate improved access to Hitchin employment areas	TRANSPORT / PREMISES	Investigate a new / improved access for the Wilbury Way / Cadwell Lane employment area and the likely benefits such improvement may bring.	2	Some work has already been completed and additional work is being investigated	Project could make Hitchin employment area more attractive to investment.	Funding for feasibility study identified from HCC / use of Growth Area Funding	Potentially more appropriate for Growing Place Fund – although may apply under Urban Futures	2016 onwards. 6 month initial study	NHDC could lead investigation of study in partnership with Hertfordshire Highways / Hertfordshire County Council.
10	Workshop	A1(M) lobbying	LOBBYING / INFRASTRUC TURE	Continued lobbying to Government about the A1(M) and the need for its improvement	2	Junction 6-8 work and route based strategy underway.	Improvement of the A1(M) would encourage investment, but conversely may also increase out-migration.	Funding identified for 3 lane running of J6-8, although no funding is required for lobbying specifically.	Initiative fits with A1(M) Growth Corridor identified in Herts LEP SEP.	2015 onwards Continuous project	NHDC would be a partner working with other authorities affected by the A1(M) including HCC .

11	Workshop	Understanding of local business skills needs	SKILLS	Greater understanding is needed of what skill shortages actually are so they can be planned for and overcome. This might be better delivered by an education provider to maximise response from businesses.	3	Project not yet scoped in any detail, but North Hertfordshire College is leading labour market research project. This will be complete in autumn 2015. North Hertfordshire College will present their findings to North Hertfordshire District Council once the work is complete.	Project would start to understand issues faced by local businesses and could identify solutions	ESF European may be an option for funding if needed, more likely to be small-scale.	Would be in line with skills strategy that Herts LEP have recently produced.	2016 onwards 6 month project	NHDC would be a partner working with NHC / Universities / LEP
12	Workshop	Employability skills for school leavers	SKILLS	Scheme to provide school leavers with the basic skills that are required to be employed in the workplace.	3	Project not yet scoped in any detail but North Hertfordshire College are working with local employers to develop an employability standard. The standard will set out the core competencies and attributes employers look for in their employees, regardless of job role or sector. Once developed the standard will be interweaved throughout all North Hertfordshire College's provision and any schools who wish to participate to ensure all learners, regardless of the programme they are on, are ready for the world of work.	Project could reduce youth unemployment and increase local skills base and provision of apprenticeships.	Possibility for officers donating time? Delivery in partnership with other organisations.	Would be in line with Skills Strategy	2016 Onwards Annual event	NHDC partner on a project with / Jobcentre Plus and NHC
13	Council identified project	Business Directory	MARKETING	Create a business directory. This provides a tool for marketing, networking as well as general business support.	1,4	Project underway	Project will facilitate business to business contact and allow businesses to promote themselves.	No funding required.	None, local marketing	Start 2015 Completed by 2016 Updated annually?	NHDC partner with Burrows Communication Ltd.

14	Council identified project	Worklessness / unemployment Group	RELATIONSHIP / SKILLS	Worklessness partnership to support those out of work and encourage a joined up approach in helping to get people residents back into work.	3	Project not yet scoped, however, adjacent authorities have arrangements in place and the project should build on existing programmes to support the unemployed, including North Hertfordshire College's traineeship programme, FastForward, for unemployed 16-24 year olds	Project will be supporting those out of work and could increase area's economic activity rate.	ESF European funding could provide an opportunity although likely to be small scale.	Would be in line with Herts LEP Skills Strategy	Start 2016 Continuous project	NHDC partner – may be part of bigger project working with Jobcentre plus and NHC
15	Council identified project	Small Business Saturdays	ENTERPRISE / SUPPORT	Supporting initiatives such as Small Business Saturday.	1, 4	No specific details, just support as and when initiatives arise.	The project will facilitate entrepreneurialism and encouraging business support	Working jointly with BIDs and FSB, more likely to be officer / Cllr time.	General business support	2015 annually, as and when initiative arise.	NHDC partner working with town centre managers, Hertfordshire Chamber of Commerce and local businesses..
16	Council identified project	Awards Sponsorship	BUSINESS SUPPORT	Support of FSB Small Business Awards and sponsorship of North Hertfordshire Small Business of the Year	1,4	NHDC have previously supported event.	Supporting the award will illustrate support for business.	Previously paid £1000 for award sponsorship.	General business support	2015 Annual event	NHDC partner with the Federation of Small Businesses
17	Council identified project	Links between business and community / voluntary sector	BUSINESS SUPPORT	Project exploring opportunities which could present from closer working between the business community and voluntary / community sector.	1, 4	Project not yet scoped although it is more about relationships and encouraging closer working. Could include a number of projects.	Will enable voluntary and community sector to grow.	Cost associated in bringing both groups together.	In line with ESF funding and LEPs support for voluntary and community projects.	2016 onwards 6 month project	NHDC lead, but delivery with existing provider or key business.
18	Workshop	Easy in, easy out units	PREMISES	Offering low rent, short contract premises for businesses – possibly within town centres?	4	Project not yet scoped in any detail although BIDs have investigated.	Project encourages entrepreneurialism.	May rely on others for premises or other town centre funding streams.	Could be considered under Urban Futures in Herts SEP.	2016 onwards. Dependent on finding appropriate premises.	NHDC working jointly with BIDs and/ or landowners.
19	Workshop	Business leaders in schools	SKILLS	The use of business leaders to talk in schools about local skills gaps. Could not take place until Project 11 has been completed	3	Project not yet scoped in any detail	Project could help influence future skills base, delivering skills to match jobs requirements.	Business leaders donating time and schools taking time out from curriculum.	Would be in line with Herts LEP Skills Strategy	2016/7 onwards (project dependent on Project 16) Annual event	NHDC lead or organiser with NHC and key businesses/ stakeholders involved

20	Feedback from rural business advisor – Council identified	Rural Business Group	ENTERPRISE	Establish networking relationships between businesses in the rural community. This is a potential addition to Project 3.	1, 4	Project not yet scoped in any detail	This project will be more about developing relationships, but could facilitate better working practices and awareness of funding.	Eastern Plateau RDPE project could provide a potential source of funding, although match funding would be required from another source.	Rural aspect, not given much priority in SEP, although specific European funding stream.	Start 2016 6 month project Requires Eastern Plateau to be up and running.	NHDC lead, although working closely with parish councils and rural businesses
21	Workshop	Creation of Business incubator	ENTERPRISE / INCUBATION / SUPPORT	Creation of business incubator / town centre business incubator-type project could encompass a number of different options / project ideas. There is the potential for a manufacturing focus, based on the sector's strength in the local economy. This project could develop to include grow-on space as well so if a business is successful it doesn't have to leave the local authority area, although that may be something for the future.	1,2,3,4	Project not yet scoped in any detail although a manufacturing incubator was detailed in Hertfordshire LEP's SEP as a potential project which was based on a specific bid document submitted by NHC.	This project provides opportunity for business creation entrepreneurialism and business support,	May require some form of council funding, but likely to be a joint venture with BRE / Heritage Foundation / BIDs / NHC. Funding to be worked out at a later date.	Business support, specific project identified in SEP for manufacturing incubator in Letchworth	Start discussions 2015 3-5 year project Project relies on identification of premises and partners	NHDC would be a partner along with the LEP/ Heritage Foundation / Town Centre Managers / Wenta
22	Workshop	Collaborative working between manufacturing businesses	ENTERPRISE / SUPPORT	Whilst the creation of an incubator may achieve collaborative working. Ensuring businesses work together and share tools / skills / economies of scale would be a good project in its own right. This could arise through the business group project as well (Project 3).	1	Project not yet scoped in any detail.	Initiative will improve business effectiveness and potentially reduce business costs.	Unknown costings as project details unknown at this stage, may just be business engagement and commitment.	Could be sector specific – Science and technology focussed. Key priority in Hertfordshire LEP's SEP. .	2017 onwards Continuous timescale Need to develop relationship first.	NHDC lead with local businesses and stakeholders
23	Workshop	Marketing of North Hertfordshire for growth of and investment in the area	MARKETING	Marketing of the local area to attract more skilled businesses / workers into the area. (Will need to develop identity first – Project 2). Creation of publicity material and promotion	1	Project not yet scoped in any detail, but largely concerned with marketing the area favourably.	Project has the potential to make the area more attractive and visible to business and investment.	Existing budgets should be sufficient, although could investigate jointly promoting aspects with another stakeholder to halve costs.	Increasing potential for investment, specifics within project will need to be based on LEP Growth Areas...etc	2016 (develop identity first - Project 2). Continuous timescale - 6 months for material	NHDC Lead but link into other key websites and work with the LEPs. Potential for joint work with partner.
24	Hitchin TCM	Free WIFI in Town Centres	ENTERPRISE / TOWN CENTRE	Creation of free Wi-Fi in our town centres for businesses and users of the town centres.	4	Project is included in Hitchin BID prospectus.	Project will make town centres more attractive to businesses and investment but also users.	Funding from BIDs and other town centre initiatives / Town Centre Innovation Fund?	Digital element important part of GCGP LEP but also Urban Futures in Herts LEP.	2016-17 3 month project Requires funding	NHDC Partner, working with BIDs and town centre managers

25	Hitchin TCM	Click and Collect	ENTERPRISE / TOWN CENTRE	Click and collect facilities in our town centres.	4	Project is included in Hitchin BID prospectus.	Project will bring in additional footfall to town centres	Funding from BIDs and other Town Centre initiatives / Town Centre Innovation Fund?	Digital element important part of GCGP LEP – Urban Futures in Herts LEP	2016-17 3 month project Requires funding	NHDC Partner, working with BIDs and town centre managers
26	Council identified	Film location database	ENTERPRISE	Create a database of potential film locations including photos / historic references to previous filming to coordinate information in one place.	1, 4	Project not yet scoped in any detail	Project has the potential to attract investment into the district and encourage spin-off industries.	Could be done internally or in partnership with Creative England	Relates to the creative industry, identified in the Hertfordshire LEP SEP	2016 Year long project	NHDC Lead working with landowners and Creative England
27	Council identified	Pop-up shop similar to Project 18.	ENTERPRISE / TOWN CENTRE	Support the creation of pop-up shops in town centres providing opportunity for people to trial businesses and for businesses to trial ideas.	4	Some work done by town centre managers.	More about business support	Funding from BIDs and other town Centre initiatives / town centre innovation fund? Use of asset?	Urban futures within Hertfordshire LEP SEP.	2016, dependent on premises	Partner
28	Council Identified	Grants Programme and business support for urban areas	ENTERPRISE	Support the creation of a project, similar to the Eastern Plateau, but for the urban areas of North Hertfordshire. Project would offer grants to businesses if they meet certain criteria (related to ERDF).	1,2,3,4	Project discussed at the Hertfordshire Economic Development Officers Group – has the potential to be County-wide.	Has the potential to provide growth of existing businesses both in terms of GVA and job creation.	May require Council Funding, but 50% will be from ERDF	Would be part of the ERDF funding stream and so would need to be framed around the criteria.	2016-2017 3-5 year project Requires joint working and identification of delivery organisation	NHDC partner, likely to be led by business support agency and involve the whole of Hertfordshire.
29	Workshop discussion	Broadband improvements	LOBBYING / INFRASTRUCTURE	Lobby and support the improvement of broad services in “not spot” areas, including the Hitchin employment areas where coverage is particularly poor.	2	Project not scoped but more about raising awareness of issues and	Has potential to increase investment and allow businesses to grow	Project would be delivered by outside organisation	Could be linked to GCGP LEP digital priority, although Herts LEP did have funding for improvement of some exchanges serving employment areas.	2016-17 3 month project Requires funding and delivery from other organisation	NHDC partner, providing support for local businesses, delivery by other organisation.