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AYLESBURY VALE DISTRICT COUNCIL

Democratic Services

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Date Not Specified

ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE

A meeting of the Economy and Business Development Scrutiny Committee will be held at **6.30 pm** on **Tuesday 15 September 2015** in **The Olympic Room, Aylesbury Vale District Council, The Gateway, Gatehouse Road, Aylesbury, HP19 8FF**, when your attendance is requested.

Membership: Councillor P Strachan (Chairman); Councillors A Southam (Vice-Chairman), B Adams, J Cartwright, A Christensen, P Cooper, B Foster, M Hawkett, P Irwin, C Poll and W Whyte

Contact Officer for meeting arrangements: Charlotte Gordon; cgordon@aylesburyvaledc.gov.uk;

AGENDA

1. APOLOGIES

2. TEMPORARY CHANGES TO MEMBERSHIP

Any changes will be reported at the meeting.

3. MINUTES (Pages 1 - 4)

To approve as a correct record the Minutes of the meeting held on 17 June 2015, copy attached as Appendix A.

4. DECLARATION OF INTEREST

Members to declare any interests.

5. INFRASTRUCTURE PRESENTATION FROM BUCKS ADVANTAGE AND BUCKS COUNTY COUNCIL

A presentation will be given on the activities of Bucks Advantage/Bucks County Council.

6. ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN REPORT (Pages 5 - 30)

7. AYLESBURY VALE BROADBAND (Pages 31 - 32)

8. EXCLUSION OF THE PUBLIC

The following matter is for consideration by Members "In Committee". It will therefore be necessary to

RESOLVE –

That under Section 100(A)(4) of the Local Government Act, 1972, the public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in the Paragraph indicated in Part 1 of Schedule 12A of the Act.

Commercial information relating to Aylesbury Vale Broadband (Paragraph 3).

The public interest in maintaining the exemption outweigh the public interest in disclosing the information because the report contains information relating to the financial or business affairs of organisations (including the Authority holidaying that information) and disclosure of commercially sensitive information would prejudice negotiations for contracts and land disposals/transactions.

9. AYLESBURY VALE BROADBAND (Pages 33 - 40)

Agenda Item 3

Economy and Business Development Scrutiny Committee

17 JUNE 2015

PRESENT: Councillor P Strachan (Chairman); Councillors A Southam (Vice-Chairman), B Adams, J Cartwright, A Christensen, P Cooper, M Hawkett, P Irwin, C Poll and W Whyte

APOLOGIES: Councillors B Foster

1. MINUTES

RESOLVED –

That the Minutes of the meetings held on 17 March and 27 May 2015 be approved as a correct record.

2. SCRUTINY WORK PROGRAMME 2015-18 AND ONWARDS

Members received a report outlining the purpose and function of the Committee and in particular the work programme and background information relating to the economy of the Vale.

The Committee was advised that setting the work programme was an important stage in the scrutiny process. The work programme would identify key topics for consideration during the life of the Committee. It was essential for Members to be directly involved in the formulation of the programme, ensuring that it reflected the time available. The following key principles needed to be considered when drawing up the programme:-

- Topics should add value to the work of the Authority
- Topics should involve partners, residents and businesses
- There should be sufficient flexibility to allow for topics to be considered as and when they arose
- Topics should reflect the views and concerns of the community
- The programme should reflect a realistic use of resources

There were many ways by which topics could be identified, including the outcome of public consultations, suggestions from Members and/or Corporate Board, the Cabinet forward plan and quarterly performance and finance digests. It was however again stressed that the programme should be manageable from the Committee's perspective and resourcing work by officers.

A number of "one off" items had been considered specifically or had been reported on during the past year, including the following:-

- Key employment sites
- East/West Rail
- Local Enterprise Partnerships
- Economic Performance
- Broadband provision
- The Aylesbury Vale Estates Business Plan
- Skills Update
- Support for business growth within the Vale

Issues currently being worked on included:-

- Inward investment
- Economic Development Strategy and Action Plan
- Business support
- Start up businesses
- European funded programmes

Copies of the Committee's Terms of Reference, the current work programme and the selection criteria were attached to the Committee report.

To provide some context to the economy of the Vale, the Committee received a presentation giving a brief overview of AVDC's economic development activity. This included high level economic indicators concerning the current and projected demographic position, employment statistics and information about the businesses within the Vale.

By broad industry group, health employed the most people in Aylesbury and Buckinghamshire, with 24,600 working in this sector, ahead of retail (22,400), education (21,300) and the professional scientific and defence sector (20,900).

There were 9,570 businesses in the Vale, the majority of which were small businesses. At 87% being less than 10 employees, Aylesbury Vale had been ranked 37 out of all 380 local authorities in the country. These figures could be broken down as follows:-

- 0-9 employees – 8,390 (87%)
- 10-49 employees – 185 (10.2%)
- 250+ employees – 30 (0.3%)

There had been 1,075 "business births" in the Vale during 2013, which had been the highest since comparable records had begun in 2004. A table detailing "business births and deaths" in 2013 in Buckinghamshire and the rest of the country was submitted.

Business intensity in Aylesbury Vale was strongest in construction, motorsport, wholesale, public administration and defence, education and arts/entertainment/recreation. The business growth focus had been to ensure the growth sectors had sufficient opportunity and minimal barriers to continue growth.

It was reported that the Economic Development Strategy 2011-2014, adopted in 2011 had set out the vision for the future and had identified the programme of economic development activity required to provide and sustain an attractive environment for the Vale's businesses and employees. The partnership action plan to deliver the strategy objectives had four key elements:-

- To build on the current strong entrepreneurial culture within the area, encouraging businesses to start up and grow within the Vale
- To create a unique positioning for the area as an attractive inward investment location to attract foreign direct investments, as well as UK businesses re-locating to the South-East
- To encourage new investors through proactive and focused interventions
- To ensure that the existing and future workforce remained highly skilled.

The Action Plan was due to be revised during the summer of 2015 to take account of the changing political and economic environment. It would incorporate the economic intelligence from the 2010 Buckinghamshire Local Economic Assessment and shared learning over the last four years from working with the Council's partners, namely the South-East Midlands Local Enterprise Partnership (SEMLEP) and the Buckinghamshire

and Thames Valley Local Enterprise Partnership/Bucks Business First. The key areas that had been progressed from the Economic Development Strategy were summarised for the Committee and included:-

- The Business Grants/Loans Scheme
- The “Golden Welcome” Scheme
- Business Engagement
- The Aylesbury Enterprise and Innovation Centre
- Inward Investment and Marketing the Vale: Business Facing Campaign
- The Business Website: Invest Aylesbury Vale
- Enquiry handling and lead generation
- The Silverstone master plan
- CETAL – Telecare/Stoke Mandeville
- Property and other professional briefings
- University Centre Aylesbury Vale (UCAV)
- Next Generation Access Infrastructure
- Employment led growth assessment.

The programme of activity for the coming years would build upon the foundations already laid in terms of business support, targeted grant investment, proactive marketing of the investment opportunities within the Vale and effective partnership working. Specific strands included:-

- A refresh of the Economic Development Strategy 2011-2014 Action Plan relating to the promotion and maintenance of new business facing website, the refinement of the inward investment targeting and sector/cluster propositions, including further development of CETAL and the wider life sciences
- Consolidation of the relationship with the top 30 Aylesbury Vale businesses alongside the Council’s partners
- Bringing new businesses to the Vale, growing existing businesses and encouraging start-ups, increasing business rates retained, reducing unemployment and gaining increased spend locally by those in employment
- Building trusted relationships with Vale businesses in order to deliver value added (paid for) services from across the whole Council
- Developing closer working relationships with commercial agents and developers to unblock barriers to employment land
- Developing revised employment targets for the Vale of Aylesbury Local Plan
- Moving forward the work with Local Enterprise Partnerships (BicksTVLEP & SEMLEP)
- Supporting the construction of East/West Rail
- Supporting the development of Waterside University Technical Centre, Aylesbury.

The next steps of the marketing and communications campaign included:-

- The extension of activities aimed at building the Aylesbury Vale brand and generating leads
- Reviewing and renewing the business support portal
- Reviewing the inward investment marketing of the District and highlighting its key assets as a business destination
- The production of further employment site fact sheets and business case studies
- Ongoing media relations work in the local and specialist media channels.

Members of the Economy and Business Development Scrutiny Committee discussed the topics that they wished to be added to the work programme for the Committee. It was requested that an overview of the funding available for the Council in regards to

economic development be provided. A detailed breakdown of the budget would be provided. Funds available included LABGI money, and additional funding was available through the local enterprise partnerships. It was stressed that there were at least three towns in the district, and it was important to promote economic development in areas other than Aylesbury Town. The District Council had more influence over development in Aylesbury Town than in Buckingham or Winslow, as the Council owned a larger proportion of land.

One particular area of interest was in regards to the Inward Investment Strategy. It had long been recognised that the major road network in the Vale was not sufficient to attract large businesses. Bucks Advantage were producing an infrastructure plan. Councillors were advised that the Tri-County Alliance between Buckinghamshire, Northamptonshire and Oxfordshire aimed to attract additional funding for infrastructure from central government. Members asked that an item be added to the work programme, with a view for discussion at the September meeting, on the Buckinghamshire Infrastructure Plan. It was asked that representatives from Bucks Advantage and Buckinghamshire County Council be invited to attend the meeting.

Members were also concerned that school leavers may not be equipped with the skills required for a work place. The Committee had previously received a presentation from the training director at Arla, and it was suggested that a representative from another organisation, such as ATG or from the Federation of Small Businesses, be invited to attend a future meeting.

Additional topics that were of particular interest to the Committee were the provision of leisure facilities, and investment opportunities to encourage new businesses.

RESOLVED –

That the following topics be included on the Work Programme:

- Availability of funding for economic development
- Bucks Infrastructure Plan, with Bucks Advantage being invited to attend the meeting in September
- Skill development and education
- Leisure provision
- Investment opportunities to encourage new businesses.

DRAFT ECONOMIC DEVELOPMENT STRATEGY & ACTION PLAN AND PROPOSED SCRUTINY COMMITTEE WORK PROGRAMME Tracey Aldworth

1 Purpose

- 1.1 This report includes the outline elements of the draft Economic Development Strategy and Action Plan for the Vale for the 2015-2018 period. It also includes a suggested future work programme for the committee to consider.

2 Recommendations

The Scrutiny Committee is asked to:

- 2.1 Comment on the draft Economic Development Strategy, the Economic Development Action Plan and the proposed Scrutiny Work Programme.

3 Draft Economic Development Strategy 2015-16

- 3.1 The key factors impacting on the local economy in 2011 and assessed as impacting up to 2014, as set out in the Economic Development Strategy 2011- 14, are largely the same key factors. It was therefore considered prudent to refresh the document with a view to presenting to members and over time considering each of the priority in more depth. For example infrastructure development is scheduled to be discussed at the September meeting, together with an update on broadband.
- 3.2 At the Economy and Business Development Scrutiny meeting in June 2015, members were provided with an overview of the Aylesbury Vale Economy and the key issues impacting on it. This data has been used to inform the emerging draft Economic Development Strategy 2015 – 18. The draft strategy has been used to inform the Economic Development Action Plan for this year, which is discussed below.
- 3.3 The team recently undertook a survey to help provide some further input and feedback on the key issues the refreshed ED Strategy would need to address. Data is still being gathered from this and a verbal update will be presented at the meeting on the emerging issues and themes. .

4 Draft Economic Development Action Plan

- 4.1 The action plan been developed based on the key themes in the draft strategy. The Economic Development Action Plan (ED Action Plan) sets out the range of actions, key leads and key partners involved in delivering the key actions. This is attached as Appendix 1.
- 4.2 The Action Plan has 6 strands to it:
- Delivering the strategy
 - Supporting new enterprise
 - Supporting existing businesses to grow
 - Attracting inward investment to the Vale

- Infrastructure Development
- Growing our own workforce for the future knowledge economy

4.3 The ED Action Plan will be used to guide and monitor the Economic Development work in the district alongside the Economy and Business Development Scrutiny Committee's Work Programme. Officers will present to the Committee an overview of the key priority actions scheduled for implementation in 2015-16 at the meeting.

5 The Scrutiny Committee's Future Work Programme

5.1 Members of the Scrutiny Committee now have the opportunity to review the proposed Work Programme and consider whether the issues identified on it remain appropriate work programme items as well as considering any additional items for inclusion onto the future Work Programme. Members will no doubt bear in mind that the Work Programme needs to be manageable both from the Committee's perspective and resourcing work by Officers.

5.2 The following "one off" items are some that were examined or reported on during the past year.

- Key Employment Sites
- East West Rail
- Local Enterprise Partnerships
- Economic Performance
- Broadband
- Aylesbury Vale Estates Business Plan
- Skills Update (Skills is ongoing)
- Support for Business growth in the Vale

Work areas currently being worked on are:

- Inward Investment
- Economic Development Strategy & Action Plan
- Skills
- Business Support
- Start up businesses
- European funded programmes

5.3 Attached as Appendix 2 is an outline of the future work programme report to further assist Members in the process of deciding which items to examine at future meetings.

6 Resource implications

6.1 At the last meeting of the committee Members requested that an overview be provided on the ED resources. This will be presented to Members at the meeting.

6.2 Members will no doubt bear in mind that the Work Programme needs to be manageable both from the Committee's perspective and resourcing work by Officers.

7 Responses to Key Aims and Objectives

- 7.1 The work of overview and scrutiny, particularly on making recommendations on matters which affect the area or its residents and businesses all support the key aims and objectives that Aylesbury Vale District Council is striving to achieve.

Contact Officer
Background Documents

Mal Hussain, ED Business Relationship Officer, x5256

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**ECONOMY AND BUSINESS DEVELOPMENT SCRUTINY COMMITTEE
WORK PROGRAMME 2015/16**

26 OCTOBER 2015

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
Inward Investment Strategy	Tracey Aldworth							X						

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7 DECEMBER 2015

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
Strategic Engagement with key partners										X				
Investment Opportunities to encourage new businesses										X				

30 JANUARY 2016

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
Skills Development & Education											X			
											X			

15 MARCH 2016

		2015										2016		
Item	Contact Officer	A	M	J	J	A	S	O	N	D	J	F	M	
											X			
											X			

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 – 18

These action plans focus on the steps that will be taken to make the economic development strategy a reality. The progress against the tasks in the action plan will be monitored on a regular basis and an annual report will be prepared outlining progress against the action plan and strategy.

	Action	AVDC roles	Partners	Activities	Dependencies	Timescale
a)	Consult on refreshed Economic Priorities and update ED action plan internally and with external partners	AVDC ED team lead consultation	BBF/BTVLP, Chamber, IoD, FSB, ATG, Buckingham Business Group, SEMLEP, FE/HEIs, AEIC Members, Parishes, Business & stakeholder groups	Hold consultation meetings & launch on line questionnaire with links to full ED strategy and action plan	None	Jul - Aug 2015
b)	Publish refreshed Economic Development Strategy and action plan for Aylesbury Vale	ED team publish strategy	Buckinghamshire CC	Finalise and publish ED strategy 2015 - 2018	Dependent upon approval of Cabinet and Council	Dec 2015
Page 11	Finalise Corporate plan ED activity and agree cross AVDC delivery plan, aligned to ED strategy	ED team with cross AVDC support		Record progress against and monitor the 'growing the economy of the Vale' corporate plan targets	None	Ongoing
	Develop comprehensive communications plan for Aylesbury Vale regarding ED business facing activity	ED and Marcomms		Develop and agree ED communications plan from July 2015 onwards		Nov 2015 ongoing

	Action	AVDC roles	Partners	Activities	Dependencies	Timescale
d)	Raise the profile and reach of Aylesbury Vale Continue to review, develop and maintain appropriate communication channels to inform businesses about ED progress, linked in with other AVDC business communication campaigns, where appropriate	AVDC ED team lead consultation	Marketing the Vale Partners	Refresh and update the "Marketing the Vale" multi-channel business facing campaign to support business growth and inward investment (e.g. case studies, web enhancement, E-Health week, sustainability events, Meet the Buyer September 2015) Update Invest Aylesbury Website Enhance performance and management of new business facing website (www.investaylesburyvale.com), including search engine optimisation, use of social media and targeted marketing campaigns Produce Vale Economy newsletter and Economy Watch for businesses and Members	ED and Marcomms resources	Nov 2015 Ongoing Oct 2015
	Develop and support economic intelligence service - to provide information for inward investment - to identify, support and target appropriate economic interventions - Review service by BBF	Bucks Business First (BBF)	AVDC ED and Forward Plans Team Bucks TVLEP SEMLEP	ED and Planning to lead requirements for information and analysis, provided by BBF, to support delivery of ED strategy and joint Local Enterprise Partnership activity	BBF and LEP resource	Ongoing
f)	Produce quarterly Economy Watch (to be reviewed, as part of the review of the Social Media strategy)	AVDC ED and Forward Plans AVDC	BBF BTVLEP SEMLEP	Produce quarterly report with headline theme and update of progress against ED priorities and latest examples of activity		Ongoing 2015
	Action	AVDC roles	Partners	Activities	Dependencies	Timescale
g)	Enhance property search, working closely with developers and agents and LEPS	AVDC	BBF Property agents & Developers	Deliver easier system for agents/developers to upload current premises and development plans and		Quarterly

				widen uptake. Engage with property agents and developers on regular basis Hold Developers Forum.		Sep 2015
h)	Fully engage with the South East Midlands Local Enterprise Partnership (SEMLEP) and Buckinghamshire Thames Valley LEP at both the Member and officer level	AVDC	SEMLEP BTVLEP AVA	Represent AVDC at the Board, CEX Group and EDO officer group level and engage in work streams		Monthly
i)	Review key stakeholders strengths and weaknesses and enhance roles through Support, Information and or Finance	AVDC	SEMLEP BTVLEP AVA Bucks CC	Explore and develop joined up marketing and inward investment strategies		Mar 2016
j)	Develop a Business Engagement Strategy in partnership with key stakeholders	AVDC	SEMLEP BTVLEP AVA Bucks CC	Explore and develop joined up business engagement strategies		Mar 2016

2 Supporting new Enterprise

Aylesbury Vale will build on its current strengths to become recognised as one of the best places in the UK to start a business, a centre for enterprise. In achieving this, attention will be given to create an environment in which entrepreneurship is encouraged and celebrated.

Enterprise education in schools and Further Education (FE) and Higher Education (HE) locally will be supported, as exemplified by the planned Waterside Academy. Potential new businesses will be supported, where appropriate, with access to funding and first stage premises, and provided with first class access to advice. Business networking will be encouraged to develop a strong sense of identity for local businesses.

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 - 2018

2. Supporting new enterprise and entrepreneurs

	Task	Lead	Partners	Work Programme	Timetable
a) Page 14	To provide business loans for business start ups and existing businesses, following up after 6 months with 1:1 meeting	AVDC ED team		Organise a grants programme and follow up with business monitoring half yearly	Quarterly panel
	Support need for 1:1 advice at Aylesbury Enterprise and Innovation Centre (AEIC) and provide access to business advisors & mentors	AEIC	AVDC, BIS BBF	Make aware of 'free' business advice & support at 1:1 session at AEIC. Make aware of other national and local business support initiatives, including linking into 'peer to peer' business mentors	Ongoing
	Support hosting events & workshops at AEIC, arising out of needs identified through the continuing programme of business engagement. Such events should be aim to support & give advice to local business & consult and listen to ideas	AEIC	AVDC, BBF	One example being involvement of AVDC's sustainable development team in energy/carbon saving advice to business	Ongoing
	Ensure AEIC remains a 'core' part of Buckinghamshire's innovation and business support service	AVDC	BTVLEP, BBF SEMLEP HEIs/FECs	Involve AEIC as one focal point of support for local micro businesses in the Vale	Ongoing
In view of the Growth Hub services by both BTVLEP and SEMLEP and the Velocity business support programme, to review the future requirement for the AEIC engagement and alternative options to provide a learning environment focusing on innovation.	AVDC	BTVLEP SEMLEP, BBF Bucks CC	To develop a dialogue with partners on the most efficient way of ensuring 1:1 businesses support advice for Aylesbury Vale businesses	Ongoing Mar 2016	

c)	Co-ordinate business support agency activities and opportunities nationally and locally, using www.investaylesburyvale.com as a business support signposting tool	AVDC ED team	BBF, AEIC BTVLEP SEMLEP	ED team to work with BIS, BBF and Local Enterprise Partnerships to communicate opportunities to businesses	Ongoing
	Work with partners to ensure a 'knowledge bank' to help identify resources, skills, grants & guidance	BTVLEP SEMLEP BBF, AVDC		Explore opportunities for identifying and promoting a single point of contact for all official help and information & check list for new companies to mitigate risk and limit the likelihood of non-compliance	Ongoing
d)	Supporting businesses to access external funding opportunities, such as the SEMLEP grants funding programme.	AVDC ED team	SEMLEP BTVLEP	Identify high growth businesses needing help with accessing finance	As required
e)	Continue to issue ValeEconomy with latest business information & increase circulation. To review this inline with the review of the Social Media Strategy	AVDC	BTVLEP SEMLEP BBF	Populate with national and local Government business support advice & opportunities, including AVDC support to businesses	Quarterly
f)	Review options for developing a 'move on' innovation centre, building on the success of AEIC in supporting start ups	AVDC ED team	AVE UCAV/AC AEIC, BBF Other start up providers	Review as part of Vale of Aylesbury Plan and ongoing discussions with education and training providers, in response to business and sector need	Autumn 2016
	Research opportunities and feasibility of a rural 'workhub' concept in market town or rural area, as part of the ongoing Vale of Aylesbury Plan (VAP) employment review	AVDC	AEIC	Review as ongoing Vale of Aylesbury Plan consultation	Autumn 2016
h)	Support the continuation of the phase 2 and start of the Phases 3 Gatehouse development .	AVE	AVDC ED team and Forward Plans BTVLEP	Seek additional BTVLEP support as required	Ongoing
i)	Support the development and build of the Waterside Academy with partners	AVDC AVE	Aylesbury College BNU Bucks CC FECs/HEIS	Work with partners to ensure engagement with businesses and full take up of the services. Including full delivery of key strategic aims for the Waterside area.	Ongoing

3. Helping Existing Business Grow

Existing businesses will be supported and encouraged to grow and expand locally. A mix of modern premises will be available that means business will be able to expand or relocate within the Vale. Developments such as Silverstone, Haddenham, Westcott and Berryfields employment land will have transformed the Vale's offer to businesses.

Aylesbury and the Vale will respond to meet the challenge of providing job opportunities in both mainstream and high value emerging and knowledge based sectors to ensure the Vale continues to have a relevant, dynamic, resilient economy offering a wide range of employment.

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018

3. Helping existing businesses grow

	Task	Lead	Partners	Work Programme	Timetable
a)	Strengthen <u>senior level dialogue</u> with businesses in Aylesbury and the Vale through the ongoing programme of business engagement (Gumpton)	AVDC ED team	SEMLEP BTVLEP, BBF Business networks & Support agencies	Further develop agenda for dialogue and implement programme, aggregating key business issues and acting on them with partners (increasingly important with the Localism Bill and Devolution)	Ongoing
b)	Support for businesses to access grants, loans or equity finance to support growth	AVDC ED team	Angels for Bucks SEMLEP BTVLEP Banks	Work to identify loans and equity opportunities for businesses	Ongoing
c)	Continue local investor development 'aftercare' as part of business engagement programme.	AVDC	BBF BTVLEP SEMLEP FEs/HEIs Chambers, FSB & Clubs ATG	Identify opportunities to bring groups of businesses together (e.g. food and drink sector, environmental waste etc.) or around specific interventions where a clear need has been identified (e.g. apprenticeships, procurement opportunities, broadband speed, energy efficiency, supply chain development) Involve AVDC Environmental Health team in any food & drink sector activity & AVDC sustainable development team in providing advice on energy grant incentives & renewable technologies. Event at ATG premises in 2016 and consider how to sustain this	Ongoing

	Hold training and business event to explore apprenticeship and other opportunities	AVDC	HEIs/FEs Businesses BBF BTVLEP SEMLEP	momentum and joint action of businesses to best place them to respond to future government initiatives	2016
Page 17	d) Identify business requirements for employment space and ensure sufficient employment land allocation as part of the Vale of Aylesbury Plan (VAP)	AVDC Forward Plans	Local Stakeholders AVA	As part of ongoing VAP consultation and development	Ongoing
	Support development and implementation of the Silverstone Masterplan & communicate the employment opportunities & supply chain linkages more widely, as the development progresses	Silverstone	AVDC AVA, South Northants SEMLEP BTVLEP UKTI	Following the approval of outline planning, engage with Silverstone to attract future inward investment & existing business growth	Ongoing
	Work with Aylesbury Vale Estates (AVE) and other partners to provide great facilities for business	AVE	AVDC ED and Forward Plans BTVLEP	Linked to Vale of Aylesbury Plan (VAP) consultation but also to AVE plans, as well as issues identified as a result of ongoing business engagement and through meetings with developers and agents	Ongoing
	Further opportunities for collaboration between business and HEI/FE partners.	AVDC	Aylesbury College BNU, BBF BTVLEP FE/HEIs SEMLEP Silverstone Stoke Mandeville NSIC	Pursue opportunities for businesses to engage with University Technical Centres (Aylesbury College, Tresham at Silverstone) Link our key businesses and centres of excellence into the Technology Strategy Board's (TSB's) Technology Innovation Centres (TICs), where possible Pursue opportunities for Knowledge Transfer Partnerships (KTPs) between businesses and Universities such as BNU, Cranfield, OU and Buckingham Universities	April 2015- March 2016
	g) Consider opportunities to encourage business growth arising from any re-localisation or local flexibilities on business rates	AVDC Finance & Planning	BTVLEP SEMLEP	Review of Vale of Aylesbury Plan developments and internal review of business rates flexibilities before deciding next steps	2016
	h) Support sector development	AVDC ED team	Arla AVDC	In partnership with SEMLEP - Bring food and drink companies together to explore sector opportunities & connect with agriculture &	April 2015 & ongoing

		BTVLEP BBF	Environmental Health	rural economy where appropriate	
			Aylesbury College UTC	Work with Aylesbury College and the University Technical Centre around construction and mobile ICT sectors	Ongoing
			Stoke Mandeville NSIC & partners Bucks 2012 Manager BBF	Support the ongoing development of the rehabilitation and telehealth technologies sector activity with Stoke Mandeville NSIC, taking advantage of the 2012 global spotlight & various UKTI inward investment activities, involving Stoke Mandeville NSIC, including E-Health week in Copenhagen in May 2012.	Jan 2016 & ongoing
			Silverstone SEMLEP Tresham UTC	Work with Silverstone and partners to develop the advanced and high performance engineering sector offer	June 2015
				Review support to the Visitor Economy Support the Aylesbury Vale Visitor Economy sector and action plan which links into the Visit Buckinghamshire Plan and supports the work of the Bucks Tourism Officers' Group (BTOG). Ensure linkage with the SEMLEP Visitor Economy Group.	Ongoing

4. Attract Inward Investment to the Vale

It is recognised that encouraging new business creation and growth of existing businesses within the Vale cannot be relied on alone to meet job growth targets. Therefore, there will be a major focus on Aylesbury Vale as an exciting and dynamic inward investment business location, as part of the South East Midlands and Buckinghamshire Thames Valley Local Enterprise Partnerships.

As part of one of the fastest growing areas in the UK, the Vale will create a unique positioning that is attractive to 'niche' segments of the business market, emphasising the opportunities for higher value employment types, the potential to exploit the proximity to Oxford & Cambridge, especially with the advent of East West Rail, and its excellent location close to the M40, M1 & M25, lying midway between London and Birmingham.

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018					
4. Creating a unique positioning for the Vale as an attractive inward investment location					
	Task	Lead	Partners	Work Programme	Timetable
Page 19	a) Engage through SEMLEP/BTVLEP with UKTI to represent and develop Aylesbury Vale's inward investment propositions in four key areas: 1. Motorsports and advanced engineering 2. Independent living, rehabilitation & telehealth technologies 3. Food and Drink 4. ICT & creative industries, especially mobile ICT applications	AVDC	SEMLEP BTVLEP UKTI, BBF	Engage with Silverstone and SEMLEP to agree approach to market Silverstone and high performance engineering sector, but also develop offer with other advanced engineering and manufacturing companies in the Vale Implement rehabilitation and telehealth inward investment and marketing actions Engage with Arla and other food companies to test appetite for sector approach Work with Aylesbury College to engage with ICT businesses in Vale	Ongoing
	b) Develop marcomms and events plan to attract inward investment and promote the area Enhance profile and exposure of www.investaylesburyvale.com and web metrics	AVDC UKTI ED and Marcomms	BTVLEP SEMLEP	Identify target business, channels to market and intermediaries within local, regional, national and international markets. Develop programme of actions and events to engage and inform these individuals.	Ongoing

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018

4. Creating a unique positioning for the Vale as an attractive inward investment location

	Develop next suite of inward investment case studies, key site information & other collateral Develop sector specific marketing material (marketing collateral)			In line with agreed marcomms business communications plan	Ongoing
Page 20	c) Develop relationships with potential investors and developers	AVDC	BTVLEP SEMLEP BBF	Establish quarterly developer forum	Sep 15 Ongoing
	Work with key FDI businesses in Vale to target supply chain and other companies into the Vale	AVDC	BTVLEP SEMLEP BBF		
	Creating targeted marketing campaign on back of successes (Arla)	AVDC ED and Marcomms			
	Develop target list by sector for the 'Golden Welcome' scheme to support the attraction of new businesses to the Vale	AVDC		Identified through ongoing business engagement programme	Ongoing
e)	Identify programme of investment and improvement of existing employment sites and new ones such as Stoke Mandeville (particular focus on AVDC landholdings)	AVDC Forward plans and ED	AVA AVE	In line with ongoing VAP consultation	Ongoing
f)	Support Town Centre Improvement Plans	AVDC Town Centre Manager Town Centre Improvement Plan Steering Group Marcomms ED and		Deliver actions as part of Town Centre Improvement Plan Strongly stimulate the retail aspects of Aylesbury and its market towns so that they receive favourable attention, in light of the Mary Portas review	Ongoing

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018

4. Creating a unique positioning for the Vale as an attractive inward investment location

		Forward Plans			
g)	Develop inward investment 'soft landing' service & steering group	AVDC BBF	UKTI	Identify opportunities to provide initial support to inward investment businesses in establishing their first UK representative office	Ongoing
h)	Maximise opportunities presented by 2012 Olympic and Paralympic games.	AVDC Bucks 2012 Manager	BTVLEP BBF Bucks CC BNU Stoke Mandeville NSIC & Stadium	Plan and organise 'Meet the Buyer' event and conference and continue local sector development Support Copenhagen E-Health week during Apr 2016 to promote the Paralympics and related ED rehabilitation & telehealth activity Work with Bucks CC and Royal Buckinghamshire Business Manager on programme of events and enhancements to Stoke Mandeville Stadium and promoting 'Compete4' and other opportunities	2016 Ongoing

5 Infrastructure Development

There will be regeneration of the overall quality of employment space available within the Vale and upgrade and identification of other employment sites, in line with the emerging Vale of Aylesbury Plan (VAP) and the Aylesbury Town Centre Improvement Plan

Other key road and rail infrastructure such as the Eastern Link Road and East West Rail will be progressed.

Superfast Broadband will be rolled out further to rural and “not spot” areas to ensure wider coverage in the Vale in support of communities and business.

The Local Enterprise Partnerships will identify infrastructure projects which are suitable for new Government funding streams for unlocking and help create a revolving fund to provide capacity.

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018					
5 Infrastructure Development					
Page 22	Task	Lead	Partners	Work Programme	Timetable
	Identifying infrastructure required to support new development and wider Vale needs	AVDC	AVA BTVLEP SEMLEP County Council	Further develop the case in support of identified sub-regional strategy infrastructure needs as set out in the POD and as part of the VAP consultation. This includes consideration of better road and rail infrastructure to cater for any expansion in housing & ongoing examination of public transportation requirements with the County Council	Ongoing
	Work with relevant agencies to bring forward Investment – Local Investment Plan (LIP)	Forward Plans and ED		Use this to lobby to ensure the implementation of infrastructure. Identify priorities beyond 2016 e.g. Eastern Link Road and A418 improvements	
	Work with partners to consider the implications of the recent (Dec 2014) Tri-County Alliance between Bucks CC, Oxfordshire and Northamptonshire	AVDC	BTVLEP SEMLEP BBF	To explore implications and opportunities	2016
b)	Review and adjust planning policies to support and encourage business investment and growth across the Vale, ensuring sufficient land is allocated for future employment needs	AVDC Forward	AVA AVE Property	As part of the VAP consultation	Ongoing

	<p>Identify and promote existing employment sites, ensuring they are unblocked</p> <p>Use funding sources to help meet the costs of key growth-related infrastructure (including Community Infrastructure Levy, Growing Places Fund, New Homes Bonus etc.)</p>	Plans and ED	agents and developers BTVLEP SEMLEP		
c)	<p>Engage in Broadband UK Bucks/Herts Group roll out and procure providers for 'not spots' and rural areas(see separate Broadband action plan)</p> <p>Ensure 40mbps available to 75% of businesses by 2016</p>	AVDC	BBF BTVLEP SEMLEP	<p>Ongoing BDUK funding and procurement (Herts & Bucks)</p> <p>Involve businesses, key employment sites & rural locations in any roll out of superfast Broadband & mobile phone coverage across AV in line with Broadband action plan</p>	Ongoing
d)	Promote and support the implementation of the Town Centre Improvement Plan	AVDC		.As per AVDC's separate Town Centre Improvement action plan	Ongoing

6. Growing our own workforce for the future knowledge economy

The availability of an appropriately skilled workforce is key to keep pace with the increasing demand for higher skilled occupations and new and emerging market opportunities. Aylesbury Vale has to secure its future in the knowledge economy and to do so will have to be able to respond to employers recruitment needs now and in the future, if they are to continue to remain and grow or to invest in the area.

To do so it needs to invest in the research and innovation skills of its young people and provide alternative career paths, including vocational and apprenticeship opportunities, part of which will be met by the University Technical Centres (UTCs). Aylesbury Vale needs to focus on what it is good at including: supporting entrepreneurialism, exploiting its current knowledge economy research assets, exploiting 'niche' markets and encouraging multi-and cross-disciplinary workforce skills

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018					
6. Growing our own workforce for the future knowledge economy					
	Task	Lead	Partners	Work Programme	Timetable
Page 24	Continue to support the development of the Waterside Enterprise Academy and support entrepreneurial education in schools and colleges	AVDC	BTVLEP BBF BNU/UCAV	Establish partnership to develop new Waterside Academy build	Ongoing
	<p>Enterprise learning maintained across the curriculum & build capacity within schools for enterprise placements</p> <p>Raise awareness for young people of enterprise opportunities within particular sectors & organisations</p> <p>Engage SMEs and other in providing enterprise experience</p> <p>Enable young people to access networks such as the Young Entrepreneurs Society (YES)</p>	Bucks CC BBF	BTVLEP Districts Schools HEI/FE	<p>Raising educational levels of Aylesbury Vale residents of all ages</p> <p>Work with partners to encourage businesses to take up apprentices</p> <p>Encourage young people to start their own business & convert new ideas into reality, as well as reviewing opportunities for establishing social enterprises at the Clare Foundation in Saunderton</p>	Ongoing
c)	Continue appropriate development of Aylesbury College curriculum in line with employer needs	Aylesbury College	UCAV AVDC	<p>To make sure the college expands its capacity to provide a suitably skilled workforce, consistent with the growth of economic activity across the Vale</p> <p>Highlight role of College in Economic Strategy for Aylesbury.</p>	Ongoing

ECONOMIC DEVELOPMENT STRATEGY FOR AYLESBURY VALE – ACTION PLAN 2015 TO 2018

6. Growing our own workforce for the future knowledge economy

				Support College Business engagement strategies	
d)	Continue and enhance provision of HE, including continued development and support of University Centre Support the establishment of the University Technical Centres (UTCs) in Aylesbury and Silverstone	Aylesbury College & UCAV Aylesbury College Silverstone	Fes, HEIs ATG Training AVDC Businesses	Focus on helping to plug skills shortages in key sectors eg care, construction, manufacturing & engineering . Establish Higher Education working group Investigate how University of Buckingham can further develop its role and engagement with business and supporting knowledge economy sectors and innovation. Help manage Buckingham University's growth. Engage with UTCs involving businesses and helping inform course development, as well as supporting sector initiatives	Ongoing
e)	Explore opportunities around apprenticeships to help retain and support the growth of existing and attract new businesses to the Vale	AVDC	BTVLEP BBF	Review outcomes of skills actions undertaken by local partners Identify other gaps in provision and opportunities to develop apprenticeships opportunities and work with employers to respond to national government incentives	March 2016
	Undertake feasibility of new science and innovation park in the Vale and knowledge economy	AVDC Forward Plans and ED	AVA BTVLEP	Explore opportunity around A41 and at Stoke Mandeville as part of the employment land review under the Vale of Aylesbury Plan (VAP)	Ongoing
g)	Encourage greater collaboration between business, research assets and Universities and government around innovation, technology R & D and higher level skills development	ED Bucks 2012 Manager		Build on the collaborative working between Stoke Mandeville NSIC, HEIs, local and national governmental bodies and the EU Work with advanced engineering and high performance businesses at Silverstone and across SEMLEP to collaborate on new innovation and technology partnerships Encourage Arla and other food and drink companies to work together to identify areas of common interest to take forward collectively	Ongoing
h)	Develop youth portal to help young people into work and support young people and advise them as to how to help themselves in the employment market	BTVLEP Bucks CC BBF	AVDC		Ongoing

Topic- Broadband

Action	AVDC Roles	Partners	Activities	Dependences	Timescale
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Demand Assessment & Stimulation

1	Gain a clear understanding of the <u>residential</u> demand for super fast broadband within and around the Vale	<p><i>Lead :</i> Broadband lead officer</p> <p><i>Support :</i> Media & Comms</p>	<p>BDUK (through BBF) Parish & Town Councils Community Groups Adjoining councils</p>	<ul style="list-style-type: none"> • Best delivered through supporting the planned BDUK related survey work. • Resources best employed on assisting gaining best possible outcome for this work. • Gain awareness of activity in surrounding authorities of activity on AVDC borders • 98 Green cabinets in Aylesbury Vale 	<p>Dependent upon BDUK progress and programme.</p> <p>BDUK contract awarded to BT</p>	Phase 1 Jan to Sep 15
2	Gain a clear understanding of the <u>business</u> demand for super fast broadband within and around the Vale	<p><i>Lead :</i> Broadband lead officer</p> <p><i>Support :</i> Media & Comms Economic Development</p>	<p>BDUK (through BBF) Business groups in the Vale Adjoining councils</p>	<ul style="list-style-type: none"> • Best delivered through supporting the planned BDUK related survey work. • Resources best employed on assisting gaining best possible outcome for this work from the business perspective. If not addressed via this route may require separate AVDC activity • Gain awareness of activity in surrounding authorities of activity on AVDC borders • 98 Green cabinets in Aylesbury Vale 	<p>Dependent upon BDUK progress and programme, or on AVDC ability to undertake work.</p>	Phase 1 Jan to Sep 15
3	Raise general understanding and raise demand (residential and business) for market delivered superfast broadband	<p><i>Lead :</i> Broadband lead officer</p> <p><i>Support :</i> Media & Comms, Economic Development, Planning Implementation & monitoring Commercial Providers</p>	<p>BDUK (through BBF) Parish & Town Councils Community Groups Business groups in the Vale</p>	<ul style="list-style-type: none"> • Through the use of regular awareness raising activities – such as articles in Aylesbury Vale Times, information to parish & town councils, use of AVDC website and Invest AVDC web sites. • Take part in activities related to demand stimulation (taking care with expectation management) • Inform active wholesale providers of appropriate new development opportunities to gain provision from the start of developments life 	<p>Dependant on particular activity as it arises</p>	Already commenced and on-going

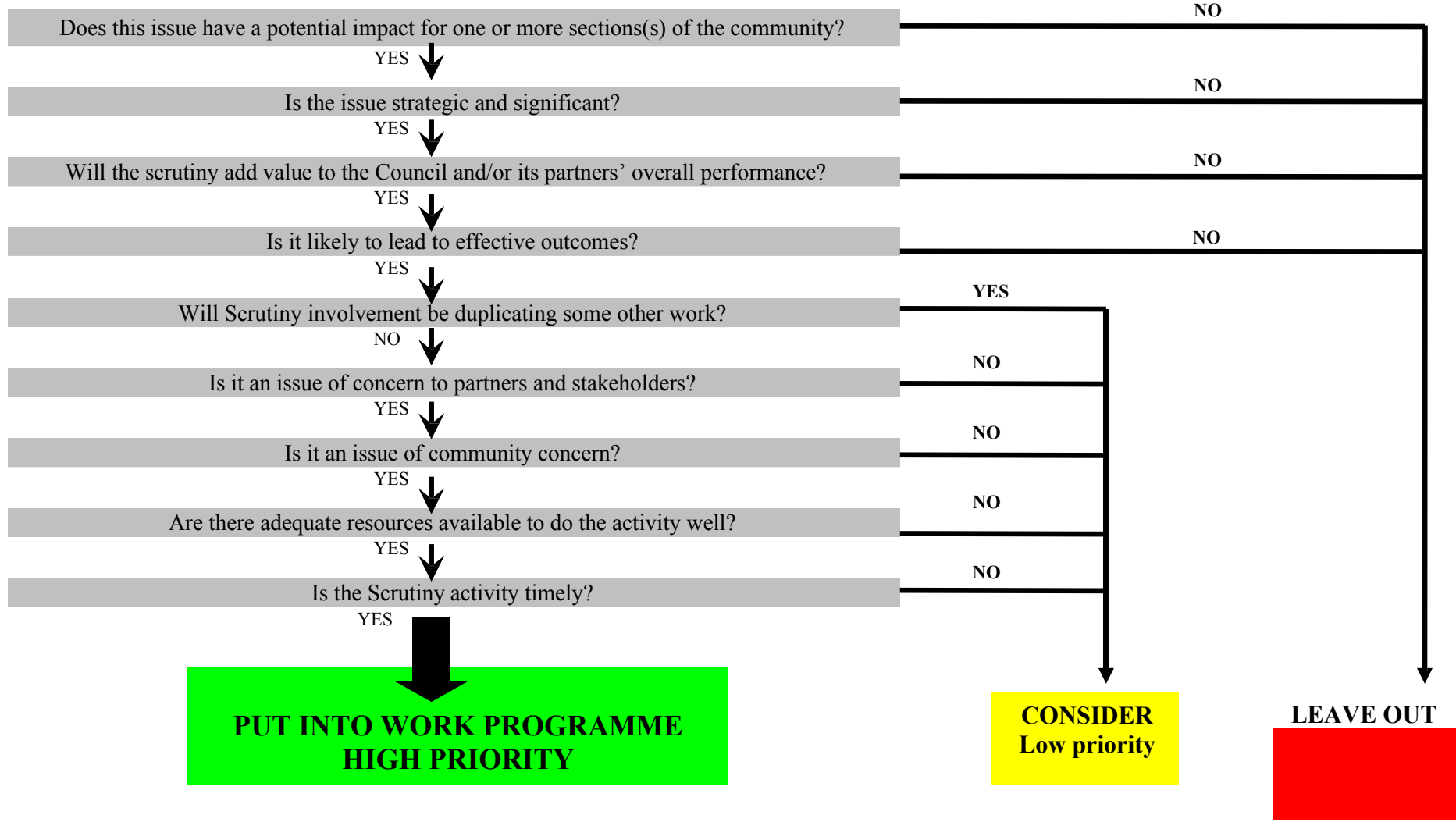
Policy Levers

4	Economic	<i>Lead :</i>	None	• Ensure that the Economic Development Strategy refresh (Spring 2012) places	None	In time to support AVDC full
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Topic- Broadband						
Action	AVDC Roles	Partners	Activities	Dependences		Timescale
Development Strategy Refresh	Economic Development <i>Support:</i> Broadband Lead Officer		sufficient weight on the importance of super fast broadband provision in the Vale, and provides a link to this Action Plan.			Council adoption of the refreshed Economic Development Strategy (Mar 2016)

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Scrutiny Work Programme – Selection Criteria



AYLESBURY VALE BROADBAND

Tracey Aldworth

1 Purpose

- 1.1 To provide an update on the Aylesbury Vale Broadband project in response to a Member request in line with Section E4 of the Council's constitution.

2 Recommendations

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| 2.1 That Members note the report and update as presented at the meeting. |
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3 Supporting information

- 3.1 In April 2015 the Council approved the establishment of the Aylesbury Vale Broadband Company. Members will recall that the Council agreed to allocate up to £1.536m of the New Homes Bonus funding for the rollout of broadband in the Vale. This included providing funding of up to £200k for a pilot project in the North Marston and Granborough area.
- 3.2 The original business case and outline business plan as approved by Council in April 2015, is attached as Appendix 1 in the confidential section of the report in light of the commercially sensitive information contained therein.
- 3.3 Appendix 2, also included in the confidential section of the report, provides the latest update on the project with an overview of the current position regarding the project.
- 3.4 The AVB website also contains the information on the project progress that is available to the general public. See www.avbroadband.co.uk for the detail.
- 3.5 Andrew Mills, one of the directors of the AV Broadband Company will be in attendance at the meeting to provide a verbal update and answer any questions.
- 3.6 The plans for the next areas for investment from the rest of the AVDC funds will be considered once the North Marston and Granborough network has been implemented and evaluated later in the year. This will be done alongside the potential areas for future investment in relation to the next phase of the Connected Counties project.

4 Resource implications

- 4.1 None associated with this report that have not already been accounted for in the allocation of Council funds.

Contact Officer

Tracey Aldworth 01296 585003

Background Documents

Names of Background documents

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of the Local Government Act 1972.

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