

Growth, Development & Prosperity Service Plan 2024-25

Link to the full draft [Growth, Development & Prosperity Team Service Plan](#)

2.1	<p>Service Objectives 2024-25 Service level priorities we will deliver in 2024/25 which support the Council Plan Priorities; Better homes & communities, A greener East Devon, A resilient economy and quality services.</p>
2.1.1	<p>Provide intelligence and input to the development of the new Local Plan with a focus on establishing robust, effective and defensible policies and proposals in the following areas:</p> <ul style="list-style-type: none"> • Employment sites • Economic development • Green infrastructure • Habitat mitigation • Zero carbon development • Energy
2.1.2	<p>Ensure EDDC’s Economic Development Strategy, underpinned by the Local Economic Review is used to help strengthen the evidence base for the new Local Plan. In addition, ensuring a coherent sub-regional response by feeding into responses to ECC and TDC Local Plan consultations.</p>
<p>A Supported and Engaged Community</p>	
2.1.3	<p>Support the work of the Cranbrook Strategic Delivery Board, ensuring that a range of services and infrastructure are delivered in step with new homes.</p> <ul style="list-style-type: none"> • Support delivery of the masterplan for the town centre • Ensure robust project management arrangements • Utilise revolving infrastructure funds to support the development of the expansion areas
2.1.4	<p>Complete the development of a business case for a delivery vehicle (up to and including the establishment of a locally-led Development Corporation) to support the development of a second new community.</p>

2.1.5	<p>Lead the deployment of the UK Shared Prosperity Fund and Rural England Prosperity Fund programmes ensuring:</p> <ul style="list-style-type: none"> ○ all UKSPF projects achieve specified outputs and outcomes in alignment with the UKSPF Investment Plan ○ all UKSPF projects achieve key milestones on time and to budget in alignment with the UKSPF Investment Plan <p>all UKSPF reporting, monitoring and evaluation duties are completed on time and in accordance with DLUHC requirements</p>
2.1.6	<p>Lead the deployment, procurement and contract management of the following UK Shared Prosperity Fund and Rural England Prosperity Fund projects;</p> <ul style="list-style-type: none"> ○ Year 3 Delivery: Innovation and Resilience Fund 3. Grant scheme using Rural England Prosperity Funding to support rural businesses to increase productivity. ○ Year 3 Delivery: Carbon Action Fund. Grant scheme to fund purchase of decarbonisation equipment as recommended by carbon action plans. Two pathways – one for businesses and one for community organisations. ○ Year 3 Delivery: Business Support Programme (Prosper). Business support service to strengthen current central Growth Hub referral provision and replace Thrive with tailored additional support for pre-starts, net-zero/green growth and agri-tech businesses across East Devon ○ Year 3 Delivery: Sustainable Tourism Fund. Funding to promote sustainable tourism projects. Project manage and plan the development of a STF grant programme for tourism SMEs to help them develop better sustainability/ green/accessibility practices and reduce their carbon footprint. Direct SPF Y3 funds to ensure delivery of impactful marketing/promotions of East Devon ○ Year 3 Delivery: Retrofit Programme. Support to re-skill and up-skill local residents to gain net zero related skills such as accreditations required to enter the retrofitting marketplace. ○ Year 3 Delivery: Disability Employment Support Programme. Support for economically inactive residents with disabilities to improve their employment prospects and gain access remote and/or digital opportunities. ○ Year 3 Delivery: NEET Employment Support Programme. Support for young residents not in employment, education or training (NEETs) to improve their employment opportunities. ○ Year 3 Delivery: Active Travel Fund. Support to bring forward cycleways within the Clyst Valley Regional Park
2.1.7	<p>Provide support to the East Devon Tourism Network. Enabling delivery of relevant Tourism Strategy objectives.</p> <ul style="list-style-type: none"> ○ Oversee and support the operation of EDTN ○ Ensure alignment with the Tourism Strategy ○ Monitor performance and contract extension

2.1.8	Prepare and adopt an Economic Development Strategy for the District
2.1.10	Work to increase the supply of available commercial sites and premises in the District: <ul style="list-style-type: none"> Strengthen our formal corporate engagement with Place, Assets & Commercialisation Service to help ensure timely delivery of commercial landholdings (e.g. Hayne Lane, Cloakham Lawns, Fosseway and Colyford Rd sites).
2.1.11	Lead the delivery of the Enterprise Zone programme to accelerate the delivery of new commercial space. Through the update of the Enterprise Zone Implementation Plan the investment programme will be reviewed and new investment proposals will be identified.
2.1.12	Continue to develop the simplified planning regime in the Enterprise Zone area by bringing forward further Local Development Orders for Skypark and Exeter Science Park). Undertake assessments of individual development proposals in terms of compliance with extant LDOs
2.1.13	Raise the profile of the area by implementing a branding strategy for the Enterprise Zone designation
2.1.14	Support the second Axminster Gate to Plate event in May helping to ensure successful delivery, maximising local benefit and encouraging local adoption as an annual event. Work with at least 3 other East Devon towns to encourage inaugural Gate to Plate events in more locations, supporting quality local food and drink producers and town centre trade.
2.1.15	Record, support and report on all inward investment and local business land/premises enquiries received. Issues experienced in relation to constrained employment land and premises supply within the market to be fed back to Policy and Planning colleagues.
2.1.16	Improve the handling of commercial premises/land enquiries by coordinating and amalgamating record keeping and enquiry handling by different teams to develop a single central database which all teams feed into, update and can report from.
2.1.17	Support local business growth and inward investment by strengthening EDDC's active promotion of vacant/available employment units district wide. Reinvigorate Commercial Property Register, engaging commercial agents.
2.1.19	Monitor and evaluate the impact of our Innovation and Resilience Fund (IRF1). Ensure that beneficiaries have spent their grant funds in line with Funding Agreements. Complete an evaluation of the local economic, social and environmental impact of the IRF1.
2.1.21	Deliver the Clyst Meadows SANGS including engaging with key stakeholders and the community: <ul style="list-style-type: none"> work with Devon County Council to develop sustainable travel options to the site implement delivery plan for the site implement in perpetuity funding proposal for the site
2.1.22	Engage with landowners and other partners to implement the Clyst Valley Trail proposals including: <ul style="list-style-type: none"> Finalise alignment and delivery plan Secure resources and funding Raise public awareness of the Trail

2.1.23	<p>Deliver the South East Devon Habitat Mitigation Strategy including:</p> <ul style="list-style-type: none"> • Supporting quarterly meetings of the Habitat Regulations Executive Committee • Implement on site and off sites measures • Provide an annual monitoring report
Continuous Improvement and Quality Services	
2.1.24	Implementation of the Bidsmart initiative including lead coordination of relevant team of officers, driving improvements through a more collaborative, informed approach to identifying and responding more robustly to external funding opportunities with reference to the strongest supporting evidence
2.1.25	Continued support to planning colleagues through detailed consultation responses on planning applications covering issues relevant to the Service
2.1.26	<p>Ensure that key messages and achievements are clearly communicated both internally and externally across a range of media channels through;</p> <ul style="list-style-type: none"> • Online and offline channels including issuing press release • Contributing to the Corporate Knowledge Exchange • Supporting consultation events and exercises • Providing advice and support on the use of social media
2.1.27	Support the progression of the devolution deal negotiations through Team Devon, ensuring that the Council's interests are represented, and key proposals are reported to Cabinet.
Service actions relating to climate change	
2.1.28	<p>Ensure the large-scale delivery of zero carbon development in the West End of the District through:</p> <ul style="list-style-type: none"> • Procurement and delivery of the interconnector project to decarbonise the existing district heating networks in Cranbrook/Skypark and Science Park/Monkerton • Implementing the Green Heat Network Fund scheme through the procurement of an Energy Services Company for the Cranbrook Expansion areas
2.1.29	Commission and oversee delivery of a new £207k Carbon Action Programme, supporting East Devon businesses to better understand their carbon emissions and to develop effective action plans to reduce these. Support to include 121 support diagnostic sessions and workshops to encourage engagement and behavioural change through increased efficiencies and reduced waste. Programme to complement delivery of our existing SPF Prosper business support provision.

2.1.30	Launch an Enterprise Zone focussed fund to undertake the commissioning of project(s) delivering on the specific themes of EDDC's Clean Growth Vision.
2.1.31	Support the development of a sustainable aviation cluster focused on Exeter Airport: <ul style="list-style-type: none"> • Represent the Council on the Sustainable Aviation Board and Future Flight Community Integration Group • Support project development in relation to Advanced Air Mobility

2.2	Key projects in 2024-25
2.1.1	Delivery of Cranbrook town centre
2.1.2	Development of a Delivery Vehicle to support the development of the second new community
2.1.3	Delivery of UKSPF and REPF programmes
2.1.4	Delivery of a new £207k Carbon Action Programme
2.1.5	Development and publication of an Economic Development Strategy for East Devon
2.1.6	Development of an updated Enterprise Zone Implementation Plan
2.1.7	Delivery of Clyst Meadow SANG
2.1.8	Delivery of the Clyst Valley Trail
2.1.9	District heating interconnector project
2.1.10	Launch an Enterprise Zone focussed fund to undertake the commissioning of project(s) delivering on the specific themes of EDDC's Clean Growth Vision.